

What Makes a City Great

What makes a city great and strong?
Not architecture's graceful strength
Nor factories extended length,
But men who see the civic wrong
And give their lives to make it right
And turn the darkness into light.

What makes a city men can love?
Not titled fame nor wealth's display
But women rich in virtue's dower
Whose homes though humble still are great
Because of service of the state.

What makes a man full of power?
Not things that charm the outward sense
Nor gross display of opulence,
But right which wrong can not remove,
And truth which faces civic fraud
And smites it in the name of God.

This is the city that shall stand,
A light upon the Nation's hill,
A voice that evil can not still;
Its source of blessing not in brick
Nor stone nor wood, but
Justice, Truth and Brotherhood.

"Going like hot-cakes"



Factory on over-time production to supply demand

Never in the history of our business have we offered the trade a cheese product that has made such an immediate success as Velveeta. It seems to be a perfect product, one with a universal appeal.

It is delicious in flavor; it contains all the healthful properties of rich whole milk; it spreads like butter or will slice when chilled, while for cooking purposes it melts and blends so readily with other foods that its superiority is at once apparent.

Velveeta has the support of a large national newspaper and radio advertising campaign which is giving our dealers large sales and quick turnover. If you have not stocked Velveeta, or are not giving it prominent display, you are overlooking some sure-fire profits. See your distributor or jobber.

KRAFT-PHENIX CHEESE CORPORATION, General Offices, CHICAGO

Makers of "Philadelphia" Cream Cheese

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 10, 1929

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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.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Model Grocery Store Maintained For Four Months.

No problem faced by the jobber is greater than that of making retail stores more efficient and larger volume outlets. No sales plan of the wholesaler can be effective unless the retailers can hold and build public patronage. The Dannemiller Grocery Co., wholesale grocer and coffee roaster of Canton, Ohio, is not only co-operating in joint merchandising and advertising with a selected group of retailers but their recent campaign is designed to assist all retailers as well.

Last October we sponsored a Better Grocery Store Movement by first submitting a plan to retailers for an individual store survey whereby each retailer co-operating in the movement received a drawing showing a modern rearrangement of his particular store.

Believing that we could not interest the retailers in modern store arrangement and display by working with drawings and photographs alone, we purchased a complete set of steel shelving and fixtures and installed a model grocery in the residential district of Canton. We rented a new store room, 33 by 46, and stocked this model grocery with our merchandise.

This store was visited by thousands of retailers and by jobbers from all over the United States. The interest in this store displayed by consumers, retailers and jobbers is beyond anything we ever expected, proving that a store fully equipped will do more to further the movement than anything else.

Nothing was sold at the model store. It was a display room for grocers and also for housewives and has proven to be one of the greatest movements for better grocery stores in the country.

Many of the retailers rearranged their stores along the lines of the model store utilizing their old equipment and cutting up long counters, purchasing perhaps a few steel display stands here and there, while others have sold out their old equipment and purchased

complete stores. Installations have been made by us in seven counties surrounding Canton, and various cities in these counties are still sending delegations to view this model store.

The model store was maintained for four months and just a month ago was sold to one of Canton's most progressive retailers who is now doing business in this store. It will interest you to know that in this size store, 33 by 46, the entire outfit cost the retailer \$700 exclusive of meat department.

The windows of the model store are well lighted and all window displays are arranged low permitting a clear view through the entire store from the sidewalk. On entering the store the customer is attracted by a large green goods display which adjoins one of the windows. The consumer viewing the store from this, surveys a beautiful stock of merchandise on black and white steel shelving on both side walls extending almost the entire length of the store, with meat market in the rear. Glass display cases are grouped around small wrapping counters in the center of the store, from which point the store is controlled. The absence of long counters running parallel to the shelves gives an air of freedom to the store permitting the housewife to inspect merchandise on shelves and display racks.

Starting with the shelves on either side, from the front of the store the highest grade of goods are on the top shelves and graded downward. One section is used for each department, two sections when necessary, while the less profitable goods are in the rear of the central control. Customers coming in to buy unprofitable items are obliged to pass displays of profitable goods in order to make their purchases.

Many of the display racks are on casters which can be moved daily or weekly for special sales. A steel flour scooter on rollers is one of the display features in this store; as well as an eight-bin trade booster with glass lids for bulk goods; also a rotating broom rack; several steel pyramids on rollers with various sized shelves; glass cases for pastry, candy, etc.

The following points of arrangement should be observed in a modern store:

1. Counters away from shelves.
2. If possible, no working counters closer than 12 feet from the front door.
3. Vegetables, bulk goods and cakes close to scale and wrapping counters.
4. U-shape center control if possible.
5. Four feet from counter to shelf, if possible, but six feet is ideal.
6. Fast moving goods close to delivery counter, telephone likewise.
7. Avoid counters longer than 42 to 48 inches.
8. Make retailers realize that any set

arrangement of fixtures is not permanent. A good merchant will make small changes of delivery, counters and racks to keep the public interested in the store, but according to principle of saving steps and time for himself. Opening of shelves to public gives them an opportunity for self-service, assisting retailer and not increasing overhead.

9. Special location of vegetable window as to traffic and position of door.

10. Plenty of space in front of counters and meat counter.

11. Try to run combination of self-serve and service store.

12. Do not have any display on counters or display cases above four feet except on pyramid displays; leave view wide open.

13. Get bulk goods away from under counters. Put in trade booster and increase sales about 87 per cent.

14. Place counter close to delivery department.

15. Lighting system—plenty of light. Frank Dannemiller.

Change of Front By the National Grocer Co.

Battle Creek, July 9.—We have waited patiently for every edition of the Tradesman and have eagerly scanned its pages, hoping that Mr. Stowe would give us a statement regarding the National Grocer Co., knowing that when he did so we would have the truth of the matter. We did not join the R stores. We could not see wherein it would benefit us the ten dollars' worth. We rather enjoy running our own business. If, after being in business in one place five years, we do not know what our trade demands and what specials to put out to meet the demands or pleasures of our customers, it is time for us to make a change. We have bought groceries of the National Grocer Co. for years and we can truthfully say that no house has treated us more loyally than it has. Its Battle Creek salesman, J. I. Adams, has always been the soul of honor in the highest sense of the term and the company has stood back of him. We regret to the highest degree this affair. If it is due to financial trouble, which some seem to think it is, and the banks are putting their deal over, why does the National Grocer Co. not come out bravely and say: "Boys, we have lost out and we have got to do something." This would draw out all the noble qualities of the R merchants and the National Grocer Co. would find them all friends in need. Instead of doing this, the house is starting chain stores—the very thing it has condemned in no Sunday school phrases. It had banquets with outside speakers here, denouncing the chain stores from every standpoint, organized the R stores to fight to a finish these chain stores or our country was lost. Now, was this organization premeditated on their part? If so, the company's moral ebb is as low as its finances are alleged to be. A year ago I saw something of this sort on the blackboard. "Consistency, thou art a jewel." We regret that this company, which we have enjoyed doing business with for so many years, has so far forgotten the moral code which embraces the law of com-

mon brotherhood of man to man in such a way that hereafter we will be compelled to look with distrust on many. We honor the manager at Detroit who had the moral standing to resign and take no part in this organization. C. W. Slade.

The Tradesman has made many attempts to secure an official statement from the executive staff of the National Grocer Co. regarding the character and extent of its proposed change of front toward the retail trade in reversing its attitude from kindly co-operation to violent antagonism and competition, but has thus far been unable to secure any satisfactory explanation, excuse or valid reason.

In many cases the company has gone beyond the bounds of good business ethics in undertaking to coerce successful merchants to transfer their stocks to the National Grocer Co. in exchange for 25 per cent. cash and 75 per cent. stock of doubtful value. Where merchants demur to accepting this offer, they are told that if they fail to get into band wagon, the National Grocer Co. will establish a new store next door to the retailer and put him out of business by cutting prices and furnishing superior service. This is a pretty severe charge to make against a house which has carefully avoided such tactics ever since it was established, but proofs of such threats of coercion in the hands of the Tradesman are in sufficient number to justify this charge, much as the Tradesman dislikes to take issue with a house which has been its erstwhile customer and which numbers many friends of the Tradesman in its executive and selling forces.

Of course, the National Grocer Co. cannot ride two horses and do it successfully in a matter of this kind. It cannot continue the jobbing business and retain the patronage, co-operation and friendship of the independent merchant while it undertakes to conduct 500 chain stores at the same time. Such a plan has never been successful in this country and never will be successful.

The Tradesman regrets the necessity of making this statement, but duty to its friends of the retail trade compels it to speak plainly on a matter so vital to the best interests of the merchant.

The Michigan Retail Hardware Association will hold its thirty-sixth annual convention and exhibition at Grand Rapids, February 18, 19, 20 and 21. The Hotel Pantlind will be the headquarters, and the exhibition will be held at the Klingman exhibition building. A. J. Scott, Secretary, Marine City, Michigan.

If you were the boss, would you hire yourself for your present job?

Looking ahead keeps us from falling behind.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The National Better Business Bureau writes the Realm regarding an advertisement sent out by a Florida concern telling how to cut butter bills. For twenty-five cents the person answering the advertisement will be told how to make three pounds of good butter out of one pound. Those who remit the 25 cents for the instructions advertised are given the following information:

"Take one pound of fresh churned butter (not salted), put in a suitable clean vessel, while fresh and soft, and add the yolks of three eggs, mix well together. Then add very slowly warm sweet milk (just from the cow) and beat rapidly as you add the milk. The butter and eggs will take up the milk slowly until you have three pounds of the best butter. When the mixture quits taking up the milk as you pour it in, then it is done.

"Then salt and mould as you would any butter. Not much 'working' required. If you do not make a success of first batch do not feel discouraged. Try again. Practice makes perfect in anything. Follow instructions very closely and have everything strictly fresh."

It is pointed out that the Department of Agriculture requires that butter should contain not less than 80 per cent. of milk fat, and that the product made in accordance with the above quoted description would not comply with this requirement. The Department also points out that similar processes have been found on the market occasionally for many years and that the products made of such processes is a poor imitation of butter.

Persons answering the advertisement also receive a number of circulars from the advertiser offering a number of other propositions on how to start a chile parlor, how to be a successful agent, twenty-four ways to make money, etc.

Of course, a private individual could use the butter making recipe in his own home without coming in conflict with the law, but any retailer endeavoring to increase his butter sales with the methods described would speedily have the food inspector on his trail and would be lucky if he escaped with a fine. And where does the consumer come in after adding eggs and milk and doing the "working."

Readers of the Realm will be interested in the following quotation from a letter written by Commissioner William E. Humphrey of the Federal Trade Commission to the National Better Business Bureau:

"Replying to your communication with reference to Marmola will say that it is my intention to file application for complaint against all publications that publish the advertisement of Marmola, unless they express an intention to discontinue it at once."

Marmola, an alleged fat reducing medium, was the subject of a cease and desist order of the Federal Trade Commission issued last month.

A typical example of the co-operation existing between Better Business Bureaus in various cities throughout the country which often makes possible the prompt blocking of objectionable enterprises, is shown in a recent investigation of a Chicago mail-order venture.

A Brooklyn member of the Bureau received a copy of a circular prepared and sent through the mails by the Industrial Manufacturing Co., of 428 East 45th Place, Chicago, Ill., offering for sale obscene photographs and other objectionable matter. This business man convinced of the harmfulness of such literature placed the information in the hands of the Bureau.

Evidence was obtained and forwarded to the Chicago Better Business Bureau. It was determined that two colored men were operating the "Industrial Manufacturing Co." and that they were distributing obscene literature in Chicago as well as through the mails. At the instance of the Health Commissioner of Chicago, Jesse Gleason, colored, one of the operators, was arrested, arraigned in Judge Finnegan's Court and sentenced to six months in the county jail. The obscene literature was confiscated by the court.

With the popular interest in card games has come the desire for new and more elaborate styles and colors in playing cards, making the printer's task a more difficult one. The intricate geometric designs employed on the backs of many cards do not always lend themselves well to the limitations of the machines. There are occasions when the printing and cutting machinery causes weird effects not intended, while many cards come through with slight irregularities not easily seen at first by the average player but of paramount importance to the card "shark."

Card manufacturers have been confronted with this condition and have sought means which would enable them to sell only selected perfect cards and yet not take a total loss on others that are below standard.

With this situation in mind, a recent advertisement of a Brooklyn Department Store was examined. The announcement offered at 49c "Cards, the usual 65c grade—at an exceptionally low price only because they are tissue wrapped." Although salespeople stated that the cards were perfect and the same as the regular 65c cards, it was determined that those purchased by the Bureau were irregular in printing and cutting. The manufacturer recognized the cards as imperfect ones which he had placed in tissue wrappers and sold to a leather goods manufacturer as "imperfect" cards.

It is understood that all of the irregular cards of this manufacturer which are suitable for distribution are disposed of in tissue wrappers rather than in the more costly cardboard telescope cases. The trade is familiar with this but the consumer has never been given the advantage of this information. There is, of course, a price advantage in buying these irregular tissue wrapped cards and many find their way through legitimate channels

to retailers who properly describe and sell them.

It is suggested that all who buy and sell imperfect playing cards, "call a spade a spade."

SUPERANNUATED EMPLOYEES.

Real Plan To Solve Problem Still Lacking.

Henry Ford, when he said a few days ago that he prefers employees of 35 to 60 years, put a new phase on a problem pressing retailers for solution. That is the question of making provision for superannuated employees.

The issues involved, both of merchandising and social economics, take on immediate and added significance because of the growing number of retail mergers and the entry of bankers into store financing, it was pointed out yesterday. Bankers, scanning a long list of old employees who may have passed their best productive days, may not regard such a list with a very kindly eye in the store or stores in which they have acquired a controlling or supervisory interest. Pruning of the staff to cut "dead wood" is the edict of the day.

Moreover, even without the merger aspect, the department store as a widespread American institution is now entering the period in which enough time has elapsed for the older personnel to become a problem. There are a number of stores in the country whose employees have served upward of twenty-five years. Sale of a store in which they have served the best part of their lives is no petty happening for employees of this length of service. The story is told of one store treasurer who, following the sale of the store with which he was connected, was ill for weeks because of realization of what the situation meant to older employees.

The disposition of retail executives with whom the problem was discussed was to regard it as a delicate one. The charge that the department store field is lagging behind other industries in making provision for its superannuated employees was denied by some. It was agreed, however, that while a number of stores are making provision by pension or other means for their older employees, a comprehensive and decided trend in this direction has yet to develop.

That such a development, however, is a matter of the comparatively near future was the statement of one executive in close touch with what many stores are doing.

"The retail craft, particularly the larger stores," said this executive, "appreciate the growing importance of the problem of the older employees and are giving it much earnest thought. Methods of providing for them are being studied, methods that will be fair to the employee and to the store. It is eminently likely that the studies being made will bear fruit in workable plans to accomplish their object. Because of the many questions involved, the problem, to say the least, is difficult.

"The retail stores," he continued, "are not alone in wrestling with the social aspects of the problem. Other industries have been and still are

grappling with it, achieving a greater or less degree of success. The great cry going up of the difficulties men over 40 are meeting in securing new positions is evidence of one phase of the situation. The recent remarks of Henry Ford that he prefers employees of 35 to 60 as making for a stable, experienced force are challenging. Should his views be adopted by other industrialists, a decided change in attitude toward the older person in industry may develop.

"In retailing to-day the rapidity and importance of style changes in almost every kind of merchandise practically demand a sales personnel and executive staff flexible in mind, quick to adjust themselves to new ideas, things and methods and to serve a public which is youth-minded.

"In some stores and in some departments, depending on the clientele and on the merchandise, the older employee may continue to function to mutual advantage. This also is true of executive positions in which mature experience and judgment plus knowledge are prime essentials. But, generally speaking, the department store or group of stores, to meet changing merchandising conditions and to keep in tune with consumer demand, must be youthful. This is a basic element in the whole question."

Among the means of provision for employees the stores are studying, it was indicated, are pension, group and retirement forms of insurance. While the discussions in a number of cases have been quiet, the conversations with insurance actuaries are held to forecast eventual adoption by more than a few stores of insurance suited and adapted to the peculiarities of the retail business.

It also was pointed out that a well-known chain store organization has devised a plan of stock ownership for its employees, a step regarded as another means of encouraging employees to obtain a competency that will provide for their later years. With department stores rapidly passing from private ownership to public financial participation, this idea, it was added, may be feasily applied in the department store field. Another large chain is noted for its profit-sharing scheme which meets the problem from another aspect.

Grocery Trade Filled With New Spirit of Optimism.

During the past five years we have had the opportunity of studying retail stores. We have studied them with special reference to the plant equipment and how the present plant enables the grocer to serve his community. We have found that the old-time grocery store is inadequate to meet modern conditions, and have gone even so far as to suggest what we believe is a modern grocery store.

Before we can discuss the grocery store, we must agree on a few of the fundamentals. There are two major considerations that differentiate the retail business of to-day as compared with fifteen years ago.

First, this is a shopping age. Women are no longer tied to the nearest grocery store. They shop about; usually

in their own car, and are free to buy where their fancy dictates. It is the task of the grocer to cash in on this situation. The old-fashioned grocery store does not get the shopper's trade as it should.

The second consideration is this: The average grocer must bring down his cost of operation. The old-fashioned grocery store, with its long counters and showcases, can not operate economically. At the present time many grocers have an operating expense of from 18 to 20 per cent., and that is too high. I don't know how much the grocer must bring down his cost, yet I do know that in San Jose, Calif., there is a large grocer who has his cost of operation down to 10 per cent., and that in Minneapolis there is a service grocer, giving full service, at an operating cost of 13 per cent.

Another mistake that has been made is that stores were built to suit men, yet to-day 90 per cent. of the grocery business is done by women. We must, therefore, change our viewpoint and build stores to cater to the whims and fancies of women—that meet their exacting demands.

It is a difficult matter to analyze women and their buying habits. But we do know they are dominated largely by the sense of touch and sight.

It has been said that women buy with their eyes. If that is true, then in a scientific store we must have all of our merchandise so it can be seen. We know, further, that when a woman is allowed to pick up an article the sale is half made. The scientific store, therefore, enables women to handle everything that permits of being handled.

The first consideration, then, in building a store is the floor space we need. Many stores are too large for their volume of business, resulting in a high operating expense. We have found that the best size for the average grocer with a volume up to \$75,000 is the store from 20 to 30 feet wide and a rear partition not more than 40 feet from the door, with a good back room for storage purposes.

Counters should be short ones, never over 6 feet long. Neither should there be too much counter space, but only 3 or 4 feet for each sales person.

Counters, we believe, should be placed crosswise at the rear of the store, for in that manner we draw our customers to the rear of the store and thus increase purchases.

Rapid-moving merchandise should surround our counters so that in so far as possible the grocer can fill orders with a minimum of steps.

In order to capitalize sight and touch, increase purchases, and at the same time cut the selling expense, we must adopt the self-service principle, at least to the extent of keeping the side walls open and accessible to the customer. That means removing the long counters, and in many instances throwing out the long, clumsy show cases.

We generally need from one to three short floor cases (4 feet long) for such lines as tobacco, candy, and baked goods. Frequently we need a refrigerator display case. These features

should be arranged into an island in the center of the floor filled in with display tables about 2 by 4 feet.

The island principle is widely used in variety, hardware, and department stores. It makes it possible for us to keep the side shelving open and display all of our merchandise to a better advantage.

Of course, all merchandise should be price marked. The shelving must be kept low so customers can reach every item in stock.

But you may ask, will such a store work? Yes; during the past two years there have been approximately 10,000 old-fashioned grocery stores rearranged into the island type, and we have never heard of one that has gone back to the old system.

When stores are rebuilt in this manner sales increase on an average of 15 per cent., and in some instances as much as 55 per cent. The operating expense is also cut; sometimes by the elimination of a clerk, but more generally by taking care of added volume without any increase in the overhead.

Grocers everywhere are tremendously interested in the subject of better stores. Never have they been so eager for information as to-day, and if you take this message to them intelligently and sympathetically, you will get wonderful response. Carl Dipman.

May Fix Order Sizes.

Consideration of the small order was again a leading topic among wholesalers at one of the meetings of the Wholesale Dry Goods Institute held in New York City last week. It was brought out that many of the orders now being placed by retailers can be handled only at a loss by the distributor. The wholesalers seemed to agree that a standard shipping unit or minimum size for orders is essential. Not much can be done, it was thought, in reducing the expense of handling orders on the present basis.

It is entirely possible that a minimum order would overcome the problem which the jobbers now find so vexing. Retailers might readily be educated to its profits, since they would be likely to enjoy better service and perhaps an even better balanced stock. On the other hand, no fixed limit would probably be accepted if corresponding advantages were not offered. The wholesalers might turn the light upon their own operations and see if they have yet received the inducements necessary to shape their own orders to the mills and manufacturers on a more satisfactory scale. The same complaint they make about small orders from retailers is made concerning them by producers.

Before much progress can be accomplished in increasing the orders which wholesalers receive, it appears likely that further effort must be used on the entire program of research and promotion by which the secondary distributors hope to improve the methods of the smaller retailers and to build up trade with the larger firms. This is the fundamental project, and if it is successfully carried out the problem of the small order should disappear.

Investment Securities

E. H. Rollins & Sons

Founded 1876

GRAND RAPIDS

Boston	New York	Philadelphia	Chicago	Denver
San Francisco	Los Angeles	London		

What is a . . . Voluntary Trust

An agreement by the terms of which the management of all or part of an estate is entrusted to our care so that the owner is relieved of details but receives the income — is a voluntary trust.

Under such an arrangement the owner of property can find much relief. Let us tell you more about the advantages of a voluntary trust as it might apply in your case.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

MOVEMENTS OF MERCHANTS.

Norwalk—Elmer Gilbert succeeds E. C. Mathews in general trade.

Chelsea—George Kaercher has purchased the meat market of Fred C. Klingler.

Dearborn—The Union State Bank has increased its capital stock from \$100,000 to \$200,000.

Dearborn—The Dearborn State Bank has increased its capital stock from \$200,000 to \$300,000.

Wayne—Louis Mott, who conducts a grocery and meat market here, has opened another store.

Flint—The Home Owned Stores Co. has opened a grocery and meat market at 1923 Lewis street.

Hamtramck—The Wojoik Industrial Bank has increased its capital stock from \$25,000 to \$50,000.

Battle Creek—L. E. Downing has sold his meat market at 467 Maple street to Fay Wetmore.

Detroit—The Barton Bootery, 7542 Michigan avenue, has closed out its stock and retired from trade.

Bancroft—Cecil L. Waldie is the proprietor of the new grocery and market located in the Baker building.

Nashville—Mrs. C. G. Strow has sold the Main Cafe to Mrs. Mae Bradford, who has taken possession.

Lansing — Samuel J. Rapaport & Sons, Inc., has engaged in business under the style of the People's Credit Clothing Co.

Fennville—Van Hartesveldt Brothers are the proprietors of the grocery and market formerly operated by Roblyer & Van Hartesveldt.

Cedar Springs — The Hopkins & Jamieson bakery has removed its plant into the remodeled building formerly occupied by the Farmers & Merchants bank.

Harbor Springs—Natalie Shops, Inc., of Washington, D. C., has opened a store here under the management of Mrs. Carol MacBurney, recently of Chicago.

Kalamazoo—Samuel M. Gerber, proprietor of the Economy Self Service Grocery and Market on North Burdick street, will open a branch in the Washington square.

Kalamazoo—The Hill Co., baker, is remodeling the store at 110 East Pater-son street and will occupy it with a complete line of baked goods, light groceries and cold meats.

Detroit—The Jaffe Coal & Supply Co., 5090 Lincoln avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Jackson — The Peotler Roofing & Shingle Co., 300 Pearl street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Fidelity Fuel & Roofing Corporation, Lincoln avenue, has been incorporated with an authorized capital stock of \$15,000, \$4,000 of which has been subscribed and paid in in cash.

Saginaw—The Bailey Pickle & Canning Co., Young and Maple streets, has been incorporated with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in, \$25,000 in cash and \$25,000 in property.

Flint—The Independent Dairy Co., 210 East Eighth street, has merged its business into a stock company under the same style with an authorized capital stock of 20,000 shares at \$10 a share, \$150,000 being subscribed and paid in.

Ann Arbor—Claude G. Drake has merged his drug business into a stock company under the style of The Quarry, Inc., 317 West State street, with an authorized capital stock of \$100,000, \$75,000 of which has been subscribed and paid in in cash.

Detroit—Sherman Lewis, Inc., 25 Witherell street, has been incorporated to deal in music, musical instruments, etc., with an authorized capital stock of 100,000 shares at \$1 a share, \$80,000 being subscribed and paid in, \$10,000 in cash and \$70,000 in property.

Saginaw—W. L. Case has merged his undertaking business into a stock company under the style of the W. L. Case Undertaking Co., 413 Adams street, with an authorized capital stock of \$30,000, all of which has been subscribed and paid in in property.

Detroit—Lou J. Eppinger, dealer in sporting goods, etc., 131 Cadillac has merged his business into a stock company under the style of Lou J. Eppinger, Inc., with an authorized capital stock of \$150,000, \$74,000 of which has been subscribed and paid in in property.

Frankfort—The Benzie Packing Co. has been incorporated to pack fruits and vegetables with an authorized capital stock of \$30,000, all of which has been subscribed and \$20,000 paid in in cash. The business offices of the company are located at 715 East Front street, Traverse City.

Bay City—The Nolet Packing Co., 405 Morton street, wholesale and retail dealer in meats and food products, has merged its business into a stock company under the style of the Nolet Packing Co., Inc., with an authorized capital stock of \$200,000, all of which has been subscribed, \$7,000 paid in in cash and \$130,000 in property.

Lansing — The R Grocers feel so keenly the unfortunate position they are placed in by reason of the recent action of the National Grocer Co. in engaging in the chain store business on its own account in opposition to the independent grocer that they are seeking a new alliance from which to obtain merchandise at wholesale. They were offered the stock of the Elliott Grocer Co., but investigation disclosed that the stock was so depleted and so largely composed of unsalable merchandise that the offer was peremptorily and un-animously declined.

Manufacturing Matters.

Detroit—The Western Gear Co. has changed its name to the Western Manufacturing Co., and removed to 3438 Scotten avenue.

Grand Rapids—The Industrial Co. has increased its capital stock from 25,000 shares no par value to 50,000 shares no par value.

Detroit—The Concealed Bed Corporation of Detroit, 149 West Larned street, has been incorporated with an authorized capital stock of \$50,000, \$1,-

000 of which has been subscribed and paid in in cash.

Detroit — The Ex-Cell-O-Tool & Manufacturing Co., 1469 East Grand boulevard, has changed its name to the Ex-Cell-O-Aircraft & Tool Corporation and removed its offices to 1200 Oakman boulevard.

Wayne—The Weldon Foundry Co. has been incorporated to manufacture and deal in all types of castings, with an authorized capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Detroit—The Streamline Pump Co., 4744 Twelfth street, has been incorporated to deal in electrically driven pumps, machinery, etc., with an authorized capital stock of \$10,000, \$2,150 of which has been subscribed and paid in in cash.

Detroit—The Rim & Wheel Service Co., 5132 Third avenue, has been incorporated to deal in wheels, rims and other auto accessories, with an authorized capital stock of \$75,000, \$40,000 of which has been subscribed and paid in in cash.

Kalamazoo—The Kalamazoo Special Auto Body Co., 425 East Vine street, has merged its business into a stock company under the same style with an authorized capital stock of \$56,000, \$34,300 of which has been subscribed and paid in.

Plymouth—The Plymouth Manufacturing Co., 924 West Ann Arbor street, has been incorporated to manufacture goods from imitation leather and velour, with an authorized capital stock of \$25,000, \$2,500 of which has been subscribed and paid in in cash.

Detroit — The Western Gear Co., Beard and Chatfield streets, has merged its business into a stock company under the same style, with an authorized capital stock of \$100,000, all of which has been subscribed, \$10,000 paid in in cash and \$40,000 in property.

Detroit—The American Whitegoods Manufacturing Co., 2063 Myrtle street, has been incorporated to manufacture linen coats, aprons and other linen goods, with an authorized capital stock of \$10,000, all of which has been subscribed and \$3,500 paid in in cash.

Detroit—The Maxine Products Co. Inc., 68 West Warren avenue, has been incorporated to manufacture and deal in perfume and toilet waters, with an authorized capital stock of \$50,000, \$8,000 of which has been subscribed, \$1,000 paid in in cash and \$5,000 in property.

Detroit—The Mayson Manufacturing Co., 3940 Gibson street, has been incorporated to manufacture machine parts and tools, with an authorized capital stock of \$50,000, of which amount \$8,000 has been subscribed, \$3,010 paid in in cash and \$4,200 in property.

Battle Creek—Directors of the Union Steam Pump Co., at a recent session, declared a 60 per cent. cash dividend payable to stock of record on June 25. The pump company has found it necessary to increase its heavy machinery erecting and testing areas, and now has an extension to these departments under construction at its South Jefferson plant. The new building is de-

signed to facilitate the handling and loading of heavy pumping engines direct from the manufacturing floor to cars. Announcement also has been made by the officers of the company of a meeting of the stockholders to be held soon at which approval will be asked of the plan to increase the company's stock to \$3,000,000. The increase will be effected not by the sale of further stock certificates but by the declaration of a 200 per cent. stock dividend.

Late Mercantile Changes in Ohio.

Celina—Glenn Hamilton has opened a market on West Fayette street.

Cleveland—John S. Ritter has opened a meat market at 4223 Lorain avenue.

Dayton—John Ventura has moved his grocery and market to its new location at 3901 East 3rd street.

Germantown—Raymond Reedy has sold his meat market in the I. O. O. F. building to Hiram Smith.

Greenville—Carmon Lambertson and Richard Hathaway are the proprietors of the grocery and market at Fort Jefferson avenue and Sweitzer street which was formerly operated by J. R. Siegmunt.

Hamilton—Clem Flum has opened a new grocery and meat market on North 3rd and Vine streets.

Jackson Center—Fisher Brothers, who formerly conducted a grocery store here, have opened a meat market on Park avenue.

Kingston—E. W. Hatcher has reopened his meat market in the Cash McGinnis building.

Toledo—Norman Smith has purchased the grocery-market of F. W. Trautwein at 501 Tecumseh street.

Warren—Frank Esposito, who is in business at Ravenna, will open a branch meat market here.

Warren—Hazel K. Jones has opened a delicatessen and grocery on West Market street.

Carrollton—John Minor will open a grocery and meat market in the building now being erected on Green street.

Cincinnati—W. L. King, who is in the grocery and meat business in the Gerke building, will erect a store building at Montgomery and Kincaid roads.

Dayton—A meat market has been opened by S. N. Sanders at 633 Washington street.

Metamora—The Salter Grocery and Meat Market will be opened here.

Waynesville—A meat market has been opened by E. J. Coyle in the Keys building on Main street.

Nine New Readers of the Tradesman.

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

Dr. Louis Barth, Grand Rapids.
Kent Printing Co., Grand Rapids.
C. P. Denman, Detroit.
Walter C. Leach, Battle Creek.
W. B. Conner, Belding.
John C. Hicks, St. Johns.
George C. Thomson, Grand Rapids.
W. A. Sack, Boyne City.
Charles C. Kern, Whitehall.

Master circumstances or circumstances will master you.

Essential Features of the Grocery Staples.

Sugar—The market is 10c higher this week and further advances are looked for in the near future. Jobbers hold cane granulated at 5.65 and beet granulated at 5.45.

Tea—The market has been quiet during the week, with practically no changes of any kind. The leaders are still Indias, Ceylons, Formosas and Javas. Prices throughout remain unchanged. The only weakness is in lower grades of tea.

Coffee—The market has had a very quiet week. The situation shows no very great change during the past week, but certainly no increase in firmness. In fact the general market condition can be said to be easier. Milds have gone off perhaps 1/2c during the past week. All of the above refers to coffee sold in a large way. The jobbing market for roasted coffee is unchanged with a fair demand.

Cheese—Cheese is in small supply and quiet demand. Prices are steady.

Dried Fruits—Business is slow in markets all over the country at this stage of the season, as it is more or less a "between hay and straw" period. Consumption is also light during the hot summer months. Prices on 1929 California dried fruits have not yet been formally announced by packers, and it is not certain just when they will be issued, though they are expected most any day. Fruit crops in California this year will be both short and late on account of unusual weather, and it is now generally estimated that most varieties of dried fruits will not be ready for market until about three weeks later than the normal date. This extends the period during which consumption must be supplied by spot goods, naturally, which puts holders of 1928 goods in an apparently favorable position until new crop arrives. Quotations on spot dried fruits were well maintained last week and no important variations are to be noted. Peaches continued to move in good volume, while prunes and apricots were quiet, and the situation unchanged. Crop prospects abroad have been followed interestedly by the trade here, as they will have an important bearing on the markets in this country. Prospects for the prune crop in Yugoslavia this year are uncertain and reports from there indicate that estimates of the quantity of dried prunes to be exported are being reduced due to infection by insect pests. Conservative estimates place the export surplus at from 19,800 to 22,000 short tons, and this estimate may be further reduced if weather conditions are unfavorable during the harvesting season.

Canned Fish—A little more business is in prospect, but the week's sales have not been specially heavy. Enquiry for salmon has been a bit better, and actual orders for goods for immediate shipment have been slightly more numerous. Prices on all grades of salmon have been steady, the fancy grades showing the greatest firmness. It is a little too early for reports of value on the Alaska, 1929 pack, which started in Bristol Bay toward the close of last month. A smaller pack of reds

is expected in that area this year as compared with last, and indications on the opening day appeared better for the marketing of the pack than they did in 1928. The Columbia River salmon pack is below that of the same date last year.

Canned Fruits—The fruits situation has been especially interesting. After a long controversy, peach canners and growers in California decided that under the conditions of supply in raw materials this season as a consequence of the short crop following the frosts, there was no practicable agreement possible, and that each canning company will enter the field on its "own." Canners have been buying at the \$80 price set by the California Canning Peach Growers, and the latter is now entirely sold up on its year's tonnage at \$80 for No. 1 fruit and \$50 for No. 2s. There are many factors in the trade which are of the opinion that despite the shortage it was inadvisable to have made the cost so high in view of the ultimate retail sale of the product, for which a tremendous market was created by the attractive prices that have prevailed this year. The apricot situation has not developed so fully, the crop being late. High prices are expected, however, as a reflection of the peach situation.

Canned Vegetables—Canned vegetables have been quiet this week. Some weakness in prices on some items has been noted, but in general the tone of the market has continued steady.

Beans and Peas—Demand for all varieties of dried beans and peas continues very quiet, without change in price.

Nuts—The Sicilian almond market has been on the advance this week on spot almonds, presumably on account of large buying for import by one of the European countries. Other world almond markets were quiet, all of the 1928 crops having been distributed and offerings having come to an end. In Turkey, the Levant filbert market has skyrocketed, following an opening that was generally believed to have been too low, being probably speculative. Some bullish reports have been coming from Turkey regarding all sorts of ailments that are supposed to be affecting the filbert crop, but such statements have not been verified. In the local market, developments have been lacking and quiet has continued to prevail. All holdings of nuts, shelled or in the shell, are light, and demand is restricted. Prices have been steadily maintained and no fluctuations of importance have taken place. The problem of tariff increases has made for a slight feeling of uncertainty in the local trade, and some buying has been postponed on account of the varied possibilities.

Olives—The market in Seville has firmed up considerably recently, with sellers independent. Large sizes are scarce. There are 599,000 hogsheads, original packages, in the warehouses of this country, which insures a supply for this season. Fairly good assortments are being offered on the local market and larger sizes are becoming scarcer. The bottling trade has been quite busy and some rather heavy sales have been reported by some.

Prices are quotably unchanged with the tone of the market steady.

Pickles—Sales of pickles and relishes have been heavy this week, with sweets predominating. Large shipments of Southern grown cucumbers have been made to all Northern markets, the greater portion being used for table purposes. A considerable quantity has been made into over-night dills, sold principally in New York and other large cities. New dill pickles should arrive on the market in September and October. The sale of this variety is constantly increasing among all classes of people. The heaviest sales are made in bulk, which shows that bulk pickles are popular with the consumer. Prices continue firm, with little change.

Rice—As was generally expected the recent advances in rice have served to slow up demand to some extent. Business during last week was largely of routine character and of a nature indicating profit taking on the part of second hands. In view of conditions prevailing in the primary markets this can only tend, of course, to place the market into a larger technical position later on. At this writing the market may be described as moderately active but firm and renewed demand of even modest proportions is expected to bring about further advances.

Salt Fish—Salt fish of all kinds are moving slowly on the local market, as demand is always light during the summer. In the 1928 line of salt fish stocks on hand are well sold up, and assortments held by the various big jobbers and wholesalers here are pretty much broken up. Such a condition lends a firm tone to the market in the face of a limited demand. Similarly, stocks of 1929 spring mackerel from Ireland are small and firmly held. Arrivals to date have not been large and demand has already taken a good portion of the total amount. Prices have not changed during this week.

Syrup and Molasses—The demand for sugar syrup is quiet, as it always is at this season. Production is still light, however; the market remains firm. Compound syrup is also in light demand, but the market practically remains steady as to price. Molasses is moving in a sort of hand to mouth way, with some pressure to sell, but not much price cutting.

Review of the Produce Market.

Apples—Harvest, \$3.50 per bu.
Asparagus—Home grown, \$1.40 per doz. bunches.
Bananas—6 1/2 @ 7c per lb.

Beets—Home grown, 60c per doz. bunches.

Butter—The market is unchanged from a week ago. Jobbers hold prints at 43c and 65 lb. tubs at 42c.

Butter Beans—\$4 per bu. for home grown.

Cabbage—\$1.60 per bu. for home grown.

Cantaloupes—California stock is held as follows:

Jumbos, 45	-----	\$4.50
Jumbos, 36	-----	4.25
Flats	-----	1.75

Carrots—Home grown, 40c per doz. bunches.

Cauliflower—\$3.50 per doz. for Ill.

Celery—Home grown, 60c per bunch.

Cherries—\$3.50 per box for Calif.; \$3 per 16 qt. crate for home grown sweet and \$2.50 for sour.

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

Cucumbers—\$1.50 per doz. for home grown.

Currants—\$2.25 per 16 qt. crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$8.60
Light Red Kidney	-----	8.75
Dark Red Kidney	-----	\$8.80

Eggs—Undergrade eggs, which are plentiful, are still weak and hard to sell. Fine fresh eggs, which are not so abundant, are wanted at firm prices, but without material change for the week. Local jobbers pay 30c for strictly fresh, candled.

Egg Plant—15c apiece.

Garlic—23c per lb.

Green Corn—30c per doz.

Green Onions—Shallots, 40c per doz.

Green Peas—\$3 per bu. for home grown.

Green Peppers—60c per doz.

Honey Dew Melons—\$3 per crate.

Lemons—Ruling prices this week are as follows:

360 Sunkist	-----	\$8.00
360 Sunkist	-----	8.00
360 Red Ball	-----	8.00
300 Red Ball	-----	8.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s and 5s, crate \$4.50
Garden grown, per bu. ----- 90c

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	-----	4.25

Onions—Texas Bermudas, \$2.25 per crate for yellow and \$2.50 for white.

Parsley—\$1 per doz. bunches.

Peaches—Elbertas from Georgia command \$5 per 6 basket crate.

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

Plums—\$3.25 per 4 basket crate for Calif.

Potatoes—\$5.50 for Virginia stock.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	25c
Light fowls	-----	20c
Heavy broilers	-----	30c
Light broilers	-----	20c

Radishes—20c per doz. bunches.

Spinach—\$1.20 per bu.

Strawberries—Home grown, \$3 for 16 qt. crate. The crop is about all marketed in this vicinity, but shipments from Northern Michigan will come in for some time.

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	21c
Good	-----	17c
Medium	-----	14c
Poor	-----	10c

Watermelons—40 @ 50c for Florida or Georgia grown.

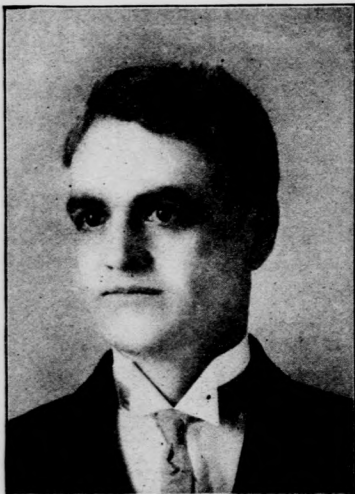
GONE TO HIS REWARD.

A. C. Neilson, West Branch Grocer and Banker.

All business places in West Branch were closed from 2 until 5 o'clock, Monday afternoon while the services for the late A. Charles Neilson were being held. And, on every hand were heard words of appreciation for this beloved citizen, whose kind acts and friends were legion.

Hundreds attended the funeral services, and other hundreds came to the Neilson home, to pay a last tribute of respect to this good man, who for almost half a century had been one of the leading citizens of this city and county, during which years he was ever identified with the progress and well-being of West Branch and Ogemaw county. These hundreds came not only from West Branch, but from its vicinity, and even many miles away—for everyone who really knew A. C. Neilson, knew him as a friend.

Floral pieces were so many and so beautiful; messages of appreciation of the good Mr. Neilson did during his life were without number; and on every



A. C. Neilson.

side were words of regret and sorrow at his passing.

Summoned July 3, by the Grim Reaper, while engaged in silencing an alarm which had sounded in the State Savings Bank, he left the stage of life, as he might have wished it, simply the ceasing of his heart to function. Mr. Neilson had been troubled with a heart affliction for some time. Few were aware of the seriousness of his condition and his demise came as a severe shock.

Embarking in his early manhood, in a mercantile career, in the pursuit of his chosen vocation, he brought to bear a tireless energy, an indomitable spirit of industry, an independence of thought, an unswerving sense of honor and a lofty sense of idealism, which combined to make him one of the most successful business men of this section of the State and to impress him with a superb quality of leadership among his fellowmen. Shrewd and sagacious in business matters and ever on the lookout for legitimate investments, he acquired a large competency of this world's goods, as well as the larger fortune of the merited universal esteem of all who knew him.

Confirming the faith which his fellowmen placed in him, he filled many offices of trust, including president of the Michigan Retail Grocers and Meat Dealers Association, alderman, member of the board of education, president of the tri-county fair, and was serving as chairman of the board of county road commissioners at the time of his death.

He had not reached the proverbial "three score and ten years," but was stricken at the time of an apparently vigorous manhood, and while engrossed in the myriad duties of a ceaseless activity in the interests of the community. He had little patience with any hesitations. In the numerous duties and problems that arose, Mr. Neilson could be depended upon to assume his share of the responsibilities and could readily sense the quickest way to accomplish the desired results.

Mr. Neilson was born in Caledonia, Ontario, January 29, 1866 and came to West Branch at the age of twenty years. He saw West Branch and Ogemaw county develop from the days when the lumber industry was important to a county with good highways, modern schools, fine farms and prosperous towns.

For nearly half a century he was a part of the business life of our community, having engaged in the jewelry and grocery business and in the later years became connected with the State Savings Bank, which institution he served as president at the time of his death. During all these years, he was ever a friend and counsellor and was never too busy to give an audience to those who sought his guidance in their affairs, and many are the successes of other persons which may be traced directly to his counsel and guidance in their hour of need.—West Branch Herald.

Remarkable Selling Campaign Pulled Off By Lowell.

We have in Lowell an organization with a membership of 150 business and professional people, known as the Lowell Board of Trade; organized for the purpose of encouraging friendly business relationship, to aid and assist in maintaining a market for the abundant crops and the wealth of live stock grown and raised in the surrounding trade territory. Practically every civic enterprise is fostered within the organization, through their efforts many worthwhile projects have been introduced, each in itself a business stimulant worthy of emulation.

Early in the spring of 1929 the board of directors met and appointed a committee to be known as the better business committee, with instructions to spare no expense in entering into an advertising campaign worthy of recognition; a campaign which might encourage the business people to become more active in proving to the marketing public that Lowell is a good place in which to trade.

Three special bargain days, one in April, one in May, one in June were advertised through the local press, through the mail and by intensive billing from house to house; completely covering the entire trade territory.

The bargains offered were upon

worthwhile merchandise and reliable service; the buying public responded 100 per cent. "from the first even unto the last."

As a special inducement and trade invigorator it was proposed that the business people offer with each cash sale of one dollar, and for every dollar paid on account, a ticket entitling the holder to participate in the closing event of the campaign to be held on Thursday, June 27, when an automobile would be given away absolutely free. This project was agreed to and to show their willingness to support the same, offered and gave on Wednesday of each week two tickets instead of one.

Nearly 200,000 tickets were issued.

The day of the presentation arrived with lowering clouds which threatened to prevent holding an outdoor meeting; the crowd, however, arrived early, and the program was carried out as advertised. A band concert by the American Legion band, a game of base ball between the Fox Colored Giants and the Fineis Oils, which ran into overtime and lasted up until 7 o'clock p. m. the hour set for the presentation. Recreation park was the scene of action; every inch of parking space along the main street was filled, likewise all streets intersecting. The thoroughfare leading to the park was a jam of vehicles and pedestrians; a crowd estimated at four thousand was on hand when the parade led by the band, followed by a large truck bearing a large iron can in which reposed the coupons incident to the occasion, board officials in cars, arrived on the scene.

A broadcasting outfit was installed that all might hear, brief talks were made, a committee to have charge of the presentation was selected from the crowd by the crowd, the band played and all was in readiness to receive the announcement of the favored one.

To Miss Hefferan, of Pranell, was awarded the coveted gift, a fully equipped Essex coach from the salesroom of A. W. Blaser, local agent. A mighty cheer went up from the admiring throng, the band played "Everybody loves a winner," the crowd slowly dispersed; some to the shopping center, some to the movies, some to the free dance at the ford garage.

The success of the advertising campaign is an assured fact; a new and lasting friendship has been established between the business people of Lowell and those who find it most convenient to market there; in a most convincing manner it has been demonstrated that the rural communities have much in common.

Another advertising plan is in the making. E. R. Kriffin, Sec'y Lowell Board of Trade.

A Question To Real Estate Men.

It was more than a year ago that someone who had heard one of my lectures, regarding the practices and dangers of the chain stores in any community, recommended that I be asked to speak before the Grand Rapids Real Estate Board. But the request, I am told, was tabled on the ground that the chain store was "a good thing for the real estate men." The claim was supported by the argu-

ments that the chain stores always took the choice locations, paid the best of rents and paid them promptly. Therefore, the chain stores were "a good thing for the real estate men," regardless of their effect on other lines of business; and, therefore, the real estate men could not afford to be influenced in any way against them.

Now that Kroger has bought Thomas stores, bringing about any number of duplications of location in Grand Rapids, I am wondering where the realtors and other real estate men are coming in? Do these gentlemen know how many communities have a Thomas store and a Kroger store next to each other or directly across the street from each other? And do they expect that the Kroger people are going to operate these duplications indefinitely? If not, there will be a lot of vacant stores in Grand Rapids after a while, and some already are now appearing. For instance, on Plainfield avenue in the heart of Creston Heights.

I would like to ask our real estate friends, who formerly claimed that the chain stores were such a good thing for them, to whom the real estate men now propose to rent these stores? This is something to think about if you are in the real estate business. If you are a merchant, spring it on the real estate man whom you may know to be sympathetic toward the chain store for business reasons. It will be something for him to think about with good cause.

The moral of all this is simple—think twice, as a business man, before you say that the syndicates are a good thing for you. Time may tell a different story, in which case you may have to eat some of your own words. I'll challenge any independent operator, be he manufacturer, wholesaler or retailer, worker, farmer or what-have-you, to show where his independent interests are certain of being served indefinitely by the chain stores, mail order houses and peddlers. It just naturally isn't done. No independent is safe, regardless of the nature of his business, with the constant increase in syndicate operators and syndicate volume. W. H. Caslow.

A New Advertising Medium.

Shoe retailers would do well to look into the new return post-card authorized by the postoffice department. This card may be mailed without postage, the one to whom it is addressed guaranteeing to pay the postage on receipt of the card. This card is being extensively used in advertising hosiery, the back of the card being an order blank on which the customer need only check the size, color and quantity desired. This card cuts down the cost of returns enormously, for instead of placing return postage on every card you mail out you pay only for those which are returned to you by customers.

Try out one of these new cards next time you send out a special offer. Your postmaster will give you all the information you need about the use of such cards.

Success comes by inches, not by leaps or bounds.

SUCCESSFUL SALESMEN.

John H. Millar, Representing National Candy Co.

John H. Millar was born in Charlestown township, Kalamazoo county, May 27, 1857, his mother being of English descent and his father's ancestors being Scotch. Two years later he accompanied his parents to Detroit. From the age of 5 to 16 he attended school, when he entered the candy factory of Ames, Noy & Co., where he remained one year. The next two years he sailed the Great Lakes summers, occupying the positions of lookout and watchman, and working winters in the candy factory of Thorp, Hawley & Co. He then returned to Kalamazoo county and spent three years on the farm. Tiring of rural pursuits, he came to Grand Rapids in 1879, entering the employment of the then firm of Putnam & Brooks within an hour after reaching the city. He worked a year in their factory, sailing on the Lakes the following summer and returning to his former position in the fall. A year later he took



John H. Millar when he entered the factory of Putnam & Brooks in 1879.

charge of the city wagon, selling oysters winters and doing general delivering summers. In 1883 he took the position of city salesman for the house. In 1894 he became outside salesman, which position he held thirty-five years. Jan. 1 of this year he was given a portion of the city trade. He had gotten fairly started when he was forced to go to the hospital and undergo a critical operation for gall stones. He withstood the operation wonderfully well and is now convalescent at his home, gathering strength to resume his former position with the house.

Mr. Millar was married April 28, 1887, to Miss Mattie Turner, who was sample room clerk for Putnam & Brooks. They reside at 1411 Byron street. They have two children. William Irvin, 41 years old, who traveled ten years for the National Candy Co., but is now on the road for the Mueller Furniture Co., covering all the available trade from the Mississippi Valley to the Atlantic Coast. He is married and has three children. The youngest child was born May 27, 1927,

which happened to be his grandfather's birthday. The other child, Gertrude, is in the foreign department of the Old Kent Bank, having charge of the issuing of traveler's checks.

Mr. Millar has been a member of Grand Rapids Council, No. 131, U. C. T., having served that organization on the Executive Committee three years.

Mr. Millar attributes his success as a candy salesman to strict attention to details, such as selling seasonable goods—for instance, avoiding nut meat candies in warm weather. He also believes that when a promise is made to a customer it should be lived up to. If a grievance is reasonable he prefers to give the customer the benefit of the doubt and gives the merchant credit for knowing his wants, preferring to miss three orders than to sell one order under pressure. He says that his aim is to make regular trips, have attractive samples and depend on good goods and natural demand for his



John H. Millar.

share of the candy business. Mr. Millar never missed the early Monday morning train during the thirty-five years he traveled on the road nor left home without having had a warm breakfast. His success is largely due to steady work and persistent effort, which have been made possible by unusually good health, he not having lost a day by illness for over thirty years.

Late News From Grand Traverse Bay.

Traverse City, July 9—Complaint is being heard in many quarters of a scarcity of houses for rent. Desirable tenants experience much difficulty while attempting to find homes for their families. Sales of houses in a number of instances have been followed by the ejection of desirable tenants.

A considerable number of summer homes are under construction in the Glen Lake region of Leelanau county.

The cherry fly has arrived and commenced its devastating career near Old Mission. Farmers are busily employed in spraying their trees to save the crop. The presence of the fly involves much extra labor and expense for materials and needed apparatus for using the same. Cherries which have been stung by the flies become wormy.

Traverse City is about to commence the erection of two modern bridges over the Boardman river. Old bridges were condemned as unsafe several years ago.

Weather during the past week has

been cold and rainy. Students from Florida, Arizona, Texas and other hot weather states, attending the rehearsals and concerts of the National high school orchestra and band at Interlochen, have suffered much discomfort on account of the cold weather.

Arrivals of resorters and tourists are increasing in number steadily. The season promises to be a very profitable one for hotel and rooming house keepers, restaurants and, incidentally, the merchants. About one hundred residents have opened their homes to accommodate visitors seeking lodgings. Much extra furniture has been supplied by dealers to lodging house keepers.

A large sized sturgeon caught in the bay a few days ago and placed in the basin of the city fountain attracts as much attention as Barnum's fake mermaid did fifty years ago.

Highways in all directions to and from Traverse City are in prime condition. An auto owner of Grand Rapids drove his car from that city to Traverse City via Muskegon and Manistee, about 225 miles, one day last week in four hours, attended the afternoon concert of the high school band at Interlochen and returned to his home via Cadillac within the same number of hours.

Frank Johnson and Howard Sweet have purchased the Traverse City Hotel and will conduct it. Both have had experience in the hotel business. Johnson will be in charge of the culinary department. Sweet will be in the office.

John Lewis, salesman for Lee & Cady in the city of Detroit, is spending a month with relatives in this city. Lewis drove a small gas vehicle thirteen years in serving customers. His employers paid Lewis \$50 per month for the use of his runabout in the transaction of the firm's business. Finally he sold the derelict for \$50 and purchased an inexpensive but modern auto. Lewis has been with his present employer many years.

Claire L. Curtis, secretary and sales manager of the Greilick Manufacturing Co., is spending the furniture market season in Grand Rapids. The company manufactures a large line of tables for various purposes and novelties.

Arthur Scott White.

Three Queer Peas Starting Million Dollar Variety.

Greenville, July 9—From three peculiar looking peas sorted out of two quarts of Swedish vetch seed six years ago, Dr. William Hansen, a local veterinarian and farmer, has developed what he styles a "million dollar" variety of field peas.

He now has nine bushels of seed, some of which is to be used in varietal tests and the rest distributed to farmers for propagation. Many vines in the 1928 crop measured from six to 12 feet in length. After making a 12 inch growth, the plants fell over and ran on the ground. Nitrogen-bearing nodules as large as 10c pieces knotted the roots and enriched the soil.

At maturity the vines rotted off at the surface and were harvested with a hayrake without cutting. The roots, with their loads of nodules, remained in the soil.

Changes From Grocery Selling To Stock Selling.

South Haven, July 9—I have sold my grocery stock and bakery to a young man by the name of Howard Tait and his father. They will do business under the style of Tait's Grocery and Bakery. The young man was with me for the past ten years and is a fine young man. I think he is capable of going ahead. Sold the stock and business and leased the store to him. I am going on the road for a company in Chicago, known as the Midland States Security Corporation. Will work in the State of Michigan only, selling their stock.

J. E. Durkee.



Capital and Surplus \$750,000.00
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TREND OF FOOD MERGERS.

It is no secret that the food business has for several years been going through a series of consolidations. The process really started when the retailers began to combine into chains. This movement impressed the manufacturers with the importance of their getting together to distribute as a group, and that in turn brought greater combinations of chain stores. Now there is serious discussion of a National union of wholesale grocers and rumors of further grouping among manufacturers and chain stores.

Undoubtedly most of these combinations have been developed by men who wanted to make money for themselves. The majority of the things done in business have that object in mind. Investment banking houses have been especially guilty because they have come in from the outside of the trade and have made profits. However, that also is very human and natural. The bankers are merely performing the service for which they are organized. The attitude throughout the food trade toward these combinations is largely a question of the position of each individual.

The truth of the matter is that there has been some unwarranted promotion and there are some evidences of a disposition to abuse the new power, but in the aggregate the general process of combining is in the direction of greater efficiency in operation and lower costs in distribution.

Any profit that may come to the new groups will be because the merchandising of their products is to be combined to effect economies in operation. The profits to individuals from the deal will be because stocks will advance or perhaps because the public believes that greater profits are to be made from the new set-ups.

No sane combination of this kind would attempt to increase its profits by raising prices to the consumer, and certainly no important profit can be made by taking anything away from the American farmer. In fact, it is significant that the most successful of these food combinations are those where the raw material from the farm is but a small part of the base cost.

The ruthless power of commerce is in process of being brought under orderly control, where a large part of the business structure will be grouped so that it will be owned by a great number of people, and so that it can be operated by employees working on a profit-sharing basis that will provide about as much initiative as individual ownership.

It is possible that the bankers who are doing much of this job haven't as long a range of vision as that. Most of them are doing each piece of work for the compensation they get.

The ownership of business by millions of people and the new standards of employee relationship are definitely bringing something new into business. During this process there will be mistakes and abuses. Some men will fail to recognize the responsibility of their new power. Probably the public will pay too much for some securities. But

in the long run it is a constructive movement and out of it will come good.

Perhaps the excitement at Washington will serve a useful purpose, will help emphasize the fact that the men in these new places are carrying a large measure of service to the public. To that extent it will be a good thing. But if it creates a public attitude of blind opposition to the general reorganizing of business, then it will be a bad thing.

The process has gone too far to be stopped. The problem to-day is how to carry through to the stabilized operations that will follow this period of change.

CONFIDENCE RESTORED.

For the rather sharp change in business sentiment, which, after a spell of foreboding, has become more cheerful again, there are a number of important reasons. The stock market is buoyant, wheat prices have recovered abruptly, money rates are easier, an extreme tariff is more unlikely and the operations in the key industries continue exceptionally active.

The figures covering the major lines of industry for the first half of 1929 will soon be published, but the evidence has been plain for some weeks past that new records would be scored. Only in the building branch has there been a real letdown, and this, principally, in residential construction. The automobile and steel industries have undoubtedly set new high marks in production. It remains to be seen whether motor sales will be as good as anticipated.

With this good news making for renewed confidence it was not strange to see sentiment improve, particularly with the upturn in securities, the easing of money rates and the recovery in wheat. Farm product prices, in fact, have proved the mainspring in the rise of wholesale commodity prices during the last month or so.

Looking into the third quarter, less than the usual seasonal slackening appears likely, but crop advices and money developments should prove governing factors. Carloading estimates furnished to the railroads by commodity committees figure 6.9 per cent. above those handed in a year ago, with only a few decreases noted.

CREDIT MEN TO SERVE TRADE

In its report to the National Association of Credit Men at the close of the recent convention, the business service committee detailed the results of its test work in two cities on the Coast whereby local retailers behind in payments were assisted in various ways. The committee explained that offers of assistance were rarely refused and the debtors were grateful for the help given them in straightening out their affairs. It was recommended that the service be established by credit associations in other cities and a number of advantages were cited for the system.

Because the credit executive is the first to see signs of trouble, the salvaging of customers through the local credit organization appears to be an

excellent method of attacking the problem of distribution waste. There are retailers who struggle along from year to year, but the real damage is caused by those whose time in business is very short. If the latter are taught how to manage their financial affairs and have their merchandising faults corrected, they may become assets instead of liabilities to retailing and to their supply sources. On the other hand, if the debtor proves through investigation to be in a hopeless condition, then his orderly exit from trade is better for all concerned.

The credit bureaus are well placed to render very valuable service along the lines indicated, and it is to be hoped that they will undertake the work that has proved so successful in the tests.

TARIFF CHANGE DUBIOUS.

Passage of a new tariff by the special session of Congress is now regarded as dubious in responsible quarters. Since the close vote in the Senate on the question of confining the changes to the agricultural schedules there has been an abrupt change in sentiment which progressive business men are hailing as an indication that the absurd rates jammed through the House will either be considerably moderated or else dropped altogether.

A last effort is being made to argue that the increases proposed on manufactured goods are only to compensate for the advances put on raw materials from the farm, but in the end it should be made evident that the agriculturist loses more than he gains by such procedure even if the rates in his favor actually are effective.

From the very beginning of this tariff making there have been three highly important factors at work to produce either a very lukewarm sympathy with increases or else a positive dislike of them. These have not been present at all or to a similar extent in former situations. They are the fact that prosperity, while spotty, has been general enough to yield very little reason for boosting rates. Secondly, the known fact that overproduction at home and not imports is the cause of severe competition. Thirdly, the increased importance of export trade since we have become mass producers and a lending Nation.

STORE MERGER TREND.

Early in the year it was freely predicted that the merger movement in the retail field would make considerable progress in the ensuing twelve months. Money conditions have probably discouraged some ambitious plans, but there have been enough instances to prove that the forecast will come very near the mark. In last week's announcement of the purchase by R. H. Macy & Co. of the Bamberger store, which followed quickly on the news of the Marshall Field purchase of Frederick & Nelson in Seattle, was seen the significant moves which had been expected.

The New York and Chicago stores are leaders in their field, and these were the headquarters being watched for important developments to signify

the trend. Those developments, and some others, have pointed to a careful choice of the institution to be added, outright purchase of the unit, preservation of the name and good will and apparently, the use of a flexible control system which does not restrict the buyers and other store executives so long as they produce results desired but at the same time aids them along the most effective lines.

In retail quarters further expansion of the two largest retail stores is expected, in which event there will come the department store chains on a scale to match the huge units in industry.

BILLY JONES.

If a Chinese parrot can pass the United States customs barriers, why not a Filipino goat? Why not, indeed, when both bird and animal belong to the private menagerie of the Secretary of State Stimson? This is the pretty problem posed by the action of customs officials at San Francisco in holding for deportation one William Hamilton Bones, late of Manila, where he served as official bouncer for Mr. Stimson during his service as Governor General of the Philippines.

The literalness with which the Department of Agriculture's embargo on goats is applied in this exceptional case suggests that Mr. Stimson's pet goat is so unfortunate as to use the international language of direct action. Therefore his deportation is threatened as a gate-crashing alien. On this hypothesis, it may be assumed that Mr. Stimson's parrot, Old Soak, escaped a charge of moral turpitude because his reputed cussing is done in Chinese.

Secretary Hyde, to whom an appeal has been made, has a chance to earn the esteem of all direct actionists by seeing that Billy Bones reaches Washington.

GOLD IN CONNECTICUT?

Connecticut has been advertising its attractions as a summer resort, but it has neglected to state that visitors who keep their eyes open may pick up a nugget or two of gold large enough to pay their vacation expenses and leave a surplus.

It is a citizen of Pennsylvania who has brought this superlative drawing card to the attention of the State authorities and the public. He professes to have found deposits of the yellow metal in a Connecticut river bed and has written to the Attorney General at Hartford, asking how he should proceed to file his claim. While that official searches the statute books in quest of an answer to this unusual enquiry, the discoverer carefully refrains from specifying more definitely the location of his strike.

DRY GOODS CONDITIONS.

Most reports from retail trade continue to be of the cheerful variety. Cooler weather here and there takes some of the edge off the buying of seasonal goods, but the pre-holiday volume ran very high in the aggregate. Regular summer lines, together with vacation and travel needs, are active and sales of beach accessories are reducing stocks to a minimum.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Saturday was another wonderful day, but a little too warm for comfort, so after making a few calls on Belding merchants we "knocked off" for the remainder of the day and devoted the time to exploration and sight seeing on roads new to us. We were richly repaid, because we stumbled on the remarkable county road known as the Lowell and Lincoln Lake thoroughfare, which we had never traversed before. It is wide and roomy, unusually smooth for a gravel road, and affords scenic views of the Flat River valley and the high hills on both sides of that stream which are exceedingly attractive. I do not know what the thoroughfare has to offer North of M 44, but between 44 and Lowell—a distance of about ten miles—it is certainly one of the most remarkable sections of gravel road in Michigan.

In calling on the Belding Hardware Co., the proprietor remarked: "You can say that Belding is one of the cleanest and sweetest towns in the country." "I have said that very thing so many times," I replied, "that if I were to repeat it again, Belding people would just naturally accuse me of lack of originality."

The silk mills usually shut down from two to four weeks during the summer months for repairs. This year business is so good with the various silk factories that they are shutting down only one week—greatly to the satisfaction of both employees and local business men. I was told that the refrigerator and casket factories were also running pretty close to 100 per cent. This means that business conditions in Belding are very satisfactory. I did not hear a single complaint while I was in the city.

I was sorry not to see E. C. Lloyd, the dry goods merchant, who was spending the week with friends in Pennsylvania. His son greeted me pleasantly and did me the honor of renewing his subscription, which his father would have done with equal graciousness and alacrity.

A single feature of my calls on the trade is that I am seldom asked to discontinue a subscription unless the subscriber happens to be retiring from business. It is sometimes a little difficult to induce a merchant to become a reader of the Tradesman, but as soon as he begins reading the paper and becomes interested in the plans we work out for the improvement of business conditions and the advancement of the merchant he becomes so attached to the publication that he seldom thinks of doing business without it.

Lamont had a home coming July 4 for the first time in the history of the village. The affair was attended by 93 people and proved so enjoyable that it was unanimously decided to make the event a regular annual feature hereafter. Among those present was an

old couple who were married July 4, 1866—sixty-three years ago. The happy husband said he had always gotten along with his wife fine—"by permitting her to have her own way." I think this programme finds a counterpart in the experience of the average husband nowadays.

Frank T. Hulswit, President of the American Commonwealths Power Corporation, came to Grand Rapids July 4 and remained until July 7, when he left for Minneapolis, accompanied by his wife and younger son. His company purchased the Minneapolis gas plant five weeks after he learned it was for sale. From Minnesota the party will proceed to Bangor, Maine, where the older son is superintending the construction of a new gas plant to replace the one purchased by the Hulswit company a few months ago. Notwithstanding the marvelous success he has achieved in the field of public utility exploitation, Mr. Hulswit is the same old "Frank" we all knew so well and loved, admired and trusted so completely as a boy, young man and mature business man before he left Grand Rapids to find a place for himself among the financial giants of the metropolis. So far as my knowledge goes, Michigan has never before produced a man who could lose eight million dollars in a single day through the treachery of supposed friends, back off, take heart and double his lost fortune inside of forty months. If the people ever decide to designate the most remarkable man Michigan can boast, my vote goes to Frank T. Hulswit.

From high financial sources comes the report that the Willys-Overland Co. is now dominated by the Continental and Commercial banking group in Chicago, and that the latter are negotiating to bring the Packard Motor Car Co. into a merger of some kind. The Packard management have repeatedly stated that they never would consider a merger with any other company and I believe they will stand by that statement, no matter what may happen. They do covet the plant of the Reo Motor Car Co., because it is so extensive and complete in every department. They fully realize the popularity of the Reo on account of its strength and durability, but deplore the weakness of the engineering department of the Reo Co. and believe that by putting Packard engineers in the Reo plant they could produce a car ranging from \$1,000 to \$1,500 which would be a world beater in that class. They do not care to enter the lower priced field above mentioned with a Packard, which now dominates the field in the \$2,000 to \$10,000 class, but would like to be in a position to market a car constructed under Packard auspices with the Reo name. Whether this ambition will ever be realized I have no means of knowing, but I believe that such an arrangement would be an admirable one—from the standpoint of Packard stockholders and Reo drivers.

I asked Frank Hulswit, when he was here last week, what car dominated

the situation in New York, so far as wealthy people are concerned. He said very emphatically that the high priced Packards of special design ranging from \$6,000 to \$10,000, were almost the only cars seen at the clubs composed of wealthy people of discriminating judgment. In a group of 100 cars ninety would be Packards and the remainders Cadillacs and Lincolns. Pierce-Arrows are no longer in evidence to any extent, due to the changes in management and methods.

Independent motion picture exhibitors are organizing a campaign, directed to members of Congress, protesting against what they characterize as monopolistic dealing on the part of motion picture producers which own their own chains of theaters. It is being charged that discriminatory practices on the part of large producers prevent free competition on the part of independent exhibitors. The campaign, although given practically no publicity, has proceeded far enough so that investigations probably will be undertaken by the Department of Justice to ascertain whether combinations of big motion picture producers, each with its chain of theaters, violate the anti-trust laws.

The Federal Trade Commission is about to undertake a systematic campaign against fraudulent advertising, particularly of extravagant claims for patent medicines, cures, etc. The newspapers or magazines publishing these advertisements will be solicited to refrain from carrying such advertisements and action may be taken against those which refuse.

Certain studies by the Department of Commerce, notably in the Louisville grocery survey, suggest that loose methods of extending credit to retail customers are responsible for a large percentage of failures of small retail stores. Special emphasis will be given this subject in future retail surveys conducted by the Department of Commerce.

In meandering out of Lamont July 4 I followed a dirt road running parallel with U S 50 and rediscovered the old town of Bass River. Greatly to my surprise, I found A. J. White still doing business in a store he erected forty-eight years ago. Mr. White was 69 years old April 24, but does not show his age. His nearest competitor is at Allendale. The gravel company which has been operating so extensively in that locality for several years has widened Bass River at the mouth so as to enable it to load scows which convey the material to trans lake vessels at Grand Haven. I have noticed the tug and scows in the river for years, but had no idea where the gravel came from. Mr. White told me the gravel corporation had purchased all the land it could obtain around Bass River, which will prolong the life of the company almost indefinitely.

In line with what I said under this heading last week on the subject of the handicap mercantile houses suffer who send buyers to the Eastern mar-

kets to be entertained by manufacturers and factory agents, I wish to record my own experience in connection with the entertainment handicap. When I engaged in the printing business in 1883 I immediately decided I would never permit myself to be placed under obligation to any man who had anything to sell. I reached this conclusion as the result of noting the comparatively large sums the representatives of outside paper and ink houses expended in entertainment every time they come to town. When I saw a half dozen pressmen picking their teeth in front of the Morton House I knew a certain ink salesman was in town. Likewise when I saw a number of printing foremen gathered at the hotel I knew a type salesman was here. The same condition applied to paper buyers when paper salesmen were in town. Whenever I was invited to dine with a salesman in our line, I always replied: "I want prices—not dinners." As a result, I was able to buy anything we needed in the printing line at 10 to 20 per cent. less than the shops did which permitted their employes to be bribed by dinners, drinks and cigars. For many years I bought a very popular ink (Nubian) at 60 cents per pound, while every other office in town was paying \$1 for the same article. It is still the custom of some men to accept courtesies from the salesmen they purchase goods from, but the employer pays for the entertainment—frequently ten times more than the original cost. The acceptance of favors by a buyer places him under such obligation to the seller that he cannot consistently object to any price made him on the goods he buys.

I had this same proposition out with the Goes Lithographing Co. more than thirty years ago. Whenever I went to Chicago the sales manager always insisted on my accepting his company and paying bills for entertainment which I could not afford to buy. I never accepted any courtesies from him and finally said: "Why not stay away from me when I am in Chicago and give me the benefit of what you would thus save in time and expense by reducing your prices on goods sold to the Tradesman Company?" "Perfectly agreeable to me," he replied, "from now on your purchases will be billed at 10 per cent. less than any of your competitors who accept our hospitality can obtain the same goods from us." This saving has meant thousands of dollars to my company, because our purchases have amounted to large sums for many years. E. A. Stowe.

Mirrors Enjoy Better Sales.

Increased use of mirrors by building constructors and interior decorators and the strong influence of the modernistic vogue are outstanding influences in the mirror trade. While price competition had been keen, reports indicate that mirror sales for the half-year period are ahead of last year and the outlook for Fall is described as good. A development which has attracted considerable attention is the use of coloros in mirrors, new enamel processes being used.

NATIONAL WEALTH.

It Is Frequently Found in Neglected Sources.

It may appear to some who are unfamiliar with the spirit and method of research that research into small things may at times be trifling. No "unknown" is trifling in honest research. To the scientist every strange field is as the rainbow, with always the hope and possibility of the pot of gold being at the end.

The little tomato seed was a waste of the catsup industry until chemists found a way to extract its oil. To-day this oil is used as food and in making fine soaps. The kernel of the seed of the apricot was a waste of the apricot industry until chemists found a way to free it from its bitter principle. To-day the apricot kernel, tasting nearly like the almond, is used in flavoring macaroons. The seeds of the raisin were a waste with the seeded raisin industry until chemists found a way to use them. The oil of the seed is comparable in taste with the raisin, and work is now being done in spraying this oil on the seeded raisins to keep them soft and fresh until consumed.

Until only a short while ago the pancreas gland of the slaughtered calf and hog of the packinghouse was only a minor edible by-product, called sweetbread when used as food. Then medical research found in the gland the marvelous substance called insulin which relieves human kind from suffering and death from diabetes.

In these days of rapidly moving evolution in industry—and the farmer must draw a lesson from it—one can never tell but that the humble and little respected by-product of to-day may be a main product to-morrow. The manufacturing industries can show hundreds of examples of this. The cornstarch industry started out to make cornstarch for cooking and laundering. Then science showed how to make glucose from the starch. Then someone conceived the idea that the oil of the germ had attributes of the comparatively costly imported olive oil.

To-day glucose, corn syrup, and corn oil are main products of the corn refining industry. There was a time when this industry dumped into the river all of the corn kernel that was left after the starch had been removed. To-day these formerly utterly wasted by-products are livestock food, selling for well up into the millions a year.

Our chemical laboratories point out to us an age of cellulose, which challenges our imagination. What is cellulose? This is the substance—consisting of the three chemical elements carbon, hydrogen, and oxygen—which is the principal part of the solid framework of plants. The wooden floors we walk upon, the newspapers and magazines and books we read, corn cobs, cornstalks, wheat straw and other straws—these and myriad other things are largely cellulose. Chemically, cellulose is very similar in composition to cornstarch and the sugars; it contains the same elements and is convertible into sugars by the action of heat and acid.

Cotton is nearly pure cellulose. The

chemist already knows how to make rayon and artificial silks out of cellulose from cotton linters, cornstalks, etc., and industries of great size have sprung up to manufacture them. Who can imagine the future in store for the humble and lowly cornstalk? I have seen a beautifully printed and bound book entitled "Farm Products in Industry," the paper of which was made mainly of cornstalks. I have read farm journals printed on paper the most costly part of which had been replaced by cornstalk pulp. I have handled samples of insulating and building board made of cornstalks, some as porous and light as cork and some almost as hard and dense as iron.

Who can say now, in view of the industrial beginnings already made, what part cornstalks, now worth \$2 a ton for their potash and \$3 as feed, will play in the building construction and heat and cold insulation of the future? Some day our books and daily news may come to us on cornstalk paper.

Not long ago the idea was conceived of manufacturing the bagasse of the sugarcane mill into insulating board. To-day an enormous business stands as a monument to that idea, to the ingenuity of private business, and to the co-operation of the United States department of agriculture and the capacity of its scientists. Bagasse is the pulp of the sugar cane left after the extraction of the cane juice. The sugar mills formerly used it as fuel for the mills. To-day the bagasse pressed-board industry takes not only all the bagasse it can handily get in our South, but is importing it from Cuba and is also looking for other materials to utilize. Bagasse board has been selling for \$100 to \$125 a ton, as against the fuel value of the bagasse at the sugar mill, which is about \$2 to \$3 a ton for the wet material.

A by-product may even have by-products of its own. In pressing the cottonseed to extract the oil the cottony fuzz on the seed was a nuisance. This fuzz is called linters. To-day we have a great industry which makes a product out of linters that looks and feels like silk. This is an accomplishment of the research chemist, made in the chemical explorations of cellulose. Linters have become so valuable that the seed is sometimes scraped so close that it looks as if it had been shaved with a razor. They were first used in making mattresses, batting, high explosives (nitro-cellulose), etc. To-day they are used to make the finish and tops for our automobiles, substitutes for leather, brushes, combs and mirrors, camera films—including our movies, casings for sausages, fine papers, collodion for skinned fingers, etc.

The farmer must begin to think more in the terms of his by-products, as the meat packer has done. From the beginning of time, practically the sole business of the butcher was to sell meats, hides, and fats. Then came science and industrialism and great demand for new goods of all kinds. The packer discovered that he could cut down his losses, increase his revenues, reduce his overhead, and increase his opportunities of making money, by using everything that was in the live

animal as far as he could thereby make a profit. It is a surprising statement to make, but the by-products business is the life of the meat-packing industry of to-day, and for this fact the chemist and the research laboratory are responsible. What the meat packer has done with by-products is an inspiration to all branches of our agriculture.

Arthur M. Hyde,
Secretary of Agriculture.

Democratic Tendencies of the Prince of Wales.

Los Angeles, July 6—Ambassador Dawes, while a Republican politically, seems to ring true with real ideas of Democracy. At a recent banquet in London, after the Java was served, the General asked the Prince of Wales if he had any objection to his lighting up his old hay burner, and the Prince proved himself "quick on the draw" by whipping out his old briar and refueling, which was the cue for all the other participants to start up their smudge pots and starting a barrage which would have done credit to war times. An act of diplomacy which would have done credit to any National alliance. If instead of rushing out with war vessels, when they feel a trifle bloodthirsty, the governmental representatives would fill their pipes of peace from another's tobacco pouch, meanwhile using their brains to settle their troubles, instead of bombs and poison gas, it would sure be some step toward civilization.

Last week, at Burbank, I was favored with a "preview" of an appliance which is to be used in saving thousands of lives annually, and when one thinks how this new product has been needed for years, one cannot understand why someone didn't think of it long ago.

It is an automatic gate for railroad crossings. As soon as a train enters the zone, about five city blocks away, a gate begins to close. And as soon as the train has passed it opens. No gatekeeper is required, and at any hour of day or night the gate is ready for service. It would be impossible for any motorist to drive on a crossing and collide with the train where such a gate was in use.

A local inventor devised the appliance, the Burbank chamber of commerce petitioned the state railroad commission to give it a test, which they have done. Fifty trains a day and thousands of motor cars cross here daily and while accidents are reported frequently from adjoining crossings, not a single occurrence of this character has happened here. It effectually does away with the crossing flagman, and certainly is worthy of consideration by authorities engaged in the enforcement of safety regulations.

Farm relief, whether or no, must be based on recognition of the fact that there is the producer or farmer at one end of the line, the consumer at the other, with the distributor between them.

The producer is howling that he is being starved; the consumer that he is being robbed, but the distributor is smiling and saying nothing.

Control the middle man and there will be no necessity for commissions, "debenture" or other legislation.

The Government seeks to establish a fire-prevention policy in connection with the various parks and forest reserves throughout the country. The time to stop a fire is just before it starts. By heading off the chances for a blaze the fire hazard drops to nothing. The Government has a fair organization and equipment with which to cope with fires after they get under way, but what they need is an improved system and program to effectually ward off the blaze, which is the thing that counts. But before this can

be done the users of these reserves must be shown how important it is to be careful. The same energy employed in putting out the fires engendered by "fire water," employed in this direction, would save our forests for posterity, with the avoidance of famine, which must ultimately result if our mountains are denuded of vegetable life.

One would hardly suspect it, but the rather harmless and inoffensive rabbit really masquerades for more than a



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dozen different mammals—some of them of most terrifying aspect. But it is only for their pelts. It is after they have been skinned. Any honest furrier will tell you that in fact the fur of the rabbit has nearly fifty different uses in the trade. Most of the near-seal coats with which the fair sex are wont to decorate their shoulders are made from the pelts of the meek and lowly rabbit. With the co-operation of the dyer certain long haired Belgian hares are able to supply the market with some of the choicest fox furs. It is even possible to duplicate the spots of the leopard. The covering of a bunny may be used in almost anything from a fur lid to a tiger-skin rug. For its fur alone the rabbit industry ought to thrive. And then think of the choice cutlets which contribute toward the concoction of chicken a-la-king.

Here, as everywhere else, there is a vast army of men and women who are struggling desperately to make a living by unusual methods. Among them are the high pressure salesmen who work on a commission basis. Perhaps a few of these contribute something to the community. The vast majority, however, are to the community what a school of sleek, fast moving bass are to the schools of "shiners" which linger in the vicinity of their spawning beds.

It is easy to condemn these men and women, but it is much harder to understand them. Life to them is a game, one mad whirl of excitement and adventure. Possessed by nature with a subtle power over their fellow man, they constantly engage in mental gymnastics until their wits become sharp enough to pierce even the toughest armour of defense of their contemplated victims. Naturally the very first step in the high pressure man's game is to successfully delude himself. Just as the average gunman uses the needle, so do these individuals submit to a season of self-hypnotism.

They must have a blind faith in the thing they are selling. When they become cynical and lose this faith, they are sure to fail. They may possess everything else—but without self-hypnotism they become crass and useless, after which transformation they become simple confidence men and employ others to carry on their work.

Every day or so I pay a visit to Westlake Park, one of Los Angeles' most delightful breathing spots. Here the procedure of the real estate solicitors fascinates me. They select their victims by certain unmistakable exterior signs. For instance, the Easterner is unmistakable when he is discovered on the park benches wearing shoes of a high cut vogue. They hover around him with the same tenacity that a fly sticks to the molasses hog's head. A little tactful conversation induces the proposed victim to tell where he is from. Incidentally the salesman mentions the fact that he came from some particular city in that particular state. Being usually a metropolis he can usually command instant attention, especially when he, the salesman, is "hungry" to meet someone of his kind. He is very particular not to "flush" his game, but eventually leads up to the fact that he has a car and on account of the fact that he is exceedingly loyal to his home state wants his new-found friend to enjoy it with him. If he is still in the high-cut shoe stage he falls. The spider turns his fly over to a rusher, and from this time on the victim is subjected to free lunches (without obligation) free lectures, etc., but eventually lands in the sweat box and is deleted of his roll, that is, a very large percentage of them are.

But in the meantime the park vacuum cleaner continues his search for certain types of foot-gear, and for turning these prospects over to the disinterested "friend" who provides the car, he receives the princely sum of \$1 to \$1.50, whether the victim in-

vests or not, in which event a further percentage is made possible.

However, with the passing of time, there must come a change in this humdrum existence, and he must ultimately choose between the legitimate field or go the way of the bread line.

The legitimate field of endeavor will be found hard and slow. It will require study and research rather than guess work. Lies, false promises, loose thinking—strong arm methods—none of these will avail even a semblance of success. On the other hand, the natural ability of the high-pressure man, once it is harnessed and trained and put to work in a field of useful effort, will earn rewards beyond the conception of the horde who continue to follow the unscrupulous high-pressure game on the unsound and dishonest theory, "If I don't get the money, someone else will."

Last Saturday there was opened up the last link of the Roosevelt Turnpike, a continuous paved shore line from the Canadian border to the Gulf of California, a distance of 1,300 miles. The final link referred to was from Santa Monica to Oxnard, of beet-sugar fame, a distance of some forty miles.

Paved roads for California are by no means a novelty. In this one particular she can make a showing equal to the combined accomplishments of Michigan, Indiana, Illinois and Wisconsin, but this particular highway was constructed because of its scenic attractions alone. Its use will be limited to such traffic as does not savor of commercialism. It is an offering to the visitor in keeping with its former provisions for the dispensation of "unusual" weather.

Frank S. Verbeck.

Stirring Appeal From an Old Veteran.

Lansing, July 9—Members of the Michigan Retail Grocers and Meat Dealers Association, together with those who have never been connected with a local or State association, can you not see the progress of the live members, how they work together for co-operation to build up and maintain the calling for which we have given ourselves as servants to the public and that we are worthy of our existence when we deal honorably with our patrons; when we keep our stores clean; our stock complete and give service in well doing to those who depend upon us for the family supply? Every man's business has a cost of overhead and no company or corporation can do business without that cost, and while large corporations may buy a few goods at a lower cost it would not offset the cost of the larger overhead, expensive locations, high salaried officers, auditors, trucking, loss, waste and a hundred items too numerous to mention that enter into large corporation expenses that do not enter in the smaller places of business. Many merchants own their own store building and rent their second or third floors. Others have their wives, sons or daughters to assist, which cuts expenses which corporations must meet. Don't get scared out. They have their troubles. Many have the hard fight and give up and move by night. The large corporations have realized their own competition; that they have consolidated into large corporations, which means greater expense, hence must charge greater margins. That is where the individual dealer will gain his foothold. The public likes bargains, they are only in cheap or inferior goods, upon which no solid foundation can be relied upon, therefore do not cheapen the quality of your goods. Maintain the standard of your business and reputation for a quality store and the customer who has been away for a time is carefully coming back, for he will tell you how he has been deceived. Remember, trade must be compared with the play of tug of war. Hang to, hold fast. Set your foot and heel. Don't budge. Your competitors' overhead will weaken and

you win.

To become a member of the State Association of Retail Grocers and Meat Dealers or to organize a local association write our State Secretary, Herman Hanson, Houseman building, Grand Rapids. One hundred and thirty-six members have been added during the month of June. Do it for the upbuilding of our industry. To

help our neighbors to make better merchants. It is worth the five or more dollars per year to be a man among men of quality and be recognized with your brother merchant as a merchant, even though you are in a small town or in a back street unnoticed. Come on, join and learn of others, as others learn of you.

M. C. Goossen.

The Fresher the Better

That's the reason our salesmen urge grocers to buy "Uneeda Bakers" products in smaller amounts, so that their customers can get them oven-fresh.

Naturally, everybody likes to buy fresh, clean products, because they taste better. It makes them come back and buy more.

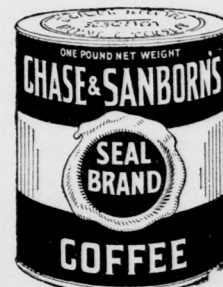
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"Uneeda Bakers"



*No other coffee has been so favorably or so long before the coffee-drinking public

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

**CHASE & SANBORN'S
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Grocers supplied by Chase & Sanborn, 327 North Wells St., Chicago.

FINANCIAL

Market's Vigorous Advance Is Forming a Fifth Peak.

With the advent of July the market has pushed ahead vigorously into record high ground under the impetus of new life in all three major stock groups. A fifth 1929 peak for industrial shares is in the process of formation that already towers above any of the four previously set this year. The market thus is meeting a fresh test of its ability to move beyond established levels. Four times it has failed to hold after rising into high territory. Fears of credit difficulty each time induced liquidation and threw the market back. In important respects the current situation differs from those surrounding the market before. Outstanding among these is the substitution of confidence in the credit position for the fears that prevailed widely last spring. In consequence strong investors during the last month have been combing the list for quality stocks and picking out issues in various classifications offering the promise of big 1929 earnings. Lately the public likewise has become interested again.

In its bulletin this month the Federal Reserve Bank at New York calls attention to the "somewhat greater willingness on the part of the banks to supply the market with funds" and offers this explanation among others for the easier tone in money. The counterpart of this interesting development that the Federal Reserve Bank did not mention is the greater willingness on the part of the Reserve to supply the banks with funds. An informal agreement was reached by the New York banks in June to use their efforts to prevent flurries in call money such as unsettled the market in March, and apparently the Reserve authorities themselves were not anxious in connection with the mid-year settlements for a repetition of last spring's experience. The result was that notwithstanding the heavy demands for money seasonal in character and for the exercise of "rights" the approach of July brought a decline both in time money and the bill rate. The stock market and business were relieved from uneasiness over movements in call money for sufficient funds to meet all requirements were constantly available.

New York City banks increased their borrowings at the Reserve Bank to \$425,000,000 on July 1 or to a volume greater than the January 2 high point and greater than at any time in recent years. Aside from the normal disturbances that come with a flurry in money rates there were particular reasons why the Reserve at the mid-year settlement period did not wish to see another money pinch. Whatever the Reserve may think about the stock market it definitely seeks to keep business prosperous through a stabilization in rates at as low a rate as possible to industry when the latter really needs funds. The season nears when the Reserve must expect to provide funds to facilitate the crop movement. Brokers' loans with this week's sharp gain of \$227,000,000 have jumped \$485,-

000,000 in the last three weeks, indicating a revival in market interest but of course a part of the expansion must be explained by funds raised with which to exercise stock "rights."

While the Reserve more willingly extended funds in the last week there is no indication in its open market operations of a reversal in policy as yet. Indeed sales of bills reduced the system's portfolio to \$73,922,000 from \$82,839,000 a week ago, and further sales of Government securities reduced that portfolio to \$141,382,000 from \$149,527,000 a week ago. What the Reserve did was not to ease money but rather to extend credit facilities to satisfy the heavy demands by allowing the banks to discount some, what more freely. Consequently note that member borrowings at the regional institutions this week rose \$108,000,000 to a total of \$1,125,000,000. Both the bill and Government portfolios now stand at their lowest level in years which is to say that the Reserve is in an excellent position to ease money when and if it sees an advantage to business here and abroad so to do. Paul Willard Garrett.

[Copyrighted 1929.]

Funds Supplied More Freely by Federal Reserve.

A "greater willingness on the part of banks to supply the market with funds" is openly recognized by the Federal Reserve Agent at New York in his July bulletin as one of the forces during June making for easier money than had been anticipated, but, in addition to this significant shift in attitude, likewise is mentioned as contributing to relaxation a release of bank reserves with the liquidation of credit, a temporary release of funds through Treasury tax operations and finally renewed gold imports.

While the Reserve Bank makes no direct comments on policy it does call attention to an upturn in rates late in June, and to the \$400,000,000 increase in reporting member bank loans and investments between May 29 and June 26, which increase, it says, was largely "in loans on securities and reflected a renewed rapid increase in security prices."

How maturing stock "rights" have affected the money market during the last months has been a question puzzling to all. The Reserve, after a study of the huge volume of payments made in connection with subscriptions through "rights," emerges with the interesting conclusion that "while these payments were probably a factor in the increase in the demand for loans during the latter half of the month, a part of the proceeds of new issues were loaned temporarily at least in the call loan market by the corporations receiving funds and so constituted a supply of funds which partly offset the increased demand for loans. In this way corporations issuing new stock in effect lent buyers part of the funds with which to buy the stock. To this extent the transaction was a book-keeping operation involving simply an exchange of obligations, though it appears in the statistics on the one hand as an increase in corporation capital and on the

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KALAMAZOO, MICHIGAN

other hand as an increase in brokers' loans for account of others."

Essentially the rise in brokers' loans in the opinion of the Reserve reflects not payments on "rights" but a rising stock market. At least the Reserve finds from its chart on the day to day demand for loans that the volume follows closely with a lag of one day behind the movement of stock prices. Even on days when the volume of maturing "rights" is small the Reserve observes substantial increases in the demand for loans in sympathy with an advancing stock market. Consequently the Reserve apparently is inclined to minimize somewhat the effect of maturing stock "rights" as the important pressure making for an expansion in brokers' loans and to attach more importance than has the financial district to the action of the stock market itself.

To prove its argument that payments on "rights" lifted brokers' loans last month rather than speculation the financial district points to the huge June payments in connection with maturing "rights." To prove its argument that the speculation was responsible the Reserve points to the rising stock market. Perhaps the difference in point of view will be settled during July with the passing of the peak in "rights" and when the loan figures can be studied more closely in their relation to the market's movement.

Paul Willard Garrett.

[Copyrighted, 1929.]

Continued Large Output Planned By Auto Makers.

Detroit, July 9—The automobile industry enters the second half of the year after in the first half having made from month to month new high records and added to its already long line many new and attractive models. That the public is motor-minded and ready to buy new cars seems to be shown by the demands on manufacturers for new models.

In some quarters is a feeling that the industry has gone too far, both as regards sales and production, that the market has exhausted its possibilities and that the demand from this time forward will decline to considerably below levels established earlier in the year.

Manufacturers watch their step and it is unlikely that output in the forthcoming period will be greatly out of line with domestic retail and export demands. The belief prevails in some markets that the continuous all-year demand in all price fields is so strongly established that but little change will occur in the next few months from that of the last six. A seasonal decline will appear and the actual purchase of new cars will show a slight drop, but the volume of business for the remainder of the year probably will be in proportion to the operations in the first six months of 1929.

Announcement was made by the Studebaker Corporation that another new line of Dictator Sixes will be ready for the market this week, at prices from \$150 to nearly \$300 lower.

Oldsmobile announces a new six cylinder roadster. It is a convertible model with new ideas in body designs.

The Ford Motor Co. is reaching for a 10,000 car day, and indications are that the desire will be satisfied soon. The record now is 9,100, which was established one day last week. This compares with the former daily record of 8,710 in October, 1925, when the Model T was being manufactured.

A new monthly record also was hung up in June with 215,000 cars and trucks. The former monthly record was in October, 1925, when 204,000 units were produced.

A light, inexpensive super-six is the latest addition to the line of Hudson.

The taxi-cab division of General Motors is out with a new line of taxi-cabs for 1930, powered by Buick motor and with 122 inch wheelbase and seating six passengers.

Graham-Paige has added to its plant in Detroit a completely equipped research laboratory.

For the first half of this present year it required 800,000 six cylinder Chevrolet cars to satisfy the demand, with several thousand orders carried into the second half, said W. S. Knudson, president of Chevrolet. He expects to see Chevrolet exceed the 1,250,000 mark before January 1.

Woodland's New Bank.

For nearly fifty years F. F. Hilbert, of Woodland, has operated a private bank in that village. Some time ago he associated with himself his two sons, Lawrence M. Hilbert and Victor Hilbert. Early last winter Lawrence passed away. Victor is not in robust health and was unable to take up the duties of cashier, which were so long performed by his brother, Lawrence. This situation has influenced the father F. F. Hilbert, to take steps toward converting the private bank into a state bank. Accordingly a new bank, called the State Bank of Woodland, has been organized, stock being subscribed largely by people living in the village and surrounding territory. Under Mr. Hilbert's direction the private bank has had a successful career. Woodland is a fine field for a banking institution. It is the center of one of the best farming districts in the State. Mr. Hilbert's connection with the bank as president and the association with him of John Velte as vice-president, both long identified with Woodland, make it certain that the bank will look after the interests of Woodland. The cashier, Keith Bowman, was for some time connected with the bank of Caledonia, but later was in Freeport for a brief time. He is a banker of exceptional ability.

Dutch Cream Sundae.

Place a round disher of French chocolate ice cream in a sundae dish. Pour over it a ladle of bitter-sweet chocolate syrup, add a ladle of whipped cream and sprinkle with grated sweet chocolate.

It is a sign of passing youth when a woman ceases to inspire emotions.

Life is never a desert to the man who has plenty of sand.

You can't let up on enthusiasm and keep up on sales.

Take time to check up on yourself.

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Mr. Hanson Hands It To Mr. Caslow.

I was much pleased to read Mr. Caslow's sermon dealing with "The Evils of Group Advertising and Buying" in last week's Tradesman, this being a topic that is much discussed not only in this State, but in every state in the United States and Mr. Caslow deserves much credit for having solved the question that has been so perplexing to many retailers in the United States.

While I am obliged to disagree with Mr. Caslow in more phases than one for practical reasons. No doubt his article, when read by retailers with sufficient endurance and tolerance, will stir them into thinking, and thinking, prompted by ordinary horse-sense, will usually develop sound and safe results.

There isn't any question but what Mr. Caslow might be rightfully termed a theoretic idealist and by his many theories has brought to our attention several ideas which are worthy of note.

Just how original his ideas are is questionable to my mind and I am inclined to believe he has "nigged" a little on "copy-catting," a term used by himself on several occasions. No doubt he knows the definition thereof.

While attending a National convention of Secretaries in Chicago last fall, I met with a full time secretary from St. Paul, Minnesota, of an Association formed by retailers of various with lines with slogans galore on inserts and blotters, also elaborate newspaper copy dealing with institutional advertising in favor of the individual retailers. In Cleveland and Toledo similar organizations were also functioning.

I presume it would be proper to put the question to me, Why was not this method employed on my return? and in answer would state, I knew the frame of mind and attitude of the retailers of Grand Rapids, as a result of their experience with Mr. Caslow's Home Trade League and presume he will continue to play the hypocrite to the wholesalers and retailers in response for their lack of confidence in him, for which he alone is responsible.

It is not my purpose to suggest that this article belongs in the section of the Tradesman known as the Realm of Rascality, but it is simply a case of spending the receipts before they are received and not entirely for the purpose they were solicited and quitting before collected and obligations paid in an honorable manner.

Mr. Caslow refers to the inconsistency of propaganda of the original Grand Rapids advertising group, who have boasted of their carload buying and ridiculed them in comparing their purchasing power with the gigantic retail syndicates.

Every manufacturer is in a position to furnish a carload of merchandise at a lower price than less car load quantity, due to the reduced cost of selling, handling and saving in freight rates and does not necessarily mean the workman's compensation must be disturbed in the transaction and can well be demonstrated with Mr. Caslow's own line and trust he will be fair enough to answer the following questions honestly and squarely.

Mr. Caslow how much do you charge for one copy of your book in single copy lots? How much per copy for 10,000 books? Could you sell 1,000,000 books at less cost per copy than you can 10,000 without disturbing the workman's compensation and without sacrificing a personal margin of profit?

I am confident if the retailers will meet with their fellow retailers, discuss their business problems freely and candidly, based on practical results, instead of theories, it will resolve itself into the aggressive retailers selling the consuming public the merchandise that appeals to them, properly priced. Courteous personal service and the increase in volume will automatically provide sufficiently for a reasonable profit.

Herman Hanson, Sec'y.

Fall Millinery Novel.

Among the latest Fall model hats to be received in this country from Paris are several close-fitting, shallow crown, off-the-face styles in reversible soleil which expose much of the wearer's forehead. Winged effects at the sides, one of which is longer than the other, are featured. A novelty shape is a new lightweight French soleil, reversible, which promises to be popular here this Fall in the better-grade lines. It weighs less than two ounces. From the model hats described, the new American lines are being made up. Colors featured in this group are various shades of brown, including chocolate and chatain, wine reds, raspberry and capucine. For immediate selling felts now top the list, mostly in white.

Fall Blouse Prospects Good.

With one of the best seasons in years rapidly drawing to a close, manufacturers of women's blouses are confidently facing the Fall. Most of the new lines will be ready for display to buyers next week. Nothing like the volume of Spring business is expected, but the trade sees a definite place for blouses in the Fall mode. During the early part of the season in particular, good consumer buying is anticipated. Tailored and semi-tailored styles are to be featured in the higher-priced lines, as was largely the case this Spring, but blouses of the frilly type will have their place for less formal wear. At present the blue and brown shades promise well for Fall. In the materials crepes will be outstanding.

The bone in the back is worth two in the head.



Have you ever stopped to think what would happen if you should leave no Will?

The MICHIGAN TRUST Co.
GRAND RAPIDS

Announcement

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wish to announce that

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MUTUAL FIRE INSURANCE

Scientific Fire Fighting Apparatus Will Do Its Part.

A study of the subject of fire prevention and extinguishment will probably surprise lay minds by the extent to which the development of mechanical devices for this purpose has been carried. Our modern forms of industry have introduced fire hazards of a severity that were totally undreamed of years ago, but for every hazard a suitable means of protection has been devised. The situation is similar to that existing in the navy. The greater penetrating power of guns has led to the development of thicker and tougher armour plate, which has, in turn, stimulated the development of still more powerful guns.

Means have been developed whereby the heat, light or smoke from a fire will automatically set in operation means to extinguish the fire. Devices have been developed, so sensitive, and with such rapidity of operation, that they will operate during the infinitesimal pause occurring between the flash and the detonation which occurs when a powder mill explodes. The short space of time intervening is almost imperceptible, yet it is sufficient for the extinguishing equipment, which is set in operation by the flash, to function and prevent the detonation. Such a device installed on the east wall of your home, could ring an alarm to awaken you if the day dawned clear and sunny (this should interest golfers), and would permit you to sleep on in case it were rainy. Equipment of this nature can be arranged to sound alarms in case of fire and simultaneously and automatically close fire doors, shut down blowers, stop conveyors, shut windows, start pumps, and release gas, foam or water on the fire.

Industry has brought about hazards which will produce fires that cannot be controlled or extinguished with water, which we are accustomed to consider the only satisfactory fire extinguishing agent. Fires of this nature occurring in oil, paint, and other liquids, are now successfully controlled by the application, automatic or otherwise, of a thick rubbery foam, formed by combining two liquids, which floats on the surface of the liquid, forming a blanket which excludes the oxygen, smothers the fire, and prevents rekindling.

There are often to be found, great concentrations of values in delicate electric equipment or in costly fabrics, which would be ruined nearly as much by a springle of water as they would be by fire. For situations such as these, scientists, operating in the field of fire protection have made practical a gas extinguishing agent. This gas, carbon dioxide, which we consume in soda water, is compressed in cylinders and when released in sufficient quantities, will so dilute the oxygen content of the air that combustion cannot continue and the fire is extinguished for that reason. The carbon dioxide gas has no injurious effect whatever on material which would sustain damage from water or smoke.

It is interesting to know that per-

sons can exist quite comfortably in an atmosphere in which the oxygen content has been lowered to such an extent that it will not support combustion. The carbon dioxide gas is not poisonous though in heavy enough concentrations it will produce suffocation. Where equipment of this kind is installed, warning is given automatically before the gas is discharged.

To one who has given thought to the matter of fire prevention and fire protection, it would seem that further progress of this so-called science should be sought, not in the further development of mechanical devices to prevent and extinguish fire, but in arousing National consciousness to a point where we will employ a little more care in preventing fires by our careless actions.

The installation of the mechanical devices I have mentioned are, for economic reasons, confined very largely to merchandising and manufacturing plants where the concentration of large values, coupled with serious fire hazards, warrants the necessary expenditure, but most fires occur in homes whether neither of these conditions is a factor. In a civilization that has produced these highly developed extinguishing devices, the most frequent cause of fire still remains, the discarded cigarette and the careless tossed match. In many cases where expensive equipments are installed to prevent fire, lack of ordinary care and attention in maintaining the equipment in operative condition has rendered it useless when fire occurred. Fire insurance companies, knowing these conditions to exist fairly generally, maintain, at considerable expense, inspection organizations to visit the properties at frequent intervals to make sure that this equipment, for which a credit in the fire insurance rate is usually allowed, is maintained in such condition that it will function properly should the need arise.

The most frequent cause of fires is carelessness; as a Nation we may be becoming "air minded," we are certainly not "fire minded."

Statistics are at best rather dreary; they can be made more interesting as they effect us more closely. The causes of fires to which the Chicago fire department responded on two days namely April 20 and 21, 1929, were (eliminating those which did not involve property as follows:

Matches (used carelessly in closets, etc.)	6
Careless use of naphtha, kerosene, varnish remover	6
Electric wiring	5
Rubbish accumulation	4
Spontaneous ignition of oily rags	4
Combustibles (clothing, etc.) near stoves	4
Cigarette stubs	58
Defective chimneys	3
Defective oil burners	3
Smoking in bed	2
Private still	1
Cause undetermined	4

Total fires -----100

The days chosen were picked at random and are typical except as they

were Saturday and Sunday, which accounts for the preponderance of home fires; and also for the oil burner fires. These, we find, occur rarely on any day but Sunday, due, we believe to the man of the house having some leisure time in which he attempts to improve on the manufacturer's adjustments. Adjustments made during the week are generally done by service men, with more dispatch, and less neighborhood excitement.

The fires classified as "Careless use of Naphtha, Etc.," are distressing to contemplate, they occur largely in connection with home dry cleaning, and are invariably accompanied by painful injuries and occasionally by loss of life. Fires caused by smoking in bed are in the same category.

Electric wiring fires occur almost entirely, not in regularly and properly installed wiring but in "sloppy" extensions that have been added by occupant. Unfortunately almost any sort of a twisted connection will conduct electricity, but not necessarily with safety. Chicago has about the best electrical code in the country and work installed in conformity with it will be safe. It is, however, manifestly impossible to discover and correct all the violations committed by occupants, not the least of which consists of the use of the very flimsy cord sold with the cheaper varieties of floor and bridge lamps which if kinked or stepped on may short circuit and ignite the carpet or decorations which it may be near.

(Continued on page 31)

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WILLIAM N. SENF, SECRETARY-TREASURER

Greatest War in History Is Now On.

Grandville, July 9—The question of bird life is the preponderating one in the world to-day, which is why I am again bringing the subject of bird protection to the notice of the public. It is a question that will not down, and although it may not be until after a great calamity comes upon mankind yet the truth will eventually dawn upon the people in such manner as to cause a change in methods of dealing with our feathered friends.

Insects or birds, which do you prefer? It is sure to be one or the other, and even that is not the most serious part of the problem. It is estimated that with bird life wholly destroyed man could exist on earth but nine years. Is not this fact enough to cause grave consideration from our wisest philosophers and statesmen?

Heretofore I have urged our State of Michigan to take heed of the dying condition of our feathered songsters. Michigan alone is but a mere drop in the bucket. The bird problem is not simply a state affair but is as wide as the Nation, nay more, one that concerns the whole world.

The American people should take the first step in an effort at bird preservation. This must come sooner or later else the flag formed by Betsy Ross will wave over a dead and voiceless Nation, its only inhabitants lizards, snapping turtles, bugs and winged insects, together with snails, snakes and noisome, crawling worms and serpents.

The United States is challenged to preserve her people from the insect enemies that are increasing by the billion every year. Why such increase? There can be only one answer—bird destruction. More than three-quarters of our one time bird population has been wiped out. Is not this a startling commentary on the intelligence of a great people?

How long must this reproach afflict our country? Michigan is not the only offender. The bird question is as wide as the continent. It will not down, nor ought it to until the whole Nation is aroused to its duty in the matter.

The effort of our National Congress to legislate dollars into the pockets of the farmer, while nodding assent to bird destruction, the best friend the farmer has, is on a par with the man who bumped his head against a stone wall to regulate the action of his brains.

Our Nation has been doing this bumping for a long time, and the full meaning of such tactics is gradually being opened to the minds of our National legislators. They must heed if they would not see this Nation made a victim to the only army it has failed to conquer, that of the bugs and creeping insects of the natural world.

Bird life has been startlingly decreased until so few birds inhabit our lawns and parks people are commenting upon it. Dogs, men and guns are a combination which is proving the ruin of the country.

Farmers are in need of help against this great army of insects now swarming across their fields and gardens. The help they need, however, is not that of salaried officials to seek new markets, but help to raise crops to meet the demands of public necessity for foodstuffs.

The American market is the best in the world, and farmers are wise to the fact. They themselves have been in a measure to blame for the crisis which confronts not only farmers but every man, woman and child in America to-day.

The too free use of poisons, outspread to kill grasshoppers and sparrows, has worked havoc all along the line. Without birds there will be no farm crops. It is a matter of life and death now confronting us all in America, and at such a time there should be no hesitancy in placing the blame and

at once moving to backfire in spots where it is needed.

Once, when riding through the country, I saw at least a score of dead crows hung to a farm fence. Proud no doubt was that farmer for the fact that he had made such a wholesale killing. That was a number of years ago when the question of saving the Nation's life was not so manifest as it is to-day.

Not a crow, not an owl, not a hawk, not a sparrow should be slain in coming years if we would rebuild our fences and again stand a show of successfully combating the vermin that are increasing by millions to devour the products of our farms.

Get the farmers interested in the right way. Once convince them that bird life of every specie is necessary to successful farming and the work of farm revival is half accomplished.

And there will be no agriculture worth the naming unless the bird problem is at once taken up and settled right. Push the good work from now on. Interest the President of the United States in the subject of bird renewal. Get it before congress at the earliest opportunity that acts for bird life renewal must be passed if the Nation would not meet the fate of those down and out nations of yesteryear.

While the subject of a renewal of bird life is before our people we realize that other nations of the world should also be up and doing since migratory birds meet destruction in one sphere even if protected in another. Our bird admirers should seek to interest Canada, Mexico and even Europe in this great uprising for the bringing back of birds that a mistaken policy has doomed to destruction.

Wars of the human family are not even one atom of interest compared with this insect war on the human race in all parts of the world. It is to be war from this time forward, and he who still excites the killing of any member of the feathered tribe is not only an enemy to his country but to all other nations of the world.

Old Timer.

Commends Stand of Local Organization on Chain Stores.

Battle Creek, July 8—I was very much interested in an article in a recent issue of the Michigan Tradesman in which the Grand Rapids Association of Commerce is "taken over the coals" because it has taken into membership chain stores or, rather, their representatives; in other words, the chain store's branch manager.

I think this attack on the Grand Rapids Association of Commerce is unwarranted and rather than criticize the organization, it should be commended for being able to extract from the cash boxes of the mail order barons and other chains the price of single and plural membership in the Association of Commerce.

As an independent merchant, one of the big kicks we have against the chain store is that in the past it has not supported our community affairs such as the Chamber of Commerce, Community Chest and any other activity necessary for the welfare of the town in which it pulls down its profits.

Personally, I commend the Grand Rapids Association of Commerce if it can get these parasites—these leeches on the town—to come in with the number of membership that they should, proportionate at least to the individual merchant, who has always held the bag on all the community affairs.

When the chain stores are finally shamed into taking part in all these community activities, the independent merchant will have the edge on Mr. Chain Store in one more place.

When the chain store continuously shirks in its duty to the community in such activities, that is just one more item to help to hold down its overhead and continue to harp low overhead makes low prices, et cetera.

My contention has always been that the independent merchant can buy his merchandise at as favorable a price as any chain store. That being the case, if the chain store does come in with its bit toward all the community activities, as does the independent merchant, and becomes a part of the community and then can furnish the public with the same quality of merchandise as the independent merchant at a lower price, then I say the chain store is an efficient medium of distribution and is entitled to the business. For our part here in our store our hat is off to it and I say it is welcome to the business.

In Grand Rapids or any other town, if these chain stores contribute with the right number of memberships in your Association of Commerce and support liberally all the other town activities, then I say Grand Rapids has done a good job to make them see the light. If it was the Association of Commerce which got them started on the right track of community loyalty, then, instead of censuring the Grand Rapids Association of Commerce, it should be commended for doing a mighty fine piece of work, and I say, "More Power to It."

Joseph C. Grant.

Mail Order Tires Will Lessen Church Contributions.

Here is a sample of the proper "sand" for the merchant to display.

One morning this week I happened to be at the store of the tire and battery shop at 874 Grandville avenue. Someone phoned Henry Van Ham, the proprietor, soliciting a repeater on last year's advertisement in the Christian Reformed Church programme for the annual festivities of that denomination at Franklin Park. Van Ham made no "bones" about replying straight from the shoulder. He made no alibis. This was his refusal:

"Nothing doing. The Christian Reformed people know, or should know by this time, that a certain amount of my profit goes to the work of the Christian Reformed church. Everything I give to the church and to missionary or other outside Christian activities must come out of my business. Yet I can step out of church any Sunday morning and find Sears-Roebuck and Montgomery Ward tires on almost every other car at the curb, bought by our people. I am not ceasing my contributions to Christian work because of it, but I must cut down on past expenditures in the future. This is where I am going to trim first, hoping that the word will get back to our people that if they are going to continue their present trade practices, the time is coming when our churches will be dependent, directly or indirectly, upon foreign syndicates who are not interested in anything but profits. I'm sorry, but that is final. Please tell them what I have said."

And now, gentlemen, I repeat—That takes sand. To say such things kindly with a smile in the voice, firmly yet sweetly, requires sincerity and a lot of it—but it will pay. Try this out on your church, fraternity, club, etc., and see how it will work—but "don't get mad."

W. H. Caslow.

Exaggeration is the poison that kills confidence.

Organized knowledge applied is power.

Uncle Louie Back at Charlevoix.

Charlevoix, July 5—After having spent one of the most wonderful seasons in Southern California among my few relatives and a great many friends I am back here to enjoy Charlevoix the Beautiful for this summer. No use for me to describe the restfulness of this resort, as you know about as much about it as I do. Trade conditions are about the same as last season when we left here and, while the summer resorters have almost filled their cottages, so far the hotel tourists have not arrived, but (as far as I can learn) bookings are heavy for the season.

I am informed that Charlevoix had a very good winter and pictures which I have seen of winter sports and snow scenes disclose some of the nicest winter features I have even seen. I understand that Earl A. Young, owner and developer of beautiful Boulder park, has a great many wonderful rolls which shows the life in this region. I notice several improvements on the main (Bridge) street. Len Adams has put on a new front which is very attractive, on his cigar and news stand. He also purchased the building across the street, which is being used by his daughters as a gift shop. Both seem to be doing well. Martin Block has renovated his grocery store and I asked him if he still read the Tradesman and he remarked that he couldn't live without it. Kindly save his life. In Herman's Central drug store you find a great variety of winter scenes, photos made by his celebrated photographer, Mr. Kirby. Our mutual friend, Addie Holley, the girl who knows it all and tells, has added to her one store the other half of the building and is occupying the same with a variety of toys for the children, which surely takes well. Mr. Fessenden is ready for the coming season with his pills and things, as he calls them.

We had a nice Fourth of July celebration which kept Mayor Bergeon and Chief Weikel pretty busy, but everything went off nicely.

The even for the future is the erecting of a cement plant which will increase the local population by many laborers, who will have all year round occupation when the plants are completed.

L. Winternitz.

German War Guilt.

It is thoroughly characteristic that Germany should signalize the tenth anniversary of the signing of the treaty of Versailles by declaring a day of mourning, lifting the ban on the ex-kaiser's return to the Fatherland and solemnly proclaiming that Germany was not "solely responsible" for the kaiser's war.

The "antiwar guilt" protest does not seem particularly impressive. It is too artificial, too well regimented. Its quality is indicated by the ironic fact that a journal bearing the ominous title of Der Tag drapes its columns in black. Will-power, even when nationally organized, cannot change realities. The "will to war" and the "will to win" for years were given mass-preaching in Germany. Their impotence was demonstrated. So, too, was demonstrated the fallacy of the propaganda by which the High Command tried to force upon the world by sheer assertion its own interpretation of military or diplomatic events. Germany cannot get rid of the name of "war guilt" merely by willing it. History will have to work out the final verdict. And the final verdict in the long run will, we believe, be greatly like the contemporary verdict.

Candidates that win in a walk

♦ ♦ A prominent statesman was questioned by a newspaper reporter as to the contents of a campaign speech he about to deliver.

"I expect to say very little," he replied
"My friends now regard me as a standard article, and I don't require as much salesmanship as I used to."

Most successful grocers will appreciate the soundness of that principle. For it actually does require less salesmanship to move 'standard articles.' Their recognition by the public as standard articles proves that their value is known and there is no uncertainty as to their quality.

The Procter & Gamble line includes many standard articles. They sell on their merits without the aid of high pressure salesmanship — and of course much faster when you keep them well displayed.

PROCTER & GAMBLE, Cincinnati, Ohio

THE BETTER
IT'S KNOWN
THE EASIER
IT SELLS

"Selling Displays" for these standard products may be had from the Procter & Gamble salesman who calls upon you, or direct from the manufacturer.

Ivory Soap	Star Washing Powder	Ivory Flakes
Camay	Guest Ivory	Oxydol
Lava Soap	Chipso	Crisco
P & G The White Naptha Soap		

DRY GOODS

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

Merchants Should Never Sign Pattern Contracts.

Lansing, July 9—Two days were spent in Pontiac. There are signs of growth and business activity everywhere. Real estate additions are being promoted, new office buildings erected and new stores established.

The Chase Mercantile store has recently changed ownership, now being owned by J. M. Kobacker, of Toledo. In the Chase store we enjoyed meeting our old friend, F. J. Zielinski, formerly of Manistee. I also saw O. E. Heath, formerly of St. Louis and Port Huron; George W. Sharp, formerly connected with the Boston store at Pontiac. Mr. Sharp is temporarily the manager of the store and is very busy.

The former owner, Mr. Jacobson, has retired from business on account of ill health. Sorry not to have met him in his accustomed place and hope for his permanent recovery.

It is a treat to visit the Waite store. J. M. Waite, the manager, always takes a deep interest in the affairs of the Michigan Retail Dry Goods Association. This is one of the real show places among the high class dry goods stores of Michigan.

Had a good visit with Rice, the manager of the Boston store. He is always busy and at this time of the year generally planning a golf game with some of his country club rivals.

Found both Duker and McFetridge busy waiting on customers and very much interested in knowing of the changes we observe in our travels throughout the State. We believe the dry goods men of Pontiac have prosperous days ahead of them.

I spent a few minutes strolling through the new Sears-Roebuck Co. store, which is located in the North end of the business section, opposite the Masonic Temple.

A visit to Fowlerville and Howell recently disclosed two more disagreeable pattern tangles. The Fowlerville merchant had a fairly good contract which was made out for five years—three years too many. He felt that he was receiving more pattern supplies than necessary and a representative of the pattern company called and persuaded him to take out another contract on alleged easier terms. The later contract was also for five years and the terms more binding and expensive than the previous one.

W. D. Adams, at Howell, is a little more fortunate. His pattern contract is about to expire, but the company very gravely declared that they would not accept the return of the cabinet cases and sent a bill for \$70 each for three cases, with certain other accessories amounting to \$229. Our advice to Mr. Adams was to pack up the entire outfit and return to the company. When we came away Mr. Adams was feeling \$229 easier.

A call at C. D. Hamilton's store revealed a fine new coat of paint on the front and improvements within. Sorry we did not find the proprietor in at the time of our call.

Fred S. Alley, of Morenci, has sold his store on account of poor health. His present address is 207 West Morrell street, Jackson. Mr. Alley has had a very vexatious time in attempting to adjust his affairs with a pattern company, very unreasonable demands being made. We wonder why merchants will sign pattern contracts at all.

We received a communication from O'Connell Brothers, formerly dry goods merchants in Lansing that they are now located at 183 Pipestone street, Benton Harbor. We are glad to hear

from them and Benton Harbor will be all the more a happy place to visit on that account. They retired from business several months ago but never terminated their membership in the Michigan Retail Dry Goods Association. We have several other retired merchants on our honorary membership list.

We had a request recently for information regarding the Associated National City Stores, Inc., a buying organization, located at 225 W. 34th street, New York City. The request came from a store manager who contemplated making business connections with them. We sent a request to a responsible party in New York and have received a reply that they do not give out information or copies of their literature. Our investigator also states that he would caution any store to investigate quite thoroughly before giving confidential information to them regarding their store figures and making any connection with the company. Our advice would be to insist on full information and reliable references before making a business connection with such a concern.

A substantial citizen, genial and companionable was Chas. H. Kinsey, of Caledonia. He had been in business for thirty-nine years. Was in poor health last year, but we found him behind the counter on our recent visit there. His death occurred June 17. G. W. Kraft, employed by Mr. Kinsey as store manager, is the administrator of the estate. Mr. Kraft attends our conventions and group meetings and we trust will arrange to continue the business at the old stand. We shall miss Mr. Kinsey on our future calls there.

Over at Holly they park diagonally on the sides of the street and parallel in the middle of the same streets. Trucks, touring cars and all kinds of vehicles manage to dodge each other. I was glad to get through alive. Streets are made for traffic not for storage.

Recently we were requested by Joseph C. Grant, of the Joseph C. Grant Co., of Battle Creek, to furnish figures regarding the operating expenses of department stores and we take occasion at this time to state to our members that research figures are easy to obtain by communicating with this office, as we have the bulletins of the National Retail Dry Goods Association, pamphlets and documents of the United States Chamber of Commerce and easy access to the Detroit office of the United States Department of Commerce, R. L. Whaley, Research Director; also the Research Department of the University of Michigan. We were able to secure for Mr. Grant the information which he requested and he has generously stated that he is much pleased with our effort and believes that this information will be valuable to put in the bulletins to our members. The statistical pages in this bulletin are given as a result of his suggestion and we trust that it will lead to other requests of a similar kind from our members.

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

Some of the Wonders of Modern Progress.

Grandville, July 9—What we pay for progress is doubtless worth the price.

Did you ever stop to think that the smallest lad of to-day knows more than did the wisest philosophers and statesmen of a century ago. The boy of the first quarter of the twentieth century could give Washington and Lincoln cards and spades and then win the game.

Could Old Abe look down from his home on high and see the radio, hear it working and take in the significance of the thing he would no doubt wonder what next. There are many other puzzles to cause him to rub his eyes and take notice.

It is not necessary to refer to our

present unconventional fashions for women. They are truly an undress uniform that would have put to the blush our dames of old. Fancy Mrs. Washington or Mrs. Lincoln parading the street in a suit of clothes weighing less than a few ounces. But then fashions change and no doubt our children's children will mayhap be dragging their skirts in the dust of the street with high chokers and hats that spread a yard beyond the face. May as well be out of the world as out of the fashion.

While we have made many improvements our laws are no better enforced to-day than they were in the days of our ancestors. We make great pretensions to being up to date, yet sometimes this goes to the extreme of folly.

I call to mind that while as a boy I played hipity-hop on the hill before our house two lean looking men came up the rise and confronted me. Hoosiers undoubtedly from their jargon. It was flow almost noon.

"Boy," said one, "we are hungry as wolves, do you 'spose your ma would give Sam and me a bit to eat?"

They soon explained that they had worked through the winter on a logging job and that when spring came they were discharged without a cent of pay. They were as I guessed from the Hoosier state and had to make their way back home without a cent in their pockets. I felt sympathy for the poor fellows and led the way to the house.

Seated in comfortable chairs the men waited until a substantial spread of bread, meat and potatoes, with a whole dried apple pie, was set on the table to which they were asked to draw up. They certainly ate as though they enjoyed the meal.

After it was over the taller man suddenly seized my mother's hand, raised it to his lips exclaiming: "My lady, I kiss your hand." His companion, equally as grateful, said huskily, "My lady I forget you no more."

And so those two wandering woods tramps passed from the scene on their way to their Indiana home. That was in the days when many poor fellows after working many months in the winter woods were cast adrift with their wages unpaid and there was no redress. The jobbers in the woods paid their men if said jobbers were honest which the most of them were but the other sort slipped out without paying their men. Such villainy would not be permitted at the present day. The Michigan legislature later on passed a law making the logs beholden for all debts contracted in their cutting. That was the beginning of improvement which has steadily gone on until the present day.

Fifty years of progress has made the days of Lincoln seem like medieval ages. Slang that would shock our fathers is now of every occurrence. A boy or even girl who cannot use words verging on profanity isn't in with the flapper set.

Yet of course we are progressing. The advent of the automobile was the greatest event of all time and it is living up to its name as a harvester of victims. The civil war was not considered a holiday affair and yet in no year of the four during which it continued did such slaughter occur as goes on to-day in time of peace. The autos kill more than did the soldiers in blue and gray in the time of the rebellion.

Society becomes deadened to the sacrifices that are made daily to keep

the speed wagons oiled and in the race for supremacy. Progress with a big P marks the days of the twentieth century.

Cigaret smoking is not perhaps an unmixed evil and yet when it invades the circles of society and becomes a habit with girls as well as men what can we say in its defense? We call to mind that Uncle Sam furnished free cigarettes to our soldier boys in the trenches beyond the sea at the time of the world war. That, however, may have been forgivable since we were anxious to do everything possible to conserve the happiness of the soldiers.

An atmosphere of patriotism pervades the air of America to-day and many small evils are glossed over for the sake of harmony and good feeling. We are certainly on the road to a great destiny as a Nation if we keep our temper and continue to welcome every new invention that comes to the fore in our time.

Men in overalls worked and struggled through long hours of labor in the early days without a murmur. Eleven and twelve hours constituted a day's work with pay averaging less than ten cents an hour. What would our workmen think of that to-day?

The time will perhaps never come when men will be called upon to make such sacrifices for wife, home and children as they did in the early days of the republic. We consider ourselves on a higher level to-day, and talk of less hours and only five days a week for labor.

Human progress cannot be staved by jazz nonsense and the follies of dress. We of America face a great future, one that will be a surprise to those who think themselves even now at the pinnacle of earthly glory. Old Timer.

Turkish Towel Prices To Hold.

Jobbers and other buyers of Turkish towels who may be looking for lower prices when the new lists are issued this month will be disappointed. Recent business has been such that mill accumulations have been well cleaned up, and there is said to be little reason for revising prices downward. One of the recent features of buying has been the call for low-end, all-white towels from beach and pool bathing establishments, due to the unprecedented patronage of those places during June. In general buying for home use a feature has been the rapid rise of orchid in favor in solid-color and colored-border towels, although green still tops the list.

Wheel Goods To Advance in Price.

Price advances of 1 to 5 per cent. on wheel goods and sheet steel toys will go into effect on Aug. 1, according to advices in the trade. The reasons prompting the advance are the abandonment of the 1 per cent. discount by the steel companies, their insistence on three months' advance orders and the labor situation in the toy factories. The 1929 toy business has been about 65 per cent. covered at this time, according to Fletcher D. Dodge, secretary of the Toy Manufacturers of the U. S. A. By Sept 15 the figure will be about 80 per cent.

L. & H. SIMON, Reliable, Snappy Service

Charmingly Varied Styles in New Seasonable Frocks

Among the many high grade makes you will find here—
Sherr Bros. dresses at \$10.75

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Other great dress values \$3.75 to \$10.75

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SHOE MARKET

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

Selling Proper Shoe Care With the Shoes.

A new method of promoting the correct care of shoes is to be sponsored by one of the prominent New York retail shoe shops during the next season. This company, which maintains high style shops in New York and other large cities, is instructing its salesmen to sell the idea of the proper cleaning of leathers at the same time that they sell the shoes. For the fall season, with suede leathers looming up as the outstanding shoe material, this company is stocking liquid suede cleaners in the exact shades of brown and style colors like nautical blue, autumn green, antique purple and chianti red as well as the staple black with small bristle brushes, not wire brushes, to be used to raise the nap.

An attempt is being made to prevent the comebacks on the suede shoes that creak. The customer is told that the shoe leaves the shop in perfect condition. If she takes it to a corner shoe parlor, or just any bootblack, he is liable to use powder instead of liquid cleaner and he will raise the nap in the easiest way possible—with a wire bristle brush. This results in creaking on the stockings and the breaking down of the nap of the leather, all of which may bring the customer to the conclusion that suede shoes are impracticable.

Two of the leading suede leather tanners now have liquid cleaners produced by the chemists in their own laboratories and these liquid cleaners are in exact colors that match up with the standard leather colors.

New Bathing Slippers.

In addition to the usual rubber bathing slipper, there are now new versions of the slip-on type. These have rough-surfaced soles to prevent slipping on smooth floors and some have slightly raised heels. The uppers come with both plain and printed effects. A moire finish is also noted again this season in many of these shoes. Modernistic applique is a popular method of trimming and is successfully used in white on red, green, black and purple grounds.

The new wooden clogs are made with two wide elastic straps, one across the toe and the other across the instep. These straps are trimmed with silver or gold kid cut in unusual designs and applied to a plain piece of leather or fabric. About the edges of the sole and heel the same design is repeated in gilt to match.

An outstanding feature of these clogs is the many types of heels in which they may be had. The plain straight sole in one with the heel is here, also the Cuban heel and the higher heels in both French and Spanish shapes. These clogs come with very highly polished surfaces and in all the new summer colors, as well as black, navy blue and purple, and are guaranteed not to chip.

Now She's Rouging Her Toes!

Those who spent the winter at Palm Beach and European resorts predict that make-up below the knees will be quite as important as make-up above the neck. Already milady is cluttering up her dressing table with tubes and bottles of various concoctions designed to impart a sunburn complexion to the legs and ankles, and for the purpose of tinting toe nails and heels.

Toe manicuring and make-up technique, something handed down by Cleopatra, is going to be something of a fad, and the practice of rouging the toes and heels may be as popular as rouging the cheeks and the lips.

Lotions to give a smooth texture to the skin and beautify the bare legs are being sold, and are becoming a part of all bathing beach equipment. With this in view, it would seem that the demand for barefoot sandals, open-work oxfords and exaggerated cut-outs would come in for considerable action this summer. Linens, woven leathers, woven straws, dainty light-weight perforated models in pastel shades and in white kid will be seen along the boardwalk in increasing numbers, it is stated.

Popularity of Leather Heels Seen Growing.

A revolt against extremely high heels has been in progress for some time in Paris and is now sweeping into this country, gaining advocates among women who believe that a two-inch heel or one slightly lower is just right for smart daytime shoes. According to American Leather Producers, this development is carrying the leather heel into wide favor among women, who are discovering that shoes with these heels are only slightly, if any, heavier than wooden heels.

In addition, women are discovering that pegged leather heels of the modified Cuban type, are exceedingly comfortable as well as attractive. Their construction is such that they practically cannot pull off and the light, specially prepared leather used gives them a smooth resilience that accents the advantage of their somewhat lessened height.

Many of these heels are shaped with a slight curve and bevel corners that give an optical illusion of greater height than the measure reveals.

Novel Shoe Pads.

The problem of keeping one's shoes in shape has a new solution in some shoe pads or tips now being shown. These little pads are made to conform to the shape of the forepart of the shoe and are simply stuffed into the shoe without regard to the heels. The trouble with the other kind with the heel and toe parts is that in keeping the cracks and wrinkles out of the shoe they pull it out of line. A silk cord is attached to these new pads for pulling them out. The pads come in sets of three, but may be purchased individually.

Novelties in Bags.

The Boston bag is copied on striped canvas, but has stiffly boarded sides and bottom. The linings are rubberized and two pockets are found for small articles. This bag comes with

a patented slide fastening or a tab which snaps into a patented lock that opens with a key. Another bag of a more general character has a wooden frame which is so shaped that it serves as a handle. These handle-frame combinations are painted in bright colors to match the fabrics used.

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RETAIL GROCER

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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.

Grocer Who Is Real Purveyor To His Customers.

A man wanted some mushrooms on his steak. Fresh ones were not obtainable, but he had noticed dried ones in his grocer's showcase. So he asked the grocer how they should be prepared. The grocer made a silly gesture, shrugged his shoulders and answered: "I don't know. We never eat them in our house."

What kind of a purchasing agent for his customers was that man? What kind of buyer for his people is the grocer who does not know how his goods are to be prepared? Charles Slack, splendid old-time Chicago grocer, used to style himself "Purveyor to the People." He was just that. He knew all about every item in its store and every service grocer falls short of his possibilities who does not have that same knowledge so at his fingertips that he can pass it to his trade intelligently and interestingly.

A piece of fool propaganda was published lately on "Beet Sugar's Therapeutic Value," in which this marvelous paragraph occurred:

"Beet sugar contains a substance which enables it to ferment more rapidly than cane sugar and thereby entails less wear and tear on the body. Any food grown from a seed contains a substance similar to that in beet sugar. Sugar cane rarely produces a seed. It grows by fermentation. Each time a substance goes through the cycles of fermentation higher types of poisons are produced."

"The first cycle with beet sugar goes on when it is ingested as part of the food. If you look up a chemical substance known as betain you will find that it has a close relationship to those substances considered so important today known as vitamins. Beet sugar is of first importance in the treatment of many cases of gastric and intestinal troubles."

I am myself a friend of beet sugar, but if the substance itself could speak, it must surely cry out: "Save me from my friends." It would be difficult to imagine more complete folly couched in impressive terms than that quotation.

But how many "purchasing agents for the public" know the facts about cane and beet sugar and other sugars? Every grocer should know, for example, that refined sugar from any source is precisely the same chemical substance that any other refined sugar is. Chemically, there is no difference between refined cane and refined beet sugar. Nor is there any difference in the use or results of the use of either.

If maple sugar or penoche sugar be refined, each will come out white and flavorless as cane or beet granulated sugar; because the peculiar flavor we enjoy in both of those sugars is due to the impurities therein.

Cross & Blackwell have just occu-

pled a big new factory in Baltimore. During the past year or so they have distributed their marmalade into virtually every grocery store in the land. What are they after and have they a fair chance to succeed?

That splendid English concern has come over to capture the American market for its products on a large scale. Its plan is to concentrate a campaign of advertising and merchandising on its marmalade. This in the face of American preference for sweet marmalade against what we call the bitter British article.

But C. & B. hold that American marmalade is not proper marmalade at all, because it is not made from Seville oranges, which have that peculiarly bitter tang which is a characteristic of all British marmalade.

Are they right or are they wrong? You can prove nothing by me, for I was brought up on Scots marmalade—Keiller's—and nothing else tastes right to me. But I incline to think they are right—that marmalade will never become the staple in America that it is in England unless and until we acquire the taste for that flavor which tastes away the cloying sweetness of our insipid article.

But no man is a true "purveyor to his people" who is not posted on such developments as this is.

I see that Bovril has begun to invade our markets, too. Well, we sort of play an offset to that. In London I saw big signs advertising "B D V." But Bovril is written large on signs in virtually every British railway station, signs which look so like those used to announce the station that strangers often think it the name of the town at which they have stopped.

What is it? What grocer knows? Will he be able to tell his customers when they ask? Will he be a true purveyor if he cannot?

Blue Ribbon Wednesdays continue to run in Stop & Shop store, Chicago. They have been an institution for many years now—not less than nine, I should say. A feature has always been mushrooms in pound boxes at 49c per pound. There is wonderful sales psychology and business building going hand in hand—building staple and growing business for the store every day.

For mushrooms is a food which labors under great disadvantages, but those are handicaps which any grocer can consistently help to remove and profit himself thereby greatly.

Mushrooms labor under these handicaps: One-third of the people regard them as a luxury, for the rich only. One-third are afraid of them, on the toadstool basis. One-third know nothing about them. To this let us add a fourth: that mushrooms are handled by many retailers—almost all, in fact, in bulk. Thus they are handled in weighing, and they are such a delicate plant that handling breaks them up, makes them unsightly and unattractive.

Mushrooms should be handled in pound boxes only. Thus families will get into the habit of buying them by the pound. If a price is made that is moderate, they'll get to using them as a food, not as a luxury. And a narrow

(Continued on page 31)

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 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.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

BRING NEW LIFE

to your sales by recommending Yeast-for-Health to your customers. They will appreciate your efforts, for nothing is more prized than glowing health. You'll profit, too, for healthy customers eat more of everything that you have to sell. So be sure to boost Fleischmann's Yeast-for-Health and enjoy greater profits.

FLEISCHMANN'S YEAST

Service

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.

Two New Developments in Market Refrigeration.

One of the most significant improvements in the commercial electrical refrigeration field is the new two temperature valve perfected by Frigidaire engineers for the duplexing of different types of units operated from the same compressor. By use of this valve, two units with different temperatures may be operated from the same compressor with separate, automatic defrosting cycles. With it, installations can be made duplexing equipment such as a butcher's box and a display case, or a counter with finned coils and ice freezing coils. In many cases the same result can be obtained with one compressor which formerly would have required two.

Another development in commercial equipment which will prove an advantage to countless meat dealers is the new type of plate coil. These are designed for use in refrigerator boxes where head room is too limited for an overhead coil installation, or where provision is made for pipe coils along the side walls. They can be placed along the side of a refrigerator or cooler, leaving the ceiling space available for use. All features which have been incorporated in other Frigidaire coils are present in the plate type. Defrosting may be brought about automatically. These coils are easy to install and can be moved without loss.

Tentative Grades Established For Canned Kraut.

The Department of Agriculture is working with the National Kraut Packers' Association with a view to setting up grades for canned kraut. At the recent convention of the association a tentative score card was worked out and samples of kraut were scored as to their grades.

The score card evaluates the various characteristics of kraut according to their importance and allots points to each as follows: Color, 15; cut, 15; absence of defects, 10; crispness, 15; and flavor, 45. Two qualities or grades of kraut are recommended—first quality grading, in the total score, from 85 to 100, and second quality from 70 to 85.

Of the samples of commercially packed kraut experimentally graded at the convention only one was found to fall below first quality.

Meat Dealer's Most Valuable Asset.

Butter, eggs and many other commodities are purchased by grade. The customer, as well as the retailer, can order them over the phone without wasting time to inspect them, and be perfectly sure of what he is getting. Meat dealers quite generally order smoked meats by grade, but in most cases find it necessary to buy their fresh meats on an inspection basis. Much time is wasted and the result is not as good as it would be if the meat were judged by experts.

Government grading seems on the

road to bringing about a degree of standardization, but has not yet entirely eliminated the necessity of buying on an inspection basis. Until it does, meat judging ability is one of the meat dealer's most valuable assets.

Fish Taste Best If Cooked Very Little.

Practically all fish used in the United States, according to Harden F. Taylor of the Atlantic Coast Fisheries Co., is cooked too much. Fish cooked as much as meat is overcooked.

This is true for the same reason that fish need lower temperatures than products to prevent them from deteriorating during storage. The body temperature of cod and haddock, for instance, during life is between thirty-two and forty-five degrees, and they will cook at eighteen degrees below human body heat.

This is a tip that the meat dealer who handles fish would do well to pass on to his customers.

Rent Should Be 4 to 6 Per Cent. of Sales.

How much rent should you pay?

The answer to this question in the form of a definite proportion of total sales is given in Babson's Reports for June 10, and the proportion for meat markets is 4 to 6 per cent.

This is lower than the estimated proportion for any of the other types of business places listed. Next in order come groceries and cafeterias with a proportion of 5 to 6 per cent.; next, restaurants, with a proportion of 8 to 10 per cent.; next, tea rooms, with 10 per cent., and, finally, candy and rectory stores with 10 to 12½ per cent.

Decrease in Numbers of Wholesale Grocers.

Figures recently compiled by the Thomas Publishing Co. throw interesting light on what changing methods of distribution are doing to the wholesale grocer. They were compiled in response to many enquiries as to whether or not the wholesalers in the grocery field are actually decreasing and show that the number of wholesalers in the country has declined during the past three years from 6,372 to 5,981, or over six per cent. Grocery brokers have decreased during the same period from 3,337 to 3,081, or almost 8 per cent.

The Kick in a Kite.

I'd like to make a kite again
And fly it in the sky
I'd like to be a boy again
Then as it flew on high
Send up to it a messenger—
A paper leaf and passenger—
Along its string whose pull and power
Enchanted held me every hour
That simple thing did fly.

I truly thought as there I saw
My fragile flying kite
It overcame the realm of law
And so brought strange delight
For there it swayed—above the earth—
Maneuvering—with soaring worth
Quite comparable to fleetest wing
Of lark or swift, till wondering
I wanted too, to fly.

What is the one desire to-day
Other than boyhood knew
When longings traced a farther way
Than ever airplane flew?
Nor shall the heart be satisfied
By what is past; for skies untried
Keep calling on and ever will
For dead is the man who has no thrill
That he was born to fly.

Charles A. Heath.

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are Surprisingly Low
For Instance:

for 50¢

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:	
BATTLE CREEK, MICH.	\$.45
BIG RAPIDS, MICH.	.45
EATON RAPIDS, MICH.	.50
KALAMAZOO, MICH.	.45
LANSING, MICH.	.50
REED CITY, MICH.	.50
ST. JOHNS, MICH.	.50
SHELBY, MICH.	.50

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.

The fastest service is given when you furnish the desired telephone number. If you do not know the number, call or dial "Information."



GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

Don't Say Bread

— Say

HOLSUM

HARDWARE

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

The Hardware Dealer and the Summer Holiday.

"The store can't get along without me," is the typical attitude of many hardware dealers when confronted with the prospect of a summer holiday. "I can't afford it. I can't spare the time from the business."

It is a curious circumstance that the merchant who needs a holiday the most is the one who protests most vigorously against breaking away from the daily grind.

With some hardware dealers, the summer holiday is a recognized institution. When the time comes, they pack their grips and set out; and never hesitate to consider whether or not the business can spare them. They calculate on the holiday as a regular item in the store routine and the store overhead—as something the business must be trained to carry.

Of course there are instances where the tendency is to carry the holiday idea to the extreme. "I need to get away from business," the dealer says; and he tears himself away from the store every now and then to attend the annual get-together of this club, the convention of that society, the outing of the other organization, and this, that or the other diversion. In fact the business on which he depends for a livelihood becomes a sort of secondary consideration with him.

That man is just as bad in his way as is the man previously described who insisted on keeping his nose to the business grindstone and going without holidays altogether.

The hardware dealer's holiday is, however, very necessary. Midsummer is the usual time to take it. Since his work is largely indoors, the holiday should provide relief from that condition; and that means plenty of outdoor life, fresh air and sunshine. And if the holiday is necessary for the hardware merchant, it is just as necessary for the hardware salesman.

There are of course some dealers who like to defer the holiday to a more convenient season or even to a less convenient season in order to get just the sort of outing they want. Perhaps duck-hunting in the fall may appeal to them. Perhaps a trip to the sunny South in mid-winter, when business is slack, may suit the dealer better than a mid-summer trip to the North woods or the lake shore.

Two weeks outing is not too long. I have noticed that in my own town the most successful merchants are those who take regular outings, and are not afraid to break away from the everyday store routine.

It pays a merchant to give close attention to his business. Anything worth doing at all is worth one's best efforts. The hardware business is no exception. To succeed in it, you have to watch it closely, to study it from every angle, to make it the biggest thing in your life, and to give it your best efforts.

But the individual should be bigger

than his business. He ought to win and keep a wider outlook on life. He should never despise his business, yet on the other hand he should not stay so close to it that his perspective is lost. He has to break away now and then, to withdraw to a little distance, and to get a fresh viewpoint on things.

To master your business is important. But it is even more important not to let your business master you.

So plan now for your holiday; and see that it is a real holiday—a complete breaking away from the daily routine that has engrossed you for the past eleven months.

There is in my town one merchant (not a hardware merchant) who is a man of quick decisions and intense energy. He can transact more business, and do it more quickly, and make fewer mistakes, than any man I ever knew. Last winter his store did an enormous Christmas trade. He was busy right up to Christmas eve. And early the ensuing Monday morning he left for a trip that consumed all winter and took him to Europe, Asia and Northern and Central Africa.

This man has been doing precisely that thing for more than twenty years. Throughout the rest of the year he flings himself into the business with intense energy. And right after Christmas he drops it off his mind completely, and spends the winter months traveling in sunny climes. In the process he has seen most of the known world. It has cost money, but it is his hobby, and it has enlarged his vision.

Now the average merchant perhaps can't afford to do that. But he can afford to follow that example in one respect—by drawing a sharp line between business and holiday. When you are attending to business, put all you have into business; and when you are taking a holiday, make that holiday complete.

Some years ago a merchant telephoned me to come down town and see him about a little matter of business. When I dropped into the store he said:

"I'm going away for three weeks. You're a good judge of advertising. I want you to drop in and give the boys some pointers now and then. Don't write the advertisements for them, but drop in and look over what they write. George will do it; give him any hints you can."

Next morning I dropped in. The merchant was in his little office. He nodded to me. That was all. I discussed the advertising with George. I made some suggestions. George agreed or argued, according to whether they appealed to him or not. But though the proprietor was only a few feet away, George never went near him, nor did the proprietor reveal the slightest interest in what we were saying.

The holiday had already started; and that merchant, although he did not leave town for another day, had thrust the business quite out of his mind.

I mentioned the matter to him afterward.

"Aren't you afraid to leave this business?" I asked.

He smiled.

"I'm putting George on his own for

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

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
Goods and

Fishing Tackle

a while. It will do him good. He may make some mistakes, but he is in charge; and he is bright enough not to make the same mistake a second time. That is all I can ask."

As a matter of fact, business went on smoothly for nearly a month. The proprietor came back refreshed and re-invigorated for a hard year's work ahead of him, and with clear cut new ideas as to how to meet new problems presenting themselves. George had made a few mistakes. Also, he had developed an added sense of responsibility and a more intimate understanding of the problems of retail business that made him very much more valuable to the store.

I sometimes think that the hardware dealer who says he can't leave his store, that there is no one to take his place, is not giving his helpers the training they should get. It may seem an extreme statement, but no hardware staff is adequately trained until that staff can carry on with the employer absent just as efficiently and enthusiastically as if he were present.

A fatal tendency in some hardware dealers is to center all the details of the business in their own hands. Far from trying to develop individual initiative in their helpers and to educate the latter to responsibility, these dealers aim to personally direct every item of store activity. The dealer maps out the advertising, designs the window trims, does all the buying, directs the selling, watches the drafts and collections—all these things require his personal attention if they are to be done properly. Or, at least, he is convinced that nothing will be done properly unless he does it himself.

A mark of the good executive is the ability to delegate authority intelligently; to pick the man just fitted for each job, and to put the responsibility on him. The hardware dealer who does not learn to do this to some extent will naturally feel that his business can't spare him, and that he can't afford to take a holiday.

Now is a good time to check that fatal tendency to centralize everything in your own hands. Instead of trying to direct everything yourself, gradually put more and more of the responsibility on your helpers. Plan always to have at least one man in the store who can take your place and fill it with reasonable efficiency in an emergency.

Your helpers won't be any the less efficient in the performance of their everyday work just because they are able, for a day or two or a week or two, to step into your shoes and look after the business. And when they're able to do that, you in turn will be able to take the holiday you need and put business worries entirely out of your mind.

Make your holiday, when you take it, a real holiday. The real holiday is a change of air, a change of scene, and a change of occupation. What sort of change you should have depends entirely on what you have been doing. You may find the rest you need in a summer cottage at the nearest beach, or in your own garden, or revisiting the hamlet where you spent your boyhood, or calling on the wholesale establishments and big retail stores of

the nearest city. The great thing is to break away completely from your daily work and put it entirely out of your mind.

Say to yourself, "I won't think of business for two whole weeks, not if the store burns down." Toward the end of the two weeks you'll find yourself thinking of business in new terms, with a clearer understanding of its problems, your mind bubbling over with new plans to achieve bigger results or cut down needless expense.

A good holiday is never wasted.

Victor Lauriston.

Takes Issue With Mr. Caslow on Group Advertising.

Grand Rapids, July 9—In the last edition of the Michigan Tradesman, an article signed by W. H. Caslow ridiculing the advertising group in Grand Rapids which was organized while I was President of the Grand Rapids Retail Grocers Association and in which I have been active as a member ever since the inception of the advertising group, almost three years ago.

I feel as a matter of fairness to our members, as well as the readers of the Tradesman, this unwarranted attack by W. H. Caslow is misleading to those who do not know Mr. Caslow as well as Grand Rapids retailers have occasion to know him.

About a year and a half ago, Mr. Caslow called on our Secretary with a proposition to organize all retailers in a group for the purpose of securing publicity to the consuming public, calling their attention to the dangers to the communities as well as themselves in patronizing chain syndicates stores.

Our Secretary was warned by business men in Grand Rapids, with reference to the instability of Mr. Caslow, who had been engaged at one time as a small retail grocer and of which he rarely ever makes mention and to his career as a community newspaper editor, which was liquidated and several hundred dollars still unpaid by him.

Mr. Caslow, covering himself with a cloak of religion, led us to believe this was merely an unfortunate business venture. We therefore recommended the proposition submitted by Mr. Caslow and our Association members gave their moral as well as financial support in the new organization, which was to cover newspaper publicity in every newspaper in the county, but which wound up finally same as the community newspaper edited by Mr. Caslow, by liquidating and leaving approximately \$700 in unpaid accounts.

Our advertising group has been functioning almost three years, advertising weekly in the evening daily and featuring the foot balls of the chains, to show the consuming public that the individual retailers cannot only sell these items as low as the chains, but can render delivery and convenient charge service as well.

The jobbers being unable to furnish the foot ball items at a price to compete without showing a loss, we have been in a position to purchase many direct from the manufacturers and several of these items are purchased in car lots.

We have no desire to injure the jobbing business as a whole, but it is a case where the consuming public have been sold on price buying by the chain syndicates and were making rapid inroads on the retail business, that it not only endangered the individual retailers but the wholesaling business as well and this method of combat has not only been practiced by the Grand Rapids retailers, but is being practiced in most every city of any consequence in the United States.

The members of the Grand Rapids advertising group meet weekly and the members who attend these meetings are doing more business and making

more profit than at any time during their business career and are not only paying their bills, but discounting them, which will be vouched for by every member that attends these meetings regularly.

Gerrit Vander Hooning.

Shirt Plan Offers Color Choice.

Some shirt manufacturers have devised a plan to meet retailers' wishes for greater freedom of color choice in the purchase of shirts in sets. Instead of following the practice of offering the same pattern in a set of three different shades, one of which may prove a poor seller for the retailer, these manufacturers are offering a single shade in a set of three different patterns. Thus the retailer can secure any color he wishes, the set basis being one of pattern and not of color. Incidentally, the heaviest local call is for blues and tans, with greens backward here, although active in the Middle West.

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

ELEVATORS

(Electric and Hand Power)
Dumbwaiters—Electric Converters 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

Link, Petter & Company
(Incorporated)

Investment Bankers

7th FLOOR, MICHIGAN TRUST BUILDING
GRAND RAPIDS, MICHIGAN

Sand Lime Brick

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

Brick is Everlasting

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

There is nothing better than our
FULL COVERAGE POLICY.

American Mutual
Automobile Insurance Co.

701-2 Building & Loan Bldg.
Grand Rapids, Michigan.

WATER COOLING EQUIPMENT

For Office, Factory, Institution

Grand Rapids Water Cooler Co.

Grand Rapids, Mich.

The Brand You Know
by HART



Look for the Red Heart
on the Can

LEE & CADY

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

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra man's work

No more putting up ice

A small down payment puts this
equipment in for you

F. C. MATTHEWS
& CO.

111 PEARL ST. N. W.

Phone 9-3249

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

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, July 5—At a recent meeting of hotel chefs and cooks in Detroit a strong voice of protest was raised against the mid-meal cigarette habit. The kitcheners seem to have no objection to a man or woman touching off a fag with the coffee, but they kick when the smoker begins to light up with the soup. There are some addicts who think they must have a torch with every course and the chefs say that the habit dulls the palate and impairs a proper appreciation of the cookery. There are also a lot of patrons who voice resentment at the practice, but not by any means for the same reason.

Mrs. Edward Lown, owning the White House Inn, at Saugatuck, which was damaged by fire last April, and which has been rebuilt since, celebrated the re-opening by entertaining the members of the Saugatuck fire department with a chicken dinner, thereby in a most substantial way showing her appreciation of the efficiency of the fire laddies.

A prominent hotel man here who has recently added baths to many of his hotel rooms, voiced a sentiment which I have entertained relative to hotel baths for many years:

"The number of travelers who insist on having rooms with bath and then fail to use the bath is quite large. It is not at all unusual for people to come in, register and then hurry out to some evening entertainment without taking time to more than give their hands a stingy dip. Then they come in late, leave a call for 6 a. m., and at 6:15 are checking out, in order to catch a train, sleep-eyed and looking as though they hadn't even washed their faces."

When you come to think of it, men in their own homes take a bath not to exceed a couple of times a week on the average, but get him in a hotel lobby with pen in hand they make a loud howl for their "bawth," for the reason presumably that it sounds well and gives out the impression that bathing is an obsession with them. Of course, the hotel man has no kick coming, especially if he is long on rooms with bath.

Reminding me of a nephew of mine who at the tender age of five impertuned his mother to provide him with "cambric" coffee, (a decoction of warm water with a few drops of coffee). When asked why, he said it made him feel "sporty."

Edwin A. Sweet, who has been president of the Continental-Leland Hotel Corporation, Detroit, for some time and resigned to give more attention to personal enterprises, was recalled to the service June 17, by being again elected to the head of that company.

A writer in a hotel publication says that the drug store came into the field in the eating game because the hotel man didn't think the sandwich trade was of sufficient importance to even go to the trouble of supplying a tasty article. Consequently the enterprising druggist saw the point and nailed the opportunity. There are still a few "legitimate" caterers who mix up a decoction of veal scraps, chicken skins and mayonnaise, which they foist on the public for chicken sandwiches, but while the drug store offerings may be somewhat more abbreviated, they run truer to form.

The East Michigan Tourist Association is distributing a very attractive map. In the Northern country are sketches of porcupine and bear strolling about the country adjacent to good

roads, with a hunter concealing himself behind a tree taking a bead on some venison. There is also the miner and woodsman. Various towns are marked in an unusual manner. Benton Harbor is marked by a bearded gentleman; Detroit shows a party reaching across into Canada for a cup of "Oh, be joyful." Also there is Kalamazoo with its bunch of celery and Jackson with a convict at the stone-pile.

John J. Shantz, son of the late Chas. G. Shantz, who was, for many years manager of the old Hotel Cadillac, Detroit, has been appointed as an assistant manager of the Detroit Statler. His special duty will be to "speed the parting guest."

William H. Cartright, for many years identified with Michigan hotel interests, especially in the resort field and in the Petoskey district, will manage Hotel Ramona, Harbor Springs, for the creditors of that institution. With his exceptional ability in his particular line, he will, no doubt, place the institution on a satisfactory basis.

In a recent issue of the Saturday Evening Post, one writer sounds an interesting note with reference to the future prosperity of the country, especially making the claim that unless all signs fail, there is nothing but prosperity ahead of us. This seems like a reasonably safe bet.

But one of his observations which was especially interesting to me and to the hotel operator particularly, was the tendency on the part of many wholesale houses to reduce their traveling forces. This is no doubt true as has been observable for some time. There are, however, many reasons for a falling off of the commercial trade, which are not due altogether to reduction in sales forces. As in many other fields the automobile is responsible to a large degree for the decreased transient hotel business. The traveler no longer waits for the departure of any particular train, but as soon as his canvass of one town is completed, he hies himself to the next. He now has an abbreviated territory, spends more time at home with his family, and accomplishes just as much.

The commercial hotel, conveniently located, is not doomed, but it must arrange its schedule to take care of a different class of patrons, even more numerous than the salesmen, who have nothing else to do but travel and spend money, leaving it usually where they find the lamps trimmed and burning. And they are on the increase.

An astute hotel man who takes with a grain of salt some of the general and vague phrased expressions which the orators use when they are expatiating on the glory of things altogether, has resolved for himself a formula which has helped him to avoid false steps while pursuing his program. For instance he realizes when the tide of tourists brings a lot of people to his town, it is not especially for the reason that they want to stop at any particular hotel. If, however, there are those in the party who have stopped with him before and gone away with a favorable impression, then he has the advantage for the time being, but this advantage makes it all the more essential that he follow it up with additional reasons why they should continue to patronize him.

While he fully realizes that people stop with him because they like his hotel better than some other, he must at the same time be very sure to not be cock-sure that he can hold them indefinitely. The price of "liberty" seems to hold the same old market value when measured in terms of vigilance."

Again I hear the statement that the

chain store has just about ruined a hotel's trade with the commercial traveler, as the once famous "knight of the road" and his propensities for passing out cigars to his trade—combined with

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop



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

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley. Edgewater Club Hotel, St. Joseph, Mich., open from May to October. Both of these hotels are maintained on the high standard established by Mr. Renner.

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

W. O. HOLDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.

E. S. RICHARDSON, Proprietor

WESTERN HOTEL

BIG RAPIDS, MICH.

Conducted on the European Plan. Hot and cold running water in all rooms. Several rooms with bath. All rooms well heated and well ventilated. A good place to stop. Rates reasonable.

WILL F. JENKINS, Manager

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

that beatific smile—have passed from the film.

This is only true in a certain degree. When one takes time to investigate he finds that the larger hotels still enjoy a large demand for sample rooms. But it may be considered a conceded fact that "large line" travelers do concentrate their efforts on the larger towns because they find it more satisfactory to the customer and more convenient for themselves, to open up their samples in larger quarters and then invite the small-town merchant to come to them as their guest, paying his transportation expenses for so doing. The country merchant rather enjoys the little outing thus offered to him, and has the advantage of viewing a much more comprehensive line of samples.

The chain store, with its mass buying, may contribute somewhat to decreasing hotel patronage, but not to any great extent. Frank S. Verbeck.

When On Your Way, See Onaway.

Onaway, July 9—By the way, how about a trip into the swamp? To some people the word "swamp" signifies a filthy, undesirable place, while to others seeking to obtain knowledge and pleasure of wild life, it represents a most enjoyable and interesting time, and to those who really do enjoy it and who learn to look forward to such privileges there can be nothing in the way of nature lore to excite it.

Just now, during the latter part of June and the first two weeks in July is usually the time to prepare for real swamp entertainment in Northern Michigan. It might be well to procure some bandana handkerchiefs, and light leather gloves would not come amiss for protection of the hands and wrists. By no means do not go with bare arms or "low-necked" hosiery. Rubber boots may be preferable, although pretty hot and the writer prefers a good leather high top shoe even for wading in water. A good soaking will do no harm this time of year. What are we after? We are seeking the most beautiful flower that grows—a wonderful gift to God's flower garden—the pink showy lady slipper, considered by some to be a very rare plant, but in this section it may be easily found growing in great numbers. It is a member of the orchid family and is sometimes confused with the pink moccasin flower, although the latter grows on higher and drier soil, while the lady slipper prefers very wet low places. This year, in particular, owing to frequent rains and flooded swamps, the plants show rich deep color and rank growth. Why is it that so many people, although residents of Northern Michigan for years, are still ignorant of the habitat of this beautiful flower? Well, I'll tell you and it seems so foolish. Our vases are usually filled with orchids regularly each season and our admiring friends will enquire, "Where did you find such beautiful flowers?" What! In the swamp, ugh; aren't you afraid of snakes?" Bosh, snakes. I hope the time may come when this bugaboo about snakes will exhaust itself. It is the most abused and uncalled for fear that one can imagine and it really is all imaginary. The human race is facing death in a hundred ways every day and treating the matter lightly, but a harmless little snake produces hysteria, pily wrinkles and prostration. Listen to the inconsistency of these remarks: "I wouldn't wade into that swamp for all the flowers in Michigan, they can stay there for all of me." Yes, but things that are worth having are worth going after. Like Gene Stratton Porter, we enjoy the beauties of our swamps as did this grand good woman enjoy the life in the Limberlost swamp, where she studied nature and obtained material for her wonderful books. We sent Gene Stratton Porter specimens from our swamps and have in our possession two personal letters from her, which we prize very highly, in which

she says, "I could shake you for destroying so many lady slipper plants. Do you not know that this is a parasitic plant and when pulled will never produce another blossom?" We sent her pictures showing hundreds, yes thousands of these plants in bloom and describing the vast quantities growing in this section, and her second letter was worded like this: "Had I not seen the pictures with your descriptions I never would have believed that they grew in such great profusion. With us they are a very rare plant and there are a few growing in the Limberlost swamp, but the owner will not permit the picking of a single flower. I would like to motor to your swamp and wonder just where Onaway is located." We looked forward to her coming some day, but it was not to be. Fate would not permit.

Since that time we have not gathered such quantities of lady slippers, although the supply seemed inexhaustible. The warning from this dear woman still rings in our ears and we are satisfied with enough without the needless waste. Will others do the same and heed the warning? It seems not, for the roots are being dug commercially for medicinal purposes and wild life is suffering the consequence. Trailing arbutus, trilliums, lady slippers and bittersweet are fast becoming depleted. If the time should ever come when these plants will be protected by law it will be a still greater pleasure to seek them and enjoy their beauty in the natural state. Yes, and photograph them; brave a few or many mosquitoes and watch the graceful movements of those terrible (?) snakes, the death-dealing reptiles (something which never happens) just to feel the carpet of moss, see the varied shades of green among the spruces, balsams and tamaracks. And oh! Those tiger lilies contrasting with the little bluebells, the star flowers and fringed orchids and hundreds of varieties. Take your microscope and examine some of these specimens under the glass. Catch a few bugs and you will have an entire zoo right at your feet.

You might take along a small hand axe and by all means a compass, for on a cloudy day and directions uncertain, something might happen. Coming to a cluster of twenty-five to forty pink lady slippers, some in full bloom, others partly open, singles and in pairs so gracefully arranged beneath the evergreens, one is apt to become so engaged as to partly forget the way back home and the compass comes in very handy, otherwise the experience is sometimes rather—well, I have had it happen to me. Squire Signal.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 9—Every day brings many more tourists here now. The hotels are filling up again and the camp site is getting quite a number. Each night seems to show an increase, but they can still accommodate more if the weather man will give us a nice spell of hot weather it will drive the tourists North, where nature plays an important part. The breezes from the Great Lakes make this the best place to spend the "good old summer time."

The fifty-fifth annual convention of the Michigan State Firemen's Association opened here on Monday. It is stated that 700 firemen are in attendance. The first general assembly of the convention was held at the high school auditorium at 2 p. m. Monday evening the delegates to the convention were entertained by the Sault-Ontario fire department, where a special program of local entertainment was given. Wednesday evening all of the delegates will attend memorial services at the Central Methodist church. The banquet will be held at the armory, with Wilbur Brucker, Attorney General of Michigan, as the principal speaker.

Traffic between Pickford and the

Soo is now being routed by way of Rudyard, Kinross and Dafter on account of the construction work at Donaldson. This should not stop the tourists coming here, as the detour is good.

The flying school at the air port has been started with a membership class of thirteen students. It is expected that we will soon have some high flyers here.

The many friends of Chester Campbell, a former Soo boy, were pleased to hear of his late promotion with the Chicago Tribune. He has recently been advanced from the position of Eastern advertising manager to classified advertising manager, one of the most important executive positions on the paper.

Charles Cushman has opened a new bakery at 804 Ashmun street, which will be called the Tip Top Bakery. He is turning out from 350 to 400 pound loaves a day already. All styles of bread are baked by home methods. Eight different shapes of bread are being turned out. Mr. Cushman will also start baking pastry in about three weeks. The shop is equipped with an up-to-date double deck oven. All bread, excepting the Italian style loaf, is wrapped in wax paper. He is putting on a delivery system and will have as his motto, "On every street every morning."

The Thomas restaurant, at St. Ignace, is open for the season, serving fish and chicken dinners. Mr. Thomas was formerly in the dining car service.

Unless a man honestly tries to improve himself and his work each day he does not know what real happiness is.

Jacob Schoop, the well-known meat merchant at DeTour, left for Chicago on a business trip last week.

Chester Crawford, the popular merchant at Stalwart, was a business caller here last week, taking back a load of supplies.

William G. Tapert.

News of Interest To Grand Rapids Council.

Most of the Grand Rapids counselors are now occupied with vacation plans and the present weather is surely ideal for the pleasant occupation of enjoying a rest. It behooves us all to enjoy the warm weather while it is here, because from past experience we know winter is with us a long time.

The Salesmen's Club held its annual picnic Sunday, June 30, and had within one of the same attendance as last year. An excellent time was had by all who attended and the committee, of which Art Hare was the chairman, can be congratulated on the efficient work done. Ample prizes were on hand for the sport events and the meal served by Mr. Thomas was entirely up to expectations. The ball game which followed the dinner certainly showed which of the boys were ball players. The score was 19 to 8 in favor of our side.

Timothy Posthumus, who was with the C. J. Farley Co. for a number of years and later in charge of the notions department, has severed his connection with that house, to become a full fledged traveling man. We understand he is selling piece goods and a general line of fabrics in Western Michigan for a Detroit house. We all hope Tim makes a big success of his new connection.

Lee Lozier has been visiting in Chicago, although we understand that during his vacation he could not refrain from stepping out and selling a carload order of steel products which his firm, the Pittsburg Steel Co., manufactures.

C. C. M.

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Your surplus stock
Your entire stock

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176 Jefferson Ave., E.

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H. J. GILLES, Auctioneer

By L. Levinsohn, Buyer and Liquidator

AUCTION SALE EVERY THURSDAY

Big Bargains in General Merchandise, Always

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. Ciechanowsky, Detroit.
Vice-President—John J. Walters, Saginaw.
Secretary—R. A. Turrell, Croswell.
Treasurer—L. V. Middleton, Grand Rapids.

Official Program For M. S. P. A. Convention at Battle Creek.

Tuesday Aug. 6.

- 9 a. m. Registration Post Tavern Hotel.
- 10 to 10:45. Informal reception.
- 10:45. Formal opening of convention by President J. M. Ciechanowsky.
- Announcements.
- Reading of correspondence.
- Appointment of Resolutions Committee.
- 12 Noon. Luncheon at the Tavern.
- Address of welcome by Mayor John Bailey.
- Mr. Haberman, Secretary of Chamber of Commerce.
- Response by President J. M. Ciechanowsky.
- Toastmaster, Claude C. Jones.
- 2 p. m. Bridge party for ladies at Post Tavern.
- 2 p. m. Second business session.
- President's address, J. M. Ciechanowsky.
- Secretary's report, R. A. Turrell.
- Treasurer's report, L. V. Middleton.
- Report of Standing Committees.
- Executive Committee, Howard Hurd.
- Legislative Committee, D. G. Look.
- Membership Committee, Purl Harding.
- Trade Interests, L. V. Middleton.
- Speaker, Dr. Robert J. Ruth, Ph.D., Chief Pharmaceutical Division Professional Service, E. R. Squibb & Sons.
- Speaker, Leonard Seltzer.
- 6:30 p. m. Dinner dance at Kellogg's social hall.
- Short inspection tour of Kellogg's Toasted Corn Flake Co.

Wednesday, Aug. 7.

- 10 a. m. Third business session.
- Unfinished business.
- Reports, Prescott Memorial, by E. E. Calkins.
- Publicity Committee, R. T. Lakey.
- Board of Pharmacy, Garfield Benedict.
- Speaker, Dr. Olsen, of Druggists Research Bureau.
- Speaker, George S. Jay, Vice-President Prohylactic Brush Co.
- 12 Noon. Luncheon for men at Tavern.
- Speaker, Dean Edward H. Krauss, Dean of College of Pharmacy, University of Michigan.
- Speaker, Dan W. Houser, Past President M. S. P. A.
- Toastmaster, Harry Cecil.
- 12:30 p. m. Luncheon for ladies at Battle Creek Country Golf Club, followed by bridge party.
- 1:30 p. m. For men, golf tournament at Marywood Country Club.

6 p. m. Dinner at Post Tavern for all registered.

8 p. m. Theatre party, choice Regent, Post or Strand.

Thursday, Aug. 8.

- 9:30 a. m. Fourth business session.
- Unfinished business.
- Report of Resolution's Committee.
- Election of officers.
- Speakers—Parke-Davis & Co., General Manager, Dr. A. W. Lescohier, will speak on recent achievements in medical science of particular interest to pharmacists.
- F. F. Ingram, Jr., Vice-President and General Manager Florian Co.
- 10 a. m. For all ladies registered. Trip through the Postum Co., followed by a luncheon at 1 p. m.
- 12 Noon. Luncheon at Tavern for all men registered.
- Speakers—J. H. Webster, Detroit Board of Education; J. C. Dykema and J. Edward Richardson, members of Board of Pharmacy.
- Report of tellers.
- Installation of officers.
- 3 p. m. Trip through Battle Creek Sanitarium for all.
- 7 p. m. Banquet at Battle Creek Sanitarium.
- Speakers—Congressman Joseph L. Hooper.
- George Welsh, City Manager of Grand Rapids.
- Toastmaster, Senator J. A. (Bert) Skinner.
- Music by Battle Creek Sanitarium orchestra.

The committee has proposed the program with only one idea in mind, that is, to supply speakers who will bring a message and new ideas, which will benefit every member and, in turn, make for better conditions in pharmacy.

The entertainment speaks for itself. The Battle Creek Druggists Association, through its members, has worked hand in hand with the Travelers Auxiliary, and the general program committee with the one thought in mind to make this convention the most interesting in the history of the M. S. P. A. Make your plans now to attend. Battle Creek Hotels.

- Post Tavern Headquarters
- Single rates, \$3 day and up.
- Double rates, \$5 day and up.
- Kellogg Inn
- Single rates, \$3 day and up.
- Double rates, \$5 and \$8 day.
- LaSalle
- Single rates, \$1.50 day and up.
- Double rates, \$2.50 day and up.
- Clifton House—LaVerne
- Single rates, \$1.50 day and up.
- Double rates, \$2.50 day and up.

The above are the hotel rates for the M. S. P. A. convention at Battle Creek Aug. 6, 7 and 8. Make your reservations early.

Revision of Hard Candy Labels Called For.

Manufacturers of hard candy have been warned by the Food, Drug and Insecticide Administration of the United States Department of Agriculture against the use of false statements on their labels as to the content of fruit, fruit juices, or fruit flavor in

their product. A notice urging immediate revision of faulty labels to comply with the requirements of the Food and Drug Acts has just been sent to makers of this type of candy.

The provisions of the law regarding labels, say the food and drug officials, are plain; they should bear no representations that are false, misleading, or deceptive in any particular; names or pictorial designs of fruit should be used only when that fruit, or its juice, is present in sufficient quantities to characterize the article. Otherwise, they say, if the candy contains merely fruit flavor, even though derived exclusively from the fruit named, the name of the fruit should be used only if qualified by the word "flavor" and without pictorial designs of fruit.

An exception is made as to flavors derived from the oils of citrus fruits. No objection is made to the name "Lemon Drops," or similar names, provided the labels bear no pictorial designs and no representations are made indicating an actual content of fruit or fruit juice.

Harmless acids added to fruit-type hard candies to enhance their fruity characteristics, according to the notice, are also to be declared on the label. Finally, the presence of synthetic flavors and artificial colors in the candy must be designated with the word "imitation" in type of the same size and prominence as the fruit name, in direct conjunction with it, and with the words "artificially flavored and colored" conspicuously displayed upon the label.

Problem of the Leased Fountain.

"Is the leased fountain always a credit to the druggist?"

Fortunately in most cases the answer to this important question must be yes. Druggists should very carefully survey the fountain management in their stores and answer this question themselves and the answer may either spell success or ruin.

Many people are first drawn into a drug store by the need or desire for a light lunch or a cold beverage. If the food is tasty, the service prompt, the fountain clean and attractive and the attitude of the attendants courteous and agreeable the customer is favorably impressed and the impression is reflected to the whole store. If the contrary impression is made the customer probably will never come back even for drug supplies. Remember that few people know that soda fountains are leased.

Sugar Water Said to Cure Ulcers.

A news report comes from Vienna, Austria, to the effect that Prof. George Recht, of the Vienna Polyclinic, has advanced a theory, based on many experimental tests, that simple sugar water is a positive remedy for ulcers of the stomach and duodenum (a section of the small intestine.) A method of treatment is administration of three ounces of the solution of sugar water before meals, four times a day. Prof. Recht is quoted as saying that the pain ceases within on to three days, followed by disappearance of the ulcers.

Panic Bracer.

Stir vigorously in a shaker with a spoon the juice of one lemon, one table spoonful of powdered sugar, two ounces of shaved ice and four ounces of seltzer water. Strain into a twelve-ounce glass, fill the glass with seltzer water and stir with a spoon.

Black Walnut Delight.

Put a No. 10 cone of vanilla ice cream into a sundae cup and pour over it a ladle of butterscotch dressing and cover with plenty of chopped black walnut meats. Decorate with whipped cream.

Cantaloupe Nut Novelty.

Put a portion of cantaloupe in a sundae cup and put in it a No. 16 mound of vanilla ice cream. Sprinkle with chopped nuts and top with a whole cherry.

Jonesville High Ball.

Into a six-ounce phosphate glass put one ounce of grape juice, add a little cracked ice and fill the glass with ginger ale.

Sunshine Sundae.

In the center of a six-inch plate put a No. 8 mound of strawberry.

Handy Luggage For the Week-End Trip.

Week-end trips call for a large amount of preparations, even though the time spent away from the city is but short. Besides the clothing, there is a host of accessories to be taken. Luggage must be chosen with care and small bits of finery must be included to compete with those who go a-week-ending as if they were going away for the entire season.

Miniature trunks in suitcase sizes and with handles at the side and on top can now be obtained which are useful for such occasions. They are made of natural linen with awning stripes in various colors, and have the corners finished with metal. They are built to stand hard wear, although they do not look it. Inside, the sections are removable. Some have small shoe compartments, others removable sections composed of six hangers; and all have covers which snap to the sides for the purpose of protecting the garments.

Another summer article that is particularly handy for short trips is the satchel bag with double top handles and a patented fastening that pulls open or closed. It is bound and has the bottom part in leather while the remainder is of linen in modernistic printed designs, in awning stripes to match the new suitcases, or in plain colors to match one's costume. This bag is made with rubber-lined pockets.

For carrying wearing dresses made of the metallic fabrics there is a dress bag of black gauze. It is cut with rounded tops and is boxed throughout, the seams being bound with tape. Tape is used for fastening in place of the metal slides and snaps, because these, it is said, are liable to catch or tear a frock. This black gauze is being put forward in the same way as black tissue paper is for packing metallic shoes and costumes in order to pre-

vent the strong rays of light from tarnishing them. These bags are all absolutely dust proof.

Other dress bags in colors either to match one's costume or be a bit decorative are made in the same manner, and are transparent. With so many of the new frocks being made of fragile fabrics and delicate colors many of the shops are selling them as suitcase and trunk accessories, for they take up very little room and protect the garment from too much handling in packing and unpacking. These bags come in sets if desired and are packed in a case so that they may be put away in the suitcase when one has reached one's destination.

With the straw hat an established fashion some means for taking care of them when unpacked has become a problem, and in case hat stands are not provided some of the new folding ones might be carried. They come three in cases made of different fabrics to suit one's taste and type of luggage. These stands are made in two parts, are absolutely steady and are high enough to prevent the brims of the hats from touching. Some are covered with cretonne with the edges bound with fine grosgrain ribbon, and others are made of satin, velvet or quilted crepe.

Smart Accessories For Summer.

Handbags that are especially suited to summer frocks are usually difficult to find. One pouch bag which may be carried by its strap or as an envelope model is made of ivory-colored kid with an individual hand-tooled design either in colors or plain. This bag is quite durable and, although it comes from Morocco, it is not too expensive. It is particularly good for supplying a dash of color, coming in bright red, green, navy blue and purple.

Since fashions have turned decidedly feminine many women are taking up the vogue of parasols. A peculiar rough linen is used for one good-looking model, which is made in France. The handle and shank are of natural wood with peasant carving. Wool embroidery is used in gay colors on some where a solid color is desired. There are designs worked out in raffia or natural-colored wool. An added interest is contributed by attractive handbags made to go with them. They are medium-size envelopes with wool embroidery on the flaps and with the inside sections lined with the plain linen.

A corset is now being shown that should prove ideal for the woman who likes to go without stockings or with just socks. It comes well down over the hips, and has extended side parts to serve as a stay for the elastics which are run through to hold the corset in place. This arrangement gives the corset the effect of "panties" although the fabric is used only on the outside of the thighs. To hold garters when desired there are special tabs provided which are very simply adjusted. This corset is made of fine twill or brocaded fabrics, and comes in flesh color only.

A lounging coat that is smart for wear at country houses, especially over a pair of handsome pajamas, or for train or boat wear, is made of maize-colored crepe with an all-over stitched bird design. The collar is long and rolls back, and is attached to the narrow flat belt in front. With this coat is included a pair of mules with back straps and a large flat envelope bag which both mules and coat are carried in. The bag has further uses also, for it has a rubber lined pocket just inside the flap, which is made in sections to hold toilet articles.

MINERAL WATERS

Abalina, Apenta, Apollinaris, Bethesda, Buffalo Lithia, Carlsbad Sprudel, Franz Joseph, Hawthorne, Hunyadi Janos, Hydrox, Londenberry Lithia, Manitou, Kissingin, Kolak, Mt. Clemens Lithiated, Piperazine, Pluto, Poland Water, Red Raven, Rubinat Condal, Veronica, Vichy Celestin, White Rock and West Baden.

Michigan's summer resort customers demand certain brands. We stock all the above kinds and would be pleased to fill your order for same. You will find them all priced in our Soda Fountain Catalogue. Send for one it is FREE.

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	9 @ 20	Cubebs	5 00@25	Benzoin	2 23
Boric (Xtal)	9 @ 20	Eigerson	4 00@4 25	Benzoin Comp'd	2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	2 23
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	2 76
Ammonia		Lavender Gar'n	1 25@1 50	Digitalis	2 04
Water, 26 deg.	07 @ 13	Lemon	6 00@6 25	Gentian	1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@ 84	Guaiaac	2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@ 87	Guaiaac, Ammon.	2 04
Carbonate	20 @ 25	Linseed, bld less	94@1 07	Iodine	1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	91@1 04	Iodine, Colorless	1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	1 80
Peru	3 00@3 25	yellow	3 00@3 50	Opium	5 40
Tolu	2 00@2 25	Olive, Malaga,		Opium, Camp.	1 44
Barks		green	2 85@3 25	Opium, Deodor'd	5 40
Cassia (ordinary)	25 @ 30	Orange, Sweet	10 00@10 25	Rhubarb	1 92
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 25	Paints	
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, red dry	13 1/2 @ 14 1/2
Soap Cut (powd.)		Pennyroyal	3 00@3 25	Lead, white dry	13 1/2 @ 14 1/2
35c	20 @ 30	Peppermint	5 50@5 70	Lead, white oil	13 1/2 @ 14 1/2
Berries		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 90	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Fish	@ 25	Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	L.	10 50@10 75	Red Venet'n Eng.	4 @ 8
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Putty	5 @ 8
Extracts		Sassafras, arti'l	75@1 00	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Spearmint	7 00@7 25	Whiting	5 1/2 @ 10
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Flowers		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Arnica	1 50@1 60	Tar USP	65 @ 75	Miscellaneous	
Chamomile (Ged.)	@ 50	Turpentine, bbl.	@ 58 1/2	Acetanalid	57 @ 75
Chamomile Rom.	@ 75	Turpentine, less	66 @ 79	Alum	06 @ 12
Gums		Wintergreen,		Alum, powd and	09 @ 15
Acacia, 1st	50 @ 55	leaf	6 00@6 25	Bismuth, Subni-	
Acacia, 2nd	45 @ 50	Wintergreen, sweet		trate	2 25@2 52
Acacia, Sorts	20 @ 25	birch	3 00@3 25	Borax xtal or	
Acacia, Powdered	35 @ 40	Wintergreen, art	75 @ 100	powdered	05 @ 13
Aloes (Barb Pow)	25 @ 35	Worm Seed	3 50@3 75	Cantharides, po.	1 50@2 00
Aloes (Cape Pow)	25 @ 35	Wormwood	20 00@20 25	Calomel	2 72@2 82
Aloes (Soc. Pow.)	75 @ 80	Potassium		Capsicum, pow'd	62 @ 75
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Carmine	7 50@8 00
Pow.	90 @ 1 00	Bichromate	15 @ 25	Cassia Buds	30 @ 35
Camphor	90 @ 95	Bromide	69 @ 85	Cloves	40 @ 56
Guaiaac	@ 60	Bromide	54 @ 71	Naik Prepared	14 @ 16
Guaiaac, pow'd	@ 70	Chlorate, gran'd.	23 @ 30	Chloroform	53 @ 66
Kino	@ 1 25	Chlorate, powd.		Chloral Hydrate	1 20@1 50
Kino, powdered	@ 1 20	or Xtal	16 @ 25	Cocaine	12 55@13 50
Myrrh	@ 1 15	Cyanide	30 @ 90	Cocoa Butter	60 @ 90
Myrrh, powdered	@ 1 25	Iodide	4 36@4 60	Corks, 1st, less	30-10 to
Opium, powd.	65 @ 19 25	Permanganate	22 1/2 @ 35	40-10%	
Opium, gran.	19 65@19 92	Prussiate, yellow	35 @ 45	Copperas	03 @ 10
Shellac	65 @ 90	Prussiate, red	@ 70	Copperas, Powd.	4 @ 10
Shellac	75 @ 90	Sulphate	35 @ 40	Corrosive Sublim	2 25@2 30
Tragacanth, pow.	@ 1 75	Roots		Cream Tartar	35 @ 45
Tragacanth	2 00@2 35	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Turpentine	@ 30	Blood, powdered	40 @ 45	Dextrine	6 @ 15
Insecticides		Calamus	35 @ 85	Dover's Powder	4 00@4 50
Arsenic	08 @ 20	Elecampane, pwd.	25 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, bbl.	@ 08	Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Blue Vitriol, less	09 1/2 @ 17	Ginger, African,		Epsom Salts, bbls.	@ 03 1/2
Bordea. Mix Dry	12 @ 26	powdered	30 @ 35	Epsom Salts, less	3 1/2 @ 10
Hellebore, White		Ginger, Jamaica.	60 @ 65	Ergot, powdered	@ 4 00
powdered	15 @ 25	powdered	45 @ 60	Flake, White	15 @ 20
Insect Powder	47 1/2 @ 60	Goldenseal, pow.	7 50@8 00	Formaldehyde, lb.	13 1/2 @ 35
Lead Arsenate Po.	13 1/2 @ 30	Ipecac, powd.	4 50@5 00	Gelatine	80 @ 90
Lime and Sulphur		Licorice	35 @ 40	Glassware, less 55%	
Dry	08 @ 22	Licorice, powd.	20 @ 30	Glassware, full case 60%	
Paris Green	24 @ 42	Orris, powdered	45 @ 50	Glauber Salts, bbl.	@ 02 1/2
Leaves		Poke, powdered	35 @ 40	Glauber Salts less	04 @ 10
Buchu	@ 1 05	Rhubarb, powd	@ 1 00	Glue, Brown	20 @ 30
Buchu, powdered	@ 1 10	Rosinwood, powd.	@ 50	Glue, Brown Grd	16 @ 22
Sage, Bulk	25 @ 30	Sarsaparilla, Hond.		Glue, White	27 1/2 @ 35
Sage, 1/4 loose	@ 40	ground	@ 1 10	Glue, white grd.	25 @ 35
Sage, powdered	@ 35	Sarsaparilla, Mexic.	@ 60	Glycerine	19 @ 40
Senna, Alex.	50 @ 75	Squills	35 @ 40	Hops	75 @ 95
Senna, Tinn. pow.	30 @ 35	Squills, powdered	70 @ 80	Iodine	6 45@7 00
Uva Ursi	20 @ 25	Tumeric, powd.	20 @ 25	Iodoform	8 00@8 30
Oils		Valerian, powd.	@ 1 00	Lead Acetate	20 @ 30
Almonds, Bitter,		Seeds		face	@ 1 50
true	7 50@7 75	Anise	@ 35	face, powdered	@ 1 60
Almonds, Bitter,		Anise, powdered	35 @ 40	Menthol	8 00@9 00
artificial	3 00@3 25	Bird, 1s	13 @ 17	Morphine	12 83@13 98
Almonds, Sweet,		Canary	10 @ 16	Nux Vomica	@ 30
true	1 50@1 80	Caraway, Po. 30	25 @ 30	Nux Vomica, pow.	15 @ 25
imitation	1 00@1 25	Cardamon	2 50@3 00	Pepper, black, pow	57 @ 70
Amber, crude	1 00@1 25	Coriander pow.	40 30 @ 25	Pepper, White, pw.	75 @ 85
Amber, rectified	1 50@1 75	Dill	15 @ 20	Pitch, Burgudry	20 @ 25
Anise	1 25@1 50	Fennell	35 @ 50	Quassia	12 @ 15
Bergamont	8 00@8 25	Flax	7 @ 15	Quinine, 5 oz. cans	@ 59
Cajeput	2 00@2 25	Flax, ground	7 @ 15	Rochelle Salts	28 @ 40
Cassia	4 00@4 25	Foenugreek, pwd.	15 @ 25	Sacharine	2 60@2 75
Castor	1 55@1 80	Hemp	8 @ 15	Salt Peter	11 @ 22
Cedar Leaf	2 00@2 25	Lobelia, powd.	@ 1 60	Selditz Mixture	30 @ 40
Citronella	75 @ 1 00	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Cloves	4 00@4 25	Mustard, black	20 @ 25	Soap mott cast	@ 25
Cocoonut	27 1/2 @ 35	Poppy	15 @ 30	Soap, white Castile,	
Cod Liver	1 50@2 00	Quince	1 00@1 25	case	@ 15 00
Croton	2 00@2 25	Sabadilla	45 @ 50	Soap, white Castile	
Tinctures		Sunflower	12 @ 18	less, per bar	@ 1 60
Aconite	@ 1 80	Worm, American	30 @ 40	Soda Ash	3 @ 10
Aloes	@ 1 56	Worm, Levant	6 50@7 00	Soda Bicarbonate	3 1/2 @ 10
Arnica	@ 1 50	Tinctures		Soda, Sal	02 1/2 @ 08
Acafoetida	@ 2 25	Aconite	@ 1 80	Spirits Camphor	@ 1 20
		Aloes	@ 1 56	Sulphur, roll	3 @ 10
		Arnica	@ 1 50	Sulphur, Subl.	4 1/2 @ 10
		Acafoetida	@ 2 25	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	06 @ 11

GROCERY PRICE CURRENT

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

ADVANCED

Wisconsin Cheese
Beef
Lamb
Pork

DECLINED

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

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

BLUING



JENNINGS'

The Original

Condensed

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

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White Hand P. Beans 11 00
Col. Lima Beans ----- 17 00
Black Eye Beans ----- 16 00
Split Peas, Yellow ----- 8 00
Split Peas, Green ----- 9 00
Scotch Peas ----- 7 50

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Krumbs, 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
Ralston Food, 18 ----- 4 40
Maple Flakes, 24 ----- 2 50
Rainbow Corn Fla., 36 ----- 2 50
Silver Flake Oats, 18s ----- 1 40
Silver Flake Oats, 12s ----- 2 25
90 lb. Jute Bulk Oats, bag ----- 2 85
Ralston New Oats, 24 ----- 2 70
Ralston New Oats, 12 ----- 2 70
Shred. Wheat Bis., 36s ----- 3 85
Shred. Wheat Bis., 72s ----- 1 55
Triscuit, 24s ----- 1 70
Wheatena, 18s ----- 3 70

BROOMS

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

BRUSHES

Scrub
Solid Back, 3 in. ----- 1 60
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. ----- 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 40
Apple Sauce, No. 10 ----- 7 50
Apricots, No. 2 1/2 3 40@3 90
Blackberries, No. 10 ----- 7 50
Blueberries, No. 10 ----- 15 00
Cherries, No. 2 ----- 3 25
Cherries, R.A., No. 2 1/2 ----- 4 30
Cherries, No. 10 ----- 13 00
Peaches, No. 10 Pie ----- 7 20
Peaches, No. 2 1/2 Mich ----- 2 20
Peaches, 2 1/2 Cal. ----- 2 90
Peaches, 10, Cal. ----- 10 20
Pineapple, 1 sli. ----- 1 45
Pineapple, 2 sli. ----- 2 65
P'apple, 2 br. sli ----- 2 35
P'apple, 2 br. sli ----- 2 40
P'apple, 2 1/2, sli. ----- 3 20
P'apple, 2 cru. ----- 2 65
Pineapple, 10 crushed ----- 12 00
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 75
Raspberries, No. 2 blk ----- 3 25
Raspb's, Red, No. 10 ----- 11 00
Raspb's, Black, No. 10 ----- 15 00
Rhubarb, No. 10 ----- 4 75
Strawberries, No. 2 ----- 3 25
Strawb's, No. 10 ----- 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 2 ----- 2 75
Clams, Steamed, No. 1 ----- 2 00
Clams, Minced, No. 1/2 ----- 2 25
Finnan Haddie, 10 oz. ----- 3 30
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 3 75
Fish Flakes small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 55
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 3 90
Shrimp, 1, wet ----- 2 35
Kraft'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. 1/4, ea. ----- 25
Sardines, Cal. ----- 1 35@25
Tuna, 1/2, Curtis, doz. ----- 4 00
Tuna, 1/4, Curtis, doz. ----- 2 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., sli ----- 1 65
Beef, 3 1/2 oz. Qua. sli ----- 2 15
Beef, 5 oz., Am Sliced ----- 2 90
Beef, No. 1, B'nut, sli ----- 4 50
Beefsteak & Onions, s ----- 3 70
Chili Con Ca., 1s ----- 1 35
Deviled Ham, 1/2s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 52
Potted Meat, 1/2 Libby ----- 92
Potted Meat, 1/2 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 45
Vienna Saus., No. 1/4 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 1 05
Fremont, No. 2 ----- 1 20
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 ----- 8 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 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 ----- 1 10
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Mushrooms, Hotels ----- 32
Mushrooms, Choice, 8 oz. ----- 35
Mushrooms, Sur Extra ----- 50
Peas, No. 2, E. J. ----- 1 35
Peas, No. 2, Sift. ----- 1 85
June ----- 2 25
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 1 60@1 75
Pumpkin, No. 10 5 00@5 50
Pimientos, 1/4, each ----- 12@14
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/4 ----- 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass ----- 3 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@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 35

OYSTER COCKTAIL.

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

CHEESE.

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

CHEWING GUM.

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

COCOA.



Droste's Dutch, 1 lb. ----- 8 60
Droste's Dutch, 1/2 lb. ----- 4 60
Droste's Dutch, 1/4 lb. ----- 2 45
Droste's Dutch, 5 lb. ----- 45 00
Chocolate Apples ----- 4 60
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastelles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

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

CLOTHES LINE.

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

COFFEE ROASTED

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

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

Hebe, Tall, 4 doz. ----- 4 50
Hebe, Baby, 8 doz. ----- 4 40
Caroline, Tall, 4 doz. ----- 3 80
Caroline, Baby ----- 2 50

EVAPORATED MILK

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

CIGARS

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

Worden Grocer Co. Brands
Airedale ----- 35 00
Havana Sweets ----- 35 00
Hemeter Champion ----- 37 50
Canadian Club ----- 35 00
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 Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Dellosas ----- 120 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges

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

Hard Goods

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

Cough Drops

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

Package Goods

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

Specialties

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

COUPON BOOKS

50 Economic grade ----- 3 60
100 Economic grade ----- 4 60
500 Economic grade ----- 20 00
1000 Economic grade ----- 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 43

DRIED FRUITS

Apples

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

Apricots

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

Citron

10 lb. box ----- 40

Currents

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 seedless ----- 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

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 80
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 Tip, 720-1c	4 00
*Blue Seal, 144	4 25
*Reliable, 144	3 50
*Federal, 144	4 50
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

Almonds	70
Peanuts, Spanish,	12 1/2
125 lb. bags	12 1/2
Filberts	32
Pecans Salted	80
Walnuts Manchurian	55

MINCE MEAT

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

OLIVES

4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	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, Stuffed, doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

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

PEANUT BUTTER

Bel Car-Mo Brand

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

PETROLEUM PRODUCTS.

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

In Iron Barrels

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

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8.3
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to Tin, doz.	9 60
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 75
32 oz. Glass Thrown	2 30

Dill Pickles Bulk

5 Gal., 200	4 75
16 Gal., 600	9 25
45 Gal., 1200	19 50

PIPES

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

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

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef

Top Steers & Heif.	25
Good Steers & Hf 15 1/2@23	
Med. Steers & Heif.	21
Com. Steers & Heif. 16@20	

Veal

Top	24
Good	22
Medium	20

Lamb

Spring Lamb	32
Good	29
Medium	26
Poor	20

Mutton

Good	17
Medium	16
Poor	13

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	15
Loin, med.	28
Butts	24
Shoulders	19
Spareribs	15
Neck bones	06
Trimnings	13

PROVISIONS

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

Lard

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

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@30
Hams, Cer., Skinned	
6-18 lb.	@29
Ham, dried beef	
Knuckles	@46
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@44
Minced Hams	@21
Bacon 4/6 Cert.	24 @34

Beef

Boneless, rump 23 00@38 00	
Rump, new	29 00@32 00

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

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

HERRING

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 20
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	15

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

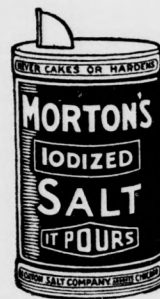
2 in 1, Paste, doz.	1 35
E. Z. Combination, ds.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SALT

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



Per case, 24, 2 lbs.	2 40
Pine case lots	2 30
Iodized, 24, 2 lbs.	3 40

BORAX

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

SOAP

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

CLEANSERS



20 can cases, \$4.80 per case

WASHING POWDERS

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

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

SPICES

Whole Spices

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

Pure Ground In Bulk

Allspice, Jamaica	@35
Cloves, Zanzibar	@46
Cassia, Canton	@28
Ginger, Corkin	@35
Mustard	@32
Mace, Penang	1 39
Pepper, Black	@55
Nutmegs	@59
Pepper, White	@80
Pepper, Cayenne	@37
Paprika, Spanish	@45

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Poneltz, 3½ oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	2 35
Marjoram, 1 oz.	95
Savory, 1 oz.	95
Thyme, 1 oz.	95
Tumeric, 2½ oz.	95

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 25—In the matter of Peter Jensen, Bankrupt No. 3718, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

June 25. We have to-day received the adjudication and reference in the matter of F. M. Gray, Jr., Inc., Bankrupt No. 3816. The matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case and the schedules have been ordered filed, upon receipt of same, the list of assets and creditors will be made herein. The bankrupt concern is located at Muskegon, and its occupation is that of drilling oil and gas wells.

June 26. We have to-day received the schedules, reference and adjudication in the matter of George A. Jackson, doing business under the name of Hastings Upholstering Co., Bankrupt No. 3831. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hastings, and his occupation is that of an upholsterer. The schedule shows assets of \$14,885.62 of which \$500 is claimed as exempt, with liabilities of \$3,097.34. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Lusske, White & Colledge, Inc., Chicago	\$296.50
Colonial Furn. Co., Grand Rapids	267.95
Mossman Yarnelle Co., Ft. Wayne	22.50
LaFrance Textile Industry, Philadelphia	329.55
Fashion Trimming Co., New York	54.00
A. F. Burch Co., Grand Rapids	472.80
National Spring & Wire Co., G. R.	566.21
Gobelin Fabrick Corp., N. Y.	259.52
A. K. Frandsen, unknown	63.51
G. R. Bedding Co., Grand Rapids	52.50
H. W. Selle & Co., Chicago	68.43
Decorations Fabrics Corp., N. Y.	91.78
R. C. Fuller Lbr. Co., Hastings	42.81
Universal Garage Co., Hastings	43.50
Hastings Lumber & Coal Co., Hastings	50.00
Hastings City Bank, Hastings	175.00
Feldpausch Meat Market, Hastings	20.00
Hastings Wool Boot Co., Hastings	40.00
Michigan Bell Tel. Co., Hastings	8.00
Consumers Power Co., Hastings	8.00
Fisher Bros. Paper Co., Ft. Wayne	16.06
H. B. Cowdrey, Hastings	13.20
Carveth & Stebbins, Hastings	1.25
Ironsides Shoe Co., Hastings	10.40
Service Oil Co., Hastings	10.00
Ed. Bross, Hastings	70.00
Dr. C. P. Lathrop, Hastings	18.00
Hastings Printing Co., Hastings	7.25
Hastings Banner, Hastings	8.00
G. R. Book Case & Chair Co., Hastings	6.60
A. R. Pettit, Hastings	4.00

June 27. We have to-day received the schedules, reference and adjudication in the matter of Lee J. Dornan, Bankrupt No. 3832. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of South Haven, and his occupation is that of a factory worker. The schedule shows assets of \$421 of which \$12.60 is claimed as exempt, with liabilities of \$3,851. 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 27. We have to-day received the schedules, reference and adjudication in the matter of Joseph M. Williams, Jr., Bankrupt No. 3833. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedules show assets of \$150 of which the full amount is claimed as exempt, with liabilities of \$806.73. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

We have to-day received the schedules, reference and adjudication in the matter of Morton Fitzgerald, Bankrupt No. 3834. 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 fireman. The schedule shows assets of \$1,060 of which the full amount is claimed as exempt, with liabilities of \$1,240.33. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

June 27. We have to-day received the schedules, reference and adjudication in the matter of Herman F. Higgs, Bankrupt No. 3835. 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 \$500 of which \$75 is claimed as exempt, with liabilities of \$2,483.69. 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 27. We have to-day received the schedules in the matter of Sunfield Lumber Co., Bankrupt No. 3810. The schedule shows assets of \$8,354.09 with liabilities of \$9,125.95. The first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Charles W. Bidwell, Sunfield	\$508.89
Anna Bidwell, Sunfield	25.00

Sunfield State Bank, Sunfield	1,100.00
Fisher Verkerke Lbr. Co., G. R.	2,744.80
G. I. Strachen & Son, unknown	603.64
G. R. Sash & Door, Grand Rapids	101.83
Celotex Co., Chicago	38.02
Reynolds Shingle Co., Grand Rapids	84.45
American Steel & Wire, Chicago	56.78
Behler Young, Grand Rapids	32.16
Lehon Co., Chicago	126.07
M. A. Brown, unknown	200.00
Mrs. Eva Hendee, Sunfield	250.00
Glen Cramer, Sunfield	500.00
Renny Leys, Sunfield	200.00
H. S. Reams, Grand Ledge	450.00
Max Slater, Grand Rapids	175.00
Max Slater, Grand Ledge	do
Sunfield State Savings Bank, Sunfield	350.00
Anna Bidwell, Sunfield	594.17
Davison Lbr. & Cedar Co., Toledo	180.00
Chas. Bidwell, Sunfield	110.00
Lake Odessa State Bank, L. Odessa	150.00
Geo. T. Reiser, Lake Odessa	75.00
Cromwell Lbr. Co., Saginaw	225.00
Alpha Portland Cem. Co., Chicago	110.00
Jackson Fence Co., Jackson	125.00

In the matter of John Fortuin, Bankrupt No. 3741, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

In the matter of Kalkaska Produce Co., Bankrupt No. 3584, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

In the matter of Try-Me Bottling Co., successor to Joyce Bottling Co., Bankrupt No. 3654. The sale of assets has been called for July 11, at the premises formerly occupied by the bankrupt, 419 Ottawa avenue, Grand Rapids. The stock to be sold consists of machinery, equipment, furniture, fixtures, all of a soft drink bottling plant, together with all bottles and cases, as shown by the inventory on file, appraised at approximately \$1,784, together with all right, title and interest of the bankrupt, if any, in and to lease of the premises now occupied by it, and all right, title and interest in and to the "Try Me" Authorized Bottler's Franchise. All interested in such sale should be present at the date and time as above mentioned.

In the matter of Richard A. MacDonald, individually and doing business as the Grandville Electric Service, Bankrupt No. 3697, the trustee has filed his first report and account, and an order for the payment of expenses has been made.

In the matter of Clyde Arthur Buman, Bankrupt No. 3566. The final meeting of creditors has been called for July 15. The trustee's final report will be approved at such meeting. There probably will be a first and final dividend for general creditors.

In the matter of Fred W. Davis, trading as Motor Inn Garage, Bankrupt No. 3557. The final meeting of creditors has been called for July 15. The trustee's final report will be approved at such meeting. There probably will be a first and final dividend for general creditors.

In the matter of Max A. Dietrich, Bankrupt No. 3550. The final meeting of creditors has been called for July 15. The trustee's final report will be approved at such meeting. There will be no dividend for general creditors of this estate.

In the matter of Clyde A. Morrison, Bankrupt No. 3509. The final meeting of creditors has been called for July 15. The trustee's final report will be approved at such meeting. There probably will be no dividend for creditors of this estate.

In the matter of Russell E. Cole, Bankrupt No. 3605. The final meeting of creditors has been called for July 15. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Peter Stawarz, Bankrupt No. 3594. The final meeting of creditors has been called for July 15. The trustee's final report will be approved at such meeting. There will be no dividends for general creditors.

June 29. We have to-day received the schedules, reference and adjudication in the matter of Charles J. Roguszka and Joseph Roguszka doing business as Quality Wood Turning Co., Bankrupt No. 3836. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Grand Rapids. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$7,589.56. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Ed Taylor, Grand Rapids	\$125.00
Robert Schroeder, Grand Rapids	57.00
Elwood Bignell, Grand Rapids	160.00
Mr. Brown, Grand Rapids	18.00
G. R. Savings Bank, Grand Rapids	35.00
Polish American Bank, Grand Rapids	200.00
Edward DeGroot, Grand Rapids	139.00
Sterling Furn. Co., Grand Rapids	67.00
Louis DePort, Grand Rapids	160.00
Excelsior Machinery Co., Grand Rapids	52.15
S. S. Roguszka, Grand Rapids	1,400.00
A. Majchrazak, Sr., Grand Rapids	475.00
Mrs. B. Skopiec, Grand Rapids	200.00
Stonehouse Carting Co., Grand Rapids	89.55
Meyers Transfer Co., Grand Rapids	50.00
Goudzwaard Coal Co., Grand Rapids	22.50
Varnam, Grand Rapids	35.00
Sheriff-Goslin Corp., Grand Rapids	100.00
Andy J. Egan, Grand Rapids	25.46
Stanley Foundry Co., Grand Rapids	5.50

Armour Sand Paper Works, G. R.	18.04
Frank Edge & Co., Grand Rapids	4.76
Alden & Judson, Grand Rapids	15.76
Wood Batik Shops, Grand Rapids	6.60
VanderZand Hdw. Co., Grand Rapids	13.40
Madison Square Tin Shop, G. R.	32.00
Sidney H. LaBarge, G. R.	39.15
G. R. Forging & Iron Co., G. R.	6.73
A. L. Holcomb Co., Grand Rapids	22.38
Central Wheel Co., Muskegon	12.50
Connor Foundry Co., Grand Rapids	3.12
Bauer & Pease, Grand Rapids	13.31
Charles Baar, Grand Rapids	16.64
Van Keulen & Winchester Lbr. Co.	247.00

Couler Lbr. Co., Grand Rapids	22.50
Michigan Bell Tel. Co., Grand Rapids	82.00
G. R. Directory Co., Grand Rapids	25.00
Furniture Index Co., Grand Rapids	160.00
Frank Derecki, Grand Rapids	200.00
Furn. City Fuel Co., Grand Rapids	40.00
Ponce De Leon Water Co., G. R.	22.00
Franklin Fuel Co., Grand Rapids	22.50
Ford & Blake Fuel Co., Grand Rapids	13.75
Franklin Fuel Co., Grand Rapids	28.88

Fixit Shop, Grand Rapids	9.00
Evert Stadt Hdw. Co., Grand Rapids	12.29
Lewis Wenzel, Grand Rapids	20.00
Postal Telegraph Co., Grand Rapids	.90
Bartis Bros. & Co., Grand Rapids	6.32
Valley City Bakery, Grand Rapids	32.25
Echo Electric Co., Grand Rapids	2.34
Bowens Elec. Co., Grand Rapids	1.50
Ideal Shoe Store, Grand Rapids	6.40
Ter Molen Sisters, Grand Rapids	10.00
Stouten & Co., Grand Rapids	3.80
Albert Hake Coal Co., Grand Rapids	62.95
Carl Meinke, Grand Rapids	12.00
Mr. Lubinski, Grand Rapids	16.25
W. Leonard Market, Grand Rapids	21.00
J. Mooz, Grand Rapids	30.40
Dinkel's Garage, Grand Rapids	17.35
A. H. Hills, Grand Rapids	400.00
Kellogg & Burlingame, Grand Rapids	98.88
Martin Kurylowicz, Grand Rapids	150.00
L. B. Dolsen, Grand Rapids	400.00
Republic Coal Co., Grand Rapids	53.00
Franklin Fuel Co., Grand Rapids	11.25
Furniture City Coal Co., Grand Rapids	37.50
Ford & DeGroot Coal Co., Grand Rapids	18.00
Felix Markulski, Grand Rapids	50.00
Dr. O. E. Ciley, Grand Rapids	53.00
Dr. Denham, Grand Rapids	28.00
Frank Czubinski, Grand Rapids	200.00
Mrs. S. Englant, Grand Rapids	1,200.00
Joseph Englant, Grand Rapids	285.00
Dr. Edward Victor, Grand Rapids	39.00
Hanish & Krushman, Grand Rapids	3.50
Ideal Shoe Store, Grand Rapids	5.00
Goudzwaard Coal Co., Grand Rapids	11.00
Great Western Oil Co., Grand Rapids	3.50

June 29. We have to-day received the schedules, reference and adjudication in the matter of Herman Knoop, Bankrupt No. 3837. 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 jeweler. The schedule shows assets of \$21,539.20 of which \$250 is claimed as exempt, with liabilities of \$17,871.90. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$800.00
G. R. Savings Bank, Grand Rapids	1,475.00
Amer. National Bank, Grand Rapids	1,800.00
City Loan Office, Grand Rapids	unknown
Peoples Loan & Mtg. Co., G. R.	900.00
Industrial Mtg. & Inv. Co., G. R.	200.00
Henry Freund & Bro., New York	2,217.83
E. H. Pudrith Co., Detroit	3,165.49
R. J. Dreyfus, New York	3,194.64
John Knoop, Grand Rapids	1,253.11
Baskin Bros., New York	2,164.36
Stricher Mfg. Co., Newark, N. J.	529.00
Zach A. Oppenheimer, New York	400.00
L. Seligman Jewelry Co., Chicago	595.12
Quast & Olsen, Chicago	360.00
J. R. Wood & Son, Chicago	200.00
Zimmer & Reese, New York	150.00
Benjamin Allen & Co., Chicago	22.00
Electric City Box Co., Buffalo, N.Y.	120.00
W. S. McCaw Co., Toledo	17.20
H. Leonard & Sons, Grand Rapids	111.81
American Watch Co., Detroit	27.00
A. & Z. Chain Co., Providence, R.I.	57.50
Art Metal Works, Newark, N. J.	30.00
Henry Schmel, Grand Rapids	995.00
Steinman & Son, Grand Rapids	350.00
C. H. Knight Theatre Co., Chicago	159.56
B.P.O.E., Grand Rapids	12.00
Klingman Garage, Grand Rapids	47.50
Lusk, Hartung Co., Grand Rapids	10.00
Naylor Furn. Co., Grand Rapids	10.00
Michigan Oil Co., Grand Rapids	33.74
Tatro Tire Co., Grand Rapids	13.00
Mary J. Field Co., Grand Rapids	85.00
J. G. Alexander Co., Grand Rapids	18.00
Dr. E. J. Chamberlain, Grand Rapids	18.50
J. S. Crosby Co., Grand Rapids	60.55
Century Fuel Co., Grand Rapids	53.00
Fred J. Bidgood, Grand Rapids	50.00
Charles Trankla Co., Grand Rapids	8.05
Paul Steketee & Sons, Grand Rapids	11.19
Herpolsheimer Co., Grand Rapids	6.50
Peoples Loan Co., Grand Rapids	50.00
Bon Marche, Grand Rapids	16.50
Butterworth Hospital, Grand Rapids	10.00

July 1. On this day was held the first meeting of creditors in the matter of Dell Gamble, Bankrupt No. 3737. The bankrupt was present in person and represented by attorney Homer H. Freeland. No creditors were present or represented. No claims were proved and allowed. The trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case will be closed and returned to the district court as a case without assets upon the payment of the filing fee, which the bankrupt was ordered to pay.

On this day also was held the first meeting of creditors in the matter of William J. Hooper, Bankrupt No. 3821. The bankrupt was present in person and represented by attorney Robert H. Burns. No creditors were present or represented. No claims were proved and allowed. The trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Bert I. Banta, also known as B. I. Banta, Bankrupt No. 3792. The bankrupt was present in person and represented by attorneys Dunham & Cholette. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm; James T. Sloan and Clapperton & Owen. Claims were proved and allowed. The bankrupt was sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Frank B. Wilcox, Bankrupt No. 3818. The bankrupt was present in person and represented by attorney W. G. Bauer. Creditors were present in person and represented by attorneys Jackson, Fitzgerald & Dalm. Claims were filed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was named trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Barend Barendse, Bankrupt No. 3693. The bankrupt was present and represented by attorney William A. ulhern. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Claude R. Beebe, Bankrupt No. 2814. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The 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 Samuel Vitale, Bankrupt No. 3819. The bankrupt was present in person and represented by attorney Merton Fitzpatrick. No creditors were present or represented. One claim was proved and allowed. 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 Harry Davey and Bernard Klooster, trading under the name of Davey & Klooster, Bankrupt No. 3773. The bankrupts were not present or represented. Creditors were represented by Francis L. Williams, attorney for the petitioning creditors and by G. R. Credit Men's Association. Claims were proved and allowed. Edward De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned to July 5, to permit the examination of the bankrupts.

meeting of creditors in the matter of William J. Hooper, Bankrupt No. 3821. The bankrupt was present in person and represented by attorney Robert H. Burns. No creditors were present or represented. No claims were proved and allowed. The trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of James H. De Vries, Bankrupt No. 3812. The bankrupt was present in person and represented by attorneys Dunham & Cholette. 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.

July 1. On this day was held the first meeting of creditors in the matter of Bert I. Banta, also known as B. I. Banta, Bankrupt No. 3792. The bankrupt was present in person and represented by attorneys Dunham & Cholette. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm; James T. Sloan and Clapperton & Owen. Claims were proved and allowed. The bankrupt was sworn and examined before a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

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July 2. On this day was held the first meeting of creditors in the matter of Barend Barendse, Bankrupt No. 3693. The bankrupt was present and represented by attorney William A. ulhern. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

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Over-The-Ocean.

Mix one and one-half ounces of chocolate syrup and one egg in the mixer, add hot water and mix thoroughly. Add one-fourth ounce sweet cream and strain into the mug. Before serving add whipped cream.

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—

Grocer Who Is Real Purveyor To His Customers.

(Continued from page 20)

margin in pound lots will be much more profitable than a wide margin in quarter pounds, with much wastage in handling.

Again, no merchant can gain a sale on mushrooms in volume without increasing his entire business. Few can build sales that run, as they do in Stop & Shop, 1000 pounds on Wednesdays; but all can increase sales on an item which will bring distinction and profit to the seller—provided he knows and is a true purveyor to his customers.

The general trade impression in and about Rochester, the Kodak City, is that the old-line grocer is going out of the picture. Well, I have attended so many funerals of the grocer that I am tired of going to them. Fact is, Rochester grocers are in fine shape.

I stopped into a place that looked familiar, the store of Chas. Titus. I learned it was established in the sixties of the last century and has been in the same family ever since. I saw a display of Antonini olive oil and Franco-American soups, among other fine goods. I reflected that folks could get such goods only where they were carried.

Titus stopped by after a time and we talked; and he told me, impressively, that he had just as good a chance to do business—and make money—now as at any time in past history. Which, by the way, is indubitably so of any grocer who is a true "Purveyor to his People." Paul Findlay.

Scientific Fire Fighting Apparatus Will Do Its Part.

(Continued from page 15)

The method of eliminating fires caused by "Rubbish Accumulation" and "Combustibles near Stoves" is of course obvious.

It is very generally known that certain oils, used most commonly in paints and polishes, will ignite spontaneously under certain conditions. No rags or mops soaked with paint and polish should be stored in out of way places, as ignition sooner or later is practically certain.

Defective chimneys are generally a by-product of poor construction, of making the chimney serve also as a structural member of the house. Cracks caused by settlement are in the most dangerous and difficult to locate places, in the joint channels between the ceiling and the floor above it, or at the point where the chimney goes through the roof. Chimneys should be examined from time to time and should, of course, have the soot removed to prevent burning out, which is a hazard not only to itself but to the neighborhood.

Fires caused by careless disposal of cigaret stubs and matches total fifty-eight out of 100 fires. They will be entirely eliminated only in that happy day when everybody is thoughtful and when the fool killer has nothing left to do.

The "Private Still" fire could probably be attributed not so much to carelessness as to the hazards incident to forced production.

It seems very apparent that most of

the fires to which the fire department was called on these days, say at least seventy-five out of the 100, were due to lack of ordinary intelligence as to the consequences of their actions by the persons involved, and it is precisely for that reason that further progress in the science of fire prevention is heavily dependent on developing the "Fire Consciousness" of the man in the street.

J. A. Neale,

Chief Engineer Chicago Board of Underwriters.

Sketch of Colonel Perrin V. Fox.

Col. Perrin V. Fox learned carpentry in his youth and became skilled in his trade. During the early years of his residence in Grand Rapids he was frequently employed in the construction of special, difficult forms of wood finishing for interiors of homes of the well-to-do. In the construction of spiral stairways, room mouldings and related features the Colonel was adept. During the later years of his life he occasionally visited the old houses and buildings which were devoted to commerce to inspect the specimens remaining of his handcraft.

Col. Fox enlisted for service in the army soon after the confederates opened war on the Federal Government and during his years of service was advanced from time to time from a captaincy to the command of a regiment. He proved himself of great value to the Government, especially so when he was employed in building bridges which would enable the army to cross streams and to permit the resumption of traffic on railroads, which had been destroyed by the retreating confederates.

After the close of the war, Col. Fox returned to Grand Rapids and engaged in the sale, successfully, of life insurance policies. He possessed an inexhaustible fund of wit and as an entertainer he was greatly admired. At times his stories bordered upon vulgarity, but his way of relating them was shock proof.

Physically, he was very strong. An incident witnessed by the writer serves to supply an idea of his strength. A big horse, driven on Monroe avenue, on a hot summer day, was annoyed by flies. The animal switched his tail shook himself, endeavored to drive away the pests with his head and kicked vigorously. A mighty kick passed over the dash board of the vehicle. The horse was unable to release his foot. Col. Fox observed the dilemma of the unfortunate animal, with its mathematical problem. It could put down three (feet) and carry one. Col. Fox placed his powerful arms under the abdomen of the animal and lifted it bodily, thereby loosening the imprisoned leg.

Col. Fox was a member of the Fountain street Baptist church. As a member of the building committee he rendered valuable assistance to William Hovey, its chairman, and the architects employed in the erection of the first church of the society.

John W. Champlin, an able lawyer served the city of Grand Rapids one term as its Mayor. The people had voted a donation of \$100,000 to aid the Grand River Valley (now Michigan

Central) in the construction of its line from Jackson. Mayor Champlin examined the official record of the common council, under which the vote on the proposition to issue bonds of the city to provide the sum of \$100,000 was taken, and decided that the proceedings were illegal. He declined to affix his signature to the bonds. A settlement with the railroad was effected later by the payment of \$25,000.

Mr. Champlin was elected a justice of the State Supreme Court and occupied the bench two terms creditably.

Arthur Scott White.

Figures Don't Lie, But—

Here's one from up-state which I pass on for what it is worth.

A certain manufacturer of outing flannel nightgowns makes a garment to retail at a dollar. I believe the price to the retailer is \$8.75 per dozen. This same manufacturer makes a nightgown for a large chain of general stores, to sell at the same price or less, as the chain may choose. At one time, this chain sold this "dollar value" at 89c. No doubt, thousands of housewives told themselves that they had saved 11c.

Here is the lowdown, as it comes to me. Whereas, the independent pays the manufacturer \$8.75 per dozen for these garments, the chain forced the manufacturer to make a "similar" garment for \$7.25 per dozen, before signing a contract.

This difference had to come from some part in the process of manufacture. It must come out of the yardage or the quality or the workmanship. As a matter of fact, it came from all three. Cheaper quality and less goods gave less to the grower of the raw materials—the farmer. Lower piece work rates deducted from the earning of the worker in the plant. And all three meant a cheat to the customer.

Superficial arithmetic would tell us that the customer "saved" 11c on the 89c item. But let's get down to deeper figures or a higher order of mathematics. The fact is, upon calculations being properly made, that whereas the independent retailer made a profit (gross) of 37 per cent. on his cost price, the chain made the same kind of a profit to the extent of 43 per cent.

Reminding us of an old adage, "Figures don't lie, but how liars can figure."

W. H. Caslow.

Jumbled Conditions.

An interesting trend is seen by a chain store executive who has stated that the general store is coming back. There may be good reasons for this belief, but in many quarters the statement will be questioned. If earnings statements for 1928 are to be accepted as good evidence of how the various branches of retail distribution are faring, then the award must go to the specialty chains, and this rather upsets the notion that general stores are to grow in favor.

However, the present mixed situation in the retail field opens the way to many conjectures and theories. The drug stores which are in reality small department stores, the grocery stores which are tobacco shops and the cigar stores which also deal in many drug-

gists' sundries, make the picture a very jumbled one.

What it is possible to see in the future is a plan of distribution by which stores would handle goods in the general classes of food, clothing and home furnishings or perhaps a grouping by customers. The largest establishments of the future will, no doubt, cater to both men and women. The smaller stores to one sex or the other.

Perhaps a future day will see the whole service of routine purchasing, particularly for household operation, attended to by agents who will remove a good deal of the effort now necessary to put in orders with the butcher, the grocer, the laundryman, the tailor, etc.

Kitchen Range Enters the Decorative Scheme.

The kitchen stove is now being adapted to the color scheme of the kitchen. The range has "refined" lines, and is made in attractive colors, ranging from rich apple green to cool, lustrous gray. Many housewives create a harmony of colors, including curtains, floor coverings, dishes and the kitchen range.

New models in ranges have a number of ingenious accessories, such as a dial which registers the oven's temperature. A placard in a handy place tells the amount of heat and the length of time necessary for cooking various foods.

The modern range salesman is no longer a mere representative of his firm; he aims to be an interior decorator as well, in that he helps the housewife to select a range to fit in with the rest of the kitchen furniture.

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—Store building, residences, barn, and other buildings, being the plant used by the late Godfrey Hirzel in the conduct of live stock and produce business at Moorestown, Michigan. Good opportunity and location for continuing same business or engaging in hardware and implement business. Would consider exchanging for city property. Address enquiries to Fred C. Hirzel, Moorestown, Michigan. 115

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—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

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

CASH FOR MERCHANDISE

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

I OFFER CASH!

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

L. LEVINSOHN
Saginaw, Mich.

Telephone Riv 2263W
Established 1909

Late News From the Michigan Metropolis.

The Shedd Creamery Co. has moved into new and larger quarters at the Detroit Railway and Harbor Terminal, 4461 W. Jefferson avenue.

Officers elected in the Wholesale Merchants Bureau of the Detroit Board of Commerce in June will be inducted into office Friday, July 12. Frank J. Martin, of Burnham, Stoepel & Co., was elected president, George F. Minto was elected vice-president and E. E. Prine was re-elected secretary.

Frank L. Pierce, former manager of the W. S. Quimby Co., Boston, packer of LaTouraine coffee, has been appointed general manager of the company. Mr. Pierce has been succeeded by A. R. Frank, who has had charge of the State sales for the company.

R. Sobin, general dry goods, has moved his stock from 10226 Grand River avenue to a new store at 14148 Fenkell avenue.

Mrs. C. A. Hawkins has opened a dry goods store at 5015 Hamilton avenue.

The Superior Pattern and Manufacturing Co. has moved from 2114 to 3280 Woodbridge, East.

The American State Bank of Ferndale, Detroit suburb, has announced plans for the opening of Ferndale's first branch bank, to be erected at Woodward and Bennett avenues.

Frank Howard Hayes, last of three brothers who were intimately associated with the hotel business in Michigan for more than fifty years, died in Harper Hospital last week after a brief illness. He was 73 years old. Mr. Hayes came to Michigan with his brother, James R. Hayes, who died two years ago. They first worked for Major Farnum Lyon, of Saginaw, proprietor of the Bancroft House, and J. Boyd Pantlind, of Grand Rapids. James R. Hayes became interested in the management of hotels in Northern Michigan, but he also took over the Wayne Hotel, when it was built at Jefferson avenue and Third street, to replace the old Cass Hotel. Frank Howard Hayes was steward of this hotel for thirty-one years. Mr. Hayes was born in Madison county, N. Y., Dec. 12, 1855, and came to Michigan when he was 11 years old. His wife died last year. A son, James R. Hayes, II, lives in New York. He was a member of Damascus Commandery, Knights Templar, Union Lodge, F. & A. M. and the Elks.

The Michigan Radio Distributing Co. has been appointed Michigan jobber for the Grebe radio line. George Stark, Harry A. Paul and Ralph C. Paul are associated in the house.

George A. Horner has been appointed comptroller of the Detroit and Cleveland Navigation Co., with offices at the foot of Wayne street, Detroit. Mr. Horner has been traveling auditor of the line for the past eleven years. He was formerly chairman of the Michigan State Board of Accountancy under Governor Warner.

Funeral services for Mrs. Myrta Gay Grinnell, widow of one of the two founders of the Grinnell Brothers music house, were held last Saturday, from

her home, 90 Arden Park. Mrs. Grinnell died suddenly in the Edgewater Beach Hotel, Chicago. She had left Detroit Monday to attend a wedding in Chicago and was to have returned here yesterday. Mrs. Grinnell was born in Brighton, Mich., 56 years ago. Her husband, Clayton A. Grinnell, died April 30, 1927. He and his brother, Ira L., founded the Grinnell music house. Mrs. Grinnell is survived by her daughter, Geraldine, and a ward, Miss Leona Ruth Barley.

Morris Dolinsky has sold his hardware business to the Cuthbert Hardware Co. The store is located at 1006 Seven Mile road.

A new hardware store under the style of Metzler Hardware has been opened at 8500 Russell street.

J. O. Christianson formerly of Minneapolis has purchased and taken charge of the drug store of R. G. Loomis, 1450 Baker street.

George Taylor who died at his home, 1740 Collingwood avenue, last Friday night, was one of Detroit's pioneer merchants. For twenty-five years he was a member of the firm of Marr & Taylor, dry goods merchants, who conducted a store on Woodward avenue and State street, on the site of the present Ernst Kern department store. Twenty years ago he disposed of his interest. Since that time, until two years ago, when he became ill, he was office manager of the Detroit City Gas Co. He was a member of Palestine lodge, No. 357, F. & A. M., and Damascus commandery, Knights Templar.

Nearly eighteen years ago the White Star Refining Co., of this city, was founded by Harry B. Earhart. The business was housed in a one-story building and the entire force was comprised of three employees. Last week Mr. Earhart turned the valve that put the new 3,000,000 refinery located within eighteen miles of the business center of Detroit in service. The new plant occupies nearly sixty acres of land and is one of the most modern in the country. The total storage capacity of the tanks alone is 20,000,000 gallons. To-day there are 1,000 persons on the payroll of the company.

The Michigan Builders Supply Co., 545 Hancock avenue, East, is succeeded by the Boomer Supply Co.

The Lafayette Glass Co., manufacturer of glassware, has moved from 11802 Kercheval to 13201 Harper avenue.

More than 100 employes and their families attended the first annual picnic of Printers, Incorporated, at Bob Lo Island on Saturday, June 29. This organization, only three years old, is now rated among the largest printing concerns in Detroit. Harry Singer, plant executive, was in charge of the outing arrangements.

That retail store buyers are interested in specially priced merchandise was evidenced last week in the large attendance at the semi-annual clearance sale held by A. Krolik & Co. and the weekly auction sale on Thursday of the Merchants Clearing House. Both report the biggest special sales volume in years. According to H. J. Gilles,

general manager of the Merchants Clearing House all records were broken in auction disposal by that firm. 1,280 separate lots having been sold in three hours.

The body of Harold Briskman, vice president of the Briskman Glove Co., 309 E. Jefferson avenue, was found floating in the Detroit river on July 1. Mr. Briskman disappeared on March 6. The automobile he was driving at the time has not been found and is now believed to be at the bottom of the river near where the body was found. Surviving are his widow, his parents Mr. and Mrs. Oscar Briskman, two sisters and a brother Charles. James Golding.

Pioneers Connected With G. R. & I. Railroad.

William A. Howard, a member of the lower house of Congress, represented the first (Detroit) district of Michigan during the civil war. Mr. Howard was an earnest and able supporter of President Lincoln. Quite often he was called to the White House by the President for private consultation. After the close of the civil war, Mr. Howard was employed by the Continental Improvement Co., builder of the Grand Rapids & Indiana (now Pennsylvania) Railroad, to take charge of its land grant department. Mr. Howard also served a short term as President of the railroad corporation.

John W. Starr, Jr., of Millersburg, Pa., has written and published several volumes giving the history of Abraham Lincoln's activities in civil life. He is now making a study of Mr. Lincoln's accomplishments in the service of certain railroads. At times, in litigation, he has been found on the side of the people as against the roads, having refused to accept retainers in such instances from the corporations.

Mr. Starr in seeking for information in regard to Mr. Howard's intimate relations with Mr. Lincoln, addressed a letter to the writer of this paragraph. He wished to learn whom he might consult to aid him in the fulfillment of his purpose. The writer suggested that he consult Thomas J. O'Brien, a son-in-law of Mr. Howard, and W. R. Shelby, who, for a number of years was intimately associated with Mr. Howard in the administration of the business of the railroad. The writer also suggested that a son of Mr. Howard and a married daughter whose home was in Philadelphia, if living, might be able to serve the author.

Several stations of the Grand Rapids & Indiana Railroad bear the names of men who were prominently identified with the organization, construction and operation of that corporation. Shelbyville represents W. R. Shelby; Edgerton, A. P. Edgerton, of Fort Wayne, one of the first presidents of the railroad company; Howard City was named in honor of William A. Howard; Tustin, the company's first immigration commissioner, Rev. Josiah P. Tustin, formerly a rector of St. Marks Church; Mancelona, Mancel D. Talcott, one of the contractors who built the railroad. There are several towns in the country named in honor of General Shelby, of Kentucky, soldier

and statesman, of whom W. R. Shelby is a descendant.

Before the State Legislature passed a bill to provide for a board empowered to examine and to license, if such were found to be qualified, persons in the practice of medicine. Many quack doctors flourished in Michigan. Among the most notorious was N. J. Aiken, who specialized in the treatment of private diseases. He performed an illegitimate operation on a young girl in Grand Rapids which resulted in death. He was charged with a criminal offense, arrested and put under bonds for a large sum. He escaped punishment through the disappearance of witnesses, to whom he paid large sums. Aiken moved to San Francisco, where he resumed his bad practice. After several years spent in that city he was charged with the crime of committing an abortion, tried in court, convicted and sentenced to imprisonment for life. Under the charge of officers he was transported across the bay to San Quentin. When about to enter the portals of the prison he suddenly drew a revolver from its concealment on his person. A bullet through his brain closed his earthly career.

Dr. G. A. Clement is remembered on account of the quackery of his practice and as a dealer in real estate. Among the jobs he put over on a confiding public was a sale of lots in Clement's addition near Belmont. He assured purchasers that all his lots were four by eight and they were not rods but feet.

Dr. A. Robens was known as the "Old Indian doctor," J. B. Malcolm as a medicine doctor and E. Woodruff was a botanical physician.

Arthur Scott White.

Largest Department Store in the Country.

In the race for the distinction of being the largest department store organization in the country, R. H. Macy & Co. has taken the lead by the acquisition of L. Bamberger & Co., Newark. Last year Macy's did a volume of about \$90,000,000; Bamberger's about \$35,000,000. The total exceeds that of the present twenty-nine outlets in the Hahn Department Stores, recently organized, by \$10,000,000, and Marshall Field & Company by a slightly larger figure. There will be no changes in the policy or management of either store.

Mr. Straus will head the Bamberger store and Louis Bamberger, head of the Newark store, will become a member of the Macy board. Mr. Straus, with his brothers, Percy S. and Herbert N., has had control of the merged store since 1914. Previously it was controlled by their father, Isidore Straus, who went down with the Titanic, and by Nathan Straus, his brother, who sold it in 1914.

Macy's is unique in many respects—one of them being the fact that it sells only for cash and endeavors to maintain its price scale at least 6 per cent. lower than any other store in New York City. In addition to Bamberger's Macy's now controls La Salle & Koch, Toledo, and Davison Paxon Company, Atlanta.

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

WORDEN GROCER COMPANY
The Prompt Shippers

Solid and Substantial

QUAKER **Pork and Beans** THE BODY BUILDERS

WORDEN GROCER COMPANY

Wholesalers for Sixty Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

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.



We can't improve

MUELLER
PRODUCTS

Neither can any-
one else



C. F. MUELLER COMPANY
146-180 Baldwin Ave., Jersey City, N. J.



SLOW BUT SURE STARVATION

Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

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

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

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

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

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