

Salute To The Trees

Many a tree is found in the wood
And every tree for its use is good:
Some for the strength of the gnarled root,
Some for the sweetness of flower or fruit;
Some for shelter against the storm.
And some to keep the hearth-stone warm;
Some for the roof and some for the beam,
And some for a boat to breast the stream.
In the wealth of the wood since the world began
The trees have offered their gifts to man.

But the glory of trees is more than their gifts:
'Tis a beautiful wonder of life that lifts,
From a wrinkled seed in an earth-bound clod,
A column, an arch in the temple of God,
A pillar of power, a dome of delight,
A shrine of song, and a joy of sight!
Their roots are the nurses of rivers in birth;
Their leaves are alive with the breath of the earth;
They shelter the dwellings of man; and they bend
O'er his grave with the look of a loving friend.

I have camped in the whispering forest of pines,
I have slept in the shadow of olives and vines;
In the knees of an oak, at the foot of a palm
I have found good rest and slumber's balm.
And now, when the morning gilds the boughs
Of the vaulted elm at the door of my house,
I open the window and make salute:
"God bless thy branches and feed thy root!
Thou hast lived before, live after me.
Thou ancient, friendly, faithful tree."

HENRY VAN DYKE.



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

and its associated companies

COMBINED ASSETS OF GROUP

\$62,147,342.79

COMBINED SURPLUS OF GROUP

\$24,791,128.22

Fire Insurance—All Branches

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**20 to
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SAVINGS MADE

Since Organization

MICHIGAN TRADESMAN

Forty-sixth Year

GRAND RAPIDS, WEDNESDAY, JULY 17, 1929

Number 2391

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Relation of Crime and Education.

This is the title of an address by Hon. Charles B. Collingwood, Judge of the Thirtieth Judicial district of Michigan, at the commencement exercises of the State Normal College at Ypsilanti last month.

I was promised a copy of a newspaper containing a report of the address. As it did not arrive I am quoting from memory some of the outstanding pronouncements which are of interest to all and never out of date, although I hope many Tradesman readers have already read a report of that address.

Judge Collingwood stated that he considered the State Normal College our most important educational institution, because it trains those whose work is largely with youth. And yet it seemed to him that our State or our legislators had not been as generous with appropriations for it as they had been for the University of Michigan. In its more than seventy-five years of existence it has cost the State only twenty million dollars.

He brought this subject before these graduates because it is a matter which concerns everyone and because he wanted these young people to enlist in the work of character building as of equal or greater importance than teaching the usual branches of study.

The tide of crime is steadily rising higher and higher. Our laws—and we are law ridden—our courts, our officers and our penal institutions are unavailing to check this tide of crime.

In the United States there are 12,000 murders a year, 40,000 highway robberies and 30,000 burglaries. Our country leads all others in records of crime. Mexico even falls below in the ratio of murders in proportion to population. European countries show a decreasing ratio, down to 150 a year only for England.

Ionia and Marquette prisons contain almost twice as many prisoners as they were built to accommodate. For two years at Ionia they have tried the dormitory plan, placing from 125 to 200

prisoners in a dormitory. These are incubators of crime—high schools in crime. The correct plan is single cell blocks.

The cost of maintaining our penal institutions far exceeds the cost of education. Just one of our prisons costs as much as all the schools of the State. (So I understood the speaker). Crime costs the United States sixteen billion dollars a year—not millions but billions. Two per cent. of our population are criminals and yet the 98 per cent. can and must control the 2 per cent.

When a person is sick a physician is sent for. He examines the patient and says: "Typhoid fever, four weeks in the hospital." Does that cure him? No, he must have proper treatment and care and remain until cured. Keep the criminal in prison or elsewhere until he is cured.

Judge Collingwood believes that the governor of a state should not have authority to pardon criminals. That power should rest in a pardon board composed of men of no less ability than the Supreme Court of the State.

The Commissioner of Pardons of our State has to pass upon 10,000 applications for pardons in one year. No one man can do justice to this task.

To the oft-repeated claim that prohibition is to blame for the increase in crime, the Judge quoted statistics to disprove the charge. Some want the saloon back so that the liquor traffic will be conducted by law-abiding saloon keepers. "There never was a saloon keeper who was not a violator of the law," declared the Judge.

When our State passed a law making a fourth conviction for crime punishable with life imprisonment, leaving the trial Judge no discretion in the matter, many people expressed sympathy for one whose fourth offense was a minor violation of the liquor law.

"The man who has been convicted of liquor law violation four times has been guilty four hundred times," declared the speaker.

Michigan failed to pass a capital punishment law. What good would it do? With about 400 murders a year in Michigan we secure from twelve to fifteen convictions.

Although probation was not mentioned, the trend of the address was in line with that work—to prevent crime by education, by character building. More and more the courts are coming to look to the physician, the psychiatrist for assistance in dealing with law violators. The psychiatrist is coming into his own."

These teachers-to-be were warned that they must differentiate in their treatment of pupils. To try to force the child of low mentality to certain requirements might turn him against society—might make him criminal.

E. E. Whitney.

The New Costumes of Odd Sizes.

Selecting dresses for the woman of either small or large proportions is no longer a serious problem, for great skill and ingenuity are being shown in the efforts to make their garments fit well and be becoming. The choice of materials is carefully made, avoiding stripes and plaids, and the designers have gone so far in present-day styling as to put out clothes termed "half sizes."

For the stout woman it has been found that sleeves look best when discreetly joined to some yoke treatment instead of being just "set in" in the regular armhole. The fashionable sleeves on such dresses are finished with some sort of attractive wrist treatment, such as rows of small buttons, a dainty fluting or an oddly shaped cuff. The necklines of course are low, but not too wide from shoulder to shoulder, and the tapering surplice effect is preferred. Some frocks have deep vest effects, which are smart. When shoulder bows or jabots are used they are mostly long and not cut off abruptly, and the diagonal finish is much in use. These same designs are used in the short woman's clothes, which, in addition, avoid deep bertha collars.

Skirts and waistlines are carefully treated, for it is in misuse of these that many women sacrifice height and an air of slenderness. Although the advance styles for next Fall would seem to indicate more fitted lines, the swathed hip has been generally adopted for large women's dresses. The swathed hip is also interpreted in fitted yokes and used with flared skirts. With the new silhouette inclining toward one-piece treatments, the fullness in the skirts is naturally likely to be placed low. Both the large and small woman usually wear their dresses just a trifle long, for this gives them added height.

Sleeveless frocks are worn by the small miss when made in light colors or neutral shades, and are smart with sleeveless jackets when the dress is one of the sports models. For evening wear the long skirts with even or uneven hemlines are becoming, especially when made of tulle, starched lace, taffeta and moire, with bodices fitted. The stout woman who is tall wears with very smart effect the new evening dresses coming from Paris. In these the skirts are cut in points and have flares that seem to come from nowhere. No suggestion or hint is given of belt or waistline, the bodice and skirt being cleverly manipulated to give a continuous line, which at the same time takes away any appearance of bulk.

Stout women are wearing deep-cut backs that taper off into a "V" and avoid anything suggesting roundness

in the back. The fronts are often cut in deep ovals. If the stout woman is tall, the cape backs, which start well below the shoulder blades and break the budging effect of the hips, are often used to good effect, but in such instances the skirt must be long. Materials chosen for the stout woman's dresses include the flat crepes, because of their dull surface; velvet, because it drapes well and has a remarkable clinging effect; and embroidered nets and laces.

The new ensembles for Fall seen thus far include many tweeds in small and large patterns, used with fur trimming on cuffs and collars, the cuffs being elaborate. There is a hint of flared skirts, though the designs do not look fluffy in the least, nor do they look as if they had been borrowed from the afternoon models. Plain fabrics—that is, solid colors—are also shown with fur trimmings.

Beware of Three Pilfering Crooks.

Bowling Green, Ohio, July 15—I am writing you relative to three crooks who operated in Ohio early this spring and who now, as nearly as I can find out, are operating in Michigan.

These people appeared in Bowling Green early this spring and stole merchandise aggregating \$150 from two stores here. The party consists of one woman around 35 years old, wearing about a size 48 garment, whose scheme is to interest the clerks in fitting her while her partners—who are a woman who wears about a 16 garment, about 30 years old; and a sallow complected man about six feet tall and 35 years old—work in the stock and steal while she has the help engaged. Their plan in most cases is to visit the store at the noon hour when part of the help is out to lunch.

At the time this happened in Bowling Green I bulletinized all of our stores, but in some way I either overlooked our store at Caro, Michigan, or else they lost sight of my description, for on Wednesday last week the same trio visited our store there and made away with several garments.

The man in every case where we have heard of him always has with him a suit case or bag.

I know that your excellent paper has a wide subscription throughout the State of Michigan and I am writing you in the hope that this will be published and someone will be successful in picking up this bunch and placing them where they belong.

Fred W. Uhlman.

Eleven New Readers of the Tradesman

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

Charles G. Turner, Grand Rapids.
John J. McKenna, Grand Rapids.
Ferguson-Droste-Ferguson Sanitarium, Grand Rapids.
C. Elliott & Co., Hemlock.
F. W. Perry, Saginaw.
George Collingwood, Ovid.
John M. Himes, Grand Rapids.
Frank E. Elliott, Lansing.
John J. Beeman, Lansing.
C. E. Waring & Son, Climax.
Henry Hoelm, Saginaw.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Who would think the architect of this department, which is published solely to warn its readers against frauds and cheats, could himself be made the victim of a designing woman? We have to admit that we are not proof against the wiles of women who seek victims with lies on their lips and deception in their hearts. It happened this way:

A woman called at the office and said she was soliciting subscriptions for a raised letter publication for the blind on the basis of \$10 per year. Any reference to the blind has a peculiar appeal to me, because I have had several blind friends and relatives.

"Is the publication sectarian or devoted to any hobby or special obsession?" I enquired.

"No," she replied, "it is devoted solely to the dissemination of news of special interest to blind people."

Forgetting my often repeated advice to my readers never to pay any money to a stranger, I handed out \$10 and directed that the publication be sent to a blind relative.

About a week later I received a letter from the recipient of my well meant gift, stating that the publication was devoted solely to the propagation of the adventist religion and that he had no particular use for it, because he was a Baptist fundamentalist.

I have no quarrel with any religion. They are all good, so far as my knowledge goes, but I dislike to see any one—especially a woman—obtain money under false pretenses by deliberately lying to secure so small a sum as \$10.

Fictitious marking of the number of pages contained in composition books offered for sale by a corporation manufacturing school supplies will be discontinued, according to a stipulation agreement between that corporation and the Federal Trade Commission. The company, at the request of customers, placed on composition books legends reading, "140 Special Composition Book" and "144 Special Composition Book," when the books contained only 120 pages.

The words "Knitting" and "Mills" will be deleted from the trade name, of copartners engaged in selling knitted outerwear, according to a stipulation agreement between the Federal Trade Commission and these individuals. The respondents also agreed to discontinue use of the words "Knitting", "Mills", "Manufacturers" or "Factory" either independently or in connection each with the other or with any other word or words in advertising so as to imply that the copartners own or operate or control a knitting mill or factory wherein is knitted or manufactured the products sold by them.

A corporation selling and distributing foreign and domestic papers to jobbers and manufacturing stationers caused its trade name to be featured in its price list together with the words

"Manufacturer and Mill Agent" and the words "This is printed on Cockle Rag Onion-Skin paper, our own manufacture" in an advertising circular. The fact was the respondent did not own or operate a mill wherein were fabricated the products sold and distributed by it, but filled orders from products manufactured in mills which it neither owned, operated nor controlled. The corporation signed a stipulation with the Federal Trade Commission agreeing to cease and desist from these misrepresentations.

Copartners manufacturing syrups and concentrates signed a stipulation agreement with the Federal Trade Commission to cease and desist from use of "Grape", "Orange", "Lemon", "Lime", "Peach", "Banana", "Strawberry", or "Cherry" either independently or in connection with other words in advertising to describe their products so as to imply that such are composed of the actual juice or fruit. It was provided that if these fruit names were used to designate one of the company's flavors that the name be immediately preceded by the word "Imitation" printed in type equally as conspicuous as that in which the name of the fruit is printed. It was agreed also that if the product be composed in substantial part of the actual juice or fruit and the name of the fruit is used to designate the product, such name shall be accompanied by a word or words printed in type equally as conspicuous as that which the name of the fruit is printed so as to clearly indicate that the product is not made wholly from the juice or the fruit indicated.

"Cotton and Wool" and "Warranted Part Wool" were labels attached by a corporation manufacturing infant's underwear to its product, which did not contain wool in sufficient quantity to be properly represented as "Wool".

The company signed a stipulation agreement with the Federal Trade Commission to discontinue use of the word "Wool" as descriptive of its products unless, when the products are manufactured in substantial part of wool and partly of some other material, and the word "Wool" is used as a brand or label or otherwise descriptive of the product, the word "Wool" shall be accompanied by a word or words displayed in type equally as conspicuous as that in which the word "Wool" is printed so as to indicate clearly that the products are not made wholly of wool.

Although advertised by a corporation engaged in the manufacture of tables as "Badger" Brown Mahogany" and "Badger Brown Walnut," such tables were not of wood derived from the trees of the mahogany or "Meliaceae" family so as to be properly and accurately designated "Mahogany", nor from the tree family scientifically called "Juglandaceae" so as to be properly designated "Walnut". Signing a stipulation with the Federal Trade Commission, the corporation agreed to cease and desist from these misrepresentations.

A corporation manufacturing ginger ale has signed a stipulation agreement with the Federal Trade Commission to discontinue advertising its product as "Aged Six Months" unless and untill such time as this beverage is in truth and in fact aged for the length of time specified. The respondent agreed to discontinue use of the statement "Aged Six Months", or any other statement so as to imply that its product was and is aged six months, when such is not the truth.

Glimpses on Some Pioneers Who Are Yet Alive.

Benjamin F. Sliter learned the printing trade while under the employ of A. B. Turner, publisher of the Grand Rapids Eagle, in 1845-8. In later years Sliter became an actor, an attorney at law and a politician. In moments of inspiration he would recite Poe's "Raven" and "The Bells" vociferously. In the play of "Uncle Tom's Cabin" he would personate the lawyer, Marks. About 1867 Sliter was elected clerk of the city of Grand Rapids. In the discharge of his duties, while calling the roll or reading reports and communications submitted to the council, his loud, sonorous voice might be heard in the streets below. A stranger approached a police patrolman one night while Sliter was calling the roll—Baldwin, Brinsmaid, Bryan, Clay, Luce, Mohl, Skinner, Tompkins, Turner and Warrell—and asked, "Is the loud noise I hear sounded by the fog horn at Grand Haven?"

"No," the officer replied, "Ben Sliter is calling the roll of the common council."

Sliter's daughter married a rich cattleman whose name was Strong, from Texas, and went to the ranch of her husband. Two years later the husband died and Sliter joined his daughter on the ranch and assisted her in administering the Strong estate. He did not return to Grand Rapids.

Boyd Putnam, Willard Brigham, Alva R. Curry, M. H. Ford, Mollie, Velma and Grace Reynolds, Cora Miller, Inez Sexton, Frances E. Pierce, Grace Kimball and other local aspirants for fame and fortune on the dramatic or musical stage acquired distinction in their chosen professions. Their successes inspired a desire in the minds of a group of high school pupils for the glory and the emoluments that the stage affords. A troupe was organized to study and present to the public the plays of famous authors. Claude Buchanan, Charles Holden, William Alden Smith and John D. McIntyre were the male stars of the troupe. Shakespeare was the favorite author of the quartette. Buchanan proposed to play Macbeth. At the rehearsals:

"Hear it not, Duncan?

'Tis the knell,

That summons ye to Heaven

Or to Hell."

He would declaim uproarously and then he would shake the rafters with a roar.

"Lav on! Macduff

And damned be he

Who first cries HOLD

E-e-e-nuff."

McIntyre often sat up until midnight gazing at the moon, while reading in deplorable tones Shakespeare's soliloquy:

"To BEE or not to BEE

THAT is the question

Whether it is better to bear

The ills that we now endure,

Or fly to others that we know NAUGHT of," etc.

It was said by his co-actors that William Alden Smith desired to impersonate Romeo; that he loved to extol the beauty and the virtues of Juliet. And when the maiden "fair to see" tremblingly exclaimed:

"Oh! Gentle Romeo,

If thou dost love

Pronounce it faithfully,

But if thou thinkest I am too quickly won

I'll frown and be perverse

and say thee nay

So thou wilt WOO

But else, NOT FOR THE WORLD."

William Alden Smith would respond with a smile that would melt an Alaskan iceberg. Really, it was a hot one.

Charles Holden's choice of character was Mercutio. He owned a sword and used it during the rehearsals in fighting a duel with Tybalt. When asked about the blow he received from his adversary, Holden would repeat the lines:

"Tis not as wide as a barn door

Nor as deep as a well, but twill do

A PLAGUE ON BOTH YOUR HOUSES."

James B. Haney, a young school teacher, enlisted in the army and rendered valuable service to the Government during the civil war. After peace had been declared Haney returned to Grand Rapids and opened a small hotel located on the Northwest corner of Lyon street and Bond avenue. Flames destroyed the structure a few months later. Haney sustained a loss that represented a considerable sum. He engaged in local politics and newspaper work unsuccessfully. Finally employment was obtained as a teacher in the Union high school (West side), where he remained a decade or more. He was a capable and popular instructor.

Haney's daughter, Estella, married L. S. Provin and assisted him in the management of his real estate and insurance business. After Provin's death she continued the business as his successor several years.

Arthur Scott White.

Independent Merchants Must Wake Up.

I read in the Grand Rapids Press of July 15 on page 5 a report from Washington by Mark Foote, informing the public that "Merger Problems are Occupying Hoover." The headline tells us that the "Question is likely to be projected into the political campaign of 1932." I quote two paragraphs only:

Wholly apart from the legal aspects the administration is said to be concerned with the broader social question as to the effects of mergers and combinations on private initiative. Henry Ford, for instance, has reclaimed for one great electrical combination. He

is said to hold to the opinion that mass production made possible by combinations and mergers tends to increase opportunities for private initiative.

There are some intimations that the views of Mr. Ford in this respect are not shared by administration officials. The case is cited of a California town whose normal local business life has been practically obliterated by chain stores. It was found impossible to keep alive a chamber of commerce there or even maintain a town council. The retail business of the town was all in the hands of the paid agents of the chain stores.

The facts are simply these: (1) Everywhere, there is an increasing question mark in the public mind as to the lasting effects of the syndicates in a general public way; (2) Merchants who have attempted half way excuses for the chains and mail order houses are being harder and harder pressed for arguments to maintain their apathetic claims; (3) from every corner of the land, men of great minds and large vision are expressing doubt—and some of them downright fear—concerning the developments that are looming up in the wake of these ruthless institutions; (4) Even political leaders are being forced to take an unpleasant position of committal to one side or the other.

The day is approaching twilight when any man in business will be able to maintain a position of neutrality. The hour of open hostilities between these two forces is about to break on Main street in every community. The local merchant cannot much longer close his eyes to the facts and still delay the closing of his doors.

When will you independent merchants wake up to the fact that a new declaration of independence is already in the process of writing? When will your dull ears begin to hear the distant thunderings of Lexington and Concord, where the first skirmishes between the independents and syndicates are already being fought out where merchants in other communities have already opened fire?

In the name of American Liberty in business, wake up to realities. This is no child's play. It isn't even a question of "competition." It is war; and war to a finish. Not with bullets, but with dollars. No blood will be spilled, we pray; but profits will be spilled, instead. This merciless monster will not die without a struggle. He is going to strike back, without conscience. General opposition to the syndicate system is going to bring out facts which will stagger an American public. I venture the guess that even the thugs and killers of the underworld will be brought into use by remorseless leaders of the syndicate world to win, if possible, their selfish ends.

When the man who stands at the helm of our Ship of State must closet himself with this problem alone and consult every oracle of wisdom known to his mighty mind in order that he may be guided over the shoals of this question, it is time we folks of ordinary caliber ceased our ridiculous attitude of unconcern, and set ourselves seriously to cope with the force whose powers are great enough to shake this great country of ours to its very foundations. W. H. Caslow.

Additional Issue

\$4,250,000

Federal Public Service Corporation

First Lien Gold Bonds, 6% Series of 1927

Dated December 1, 1927

Due December 1, 1947

Interest payable semi-annually June 1 and December 1. Coupon bonds in denominations of \$1,000 and \$500. Registerable as to principal only. Redeemable as a whole or in part on the first day of any calendar month, after sixty days' published notice, at principal amount and accrued interest plus a premium of $\frac{1}{2}$ of 1% for each year or fraction thereof that payment is anticipated, such premium not to exceed 4%. Principal and interest payable at the office of the Trustee, in Chicago; interest payable also at Bankers Trust Company, New York City.

CHICAGO TRUST COMPANY, CHICAGO, TRUSTEE

Interest payable without deduction for normal Federal income tax not in excess of 2% per annum. The Minnesota three mills tax, Pennsylvania, California and Connecticut four mills tax, Maryland four and one-half mills tax, District of Columbia and Kentucky five mills tax, Michigan five mills registry tax, Iowa six mills tax, and Massachusetts 6% income tax on interest will be refunded by the Company upon proper application to Trustee within ninety days after payment but not later than one year after any such tax shall become due and payable, to holders resident in those states.

Application will be made to list these additional Bonds upon The Chicago Stock Exchange

Mr. Perry O. Crawford, President of the Corporation, summarizes his letter, dated July 8, 1929, as follows:

COMPANY: Federal Public Service Corporation is incorporated under the laws of the State of Delaware. Through its present subsidiary companies and those about to be acquired there is furnished electricity for power and light, gas for commercial, domestic and industrial purposes, water, telephone, steam heating, ice or cold storage service in important and prosperous sections of the country. A total of 166 communities, located in 13 states, having a combined estimated total population in excess of 550,500, is served. The companies serve a total of 55,009 customers. Properties of the subsidiary companies are maintained in a high state of efficiency and are well located or grouped for economical operation and expansion. Located in the territories served are prosperous coal, iron and zinc mining, lumbering, cotton ginning, farming, dairying, industrial, financial and manufacturing centers, creating a steadily increasing, diversified demand for service.

CAPITALIZATION: Giving effect to present financings, outstanding capitalization of the Company will be as follows:

	Outstanding
First Lien Gold Bonds, 6% Series of 1927, due December 1, 1947 (including this issue)	\$9,000,000
Three-Year Convertible 6% Gold Notes, due July 1, 1932	4,000,000
6 $\frac{1}{2}$ % Cumulative Preferred Stock (\$100 par value)	2,500,000
Common Stock (without par value) 100,000 shs. Additional Bonds may be issued in series under restrictions of the Trust Indenture.	100,000 shs.

EARNINGS: Consolidated earnings of the Company and subsidiary companies, based upon the reports of certified public accountants, after giving effect to present financings and the acquisition of the new subsidiaries, for the twelve months ended April 30, 1929, and, as to certain subsidiaries, for the twelve months ended March 31, 1929, (excluding non-recurring charges of \$168,684 and interest and dividend charges on funded debt, preferred and common stocks for the acquisition and/or retirement of which funds deemed ample will be deposited) were as follows:

Gross earnings	\$3,030,253
Operating expenses, including maintenance and charges on subsidiary securities, but before depreciation and Federal income taxes	1,759,310
Balance	\$1,270,943

We offer these Bonds when, as and if issued and received by us, subject to approval of Counsel.

Price 95 and Interest, yielding over 6.46%

E. H. ROLLINS & SONS

Founded 1876

GRAND RAPIDS

BOSTON NEW YORK PHILADELPHIA CHICAGO DENVER SAN FRANCISCO
LOS ANGELES LONDON

The above information has been obtained from reliable sources and, while not guaranteed, is believed to be accurate.

MOVEMENTS OF MERCHANTS.

Lake Odessa—Frank Darling & Son purchased the meat market of J. R. Jordan.

Alpena—Raymond J. LaBonte succeeds Davis & LaBonte in the drug business.

Standish—Seaton & McCready succeeds Forsyth & Seaton in the drug business.

Three Rivers—Roy Gleason has opened a modern meat market at 604 Main street.

Alba—W. E. Winship & Co. have discontinued their grocery and meat business here.

Cheboygan—A. L. Rothdow has sold his meat market at 425 North Main street to Robert Burrows.

Mt. Clemens—M. S. Friedman, proprietor of Friedman's Shoe Store, has removed his stock to Detroit.

Saginaw—The American State Bank of Saginaw has increased its capital stock from \$300,000 to \$400,000.

Battle Creek—The McSherry Drug Co., 415 Maple street, has changed its name to Bull's Pharmacy, Inc.

Hart—The Lattin Drug store has installed a new fountain, furnished by the Hazeltine & Perkins Drug Co.

Wayland—Cozen's Market is being rearranged, new shelving is being installed and the entire store redecorated.

Grand Rapids—B. C. Chapman succeeds the Wade Drug Co., corner Shawmut avenue and Lexington street.

Brown City—G. J. Terry is the new proprietor of the Muma Meat Market, having purchased same from Frank Hill.

Muskegon Heights—Mike Colomino succeeds Chris. Passarelli in the grocery business at New York and High streets.

Norway—The Central Market Co., conducting a chain of stores has purchased the grocery and market of Max Vielmetti.

Detroit—Stanislawa Wielbik has purchased the grocery-market at 3818 30th street which was formerly owned by Lawrence Kowalski.

Benton Harbor—Ed Cryan, proprietor of the grocery and market on Elm street, has opened a branch store at Chicago avenue and Territorial road.

Muskegon—J. O. Bergland, who is in the grocery and meat business at 1953-57 Lake Shore Drive, is erecting a store building at Walnut and Thomas streets.

Flint—The Hynds Drug Co. has opened a second drug store at 3205 North Detroit street. The Hazeltine & Perkins Drug Co. furnished the stock and fixtures.

Muskegon Heights—The store building and grocery stock of Chris Mitchell, 1862 Getty avenue, were badly damaged by fire, entailing a loss of about \$1,800.

Lowell—John Borgerson has sold his grocery stock and store fixtures to Sand Lake parties and leased his store building to the chain bazaar store of Frank's 5c & 10c Stores.

Detroit—H. Waszelewski succeeds V. W. Gomolowicz in the shoe business at 12944 Michigan avenue, continuing the business under the same style, the Fordson Shoe Store.

Bronson—The drug stock of the Van Antwerp Drug Co. has been removed from Kalamazoo to this place, where business will be continued under the name of the Bronson Drug Co.

Holland—R. Tromp has sold the City Sign Co. to Adrian Klaasen, who will continue the business under the same style. The company does commercial sign work of all kinds.

Battle Creek—The Helmer Farm Nursery, R. F. D. 6, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Vicksburg—Herman S. Faust has resigned as agent for the Railway Express Co., a position he has held for sixteen years and will devote his entire attention to news stand, confectionery and cigar business.

Muskegon—Dirk Wolffis has purchased the interest of his brother in the wholesale feed and grain business of Wolff's Brothers, 296-300 Water avenue and will continue the business under his own name.

Muskegon—Jay F. Zimmerman and Harvey P. Sicard, associated drug store proprietors, have opened a new store at Evanston avenue and Cottage Grove street, under the style of the Community Pharmacy.

Royal Oak—The Clawson Lumber Co., 911 South Main street, has been incorporated with an authorized capital stock of \$10,000 common and \$20,000 preferred, \$30,000 being subscribed and \$3,000 paid in in cash.

Detroit—The Park Shop, Inc., 729 Penobscot Bldg., has been incorporated to deal in women's wearing apparel with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The Modease Health Shoe Co., 30 John R. street, has been incorporated to deal in all kinds of footwear, with an authorized capital stock of \$10,000, of which amount \$6,700 has been subscribed and paid in.

St. Clair Shores—The Lake Shore Finance Corporation, Lake Shore State Bank Bldg., has been incorporated with an authorized capital stock of \$100,000, of which amount \$30,500 has been subscribed and \$4,000 paid in in cash.

Detroit—The Royal Ice Cream Co., 5326 Riopelle street, has merged its business into a stock company under the same style with an authorized capital stock of \$44,000, all of which has been subscribed and paid in in property.

Frankenmuth—The Star of the West Milling Co., has merged its flour, grain and fuel business into a stock company under the same style with an authorized capital stock of \$70,000, \$65,000 of which has been subscribed and paid in in property.

Detroit—The Louis & Company 5c to \$5 Stores, 1707 East Jefferson avenue, has been incorporated with an authorized capital stock of \$100,000 preferred and 2,000 shares at \$1 a share, \$17,001 of which has been subscribed and paid in in cash.

Lansing—The Bonkura Products Co., Inc., 801 South Chestnut street, has been incorporated to deal in medicinal compounds and patent medicines,

with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Grand Rapids—The Henry Riechel Drug Co. has installed new soda fountains in the A.D.S. drug store on West Bridge street and the store at the corner of Stocking avenue and Fourth street. They were furnished by the Hazeltine & Perkins Drug Co.

Saginaw—Cohen's Garment Shop, 414 Genesee street, has merged its business into a stock company under the style of Cohen's, Inc., with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in, \$16,781.50 in cash and \$8,218.50 in property.

Lansing—R. L. Boelio, who conducted a furniture store here from 1920 to 1924 and retired to engage in the real estate business, has leased the stores at 410-412 North Washington avenue and will occupy the space with a complete stock of furniture and household furnishings about August 1.

Detroit—The Detroit Food & Household Exposition, Inc., 4464 Cass avenue, has been incorporated with an authorized capital stock of \$20,000 preferred, 10,000 shares class A at \$1 a share and 10,000 shares of B at \$1 a share, \$20,000 being subscribed, \$2,000 paid in in cash and \$10,000 in property.

Lake Odessa—Mrs. Mary Burke, of the Hotel Burke, is taking a well-deserved vacation, and with her sister, Mrs. Ellen Wentworth, of Lansing, is on an auto tour through the West, Los Angeles being their final destination. During her absence the Hotel Burke is being managed by Mrs. Elizabeth P. Crawford, of Evart, Michigan.

Kalamazoo—A change in management at the Park-American Hotel is announced. W. H. Wells, formerly with the Elks Club Hotel, Indianapolis, and the Severin Hotel of the same city, has replaced Harry Leuthi, who came to Kalamazoo when the New England Hotels Co. originally purchased the Park-American from Charles B. Hays. Mrs. Wells accompanies her husband to Kalamazoo.

Lansing—Plans for the annual picnic and celebration of the Grocers and Meat Dealers' Association, which will be held at Lakeside park, Pine lake, next Wednesday, were completed Saturday, and indications are that the affair will attract a record-breaking attendance. City officials, bankers and other business men of the city will join with the grocers and meat dealers in the celebration. The city hall will be closed and the mayor and other officials will spend the day at the amusement park. A program of entertainment has been arranged. Prizes will be awarded to the winners of various athletic events. A picnic dinner will be a feature.

Grant—The Community building was well filled last Tuesday evening at a farewell party given for Mr. and Mrs. Herman McKinley, who will soon move to Fremont. A short program was given and this was followed by a lunch. Dr. D. Lettinga, in behalf of the local Chamber of Commerce presented Mr.

McKinley with a desk set and Mrs. C. A. Graham, in behalf of the Ladies' Aid society of the Grant Community church presented Mrs. McKinley with a punch bowl. This gathering was both a farewell to Mr. and Mrs. McKinley and a welcome to Mr. and Mrs. F. E. Townsend, who recently came here from Hart. Mr. Townsend is the new Cashier of the Grant State bank.

Manufacturing Matters.

Flint—The Superior Felt Products has increased its capital stock from \$25,000 to \$150,000.

Albion—The Decker Screw Products Co., has increased its capital stock from \$150,000 to \$300,000.

Detroit—Burwood Carved Products Co., 469 Ledyard street, has increased its capital stock from \$50,000 to \$150,000.

Cheboygan—The Cheboygan branch of the Alpena Garment Co. opened for business July 15, with over 100 employees.

Plainwell—The Scott Engineering Co. has been incorporated with an authorized capital stock of \$50,000, of which amount \$29,020 has been subscribed and \$5,000 paid in in cash.

Premature Statement Proved To Be Unfounded.

Lansing, July 16—In our opinion, and according to our past experience, we believe that the Michigan Tradesman intends to be fair and honest in news matter and other information published.

In your issue dated July 10, 1929, a news item appears under a Lansing heading which, as published, is incorrect and misleading. We believe you will be glad to publish the correct information, and in behalf of the retail and wholesale interests involved, we respectfully ask that this letter be published in your next issue.

You mention the "R" members of Lansing seeking a new wholesale source of supply and being offered the stock of the Elliott Grocer Co., but that retail dealers had peremptorily and unanimously declined to take the merchandise, due to the fact that the stock was depleted and consisted of a large amount of unsalable merchandise.

The undersigned, together with G. C. Reutter, Lansing; Charles Affeldt, Lansing; and Guy S. Thorburn, of Mason, were appointed a sub-committee to confer with the Elliott Grocer Co., and examined its stock and warehouse.

This committee, all members attending, visited the warehouse and examined the stock on the afternoon of July 10, 1929, which, you will note, is the same date as your issue containing the article in question. We are glad to state that we found this stock to consist of stable, seasonable items in good condition, and of stable salable merchandise. The stock was well assorted and contained but very few items which might be classed as unsalable or even slow moving merchandise.

As yet, no definite action has been taken by the retail group as to whether or not they will accept or reject the stock of the Elliott Grocer Co. and you can therefore see that several incorrect statements were made in your previous article. Therefore, this committee, consisting of retail merchants, desires to have you publish this letter in contradiction of the previous article published by you.

O. H. Bailey,
John J. Beeman,
Committee Retail Grocers.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.65 and beet granulated at 5.45.

Canned Fruits—Both the Oceana county and Grand Traverse county canners started canning cherries this week. They are paying 7c per pound in Traverse City and 7½c per pound in Oceana county. The trade here looks forward to opening prices on California canned fruits this week, possibly to-day. A rather high opening on the entire line is expected. With the comparatively small carryover of canned fruits in California and in all the important distributing markets and the curtailed productions that this year's crops in the Coast State indicate, the whole canned fruit situation has the prospect of a steady, firm market, providing of course that the opening is not too high.

Canned Fish—Pink salmon is in much lighter supply than it was a few weeks ago, some of the largest operators being altogether cleaned out. Many of the cheap sellers have sold out the stocks that have been having a rather depressing effect on the market and consequently a noticeably firmer tone is noted. There are some pale pinks still on the market but not a great quantity. Reds are also firmer and are moving better. In regard to the pack in process in Alaska, favorable reports are being received and conditions so far in the season appear to have been normal. A heavy pack of pinks is expected generally and a shorter pack of reds is looked for, in comparison with last year. The spot market on Maine sardines registered advances last week, reflecting a higher market at the source. Fish have been running very light this season and if such conditions continue there will be a short pack and still higher price levels. The trade here looks for a heavier run of fish during the remainder of the season, however, and there has been no heavy buying in anticipation of a reduced output.

Canned Vegetables—There has been a normal movement, but nothing spectacular has occurred in the way of trading. Buyers show interest in 1929 string beans from the South, but there is a wide range to the prices being asked for spots, and there are many degrees of quality in the various packs being offered. Tomatoes are quiet and unchanged, with standard 2s quoted firmly at \$1.30 a dozen. Futures are rather quiet, though steady. Corn is dull and there is not a great deal of activity in peas.

Dried Fruits—There is now no great quantity of good California prunes here, the shortage appearing most acute in sizes from 30s to 50s, which are the most popular sellers just at present. In dried apricots and peaches activity has not been unusual, but a normal movement continues and prices are generally quoted very firmly. There have been no quotable changes in either of these two fruits. The minor dried fruits, as well as raisins, have been devoid of trading features, and market situations remain unaltered. Opening prices have been given out by importers on 1929 crop

Smyrna figs for future delivery, and they are about on the same levels that they were at last year's opening. The crop prospects abroad are said to give promise of a production practically equal to that of 1928. Reports from California state that the dried fruits market there rules quiet on spot goods, as the small supplies on hand are not conducive to active trading. Futures can hardly be considered yet in any active way, and until the trade has an opportunity to get values established on new crop dried fruits, little activity can be expected. The whole market is very firm, however. Prospects of short crops would lead the trade to anticipate high opening prices on the entire line.

Nuts—Trading in nuts was light last week, distributors here requiring only occasional fill-in orders to carry them through this period of low consumption. No inclination is shown to stock up for any time in advance, a hand-to-mouth policy prevailing everywhere. There were no developments of importance, either in the local market or in the primary source abroad, and price levels on both shelled and unshelled nuts maintained an even tone, with no outstanding fluctuations. Large stocks of old crop nuts in the shell are not being carried, generally speaking, and first hands have practically discontinued offering. Importers are low in their supplies of nut meats, and there is no pressure to sell as foreign markets do not have the necessary stocks for replacement, and when they have the price range is generally too high to attract buying. Remaining unsold stocks of French walnuts in first hands are exceptionally small, and most offers being made now consist of nuts of inferior quality.

Rice—As reflected by the present range of prices the rice list has firmed up and new gains were made by Blue Rose on business transacted during the past week. June distribution is reported at 650,000 pockets as against receipts of only 192,000 bags. Total stocks as of June 30 are placed at 865,000 pockets, of which 207,000 pockets are Blue Rose in the hands of association mills. Most recent statistics on the new crop may be said to be equally bullish, the July 10 Government report estimating the area planted to rice at 883,000 acres as compared with 965,000 acres last year—a decrease of 8½ per cent. On the basis of July 1, crop condition of 83.7 per cent. on the above mentioned acreage, the Government report forecasts a harvest of only \$2,686,000 bushels. All indications point to further advances. Growers expect a 5c market and in most conservative trade quarters 4½c to 4¾c extra fancy Blue Rose is looked for, which would justify the inference that purchases at present levels are certain to yield good profits.

Sauerkraut—Trading in bulk kraut continues slow, comparatively speaking, although the local market does a fair business in bulk all the year around. Sales of canned kraut are steadily increasing in the retail market. Futures are quiet.

Vinegar—Brisk business is reported all along the line. There has been no

alteration in prices, which are firmly quoted.

Review of the Produce Market.

Apples—\$3 per bu. for Duchess and Red Astrachan.

Asparagus—Home grown, \$1.40 per doz. bunches.

Bananas—6½¢@7c per lb.

Beets—Home grown, 50c per doz. bunches.

Blackberries—\$3.25 for 16 qt. crate.

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

Butter Beans—\$3.50 per bu. for home grown.

Cabbage—\$1.40 per bu. for home grown.

Cantaloupes—California stock is held as follows:

Jumbos, 45 ----- \$4.25
Jumbos, 36 ----- 4.00
Flats ----- 1.75

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

Cauliflower—\$3.50 per doz. for Ill.

Celery—Home grown, 50c 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 quart crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$8.50
Light Red Kidney ----- 8.75
Dark Red Kidney ----- 8.75

Eggs—The market is firm and higher prices are anticipated. Local jobbers pay 31c for strictly fresh, candled.

Egg Plant—15c apiece.

Garlic—23c per lb.

Green Corn—50c per doz.

Green Onions—Shallots, 40c per doz.

Green Peas—\$2.50 per bu. for home grown.

Green Peppers—60c per doz.

Honey Dew Melons—\$2.50 per crate.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$7.50
300 Sunkist ----- 7.50
360 Red Ball ----- 7.50
300 Red Ball ----- 7.50

Lettuce—In good demand on the following basis:

Imperial Valley, 5s and 5s, crate \$4.50
Garden grown, per bu. ----- 75c

Limes—\$1.25 per box.

Mushrooms—65c per lb.

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

126 ----- \$7.50
150 ----- 7.50
176 ----- 7.00
200 ----- 5.50
216 ----- 4.75
252 ----- 4.00
288 ----- 3.75
324 ----- 3.50

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

Parsley—\$1 per doz. bunches.

Peaches—Elbertas from Georgia command \$4 per 6 basket crate.

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

Plums—\$2.75 per 4 basket crate for Calif.

Potatoes—\$6 for Virginia stock.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 27c

Light fowls ----- 23c

Heavy broilers ----- 28c

Light broilers ----- 20c

Radishes—20c per doz. bunches.

Raspberries—Red, \$3.50 per 16 qt. crate; black, \$3 ditto.

Spinach—\$1.20 per bu.

Tomatoes—\$2 per 10 lb. basket home grown hot house.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 22c

Good ----- 18c

Medium ----- 15c

Poor ----- 10c

Watermelons—40@50c for Florida.

Whortleberries—\$4.50 per 16 qt. crate.

Corporations Wound Up.

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

General Gypsum Co., Detroit.
G. H. Sherman Underwood, Detroit.
Kramer Manufacturing Co., Detroit.
Coughlin Theatrical Enterprise, Inc., Detroit.

Alfred A. Panyard Sales and Service Corporation, Detroit.

Carlin Plater, Inc., Detroit.

Williamston Oil and Gas Co., Williamston.

Property Service Corp., Ferndale.

American Contract Co., Detroit.

Hyssop Distributing Co., Detroit.

Dabrooks Perfume Co., Grand Rapids.
Chesaning Manufacturing Co., Chesaning.

Industrial Liquidation Corp., Detroit.

Neighbor Tire and Repair, Detroit.

Kalamazoo Amusement Co., Kalamazoo.

Superior Incinerator Co., Detroit.

Fleming Motors Sales, Inc., Hamtramck.

Stevens Motor Car Co., Lansing.

Celite Products Co., Detroit.

Washington Tire and Battery Co., Bay City.

Kinney Sand Co., Benton Harbor.

Entroth Shoe Co., Grand Rapids.

Buskirk Baking Co., Grand Rapids.

Rollins, Burdick, Hunter Co., Grand Rapids.

White Pine Copper Co., Calumet.

Flint Beverage Co., Inc., Flint.

Kretsch Brothers, Inc., Detroit.

United States Tire Co., Detroit.

Emporium Escanaba Co., Escanaba.

Shulters Granite Co., Battle Creek.

Wonnacott-Eldridge Co., Port Huron.

Gabby Gleanings From Grand Rapids.

Grand Rapids, July 16—Lee M. Hutchins, President of the Hazeltime & Perkins Drug Co., is indulging in the first summer vacation he has taken for thirty-one years. He is spending the time with relatives in Boston.

Rev. M. E. Trotter is now entrenched in the cottage formerly owned by Herman Dosker at Macatawa Park. Reconstruction and rejuvenation of the property was largely accomplished while Mr. Trotter was on his trip around the world.

It is usually on our detours that we pick up the tacks.

THE MILWAUKEE PLAN.

It Is Now Installed in Eighty Stores.

A year ago, at the New Orleans convention, I gave a brief outline of the plan of store rearrangement that was going on in Milwaukee to help keep the independent grocer in business. Since then we have developed our plan so that it is now known the country over as "The Milwaukee Plan"—Store Rearrangement with No Strings Attached—A Program which does not tie the Independent Grocer up in Obligations to Anyone. To date we have re-arranged eighty stores.

Back in April, 1928, we held several meetings with food and allied food lines to interest them in our new program of store rearrangement to help the retail grocer. An organization was formed, called the Better Grocers Division of the Milwaukee Retail Grocers Association, consisting of wholesale grocers, wholesale coffee roasters, wholesale bakers, Wisconsin Dairy Council, Wisconsin Bottlers of Carbonated Beverages Association, merchandise brokers, wholesale biscuit companies, wholesale cheese companies, manufacturers, miscellaneous canners, miscellaneous and national manufacturers. Each group appointed one of their members on the finance committee to call on firms doing business with the retail grocers, to sell them on the idea of store rearrangement, and also ask them for financial aid by taking out memberships in this new organization. The response was gratifying, nearly \$6,000 being raised in a short time.

In control of the money and generally overseeing the Milwaukee plan is an executive committee of seven members, three from the Association and four from the allied food group. Our executive committee held many meetings to develop and get this plan under way. We are very fortunate to have the hearty co-operation of the food and allied food lines, and appreciate very much their financial support and the faithful work of the executive committee.

A supervisor familiar with store rearrangement was employed to take actual charge of the work. This gentleman had a wide experience in this line of work and was of great assistance to the committee. We also engaged the services of a merchandising company at considerable cost to help plan and arrange stores, but after a few months' trial, we found that this company was not accomplishing the results we expected. Their plan for the stores were more or less standardized and did not fit in with the individual needs of the retailer.

To interest the retailer we held mass meetings and had speakers give demonstrations and talks on store rearrangement. We, in Milwaukee, in our first year's experience found that many of the retailers did not respond readily to the idea of modern stores, and for that reason had to go along very cautiously and gain their confidence. That particular problem is one to be found everywhere. After a number of stores had been rearranged,

it was a much easier task to get more retailers interested. At first we did the work of supervising store rearrangement gratis to the retailer, but since the first of this year, a service charge of \$15 is collected from the retailer to pay part of the actual expense involved in the supervision.

Before rearranging is begun a contract is signed by the retailer, after which our store supervisor starts work by making drawings or blueprints covering the complete rearrangement and reconstruction of the fixtures. These plans are then presented to the grocer for his approval before any work is started. It will interest you to know that in no case are any two stores arranged exactly alike, due to the dimensions of the rooms varying to a large degree.

Location of windows, radiators, lights, stairs and entrances also have a great deal to do with the way a store is planned. The type and amount of stock the grocer carries also makes a difference. Then there is the class of trade to be considered. Therefore, every store must be an individual one and not standardized, which requires the personal supervision of a competent man familiar with modern store arrangement.

After getting the assurance of the grocer that the plans are satisfactory, our supervisor then proceeds to get carpenters and painters and store rearranging is under way. Our carpenters are instructed to use as much of the old equipment as possible in rearranging a store, thus saving the grocer expense of getting new material. Merchandise from the shelves is placed in egg and orange crates, away from the wall, leaving plenty of room for the carpenters to work. We try to build our shelves six or seven feet high and 10 or 14 inches deep, according to the amount of stock and the variety of goods in the store. The length of a section of shelves is 3 or 3½ feet. Sections more than 3½ feet long will sag in a few months. If the shelves are shorter than 3 feet they look scrubby and box-like. Between shelves we have a clearance of 10 inches, with the exception of the bottom shelf where there is 13 inches. The smaller size shelf will hold 3 cases of No. 2 cans and the larger shelf will hold 4 cases of No. 2 cans, and makes an ideal size of shelf. Every effort is made to open the aisles leading to the shelves, so that the public can wait on themselves if they choose.

When the new shelves are finished and painted, the grocer begins to replace his stock, regrouping and arranging his lines according to the plans. The arrangement of items depends on whether the store is arranged according to the "center-island" or "counter-in-rear" plan. Practically all the new stores in Milwaukee have the "island" type of arrangement. The store is departmentized into about fifteen sections, such as coffee, cookies, canned vegetables, canned fruits, fresh fruits and vegetables, etc. In many of the stores a fruit and vegetable rack is built, the size varying from 8 to 14 feet, according to the size of the store. Above the fresh fruit and vegetable

rack two shelves 10 inches high are constructed, on which are placed articles used in salads, such as salad dressings, cherries, etc. Special racks are built for brooms and paper bags.

After the store is rearranged the retailer conducts a remodeling sale to acquaint the people with his newly arranged store. At these sales many favorable comments have been made by the patrons. The cost of rearranging varies from \$90 to \$350, depending upon the necessary alterations, and it takes from ten days to two weeks to complete a store. In addition to this expenditure, many retailers also buy added equipment, such as show cases, display racks, etc.

Store rearrangement has many advantages, because it gives the retailer a cleaner store, stock turnover, stock control, better display, larger volume, less work, and reduces overhead. We found from practical experience that store rearrangement increases the efficiency and sales of a clerk 33⅓ per cent. Another instance discloses the fact where a customer entering one of our stores with the intention of purchasing one item, while waiting her turn to be served, walked around the open shelves, and the enticing display of food products brought her purchase up to nearly \$5. With the goods on the shelves within the consumer's reach, we have found that from 15 to 20 per cent. of the merchandise is brought to the clerk, which accounts for the increased sales.

Does store rearrangement pay? Listen to this letter from Harry Cavanaugh, who was one of the first grocers to have his store rearranged by our division.

"Sometimes we put off expressing our appreciation of a kind deed or good service until it is so far removed that we neglect it at all. To avoid just this possibility I hasten to take this opportunity of telling you how delighted I am with the modern rearrangement of my grocery store.

"I will be very frank and say that when I was first approached on this matter I was very incredulous and felt it was just one more fad through which possibly someone other than myself would benefit. I consented, nevertheless, to have my place of business rearranged and modernized under your supervision and I wish you could really know, not only what an improvement has been accomplished, but to what extent it has really stimulated and increased my business. Over 90 per cent. of my customers have complimented me. I know it has brought new trade into my store and that it has given me and those associated with me a real incentive to merchandise and to take pleasure in our merchandising.

"I believe I have increased my efficiency in satisfactorily taking care of my customers by 50 or 60 per cent., and it is surprising how many steps I have to take less in a day to properly wait on my trade and how much easier it is to keep my store in spick and span tidy order all the time.

"Of course, the big item is increased sales, and the story is best told when I assure you that my sales have increased materially.

"I felt that I would be selfish and unappreciative if I did not tell you all this and likewise tell all my friends in the grocery business that, to my mind, the campaign you are putting on is a real service to the grocery trade and well worth the attention and consideration of every man in the grocery business who realizes that this is a day of specialization and modern methods; they hope to succeed against the strong, intensive competition the grocery business, as well as every other line of business is confronted with."

The cost of supervision for the first year will amount to approximately \$4,500. Mistakes were made, which, of course, had to be paid for, and for that reason the cost of supervision for the second year will be much less.

Retail grocers in every section of the United States are looking for a practical plan for store re-arrangement. There are many concerns who are trying to do this work, but not to the advantage of the retail grocer.

Otto P. Kugler,

President Milwaukee Retail Grocers Association.

Boulder Dam Fallacies Again Bobbing Up.

Los Angeles, July 12—I cannot say I am in accord with the Government's new immigration program, as a result of which the quotas from the Scandinavian countries have been reduced more than two-thirds and from other countries increased in about the same ratio.

The Scandinavians have always been among our highest type of citizens. The great majority of them come from the intelligent, hard-working and law abiding middle classes of their native land, and I doubt if they ever drift into the law defying elements. Can we say as much for those coming from several other European countries? I think not.

A California Superior Judge has just decided that an ordinance recently passed making it a misdemeanor for three or more men to meet in a private home and pull down the shades, is unconstitutional.

"Any ordinance making such action a crime and permitting policemen and others to snoop around and see in will not be upheld by this court. Our laws are framed so as to give reasonable liberty to the greatest number, and though some of our people may be opposed to card-playing, a friendly game among friends, is going to be upheld by me as being in accordance with the constitutional rights of the citizen."

The score card for a perfect husband as codified by some of the women's clubs contains no less than 143 items. In the face of this the conclusion must naturally be that there "ain't no such animal." The perfect husband must not only be a good provider, but a plumber, carpenter and paper hanger. He must yield to his wife's wishes without argument and he must even be polite and hospitable to her relatives. He should be able not only to fix the furnace, but patch his own trousers. It seems to me that the man who can do all this would be foolish to get married and expose his sweet disposition to such a strain.

President Hoover has stopped shaking hands for the balance of the summer, and polite society thinks he will forget to start up again in the fall. I think the sensible people of the Nation would applaud such a course, as it hasn't got a single sensible point in its favor and besides it takes up a lot

of the time which the Government pays him for for bossing the job of "executing." Why not compromise by setting aside a few minutes one day each week or month during which the President might come out on the White House "piazza" and say "Howdy folks!"

That Senator from Maine who wrote a grape-juice house that he "came from a rock-ribbed prohibition state, and was just as loyal to the prohibition element as some of the Southern Democrats are to the Democratic party; that a majority of congressmen and senators feel as I do, but haven't the moral courage to get up and vote their sentiments," does not, to my mind squarely face the issue. There are a lot of congressmen—some of them from Michigan—who are by no means total abstainers, who were elected by prohibition votes and I cannot see why they should not represent their constituents, whether they are voting on the booze question or asking for an increase in the tariff on alfalfa. The time for them to declare themselves is before the ballot is cast, or keep quiet ever after.

Someone has mentioned that one out of five of the present Congress has a war record of some kind—or at least the members describe themselves as patriots of the first water. Maybe this is so when you consider the four minute orator who worked himself into a sweat to tell other people to buy Liberty bonds, or had swivel chairs shot from under them during the active period of our overseas operations. Even some of them who were members of the committees who went down to the depot to see the boys depart for the fields of action might feel they were at least entitled to a medal of some kind, to say the least.

The American Medical Association, in annual convention last week, certainly came out into the open and discussed the matter of medical and surgical charges without mincing matters. A majority of the delegates took the position that the present custom is rotten to the core, and if persisted in would bring forth regulatory governmental control of fees.

Of course this would be going pretty far. The custom of making the richer patients pay a portion of the cost of operating on the poor, offers extenuation for certain phases of this custom, but when the surgeon claims he is entitled to extra compensation on account of the responsibility he assumes, he is not really beside the facts. The patient alone assumes this responsibility. The doctor gets his fee in any event, even if the patient's executors have to pay them.

Chicago during the past year has been the center of a heated controversy over low-cost mass treatment of the sick, particularly in some of its ethical relationships, and only last month the Chicago Medical Society announced a plan for meeting the expense of illness on a cost basis, the patient to pay on the installment plan. The undertaker has already entered the installment business on the rather questionable security offered and the physician would not be going a great deal farther.

One of these days the citizen will be required to carry health insurance just the same as the employer does indemnity insurance nowadays. In certain foreign countries this practice has been in successful operation. Taken on the quantity basis the cost is but nominal to the average individual.

It is a well understood fact that the doctor in China receives compensation only so long as his patron remains in good health. This has a clever ring to it. Perhaps some day we will find such a system has its advantages.

The physicians, as a rule, are not overpaid, but there are exceptions in

this, as well as in the legal and some other professions.

Again Boulder Dam fallacies are bobbing up, and some of the newspapers are taking the position that the Far West states are trying to filch the cost of construction out of Uncle Sam, using Muscle Shoals as a concrete example. The Boulder Dam project resembles the Muscle Shoals project, of unsatisfactory memory only in that both are huge and that both involve dams and power. Aside from that the resemblance ceases.

There was never any expectation that Muscle Shoals would finance itself. It was built with only one object in view—that of providing power for the fixation of atmospheric nitrogen to be used for war purposes, and at a time when no other method of fixing nitrogen was known and when no one had any idea how long the war would last. The ending of the war and the discovery of other and cheaper methods of producing the same results, combined to make it a white elephant. The Government will probably never get out of it even a portion of its cost because of opposition of certain elements in Congress.

Boulder Dam, on the contrary, will be built for three major purposes, none of which are at all likely to disappear, namely flood control, water storage and the production of power for which there is or will be a peace time market in industry and in the home.

Now the strongest argument which has been used against this project has been the fear that the Government would thereby become involved in business which might ultimately lead to Uncle Sam's going into the tooth paste market or the peddling of milk. This objection is answered completely by the announcement that the sale of hydraulic head, or falling water, or potential power, rather than the sale of electricity itself, will answer this question completely, leaving the power business to those who make it their business and understand its problems.

California has already anticipated the ultimate demands of the Government for repayment of any loans which may be advanced by it, by proving to investigators that this market is already in sight, that electricity will be sold to the ultimate consumer at a cost much less than prevails anywhere else and that a vast population will be among its beneficiaries.

I might also further state that the postal officials are also using every effort to convince the gullible public that there has not been one single legitimate Boulder Dam real estate proposition offered the public that will stand the acid test. In this instance there "isn't going to be no core."

Frank S. Verbeck.

Weather Helps Candy Sales.

Two kinds of candy have benefited particularly from the warm weather experienced during the past month. One is the special packing offered for week end trips and the other is the type of small package and bar candy which is in active demand at the beaches and parks. The Summer demand for both began earlier than usual this year, and returns from these sources promise to run into record figures. City sales have also kept up well, candy partially taking the place of heavier foods with thousands of consumers. Chewing gum sales have also mounted with the thermometer, and also give promise of reaching new volume records.

Cash in on conditions which other men deem hopeless.

To Price Spring Underwear Soon.

A fair volume of business is being done informally in "athletic" types of men's underwear for next Spring, but most of the leading lines of lightweight goods will not be priced until about Aug. 1. Some, however, will be opened next week, and all signs point to liberal early buying. One concern which will show its new goods next week, for example, expects to sell half of its season's production during that period. Indications are that prices will in general show no material change from those now current. Job-

bers continue to duplicate on lightweight for the current season, and selling agents expect this to run through most of next month.

Making a Start.

"Grocery butter is so unsatisfactory, dear," said the young wife, "I have decided to-day that we would make our own."

"Oh, did you?" said her husband.

"Yes, I bought a churn and ordered buttermilk to be left here regularly. Won't it be nice to have really fresh butter?"

Heinie And His Orchestra

Brunswick Recording Artists

Delighting West Michigan Dancers

AT RAMONA GARDENS

(Reed's Lake, Grand Rapids)

Wonderful Music! Delightful Programs!
Popular Prices!

Dancing 8:45 until Midnight Every Night
Except Sunday and Monday

12 MILLION PEOPLE can't be wrong every day

The phenomenal growth of Kellogg's Corn Flakes in the public favor year after year is surely one of the greatest tributes that can be paid to any ready-to-eat cereal. Only the high standard of quality and excellence could have secured such a universal verdict in a world-wide market.

Kellogg's Corn Flakes afford an opportunity to a live wide awake grocer for increased volume when properly presented and persistently brought to the attention of customers.

Ask the Kellogg Salesman for a window display featuring this product.

Kellogg's

**CORN
FLAKES**



THE CITY OF THE FUTURE.

The City of the Future has always been a favorite topic of prophecy. It is almost inevitably depicted either as an imaginary Utopia or as a noisome, densely packed and ugly conglomeration of buildings where man clings to an uncomfortable and precarious existence. No middle course is possible where imagination has this unfettered sway.

Before the League for Industrial Democracy a vivid picture of to-morrow's city which clearly falls into the second of these possible categories has been presented by Stuart Chase. With an ever-weakening substructure for the support of its high towers, with its streets choked with carbon monoxide gases and presenting a perfect target for airplane bombs of explosives, poison gases or yellow fever cultures, his city is the home of the damned.

This sort of thing has been said for years. Even before the development of skyscrapers, automobiles and airplanes similar prophecies were made, and, while the dangers of city life were somewhat different, they were no less real. Urban communities could not hope to escape the spread of disease and pestilence.

Yet somehow we have largely escaped most of these dangers so far. The progress of medical science has stamped out plagues and the city today has shown itself to be as healthy as the country.

New hazards have been created, of course. We have no idea of denying Mr. Chase's thesis that the way we are building and overcrowding our large cities presents a challenge to those charged with the city's future development if life is not to become intolerable. But we do object to the deep gloom with which he regards the future. It is more probable that history will repeat itself and that the City of the Future will be neither a Utopia nor a Hell. It will have the problems and the dangers inherent to any large grouping together of mankind—and one hundred years from to-day prophets will still be foretelling its early collapse as they have always done in the past.

BOY SCOUTS' JAMBOREE.

In August there will be held in England an international convention of an unusual sort. Fifty thousand Boy Scouts will assemble at a jamboree camp of the movement started by Sir Robert Baden-Powell with the publication of his "Scouting for Boys" in 1908. They will come from forty-two countries.

It is hard to estimate the influence of the Boy Scout movement, which today has 1,750,000 members enrolled in its troops, almost half of them in the United States. The activities which it promotes are a healthy antidote to the urban tendencies of an industrial age, and the ideals it seeks to inculcate will always stand the Scouts in good stead when they graduate from the ranks. But perhaps the most significant phase of the whole movement is its international character.

Many travelers from this country have been at first startled and then

filled with admiration when coming upon foreign troops of Scouts in the familiar uniform of cowboy hat, shorts and khaki shirt and with the same resplendent badges upon their proud breasts. They may be met with in Japan or India, in Iceland or Austria. His Majesty Reza Shah Pahlavi is a patron of the Persian Boy Scouts Association and his Majesty King Prajadhipok is president of a similar association in Siam founded by his brother, King Rama VI.

It is impossible not to agree with Sir Robert Baden-Powell when he says, in reference to the forthcoming gathering, "The sight of boys of forty-two different nationalities, differing from each other in color, creed and language, but wearing the same kit and obeying the same Scout law, surely opens up a great vision for the future."

But aside from the significance of the Boy Scouts, a matter with which we trust they themselves are not too deeply concerned, here's hoping that they have a glorious jamboree when they gather next month, fifty thousand strong, in their English camp.

SEASONAL DECLINE LESS.

With more complete data on the half year's operations, sentiment in general business and industrial quarters has seen further improvement. In several important lines records to eclipse all similar periods have been established. The point now being stressed, however, is that the usual seasonal decline is decidedly less marked. In short, some of the basic industries still appear to have enough business, either current or on their books, to keep operating at an unusual rate for this time of year.

In the so-called key industries the decline in building construction has received widespread comment. And yet the figures for June on a seasonal basis showed an upturn. The contract awards for six months have been about \$435,000,000 under those for the first half of 1928. This represents a decrease of approximately 14 per cent.

Apparently, the usual co-ordination between building and automobile output has for the time being ceased. Automobile production for six months has shown an increase of some 45 per cent.

While certain of the basic lines of industry have good reason to feel pleased over accomplishments so far this year, other important branches have still to work into real improvement. Progress has been made in the cotton textile business, but excessive production remains a problem. The same may be said of the oil industry, and the copper industry found that the rise in prices brought the evil of overproduction once more into prominence.

MASS BUYING AND LABOR.

For the first time, so far as known, the influence of mass distribution on labor was brought to the fore in the garment strike, which was settled toward the end of last week after a short stoppage of work. According to the union, chain store, group and other mass buying had resulted in a general lowering of standards. Manufacturers

and jobbers, anxious to obtain large orders, were cutting prices, and labor suffered the inevitable consequences.

The new developments in buying, it seems, caused quite a change of heart on the part of jobbers. The latter in the past have argued that they were not concerned as employers, since their work is let out to contractors. Thus they endeavored to escape any part in labor relations while at the same time they set the prices for the work of contractors, and thus, in effect established the wages which the contractors paid.

As long as the jobbers were allowed this freedom in making prices the union always had on its hands the problem of the "social shops," or the small factories which escaped its regulations.

But in the recent past a different source of price and wage pressure has been applied. The bulk buyers have been using their power to depress prices and working standards. The jobbers have awakened to a new situation and now they appear to be as anxious as the "inside" manufacturers to see that proper standards are upheld. The result has been a strike settlement in which a joint board of all manufacturing interests and the union will be formed to see that proper working conditions are enforced—a coalition, it appears, against the mass buyers who would benefit one section of consumers against another, although smaller, group.

TO USE CONTACT MEN.

In approving the plan to have each house employ a retail "contact" man, directors of the Wholesale Dry Goods Institute advised a step last week which may mean a great deal in overcoming the problems in this field of distribution. These contact men will be employed by the individual firms to aid the small retailers in all merchandising matters, such as store layout, stock and buying control, display, advertising, etc. They will also serve as distributors of the constructive information which the wholesale organization gathers and issues from time to time for the benefit of the stores.

To get this program of aid for small stores under way as speedily as possible, perhaps the first step will be to have the wholesale salesmen posted on at least the fundamentals of efficient retailing. The better type of salesman is in little need of this instruction, since he long ago realized that, to serve his own ends best, a first-class knowledge of retail methods is necessary. On the other hand, far too many salesmen are either mere order-takers or else of the high-pressure type, which appears to believe that a real understanding of the customer's problems is a source of weakness to him in pushing the sale of the products he handles.

The truth of the matter is that the critical conditions faced by the smaller retailers as a result of chain-store competition would probably never have developed to the present stage if better merchandising, and especially better salesmanship, had been practiced by the wholesalers and their selling staffs.

But by bringing in the retail specialist, the jobbers have a means of winning back some of the ground that was lost.

THE ROADSIDE STAND.

A woman began it. She was a farmer's wife and she figured that if she sold a few vegetables and some fruit to wayfarers it would be good money easily won. Another woman, a back-seat driver who turned her car into a market basket, proved that she had figured correctly.

It was a very small business at first, but it prospered. The overhead was next to nothing. The middleman and his profits were eliminated. All business was done on a cash basis. There was no trouble about delivery. The purchaser carried the stuff away. Moreover, it became possible to dispose of many perishable products that could not be shipped to distant markets.

And so the roadside market has become a settled institution with many householders. They do their marketing on week-end trips, combining business with pleasure. They get their chickens, eggs, butter, vegetables and fruit at headquarters.

Moreover, there are farmers' wives who have achieved fame as bakers, and these sell cakes and pies and loaves of bread, white, whole wheat and raisin. Michigan has many such women.

The roadside stand has grown in usefulness and in beauty also, for it is a poor salesman who does not learn at last that a good-looking display helps trade. It shows again how small individual enterprises may spring up in a day of gigantic combinations.

MIDGET MONEY.

The new English bank notes of ten shillings and one pound, which were first issued after the war, received the popular nickname of "Bradburys," in honor of the Treasury official whose signature they bore. The new American paper currency, which seems to be making a hit with all except the busy bank folk who are besieged by requests for "samples," is not likely to be called for its originator, Mr. Mellon, since it involves no innovation in the matter of denominations but simply in size. They will make counterfeiting more difficult of execution and easier to detect by the non-expert and will effect no inconsiderable saving to the Government. These positive advantages offset any temporary inconvenience to the public in having to handle bills of two different sizes. But, large or small, every Treasury or bank note will continue to be backed by the best credit that currency can possess.

DRY GOODS CONDITIONS.

With the weather pretty hot at times for comfortable shopping, the usual summer letdown in retail sales was observed during the week, but the demand for seasonal goods was well maintained and reports from local and out-of-town stores seemed to indicate that a very fair volume was done. Several new vogues have contributed a great deal to the active movement of merchandise, and this is finding reflection in increased sales of summer apparel and resort accessories.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Last Saturday was another warm day—too warm to work after putting in a full week in a hot office—so we hugged the Lake shore, where the fresh air blowing in from the cool water was very refreshing. A left turn on U. S. 31, half way between Ferrysburg and Muskegon Heights, brought us to a North and South road running South of Mona Lake, which appears to be growing in popularity as a summer resort every season. Paul Rader has made many improvements on the property he purchased a few years ago at the mouth of Mona Lake. His bathing beach is fully equal to the famous beach at the oval at Grand Haven and would probably be as well patronized if more parking space was available. This will probably come in time, but M. Rader evidently places more reliance on eating and sleeping accommodations to attract crowds than bathing facilities.

Continuing on North over a hard-pavement the driver reaches Sherman boulevard, which runs West to the Lake, where a bathing beach has been established by the city of Muskegon. It looks like a bathing beach in the making, but at the present time it is about the poorest excuse for a public function of the kind anywhere on Lake Michigan. It does not impress one as the way Muskegon usually does things. In many respects Muskegon has dealt very generously with her people. In this particular instance she has handled herself very niggardly.

The oil well district is very interesting, as all new oil well localities are bound to be. Development operations are being conducted at fever heat. Fortunes are made and unmade in rapid succession. As time goes on it is very evident that Muskegon and Mt. Pleasant are bound to be the center of gigantic operations in the oil well field. A few years hence the same will probably be true of the region between Howell and Ann Arbor, where the Standard Oil Company of Indiana believes the big pool will be found.

Muskegon experienced a new sensation Saturday in the burning of an oil steamer containing 6,000 barrels of crude oil, resulting from a stroke of lightning. The oil released by the conflagration ran over the sides of the vessel, enveloping it in flames several hundred feet high and smoke so dense the outlines of the vessel could not be detected during the course of the fire.

The acre and a quarter of land formerly occupied by the Butterworth & Lowe plant on Huron street and Mill avenue, has been leased to Dudley E. Waters. The lease contains an option to purchase the land outright some time during 1930. Mr. Waters is somewhat reticent on the subject of what he proposes to do with the tract, in case he decides to exercise his option, but it is understood he has about decided

to cover the land with a two-story building, utilizing the first floor as an operative and storage garage and the upper floor as a museum or convention hall. Grand Rapids is in need of both museum and convention hall, but the city should properly supply the former requirement and furnish a fire-proof building, which would enable the institution to attract hundreds of exhibits which the present owners are holding, pending the erection of a fire-proof structure to house their precious relics. An adequate convention hall is one of our most urgent needs at this time. Perhaps the location of such an addition to our civic assets could be improved, but nowhere in the downtown district could so large a space be secured except by the investment of an enormous amount of money.

The manager of a certain jobbing house recently stated to the writer: "I have read your animadversions regarding the sending of buyers to Eastern markets with more than passing interest. Your observations are in exact accord with our experience. For many years we sent a buyer to the New York market once a year, whom we now have reason to believe paid more attention to the entertainment feature than he did to his duties as a buyer. We now send a representative to New York who never accepts a courtesy or commission from any house. We are surprised to note how much cheaper he buys goods than the buyer did who placed himself in harmony with the seller by accepting entertainment."

Her face, seamed and wrinkled, showed that the sunshine had not been too familiar with it, but rather it had the look of being shut up in dark unwholesome rooms. It was shriveled and pale like an old potato that has lain for months in a damp cellar. She looked doleful enough to be used for a dummy in front of an undertaker's establishment. She was a human rain-crow and gave one the impression that if it were not drizzling that clouds or fog would soon appear. There was nothing cheery or hopeful about her appearance. In fact, there were no bright days for her, she never saw the sun except through smoked glasses. Yet she felt "called" to visit the sick and sorrowing, entirely unconscious of the fact that she was a misfit and that afflicted humanity did not need her doleful presence.

What does a man care about purity? He expects it in his own wife, of course, because she is his own property, and he believes in property rights. But more often than otherwise he devotes his life after marriage, if not previous—to the pleasure or duty, as some seem to make it appear—to investigate the virtue of as many girls as possible. If they were in earnest regarding investigations, if it were for the betterment of humanity, all would be well. But I have noticed it is the man with money and one seldom beyond the middle age who is most anxious about the welfare of beautiful and innocent young girls. On that awful day when the secrets of each

heart shall be revealed, how astounding will be some revelations.

Strange that a man with a past written all over his face in unmistakable lines is always searching for some other woman than those who helped him, willingly or otherwise, to make his past. Is it because he does not want a reminder of his follies? Or is it rather because he hopes to leaven his sullied soul with the purity and innocence of his bride's unstained body and mind? It is well indeed for him, but what of her?

It is the unsheltered woman who deserves the tenderness, the love and protection of mankind; she who battles against odds, who is always against the tide, who must buffet not only the winds of adversity but the strong tide of human passions. She with her almost weird intuition goes out in the world and wins her way by wit and wisdom and with a brain that has a knowledge of human valuation, but audacity and daring keep her soul from the seductions of evil. None the less evil because it may be veneered by education and convention.

Plutarch was not enthusiastic over, or in favor of fishing, and tells us that it is base, having neither wit nor perspicacity. I agree with him in this respect, that the act of fishing may be enjoyed without a display of wit and is one wherein wit does not concern the fish at all; whether the angler is witty or grouchy is of small moment. The bait on the hook requires a great deal of perspicacity in its selection and arrangement; but when the bait fails to bring the slightest nibble, when the wittiest angler waits for hours with never a twitch of the line, there are times in the lives of men when a great deal of perspicacity has been used.

It is rather curious that women have been among the most masterful rulers of this great world of ours. One has but to think of the East and back to Semiramis. Theodora, however, did not rule alone, but shared the honors with the wisest of Byzantine emperors. Catherine the Great and Elizabeth of England were a few of the brilliant illustrations. And it is worthy of notice that these women were not of the upper strata, but, strange as it may seem, rose from the lowest grades, from the hardest of lives, to supremacy and power.

I feel at times as I did in my first experience on one of those movable stairways, where one steps on a sort of incline and is lifted or rolled up to the next floor, wondering when the top is reached how one would step off. At the top a helping hand was there to steady me as I slid off easily and safely. Just so we are slipping along in this dear world of ours and some time, when or how we know not, the ultimate verge will be reached and we will slide off into the great unknown region, hoping and trusting that the Father's hand will reach us and hold us forever more.

When we have passed through the grand entrance of Eternity, where the sins of the false and untrue cannot enter, and on our rapt vision gleams the glistening garniture of God's realm, when we have escape from the iron gyves that bound and crushed us to earth, when we are beyond the uttermost verge and the soul is blessed by the effulgence of eternal love and the blazing glory of realized hope, then, indeed will we know the meaning of Infinite Mercy.

The gyves and fetters of conventionality cannot entirely repress the old feeling of unrest that is our heritage. A strain in the blood, a quickening of dormant faculties, that in some of us may have slept for generations, awake and the restlessness of dust-blown ancestors comes from the centuries gone by. There comes a sudden call, a yearning for the freedom of an untrammelled life, a life of wandering, of days in the wild woods and nights spent in the open under the moon and stars. We feel the thrill in our veins and find our ears listening for voices or sounds that seem to come confused but fraught with unformulated melody, yet in some mysterious way calling for us to come. The call of the uncivilized to be up and away from the world of work and worry; that is our heritage.

E. A. Stowe.

Minor Not Liable on Contract.

Contrary to the opinion of the majority of persons, the law gives a minor the privilege of rescinding at his pleasure all contracts, excepting those for necessities.

Therefore, a minor who purchases on contract may refuse to pay the account although he disposes of the article either by losing, expending, or squandering it.

For instance, in *Shutter v. Fudge*, 143 Atl. 896, a minor seventeen years old purchased \$415 worth of radio parts from a hardware dealer and used the same for the purpose of building radio sets which he sold to various purchasers.

The minor refused to pay for the parts and the hardware dealer filed suit to collect the account. However, the Court held the boy not required to pay the bill, saying:

"He is supposed to be improvident, and likely to misuse and squander what he receives, that his contracts are made voidable. Where he (minor) has exercised his right to repudiate the contract, the infant may be required to return the consideration, or such part thereof received by him, as still remains in his hands and under his control. But if, during his minority, the infant has lost, wasted, or otherwise disposed of the property or other consideration received under the contract, he may, nevertheless, repudiate it without making restitution."

Can You Blame Her?

"Norman admires everything about me—my voice, my eyes, my figure, my hair."

"And what do you admire most about him?"

"His good taste."

CASLOW AND HIS CRITICS.

Absolutely the Last Word on a Heated Controversy.

Grand Rapids, July 15—Week before last, an article of mine, dealing with independent merchants' buying clubs, was published in the Tradesman. Last week, Messrs. Hanson and Vander Hooning replied. Two things are painfully apparent in both retorts. One was the utter absence of any refutation whatsoever of the contentions which I previously made. The other was their tone of personal invective, rendered in such harmonizing keys as to warrant the suspicion that they were written to fit one another, even though the reader might not know that they were bosom friends.

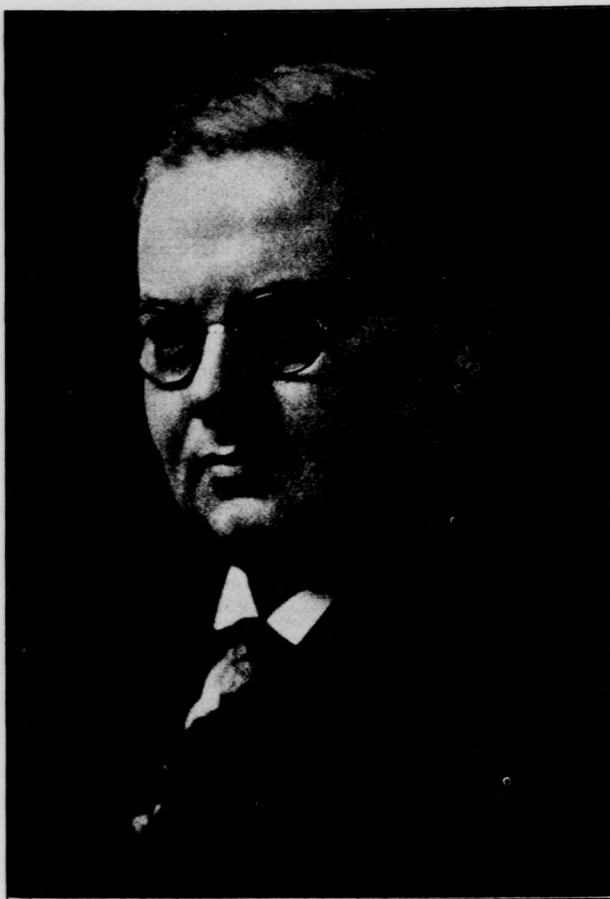
Permit me to congratulate these two gentlemen upon the finesse with which they have avenged an imagined wrong. Their past political experience has indeed served them well. They have outdone themselves in the fine art of employing the weapons of humiliation and half-truth misrepresentation. If abuse is mightier than argument as instruments of debate, I concede them the victory without further struggle. When it becomes necessary to resort to the course of heaping personal anathemas upon the head of an opponent in argument, I'm licked. I can't compete with such masters in the art of mudslinging. I must confine myself to the narrower limits of an appeal to reason. Failing in that, I admit defeat.

However, when I can force my critics to ignore in toto the main point which I seek to establish, while they attempt to cover their evasions with a barrage of personalities and bombast, I smile to myself, secure in the assurance that I have won my point in the minds of thinking readers. As for the opinions of the other kinds, I lose no sleep in regrets.

Relative to my failure in the grocery business, "of which I rarely ever make mention," I have only this to say: It was a youthful escape whose damage I have honorably paid and for which I did not know I owed anyone any apologies, eight years after the incident was supposed to be a closed affair. When 22 years old, I entertained the fool idea common to many young men that all there was to business was buying and selling and making a profit. Certain unfriendly circumstances were against me. I was a trustful soul, so it was an easy matter to sell me a \$1,750 inventory for \$2,600. There were \$400 worth of dead items in this stock. Then came the 1921 deflation tragedy. Not that these account for my "failure." They only shortened the agony. I would have failed anyhow, because I had no business to be in business. The main difference between me and many other "merchants" is that I'll admit it.

I emerged from the wreck with a deficit of \$400 or thereabouts. This was the only businesslike accomplishment of the whole affair. How I managed it I don't know. It should have been \$1,000. Every penny of this was paid back out of my wages at 50c per hour, earned in the factory of the Grand Rapids Showcase Co. during the months following August of 1921. If anyone, Mr. Vander Hooning included, will show where he suffered by this harvest of commercial wild oats, I shall be glad to reimburse him as soon as possible at the rate of 100 cents on the dollar, plus interest.

As for the newspaper episode and the Home Trade League, to which references are made, these gentlemen know very well how unable I am to answer the insinuations made. Anything I might say would be only an alibi. I doubt if any disinterested readers of the Tradesman are so sordid in their interests to be concerned with these insinuations; but, should anyone care to do so, I refer them to the merchants along Grandville avenue, where I



Moses J. Dark

Flowers for the Living — M. J. Dark & Sons of Grand Rapids

In the year 1918, after the signing of the armistice, Maurice Dark returned to Grand Rapids from Camp Dodge and Lawrence Dark came back home from Camp Zachary Taylor.

In celebration of this event, Moses J. Dark severed his business connection of 24 years and formed the company of M. J. Dark & Sons. Just like that. Sounds easy.

But the Dark family had to dig in and work. They started in a small and inconspicuous way and built a reputation from the ground up. It was solid and of the finest material, and one of the strongest features of their business was their reputation for handling the best bananas in the section.

Within a few years their warehouse was too small to handle the volume of business. A new place was thereupon obtained. Now they are located in one the finest produce warehouses in the State. They have five banana rooms, each of carlot capacity, constructed of four-inch corkboard, ceilings and floor. Refrigeration is by means of a Lipman Refrigerating Machine made by the General Freezer Co.

The Moore system is in use in two of the rooms. Ventilation is maintained in the other three rooms by another device.

Mr. Dark attributes his success to the policy of handling only quality merchandise. His friends know that his success goes far deeper than this, that his integrity and patience and square dealings are the fundamental reasons for the present dominating position of M. J. Dark & Sons. In addition to this, Mr. Dark is widely known as one of the first fruit jobbers to successfully employ direct mail in the expansion of his sales and the development of his good-will. He issues cards to the retail trade, dealing with the history of the banana, how to care for this fruit, how to sell it and display it. He is at present running a series on the facilities the house of Dark has for the proper care and handling of a car of bananas from the time it is spotted on his industry until it is hanging in the retail grocery store, beautifully and perfectly ripened. All in all, it may be seen that M. J. Dark & Sons are very much alive, and they deserve as splendid a bouquet as the writer can tender in any language.—Fruit Dispatch.

labored in a newspaper way for four years. What they shall say of me must be taken as the only evidence in the case.

I have only this comment to make of the Home Trade League: I have been impressed with two facts concerning the reactions of Grand Rapids merchants toward this alleged "failure." Those whom I have since met, who actually paid any money into the cause, have either said nothing or have voluntarily said that they considered the money "well spent," considering the public comment that was stirred up at the time, and which is still gaining headway in this community. But I have also been impressed with the fact that my most able critics have been those who volunteered an abundance of "moral support" (which Mr. Vander Hooning boasts was so generously given by the members of his club) but whose cold cash was so reluctant to appear on the books.

By the way, it just happens, as I recall it, that Mr. Vander Hooning's membership had not come in yet when I left the League. If my memory serves me rightly, this furnishes a splendid illustration of what I mean. It gives a working demonstration of the source from which criticism of this kind is most likely to originate. Incidentally, would Mr. Vander Hooning please inform me if that "\$700" deficit to which he refers includes something like \$125 in salary which I did not feel like taking from the League's treasury, not because I wasn't entitled to it, but because I could get along without it at the time, until such time as the finances were in better shape?

My article was called "an attack," "ridiculing the original Grand Rapids advertising group." If these gentlemen will read my article again, I will be glad to have them show me where I condemned their buying club, or any other group. I merely sought to show how such clubs could (and I thought with better wisdom) advertise their "buying power" under protest to get the public to thinking, instead of boasting of their "buying power" and adding fuel to the syndicate's bonfire. I did not criticize the buying or advertising group, but the manner in which it conducted its public policies. The only buying club which I condemned in itself was the "R Stores," and that was solely because of the National Grocer Co.'s change of front. In this I am pleased to see that the Tradesman editorially concurs.

Now, for a little fun. It just so happens that these gentlemen are yelping from the impact of a slap which wasn't delivered to their club at all. I referred to quite another club of merchants in quite another line of business. Apparently, Hanson and Vander Hooning harbor the idea that their club is the only organization of its kind in town. In fact, I have heard many complain of just such an attitude on the part of these gentlemen. Had they read carefully, they would have seen that I said a club had been organized "some months ago." Mr. VanderHooning says his club was organized "about three years ago." Furthermore, I said that this particular club was a club of "merchants" not particularly "grocers."

When Mr. Hanson claims for his club the distinction of being "the original Grand Rapids advertising group," he deserves to be corrected. The Service Drug Stores were organized and in full swing fully five years before Mr. Hanson's "original Grand Rapids advertising group" ever appeared in print. And there may have been others before that.

Personally, I am grateful to these gentlemen for this outburst. It furnishes a graphic illustration of the manner in which independent merchants who shrink from being criticised themselves will turn and rend someone who is sincerely seeking to serve the common welfare. Many a

reader of the Tradesman will say with me that one of the outstanding weaknesses of a certain type of independent merchant is his readiness to contribute "moral support" to anyone who boosts for him, plus his hair-trigger quickness to rip that same one wide open if he dares to speak some of the truth that hurts.

Fortunately, this type of merchant is in the extreme minority. He makes himself appear typical of all merchants, simply because he makes the most noise. I have received too many agreements from other merchants on the very article with which these gentlemen take issue to believe otherwise.

Meanwhile, lest I be accused of backing down, let me say that while I did not have Mr. Vander Hooning's particular club in mind when I wrote the offending article, all that I said applies equally, if not more emphatically, to his organization. If that club will officially take public issue with me, I shall be pleased to give its members facts aplenty to show how and why. But I shall not do so except upon request, because it would be so embarrassing to a large number of its members who are not dominated by the personal and retaliatory type of psychology. I think too much of them to do such a thing except upon their request.

After all, these personal thrusts have precisely the bearing upon the merchant's problems to-day as the color of the eyes of an Eskimo have to do with the consumption of near-beer in the Fiji Islands. I only wish it understood that I take my stand on the side of the independent merchant, as a mere consumer, not under a "cloak of religion," but on a basis of fundamental, practical Americanism in business. Precisely on the same grounds which I refused a glass of liquor in the Olds Hotel at Lansing a year ago last April on the last afternoon of the State convention of retail grocers. It is a part of my conception of law-abiding American citizenship.

W. H. Caslow.

Grand Rapids, July 15—Permit me to reply through your paper to Mr. Hanson and Mr. Vander Hooning, whose articles against W. H. Caslow in your July 10 issue demand attention from someone who knows more than has been said.

After reading the articles of these two gentlemen, I could not help but think how small a person can be when he allows himself to enter into personalities. After all their bombast, they did not say one word against Mr. Caslow's arguments on buying clubs.

Mr. Hanson refers to the Home Trade League as Mr. Caslow's. This is not true. Mr. Caslow was merely the secretary of the League and it so happens that Mr. Jurgens, my partner, was one of the directors under whom Mr. Caslow served. Mr. Jurgens went out with Mr. Caslow upon different occasions soliciting memberships in this worthy movement and found, as Mr. Vander Hooning says, plenty of moral support, but very little financial response. This furnishes a very good clue as to why the Home Trade League died. By no means is the blame to be laid on Mr. Caslow.

Allow me to urge these two critics to re-read Mr. Caslow's article on buying clubs, making note of the fact that he does not condemn merchants' buying clubs when forced by necessity of circumstances, but rather he criticises merchants who will boast of their buying club economies in chain store language. Why not tell the consumer that this combined buying is forced on us and not practiced because we want to? To my mind, such an attitude on the merchant's part would, as Mr. Caslow states, bring the public up with a jerk and would be a real blow to the chain store boosters of buying power.

Understand, I speak as a merchant.

Our store belongs to a number of buying groups in different departments and we would not be without this service. But only because we are forced to. What is more, we are practicing Mr. Caslow's suggestion of buying clubs under protest, and it works. Not only do we advertise this, but in conversation with customers in our store we tell them why it is necessary for us to form these buying clubs.

Answering Mr. Vander Hooning's mention of Mr. Caslow's newspaper failure, let me tell Tradesman readers that there never has been a better, more fearless and more respected community paper in Grand Rapids than the Southwest Community Alliance. Caslow has a way all his own in writing editorials, because he wins the public by sheer force of his practical analysis of things.

He is not theoretical. He digs into the facts first, then goes back to first principles before he is ready to speak his piece. That is why he seems to always have the facts on his side when he seems to be springing a theory. Understand please, I know whereof I speak, as our store was the largest advertiser in his paper and we do not spend our good money in a paper which people do not read and respect.

Anyone wishing to get a real slant on the situation which Mr. Caslow hoped the Home Trade League might present to the people of Grand Rapids should read the book, "the Sob-Squad" which Mr. Caslow recently wrote and published. Every merchant should read it. It gives concentrated food for thought to the merchant as well as the consumer, even though it is a novel or, rather, because it is a novel. Reading it any merchant must have absorbed a new conception of his business, and he would be slow to believe that the writer of such a work could be a hypocrite to either the wholesaler or the retailer, even though he spoke exclusively as a consumer.

Thank you, Mr. Editor, if this statement from a merchant may undo some of the damage done by a senseless indulgence in personalities. Mr. Caslow needs to be heard by the people of Michigan. That is his work and that is where he belongs. Knowing him for ten years as a factory worker, as well as a writer and speaker, I do not know of any individual anywhere who has spent more time on this matter or with such constructive results.

Henry Holtvluwer.

Grand Rapids, July 15—I was indeed very much surprised to read the reports of Messrs. Vander Hooning and Hanson in the issue of July 10 to the article of W. H. Caslow in the Tradesman of July 3. Caslow's article was an impersonal criticism of systems and organizations, whereas the replies were personal and even insulting. If the revelations made had anything to do in a constructive way with the subject they might be condoned, but as presented they were a mean slap at one who has none but the highest motives in his fight for better merchandising standards.

We are taking up the cudgel in favor of Caslow because we believe the disparaging article of Mr. Vander Hooning leaves him at an unfair disadvantage, because any reply he might make would be viewed as nothing but an alibi at best. This is a time when his friends who know something of the inside of these "revelations" must come to his defense lest all the independent merchants be injured through this piece of personal nonsense.

Viewing Mr. Caslow's so-called "failures" with an open mind we find them the result of circumstance, rather than fault on the part of himself.

Mr. Vander Hooning reveals Caslow's failure as a grocer, a newspaper man and as secretary of the Home Trade League. We will limit ourselves with the last two "failures" and give a few facts.

Anyone who has been connected with the newspaper business will know what I mean when I say it is a big job to establish a community weekly. It is a bigger job when you have a territory to work in where there have been two previous newspaper failures. That is what Caslow had to contend with when he established the Southwest Community Alliance. His contention was that any community as large as the Southwest section should have a newspaper and would appreciate one with enough backbone to fight for the community rights. This proved to be true from the reader's point of view, but the merchants fell down when it came to supporting him in the advertising end, which is the financial backing of any newspaper. We have been witness to Caslow's failure to bring in the advertisements because he had undertaken a community problem which had to have his attention or it would have fallen flat. We were printing his paper at this time, so we know this to be a fact.

Speaking as one of Mr. Caslow's creditors and personally believing that he could not be held legally responsible for this debt, we wish to bring out that he admits his moral responsibility for the same. Placing our confidence in his past record, which showed that he paid every cent of his grocery failure from his factory wages, we ask Mr. Vander Hooning to cease worrying on behalf of the creditors.

Mr. Hanson terms Mr. Caslow as being an impractical theorist, but I wish to say that since his articles have been featured in my publications I have noticed that the working people are being impressed. These articles are being very well received and in my contact with our readers I find they are having the desired effect. The local independents are benefitting by Caslow's labors and the two articles of criticism presented in the Tradesman show that they don't appreciate it.

Regarding the Home Trade League, which is another of Caslow's so-called "failures," Mr. Vander Hooning says that the members of his organization gave it their "moral as well as financial support." This would imply that the moral support was in the predominance. That has been Caslow's experience in the past five years to my knowledge. He has had a millionaire's surplus of "moral support," but has never been able to make it serve a legal tender at the bank. We also raise the question whether the \$3,500 spent by the Home Trade League was lost. We believe that the factory meetings and other publicity conducted during that time have had a lasting effect and that as soon as the merchants wake up to their opportunity to cultivate the seed which has been sown something will happen to Grand Rapids.

As a final thought, I wish to say that I think the men who have criticized Mr. Caslow and his work, and have so amply provided him with "moral support" are shamefully treating one who has the cause of the independent so much at heart. A prophet is not appreciated in his own country and this is also true in this case.

John Berhage.

Why Are the Honors Due General Pershing Withheld?

Grandville, July 16—Eleven years have passed away since the armistice which brought to a close the greatest war in history. Where now are the heroes of that memorable strife? Shall we say gone but not forgotten?

Roosevelt was the outstanding hero of the Spanish-American war. He had honors piled thick and fast upon him. Other wars produced American heroes and nearly all of them were recognized and boosted to public office.

Grant, the peerless leader of the greatest civil war in history, became President for two terms and was seriously considered for a third. Harrison

and Taylor, heroes of earlier wars, each became President as a mark of love and respect of the country they served.

All this to bring up the query as to what has become of the hero of the kaiser's war, the man who commanded all our armies, who stood like a stone wall in the face of a relentless German foe and laid the fruits of victory at the feet of the allied armies—the peerless General John J. Pershing?

There is a big question mark here since Pershing was the hero of the American forces, and it was his army that saved the day and preserved France and England from the maw of the German giant.

There can be no doubt that General Pershing has been neglected. Why this is so it is hard to understand. Modest he is, no doubt, but so was General Grant, and yet the latter was taken up and borne on the shoulders of the American people into the presidential chair. His civil record did not match his military triumphs, and yet, because of his magnificent work as a soldier, he was twice elected President of the United States.

Where now is the man who saved the day for liberty and right in that greatest of all wars the world has ever known? Very few people know if John J. Pershing is in America, Africa or at the North Pole. Why this seemingly studied neglect of our greatest living military hero?

It puzzles an ordinary citizen to understand the workings of modern society. Have we gone out of the hero worshiping business entirely? It would seem so from present appearances.

We need a re-awakening of the old spirit in our land to-day. Surely a man like the American hero of the world war should not be permitted to hide his light under a bushel.

How quickly there would be a call for General Pershing should America face another war. He was the outstanding leader of the A. E. F. and is to-day the peer of any commander living, either foreign or American. Why the President in his numerous appointments has neglected America's war hero is not quite plain. Like Grant, General Pershing is, no doubt, over modest, yet that should not cause him to be neglected.

That Roosevelt was over praised does not admit of a doubt. With him place in the public eye was a passion. He understood well how to blow his own horn and he usually made good wherever he served. General Pershing's untoward modesty ought not to consign him to the scrap heap so soon after the close of his masterful service to the American people.

Military presidents we have had in plenty, from Washington down. With Pershing the presidency is beyond his reach, even if he should strive for the plum. Hoover will doubtless come up for a second term, after which age would disqualify the General.

To America belongs the glories of the kaiser war victory and the American army was led by General John J. Pershing. The world knows this and yet no just recognition has been conceded our American Commander. It is, however, not too late to amend a wrong. Let us bring forth the quiet hero of the latest war and crown him as he deserves.

A cabinet position would have been the least recognition that could have been given. Now that is gone, how about an ambassadorship to one of the world's great nations? We should not be chary of awarding honors where, as in this instance, honor is due.

Washington and Grant, our former great military geniuses, were rewarded with the presidency, which was meet, and now we should not let the hero of the greatest war in history hide himself in the shadows of oblivion.

The demand for proper recognition (Continued on page 31)

FINANCIAL

Review of Business Conditions in Michigan.

Midsummer finds general business in the United States relaxing seasonally. Both commerce and manufacturing, however, are displaying more vitality than they usually do at this time of the year, which is especially noteworthy in view of the brilliant showing made in the first half of 1929.

Steel ingot production in June continued practically at capacity. Output for the first six months exceeded the volume in any other half year by a substantial margin. Close to capacity operations in the steel industry are indicated for July and possibly August. The automotive industry made 3,380,088 cars and trucks in this period, surpassing production for the same months a year ago by well over one million vehicles. Agricultural implements, cotton textiles, tires and numerous other products also established new records, while many others showed impressive totals. Reports of corporate earnings generally for the half year were highly satisfactory. Wholesale and retail trade exceeded that of a year ago by a comfortable margin.

The wave of prosperity which has prevailed in this country for seven years has been practically unretarded by such major obstacles as the Florida land boom, the Mississippi floods, the prolonged strike in the bituminous coal fields, excessive speculation in stocks and more latterly curtailment in building construction and high money rates. So basically sound is the Nation's economic structure that it is doubtful whether a continuance of credit stringency and declining construction in their present proportions would seriously obstruct the flow of business in the months that lie just ahead. Some readjustment, however, would seem inevitable, possibly at the end of this year or in the early part of 1930. But the momentum of the first half of this year was such as to assure a good volume of industry and trade throughout the third quarter.

That the business men of the Nation are convinced of this is evidenced by the estimate of the thirteen Shippers' Regional Advisory Boards that 6.9 per cent. more freight cars will be required to handle the shipments of the twenty-nine principal commodities during July, August and September as compared with the same months last year. Two important changes took place in recent weeks. Money rates have eased somewhat and grain prices have recovered sufficiently to guarantee a good income from this year's crops provided weather conditions continue favorable until after the harvests. Unless some depressing factor develops, the outlook for business until well into the fourth quarter is good.

Production and trade in Michigan are being well sustained in spite of the customary summer restrictions. Manufacturing, especially, is displaying considerable vigor for the month of July. The automotive industry continues to be the outstanding leader. Manufacturers of electrical refrigerators, radios, cereals, farm implements, vacuum cleaners, adding machines and some

furniture lines report a good rate of activity. Copper and iron mining, also the oil industry, are very active. Chemicals and pharmaceuticals are doing a normal volume of business but operations in the paper industry are somewhat below normal.

Heavy production in the ford factories is tending to largely offset the reduced output of those manufacturers who are making preparations to bring out new models. Cars and trucks produced by the entire industry in June amounted to 536,309 units, as compared with 425,195 vehicles in the same month last year.

Car requirements for the third quarter, as estimated by the Great Lakes Regional Advisory Board, will be 4.2 per cent. larger than in the same quarter last year. The estimated requirement for automobiles, trucks and parts in this region in the current quarter is 5.2 per cent. greater than last year. Net tonnage passing through the Sault canals in June totaled 10,043,132 tons, which was $3\frac{1}{2}$ per cent. above the amount in June, 1929.

Consumption of electrical energy by Michigan industries last month aggregated 212,768,606 kilowatt hours, a gain of 19 per cent., compared with the amount consumed in June last year, but a decrease of 8 per cent. compared with the month of May, 1929.

Michigan's employment situation is very satisfactory. More men are employed in the automotive industry this summer than in any corresponding season in the history of the industry. On July 10, 118,178 men were at work in the ford plants in Detroit. Industrial employment in Detroit in June averaged $7\frac{1}{2}$ per cent. greater than in the same month in 1928. Employment is on the increase in twelve cities, below normal in three and normal in thirty-five. Highway construction is at its peak. More improved roads are under construction in Michigan than in any previous year.

Twenty-three principal cities in Michigan issued permits in June for buildings costing \$17,613,496 which was \$2,616,845 below the total in May and \$675,900 below the value of permits issued in June, 1928. Bank clearings in Detroit, St. Joseph, Bay City, Muskegon and Lansing in June totaled \$2,003,583,000 as compared with \$2,295,806,600 in May and \$1,868,600,000 in June a year ago.

In spite of a late start, due to the cold and wet weather which prevailed during the planting season, Michigan crops generally are making satisfactory progress. Farmers are much encouraged. The hay crop is exceptionally heavy. Fruit crop prospects continue fair to good.

Both retail and wholesale trade are making a better showing than they did a month ago. Warm weather and tourist business have helped to bring about the improved tone. Collections are fair. Among wholesale lines dry goods, tool hardware, paper and drugs are taking the lead. Builders' hardware is slow. Wholesalers report a good volume of orders for fall delivery and the outlook bright for autumn trade.

Wayne W. Putnam,
Director Public Relations, Union Trust Co., Detroit.



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CAPITAL AND SURPLUS, \$4,000,000
RESOURCES, \$38,000,000

THREE DOWNTOWN OFFICES
ELEVEN COMMUNITY BRANCHES

Street Losing Its Money Fears.

Instead of brooding over the possibilities of dear money for the remainder of 1929 the stock market is beginning to reckon definitely on a reversal in Reserve policy in response to the seasonal demands of industry at home and the pressing needs abroad.

Montagu Norman's visit to this country is looked upon as having a deeper objective than to give the governor a vacation. The head of the Bank of England has made excursions to this country on other occasions without extracting from the Reserve authorities all that England desired: but it suits the market's purpose just now to believe that his mission is to encourage the adoption of an easier money policy and to believe in his success. Expectations along this line have been kindled by the timeliness of the visit. Everybody knows that Europe needs easy money to stimulate industry overseas, and everybody knows that with autumn the Federal Reserve will be disposed toward a more liberal money program in connection with the movement of our own seasonal requirements.

Whether the stock market is right or wrong in its prediction is not easy to say. Presumably it is neither wholly right nor wholly wrong. That late in August the Reserve normally begins its seasonal purchase of bills is common knowledge. With its bill portfolio now the lowest in years there is no reasonable doubt that the system in the next few months will become a heavy buyer of acceptances. It has continued a heavy seller right down to the present time, and thus contributed its influence toward firming money.

What the financial district apparently does not realize is that a reversal in its bill market operations will not in itself constitute evidence of a complete reversal in the system's policy. Certainly throughout 1928 the Reserve stuck to its firm money program, raising its discount rate on three separate occasions, but the Reserve last autumn was an unusually heavy purchaser of bills. Whatever the Reserve may think about the expansion in speculative credit its statutory duty is to help finance industry over such stress periods as autumn normally brings.

What the Reserve's money program during the autumn will be the Reserve itself probably does not know at this time. Given a declining stock market and a steady liquidation in security loans the Reserve doubtless would favor a relaxation in rates. Given a rising stock market and expanding brokers' loans it might adopt a different course. To the action of the stock market itself, therefore, in part at least the Reserve will look for guidance in shaping its own policy.

Paul Willard Garrett.

[Copyrighted, 1929.]

Urges Use of Gold For Credits.

With the level of commodity prices 40 per cent. higher than in 1913, the very decrease in purchasing power of the dollar is responsible in a large degree for the higher level of stock prices, Irving Fisher points out in the Financial Diary of Benjamin, Hill & Co.

Preferred stocks, with their fixed return, cannot participate further in a period of prosperity than the added assurance of payments contracted for, he says, and adds: "Hence the greater part of the rise in values will find lodgment in common stocks. Thus the change in purchasing power of the dollar alone might conceivably account for a price level of common stocks double or treble that of 1913.

"Participation by the investment trusts in the market, with their huge diversified holdings, has largely taken the risk out of common stock investments."

Professor Fisher believes the stock market will continue "rightfully to absorb credits in volumes comparable with the recent past and that to check this process would harm American and foreign developments as well." He finds need for fresh credits and points to a source:

"The answer may be found in the still excessive reserves of the Federal Reserve System, and in the so-called 'hidden reserves' of our gold currency and bullion used to back the gold certificates in circulation.

"Of the reserves above the legal minimum, the Federal Reserve Board has stated that during 1928 there was between \$1,400,000,000 and \$1,500,000,000. In May last this sum had increased by about \$250,000,000. In response to commercial demands, some \$600,000,000 more of gold might be released through retirement of the billion dollars in gold certificates, which are backed dollar for dollar in gold; these notes, would need only 40 per cent. instead of 100 per cent. gold backing. Then there are about \$400,000,000 in circulating gold coins, which might be recalled at need. In all, added credit issues might be based on more than two and a half billions of available or 'free' gold, in the ratio of, say, 14 to 1, which is the present ratio of expansion on engaged gold. The new expansion might grow to thirty-five billion dollars of 'bank money.'"

Asserting a gold reserve is something to be used when needed and suggesting that European central banks might release fresh credits for industry abroad, Professor Fisher says:

"If at any time these reserves should be exhausted, yet other measures might wisely be considered, such as increasing the legal ratio of notes and deposits to reserves, until the supply of currency and credits should again be adjusted to the demands of trade."

William Russell White.

[Copyrighted, 1929.]

Late Business News From Indiana.

Indianapolis—The Standard Grocery Co., which conducts a chain of markets, with headquarters at 419 East Washington street, has opened a new branch grocery and meat market at Lincoln and East street.

Mt. Vernon—S. Weilbrenner has added a meat department to his grocery store.

Mt. Vernon—Joe K. Mann will open a meat market in the Hemphling building on Main street.

Shipshewanna—Samuel P. Curtis has sold his meat market to John Mishler.

Walkerton—Garland Lawrence is the proprietor of the Walkerton Cash Grocery and Meat Market which was formerly owned by John Houser.

Brookville—John Rosenberger has purchased the meat market formerly conducted by the Sanitary Main Meat Market.

Kentland—Lloyd E. Ford and W. Leslie Strolex, who conduct a whole-

sale and retail market, are erecting a slaughter house and installing a cooling plant.

Martinsville—Harry Black is the new proprietor of the grocery and meat market on Cherry street, which was formerly conducted by Charles Hicks.

No salesman can afford to take quick offense.

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Treat the Salesman With Due Respect.

While on a recent trip I carried my grip with my paraphernalia pertaining to the State Association of Retail Grocers and Meat Dealers and I had occasion to experience the actual reception accorded a salesman by the retailers.

Almost without exception the Knight of the Grip is the last person in the store to receive the attention of the retailer and is not only superseded by every customer but by the deliveries of cakes, fruits, ice, etc.

I have known retailers to pay no attention whatsoever to a man carrying a grip, even when there were no customers in the store, busying himself on some pretext or other and on the return of his clerk, disappear out the back door.

Thank goodness the latter type of retailer is few and far between. I sincerely believe he eliminates himself in due time. I have happened into retail stores with nothing to offer the retailer for sale and for the purpose of making a purchase, but due to the presence of the grip, would be obliged to stand around and wait and finally upon informing the retailer I was not calling to sell but to buy, would be favored with the apology "I beg your pardon I thought you were a salesman." This type of retailer is not confined exclusively to the grocery and meat dealer class.

I can also appreciate and speak with authority from the retailers' experiences. Some days it seems to be an endless procession of salesmen and the regular work remains undone. Nevertheless there is no occasion for discourtesy to the salesmen calling.

The average salesman does not expect to sell every retailer he calls on, as there are many good reasons for the retailer not buying. For instance, duplication of lines, sufficient stock or possibly shortage of cash, but he invariably expects to be received with the same degree of courtesy he extends and this does not mean the retailer is expected to waste his time in the exchanging of nonsensical jokes, for the joking salesman is rapidly disappearing.

Every salesman should have a constructive thought for the retailer and the up-to-date manufacturer sees to it that his salesmen have the information and it behooves the retailer to make it his business to gather all the constructive information possible that may be of assistance to him.

A retailer who attends strictly to business, spends practically all his time within four walls week after week, with no opportunity to obtain for himself information and ideas in keeping with our rapid changing times and is compelled to receive the information and ideas that are available from the

salesmen and trade papers, that will make it possible for him to remain in business, for goodness knows the pass-outs have been numerous.

A great many retailers will, no doubt, claim the specialty salesmen are non-essential and that the jobbing salesmen can take care of the orders. This is true, so far as the taking of orders is concerned, but the jobbing salesman cannot specialize on the many hundreds of items carried by his house, intelligently, neither can he keep posted on the market conditions of everything handled.

The manufacturers school their salesmen on the merits of their particular line, keep them posted continually on market conditions and are constantly endeavoring to make the retailer's task easier and more agreeable by creating consumer appeal and there is no question but what the retailer himself is a very important factor in determining the cost of the commodities he buys, and if the retailers will do their part by giving the salesmen prompt attention, more territory can be covered by the salesmen, without adding to the expense, thus naturally reducing the average selling costs.

The writer is hopeful that the retailers will consider this in a constructive light, wait on the salesmen promptly as possible, and by all means extend him the same courtesy you expect from the people you sell to. You will find the salesmen are in a position many times to favor the retailer and it is only natural for them to extend their favors to those who have proven themselves worthy of respect; for, after all, the salesman is human and is fighting for his livelihood, just the same as the retailer, only from a slightly different angle.

Herman Hanson, Sec'y.

The Law of Implied Guarantees.

Generally speaking, merchants should carefully weigh words before making any positive statement to a prospective purchaser regarding the quality of a product. This is particularly true if the customer informs the dealer of the intended uses of the article.

For instance, in *Wisdom vs. Morris Hardware Co.*, 274 Pac. 1050, it was disclosed that the owner of an orchard approached a hardware dealer and requested a preparation to spray trees. The hardware dealer recommended a preparation which the orchard owner purchased and used with considerable damage to the fruit. He sued the dealer for damages.

The Court promptly held the dealer liable, but explained that he would not have been responsible for the damage if he had simply sold the preparation in response to the purchaser's request for a spray preparation by its trade-name without informing the dealer of the purposes for which he intended to use the merchandise.

Fall Glove Demand Active.

Early Fall buying of men's gloves presages one of the best seasons in some time. Particularly active are cape, pigskin and goatskin styles. The capes are cut more conservatively than the others and are being bought chiefly in one-clasp effects. Reddish tan is the favored shade in New York, but buyers for stores in other parts of the country stress the brown and brown tan. Pigskin is being bought in both

sport and street types. In the former, ventilated slip-on are wanted most. Many styles of this type show a pronounced flare at the wrist. Hand-sewn hems and backs also feature these gloves. Goatskins are being ordered mostly in sport slip-on styles. A novel golf glove has a palm of pigskin and back of sueded fabric or chamois.

A rut differs from a grave only in depth.

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UNION CITY, MICH.	.60
DURAND, MICH.	.65
ST. JOSEPH, MICH.	.60

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MUTUAL FIRE INSURANCE

Forty-five New Stock Companies.

According to a late edition of Best's Insurance News, forty-five new stock fire insurance companies were organized in the United States during the year 1928, this being the largest number ever organized in any single year. According to this periodical's calculations, these new companies started with combined resources of \$51,950,692, while at the same time the stockholders of previously organized companies contributed \$86,212,397 of new capital, making a total of \$138,163,089 of new capital in the fire insurance field upon which dividends must be earned. This insurance periodical asks the question, "What significance can be attached to this tremendous amount of new money, considering that the premium volume of fire insurance companies shows no material increase?"

While the investment departments of the insurance company are of vital concern to the stockholders and to the public, this publication goes on to say that "the primary function of insurance companies is successful underwriting of insurance hazards. The insurance companies should shape their business policies as to place the main dependence upon underwriting results because underwriting of risks is their fundamental business."

In other words, Best's Insurance News seems to think that a fire insurance company's business is insurance instead of stock jobbing and manipulation of assets, which is an important activity of many stock fire companies and combinations, or fleets. For real fire insurance companies, Best's should look the mutuals over, for there could be seen fire insurance companies which are engaged in the real business for which they are chartered by the State. Capital stock is only the excess baggage attached to fire insurance companies upon which the policyholders must pay the freight. If the policyholders' contributions do not sustain a fire insurance company, that fire insurance company will soon cease to do any business.

Flying Smokers Create Fire Hazards.

The fire hazard from smokers continues, even though they are winging their way high in the air. Careless smokers cause an annual fire loss of millions of dollars. One would expect them to exercise care when riding in an aeroplane, but according to reports from the Pacific Coast they apparently do not.

In the regular passenger service operating between Los Angeles, San Francisco, Seattle and Portland, there is grave possibility of serious fire developing in the wheat fields and stubble, as well as in the timberlands when lighted cigars and cigarettes are dropped from planes.

It is apparent to passengers that fires have been numerous in the dry grass and grain along the route, and "No Smoking" signs are posted in the planes, but the pilots are unable to control the situation from their positions in front of the passenger compartments.

When aeroplanes are in more general use, as they will be in the not far-distant future, a very real fire menace may develop from such a situation unless something is done to curb those who do not display common sense. Interested authorities are endeavoring to have the Department of Commerce issue regulations which will definitely bring this hazard to the attention of passengers using planes over the route where the danger has arisen.

How Insurance Costs Are Determined.

Insurance rates are made by the insured members, and not by the companies. Everyone knows that the amount of losses and the expense of operation, therefore those responsible for the fire losses make it necessary to raise the amount necessary to meet requirements. The surest road to reasonable insurance rates depends on the part of the public improving physical risks and punishing incendiaries. Insurance companies should make more rigid inspection of risks, especially along moral lines. There should be more fearlessness in resisting payment where there is evidence of incendiarism. Every honest and careful owner of buildings, free from dangerous defects, helps pay the cost of all fires. The people pay an enormous amount for preventable fires. If this amount can be lessened, rates will be decreased.

Some Early Newspaper Editors of Grand Rapids.

Grandville, July 16—I have been considerably interested in reading Mr. White's articles regarding early merchants and others of Grand Rapids. That city was in my young days a sort of mecca toward which my feet tended when I got away from my backwoods surroundings on the Muskegon. I always had an itching for newspaper and literary work, and came to be correspondent for both Grand Rapids and Muskegon newspapers.

The Daily Times, founded I think by C. C. Sexton, was one of my favorites. I was its regular correspondent from Newaygo county for a number of years. Visiting the city I made it a point to call at the Times office. Mr. Sexton was an ardent Greeley man, supporting the Tribune philosopher in his effort to reach the presidency by way of the Democratic party, than whom no greater enemy had existed through many long years.

Editor Sexton not only supported Greeley in his paper, but he imitated him in his dress, an eccentric garb which attracted notice wherever he went. After Sexton I believe Nathan Church came to the Times. It was said that he patterned his print shop after that of the Chicago Times, run by Wilber F. Story.

During the Sexton ownership the Times had for political editor one Stern Wheeler, who was eccentric in many ways, and at one time clashed with the Democrat which, had the incident been farther South or West, would certainly have led to a passage at arms.

Those early editors were not chariv with words of condemnation of their rivals in business. The lie was frequently passed and sometimes a fist-cuff encounter on the street resulted.

The Eagle and Democrat were the leading party papers of that early day, the Times coming in later as an independent sheet; that is, after its campaign for Greeley.

A. B. Turner, of the Eagle, was one of the early standbys of the pioneer press of the Grand River Valley. During a short residence in your city near-

ly half a century ago, I contributed a serial story of Michigan early days to the Eagle, entitled "Pebble Brook," which, no doubt, some of the old timers of Grand Rapids may still remember.

I have wondered why when writing of the editorial fraternity of the Valley City some of your historians have not mentioned the name of that eccentric genius, J. Mason Reynolds.
(Continued on page 31)

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Grand Rapids, Mich.

THE CO-OPERATIVE ELEMENT

In Raising and Maintaining Food Standards.

Obviously, as an association of canners whose primary function is to manufacture or preserve food products, our interests are closely interwoven with those of the distributors of the products—wholesalers, retailers, chain and allied stores. In former times the canner functioned solely as a manufacturer and he had no interest in either transportation or distribution (and with distribution the necessity for creating a consumer demand). We cannot now blind ourselves to the fact that times have changed. Many of the old functions performed by the distributor will be released and the canner must take added burdens upon his shoulders. The extent of this shift is not vital. The first and foremost duty of the canner is to provide a product which is so good and so wholesome that the customers coming to your stores will call for the goods over and over again. The second and very important task of the canner is to share with you the burden of helping you move the goods off your shelves.

There has been a quiet revolution going on in the retail grocery store. Retail stores to-day, on the average, are brighter, cleaner and more attractive. Within our own industry conditions have changed as radically and rapidly during the past ten years. Our canneries, too, are more modern and attractive. We presume that any great change in an industry is a result of a necessity or a competitive pressure. The changes which have resulted in our partial assumption of storing, financing, advertising and merchandising have been forced upon us by the change in this functioning. There has, however, been a growing recognition on the part of our industry of the necessity for a constant improvement in our product. We would be foolish to blind ourselves to the improvement in handling of so-called fresh or, better termed, refrigerated vegetables, which are available throughout the United States during the winter months from the extreme Southern states or through importation from Mexico and the Islands. Improved refrigeration, both in transit and in retail stores, has brought these products to the consumer in a much better condition than was possible ten years ago. This has affected some canned commodities more than others; for instance, there can be no question but that competition of the refrigerated tomato has been more of a shock to the tomato canning industry than has the meager winter supply of sweet corn to the corn canner. However, in the truer and broader sense, all refrigerated vegetables are competing with all the canned vegetables.

The individual canner, the can companies, the steel and tin plate people who supply cans, the National Canners Association—all recognize two major necessities:

First, a high standard of quality coupled with a rational price.

Second, a campaign of publicity to carry to the consumer the real story of the convenience, economy, safety, and

delightfulness of good canned foods.

Not alone must our products be constantly improved, but our plants must be more attractive and more efficient. Good engineering is being introduced, but the real forward movement in method has just commenced. These improvements must be made with a constant lowering in cost so that through the popularization of price a broader consumption can be had.

The association which I represent is proud of the part it has played in the development and improvement of canning method, plants and products. The purpose of the National Canners Association, as stated in its articles of association, is "to promote the consumption of canned foods." In 1906 the canners' organizations were squarely behind the passage of the Federal Foods and Drugs Act. In 1907 the canners at Rochester proposed the first sanitary code for canneries. From that day to this our Association has bent every effort within its means to aid in National, state and local legislation making for the improvement of sanitary conditions within the plants, a more rigorous inspection of raw materials and fair labeling of the finished canned products—always to the end that the public may safely use more and buy more at retail stores. Through its Research Department in Washington, the canning industry has been familiarized with the time and temperature required to adequately sterilize every food product being canned by its members, with the result that during the past five years there has been no outbreak of food poisoning from any commercially canned foods canned in these United States. Through its Raw Products Research Department, it is in continuous co-operation with the United States Department of Agriculture and the various state agricultural departments and schools, striving for the development of new and better varieties and the maintenance of the standard of existing varieties, and waging the fight against insects and diseases injurious to canning crops. Through its Home Economics Department it has taken the message of the safety and economy of canned foods to the teacher of home economics in the colleges, normal schools and high schools of the country. The rising generation of housewives is being told the truth about canned foods to-day.

There is one branch of the service of the National Canners Association with which few outside of the Association are familiar. The department is known as the Research Information and Investigation Department. This department functions to investigate consumer complaints on canned foods. During the past three years, there has been an alarming growth in claims made against canners and distributors for alleged poisonings. As has been proved, time and again by investigation, these cases are generally without foundation, and action has been undertaken at the prompting of the ambulance chasing type of attorney. These attorneys, through the universal enactment of compensation laws and almost universal coverage by insurance of automobile damage claims, have lost their means of livelihood. They have

turned to the food industry. During the period November 1, 1927, to May 1, 1928, there was 184 of these claims made and investigated. During the last eight years only one of these cases has been lost in court; and in that instance the verdict for the plaintiff was absolutely nominal in amount. There are at this time fifty-nine cases pending in court. Since November last there have been three suits won, one suit dismissed and no suits lost. This service is of real value to the distributors of canned goods.

I give you this brief recital so that you may know what our Association has done and is doing to make canned foods better, to assure their absolute safety and to guarantee distribution against unjust claims arising out of their sales.

As to the second necessity, a campaign of publicity: You have perhaps heard of plans under contemplation for a broad and continuing campaign to popularize canned foods, this campaign to be directed particularly to the consumer. However broad it may be and whatever mediums it may use, such as magazines, newspapers, radio and lectures, the fact must not be lost sight of that this campaign must be augmented and supported by you men on the firing line. Yours is the day-to-day contact with the consumer. The retail store manager and his or her clerks can be the greatest force of all in getting the truth about canned foods through to the housewives.

To-day our interest in distribution lies in transporting and distributing our products from our plants to the consumer at a minimum cost compatible with the accomplishment of our purpose; namely, the increase in demand for and consumption of our products. We feel that the wholesale distributor and the retail distributor, whether functioning as two units or a single unit (and as a single unit as a voluntary chain organization or a strict chain organization), must still perform a function other than the mere transportation or physical distribution of our products. That function, gentlemen, has to do with the proper promotion of canned foods consumption. We must have your help in telling the American housewife the simple and accepted truths concerning canned foods; that there is no reason whatever for associating so-called ptomaine poisoning with canned foods; that there is nothing poisonous in a tin can; that foods will not be contaminated by storing in an open tin can any more than if left standing in any other open vessel; and that canned foods have a higher vitamin content than those foods brought into her kitchen raw and cooked on her stove in an open kettle. We must bring home to her the economy and the convenience of canned foods; and make her realize that the tin can, instead of being a source of possible danger is the greatest guaranty of freedom from contamination. (No doubt many men who have been forced to eat in a restaurant of dubious appearance have resorted to ordering boiled eggs because that food came to you in a sealed package which could not possibly be contaminated along the way.) We want to drive home to the

consumers of this country the thought that in the same sense, foods brought to her in a hermetically sealed can are, as Doctor Rosenau says, "the safest foods that come to our table on account of the processing to which they have been subjected."

If we are to make real progress in the further development of volume and profit in our canned foods department, I believe it must be done on a quality product. In your green stuff departments, you are excessively jealous of the appearance, of the quality, of every item on that counter. If we are to increase our volume of business on the canned vegetables which must compete with the refrigerated, it must be done on a quality basis—not a price basis.

Let me ask this of you: Will you familiarize yourself most fully with canned foods grades; offer the best of them to your consumers at good prices; view canned foods as the safest, most wholesome foods in your store; display them and talk about their merits; and stress quality, always quality—price is only relative and price appeal of secondary importance?

Let me give you our pledge that in trade practice we will vouch for the integrity of our memberships; that canned foods will be constantly improved; and that we stand ready to join with you in any sound program for the furtherance of our mutual interests and those of the consumer.

E. B. Cosgrove,

President National Canners Association.

Chain Stores Show Smaller Sales Gain

Sales reports of eleven representative chain store systems issued this week show a slight slackening in the rate of gain during June. The rate of increase for the first six months of 1929, however, was about the same as for the corresponding period of 1928.

The smaller rate of increase during June is accounted for largely by the fact that there was one business day less last month than in June, 1928. It is noted, however, that among eleven chains, six representative systems in the 5 and 10 cent class showed a smaller rate of increase during June than during the preceding five months, while five miscellaneous chains reported a larger rate of increase for June than for the first five months of the year. The miscellaneous stores also showed a larger rate of gain for June and the first half of the year than the 5 and 10 cent stores. This trend has been noticeable for several years.

He Was Not Alone.

A jeweler who had not been very good during his early life died and went below. As soon as he got to the nether regions he began to give orders for changing the position of the furnaces, and commenced bossing the imps around. One of them reported to Satan how the newcomer was acting. "Say," said Satan to him, "you act as though you owned the place." "Sure," said the jeweler, "My wife gave it to me while I was on earth."

If asked for information, be sure you have it before you give it.

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Controls important gas properties in the fast growing Northwest and Southeast sections of the United States through its Subsidiary Company,

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and other thriving Cities and Communities

The Future of Gas Companies Is Assured

The American Gas Association officially reports an increase of 12% in gas sales during the first four months of 1929 by the first 81 representative Gas Companies reporting.

This increase reflects in a large part the more extensive development of gas for industrial purposes attending the unusually high rate of industrial activity which characterized the country as a whole during the early part of this year. Another factor contributing to the expansion of gas sales is the increased use of gas for domestic, house heating and refrigerating purposes.

The sales of gas for refrigeration and house heating are rapidly increasing in the South and Southeast.

There Is a Great Future for the Gas Industry

You can share in this by owning Dividend Paying Preferred and Common Stocks of AMERICAN COMMONWEALTHS POWER CORPORATION, which controls Companies serving growing centers of population—where the use of gas is becoming increasingly important.

For Information Address Secretary

American Commonwealths Power Corporation

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

**120 Broadway
New York**

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.

Weekly Report From General Manager Hammond.

Lansing, July 15—Edson, Moore & Co., of Detroit, have always been very friendly and helpful to the Michigan Retail Dry Goods Association. Many members will remember the splendid help given us in early conventions by Frederick Stockwell. We were pleased to call upon one of their traveling representatives, C. E. Squier, who conducts a store in Romeo. Mr. Squier represents Edson, Moore & Co., in Eastern Michigan and Mrs. Squier manages the store. It was easy to get him to join the Association.

In this connection, it may be mentioned that a well-known representative of Marshall Field & Company in Eastern Michigan, a former merchant, also maintains a membership with us. Other wholesalers who do business with our members could be mentioned among those who are loyal and helpful to our Association—A. Krolik & Company and Carson Pirie Scott & Co., whose traveling representatives in this State speak a good word for our organization.

In 1927 and 1928 when we visited the stores in the Thumb region of Michigan there seemed to be a feeling of depression, occasioned, no doubt, by the fact that the seasons had been difficult on account of wet weather in spring and frost in the autumn and also for the further reason that many of the progressive business men of this region had gone to the commercial centers such as Flint, Port Huron, Pontiac and Detroit to engage in other business lines.

We spent seven days in this region. A much better feeling prevails. Some stores have gone out of business and some new stores have been established. We interviewed W. R. Polewacz, of Sandusky, who with his associates is owner of several stores in this region. Mr. Polewacz responded favorably, and authorized all of his stores to be placed on our membership list.

We made an effort to get an interview with Herbert I. Smith, who is also the proprietor of several stores in this region. Mr. Smith was in Detroit and elsewhere on business but we visited his stores and found them progressive and up-to-date places. Through the influence of our Director, D. Mithlethaler, we hope to place the H. J. Smith stores on our membership list also.

Our old friend, Erwin Zemke, of Cass City, has retired from the mercantile business and is now a farmer residing a short distance West of Caro. Otto Zemke, formerly of the Caro store, is now manager in the same location employed by the Uhlman Co. We were disappointed in not finding E. O. Spaulding, the veteran merchant in Caro, in his store. The condition of his health is such that he spends only a part of his time there, but his son, C. W. Spaulding, was on duty, feeling fine regarding the business at present and future prospects.

Changes are being made in the Mithlethaler store, at Harbor Beach. The shelves are being lowered, inside cases removed. Those who know Darius understand that no progress can be made in his part of the State without coming under his business eye. Mr. Mithlethaler learns by observing the chain stores and will be benefitted by what he learns, instead of being discouraged by their presence. He recently interviewed Barie Hannaford, of Saginaw, regarding the stock control system in use in the Barie store. He recommends the Barie plan.

M. M. Forrester, of Deckerville, is also studying modern methods. He asked me to enquire if our merchants could get a modern layout of a floor plan which would be suitable for his store, 27 x 70 feet in dimensions. If any of our members have a blueprint plan they will loan to this office, we will see that it is returned. We have written some letters also to secure this information for Mr. Forrester.

Our old friend, Ex-State Senator George B. Forrester, was assisting in the store as a Saturday helper. We were glad to see him. He served the State honorably for three sessions as Senator.

It was a hot day when we visited Carsonville. Willard Kinde is now the proprietor of the store formerly known as the McCaren store. Mrs. Kinde is the proprietor of a delicatessen store nearby and here's where we got the ice cream served by her daughter, Miss Wanda Kinde, who during the school year is a student at the Michigan State College, where she is specializing in textile chemistry. Here is a young woman who will be heard of later. A son has recently graduated from the high school and will also be a student at Lansing.

At Yale we visited the Williams store. He was in Lapeer at his other store. When we arrived in Lapeer, Mr. Williams was in Yale. Both stores look well and we predict that Mr. Williams is prospering. With H. C. Martin, in Yale, we discussed old times and friendships in Livingston county of a generation ago, comparing opinions regarding State and National politics. Mr. Martin has been in Yale a number of years and continues his membership with our Association. He is devoted to his business.

It hardly seems like ten years since Harry Ford drove us all over this country helping us to secure new members. He is still at North Branch. He is alert to find out what is going on in the business world, has subrented a part of his large store and says he does as big a business in the small space as he did before. His daughter graduated that day from the North Branch high school and will soon be a student in the Battle Creek College.

At Marlette we secured a new member, Louis H. Miller, of the Miller department store. Mr. Miller came to Marlette a year ago and shows his interest in the town of his adoption by purchasing a lot and erecting his own building. We will look forward with pleasure to a visit at the new store after it is settled.

The stock of merchandise at the Harold Doyle store shows that business is good with him. Harold is a loyal member of the Association, as was his father who passed away three or four years ago. We are glad to see him contented and prospering.

Sandusky is where W. R. Polewacz, mentioned above, got his start as a merchant. The Sandusky store was visited, as was also the store of K. H. McKenzie. Here both Mr. and Mrs. McKenzie were busy waiting on a store full of customers. It was Saturday afternoon and we did not tarry long. The McKenzies are O. K.

We have three members in Crosswell—Billers department store, Saul Jackson and P. L. Graham & Co. Crosswell seems to hold its own in a business way. All three of these stores were busy places on Saturday afternoon. We had a conference with Mr. Biller on his pattern contract. Was sorry that Mr. Graham was temporarily absent from his store and had a good visit with Jackson. We always enjoy going to Crosswell.

We missed the fine personality of the late A. R. Ballentine, whose passing was mentioned in our News Letter several weeks ago. This store is now temporarily in charge of E. E. Palmer. Both of Mr. Ballentine's sons are

prosperous and successful business men, but are not interested directly in the dry goods business. A change of ownership at this place would not surprise me. It is a fine location.

Our former President, J. B. Sperry, and his son, Clare, are at the helm in the big Sperry store. A delightful hour was spent in Mr. Sperry's beautiful home on the lake front. We rejoice to see him thus situated as he has earned it by hard work, combined with his skill as a merchant and business man.

Mr. Winkelman, of the Winkelman store, proudly showed us through his beautiful ready-to-wear and specialty store, asking numerous questions which indicated that he desires to make good use of the Association and we are responding to said questions to the best of our ability. At this place we met H. E. Engert, a newly acquired merchandise man from Knoxville, Tenn. This store will join the U. of M. Research Class conducted by Prof. C. N. Schmalz and his assistants.

Eugene Higer, of L. Higer & Son, gave us a task to find figures for leasing certain portions of a store. The book entitled Retail Store Problem, prepared by the U. S. Department of Commerce, gives some valuable helps. This is the book we have been presenting to the members on whom calls have been made recently. Have about 100 copies still on hand.

In a recent News Letter we mentioned meeting Mr. Cochran, formerly of the Cochran Dry Goods Co., at Port Huron, who having sold his business had started on a trip to California. He mentioned one of his men who had started a new store in Port Huron. We called on B. A. Mann and a new member was secured in a very few minutes. Mr. Mann has a fine little store. We believe he will succeed.

A well-known traveling man greeted us when we called at the C. L. Vosburgh store, at Lapeer. He declared that the Vosburgh store is the best

store in Michigan. I looked around and saw Mr. Vosburgh's smiling face, the new merchandise tables in the center of the floor, new floor coverings and many other indications of improvement. Mr. Vosburgh did not dispute the statement made by the traveling salesman. We agree that a better looking store would be hard to find.

We called at the store of C. D. Fick and found Mrs. Fick on duty, but the proprietor was temporarily absent. We enquired for the young son and favorite little black dog which heretofore has greeted us when we visited this place. Mrs. Fick gave a good account of their business and regretted the absence of the boy and the dog. He is spending the summer at his grandmother's.

S. A. Lockwood is still at the helm in the Lockwood's department store. Both of his sons, Ralph and Carl, have gone out into business for themselves. This store is well located, has a front and side entrance and has a well stocked basement.

We paused with regret before the ruins of the store of Rathsburg & Schoof, at Imlay City, which was destroyed by fire during the holidays. Mr. Schoof has started in business again in another line and Mr. Rathsburg has retired from the dry goods business permanently. They were pleased with the settlement made by our insurance company.

Thomas H. Taylor was home and sociable as ever; is a native of Imlay City and spoke regretfully of the friends of former years who had gone out of business and departed for other fields of labor.

The Hazelton & Linekar store is a busy place. We had some fun with some of the youngsters who were looking over some tablets; made up an ice cream party to a nearby store and some of the Imlay City kids still think that Henry Ford treated them to the ice cream. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

\$100,000 LIQUIDATION AUCTION SALE TWO DAYS SALE

Thursday, July 25—Friday, July 26

Beginning Each Day Promptly at 10:30 A. M.

Will offer for Sale at Public Auction, in Lots to suit the Retail Trade Over 3000 Trade Lots of Staple & Novelty Merchandise Comprising Four Retail Stocks Together with Tremendous Lines of Solid Case Lots of Goods from Reputable Manufacturers. Included in this Sale the Entire Stock of:

Philip Stier, Mansfield, Ohio; Allen Bros., Ionia, Michigan; Gustine & Miller, Birmingham, Michigan; A. W. Blackman, Quincy, Michigan.

Stock Consists in Part as Follows: 1000 Doz. Work & Dress Shirts; 500 Leather, Corduroy & Sheepskin Coats; 300 Men's & Boys' Suits & Overcoats; 2000 Doz. Underwear; 1000 Doz. Hosiery; 1000 Doz. O. N. T. & Coats Crochet & Sewing Cotton; Thousands of Yards of Dry Goods. Large Assortment of Men's, Ladies' & Children's Furnishings, Rayon & Silk Underwear, Night Gowns, Muslin Wear, Overalls, Suspenders, Neckwear, Work & Dress Pants, Sweaters, Leather Vests, Hats, Caps, Ladies' & Children's Furnishings, Laces, Ribbons, Millinery Goods, Silks, Notions, Art Goods, Aprons, Kimonos, Dress, Robes, Etc.—And Thousands of Other

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This is one of the Largest Collections of merchandise ever assembled in one sale. All to be Sold in Large Trade Lots, Without Limit or Reserve. Entire Stock on Exhibition and sold in 2 days.

THURSDAY, JULY 25, FRIDAY, JULY 26

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SHOE MARKET

Michigan Retail Shoe Dealers Association
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 Association Business Office, 907 Transportation Bldg., Detroit.

Heels and Their Requirements.

In recent years shoes with extension heels have been widely advocated. These heels, extending forward on the inner side of the shoe have some merit for feet that are continually overstrained. They are of particular advantage when used in conjunction with a flexible shank shoe by providing support at the point of weight thrust. This form of heel was originated by an English surgeon, Thomas, and named after him as the Thomas heel, was primarily used by him in the treatment of weak foot. The original Thomas heel was not only extended forward and inward but, in addition, was raised on its inner border, thus acting as a mild support. For a foot that is normal, a heel of this type is not needed as it provides a support that the healthy foot does not require.

With the development of tile floors, cement and concrete sidewalks, the foundation for the rubber heel was laid. The rubber heel is a safeguard to the nervous system. The continuous shock to the delicate organs of the body, caused by the common heel-and-toe walk on unyielding surfaces, produce disturbances which result in fatigue, backaches, headaches and general nervousness. Rubber heels lessen the shock, and their use are advisable for any one walking on hard ground.

A correct heel is one that incorporates both rubber and leather in proportion to support the body weight and to yield with every step.

Supplementary to the treatments employed by many foot authorities, both rigid and flexible shanks are prescribed for the same individual. Their use is alternated throughout each day as a means of assuring support for several hours and freedom from restriction at intervals.

Shanks Not a Panacea For Foot Ailments.

Neither the flexible nor the rigid shank shoe is a panacea for foot ailments, as is so frequently claimed by their respective advocates. The best we can expect of a flexible shank shoe is that it keeps a normal foot healthy. It possesses no curative properties for weak or deformed feet, it is merely a pliable foot protection that does not interfere with the finer movements of the foot.

The rigid shank shoe can at best only relieve foot strain; it cannot cure weak or flatfoot. Through its arch supporting feature it acts like a crutch to the foot and therefore, in weak and flatfoot, by relieving the strain on the overstretched ligaments in the foot, it may alleviate the pain, but it merely accommodates an abnormal condition instead of correcting it. In the treatment of conditions, in conjunction with other means, the shank of the shoe is an important part of the doctor's armament. The Chiropodist, Podiatrist and

Orthopedist, in the treatment of foot ills, looks to the shoe store with the same degree of confidence as the physician and surgeon appeals to the drug store. As a matter of fact we consider that your stores are retailing health through properly fitted shoes.

Features of footwear, whether remedial or preventive in my opinion should be built into the shoe while the shoe is in the process of manufacture. When pads and appliances are added to shoes there is danger of permanent damage unless considered anatomically and physiologically.

High vs. Low Shoes.

As to a high or low shoe, this depends upon the occupation of the wearer and the condition of the ankles. Generally, a low shoe is preferable for use during the warmer months of the year, high shoes during the season when protection is necessary. Whenever there is a threat of an epidemic of flu, the feet should be kept at body temperature and the lower extremities protected from cold and dampness. On the feet there are many more pores to the inch than elsewhere on the body. For this reason, colds are more readily developed when the feet are exposed to chill resulting in a subsequent reduction of bodily resistance.

It is plainly evident that so long as woman allows style to dictate features of footwear she is doomed to pay for her privilege to a certain extent in physical discomfort and relative disability. The human foot will put up with an amount of abuse that no man-made mechanism would tolerate for as long a time. In due time this abuse takes its toll.

When On Your Way, See Onaway.

Onaway, July 16—Places that are the hardest to reach are usually the most interesting. I refer to nature scenes. It is common to hear the question asked, "Can we drive right to them?" No, you cannot. If such were the case and if all these nice places were strung along the highway like bill boards they would be equally unsightly; altogether too common. If you could step out conveniently any hour of the day and catch a tub full of fish, how long would fishing remain a pleasure? It is the novelty of going after them; of doing things; the expectancy. That's where trout fishing excels; wading the stream, continued change of scenery; looking ahead with eagerness; there may be something on the next bend. Travelers and tourists are seeking something different. New roads, new paths, wild life, rustic and natural, away from the artificial.

The pavements are becoming monotonous; they are all right for speed and distance, but give us the winding roads, the hills and valleys and the unusual; that's the demand now. And that is why we say to our every day callers, "Let's get acquainted, ask questions; ask about the places of interest; they are not all on the main road."

Discard the finery; it is uncomfortable, unsuited and not appropriate.

Face powders, rouge and face tan will be supplied by nature; painted in, not painted on. Then after the trip you've really been somewhere; something to talk about; something attempted; something done and you have earned a night's repose.

Squire Signal.

The reason some men can't adapt themselves to modern ways is that they are mentally muscle bound.

The man who can never hold a job ought to consider if the trouble isn't with himself and not with the boss.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

Progress in

CASH ASSETS

1912	-----	\$	460.29
1917	-----		7,191.96
1922	-----		85,712.11
1927	-----		151,393.18
1929	-----		200,661.17

Meanwhile, we have paid back to our Policy Holders,
in Unabsorbed Premiums,

\$380,817.91

□

for

Information write to

L. H. BAKER, Secretary-Treasurer
LANSING, MICHIGAN

Putnam's

NORTHLAND CHERRIES

10 LB.
DISPLAY
BASKETS



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

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham Rowena Pancake Flour
Rowena Golden G. Meal Rowena Buckwheat Compound
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

How Go-Getting Doubled a Business.

A Rochester grocer was in trouble. He was running behind. There were no chain units in his vicinity, so he could not see that specially keen local competition was at fault, but he was not making anything. So he consulted—well, whom do you suppose? He consulted the manager of a large grocery department in a down-town store. That manager now tells the story.

"I asked him how much business he was doing and he said \$600 per week. Did he owe anything? No, he was free from debt. What were his expenses? Oh, that he did not know. So I said I'd go down and spend an evening with him.

"I went down next day at 4 o'clock and stayed with him until 8. I found his stock nice, clean and well kept. He owns his building, was paying himself \$40 per week salary and had a boy to whom he paid \$12. His expense was therefore not heavy.

"My conclusion was, as I told him promptly, that all that ailed him was he was not doing enough business. He did not know how to cope with such a condition, so I proposed that he issue a dodger, which I would get up for him; and that he pursue that system steadily under my direction until he felt fit to handle it himself.

"He agreed and we got to work. I used three specials, pricing them at absolute cost. We got the dodger out on Wednesday, special prices good for Thursday to Saturday, inclusive. Other things advertised were regular goods, but high grade at regular prices.

"That first week he did \$830. So his advertising paid for itself from the jump-off. I continued to run his circulars for several weeks. Then he felt he had graduated and was able to run things himself. His business has steadily increased. He did \$1,400 per week within six months; and all the extra help he has had to hire—his only additional expense—has been one girl.

That story has a perfectly familiar ring. It shows how most of us look abroad for the causes of our troubles when the diamonds of opportunity are under our eyes in our own stores. This man was dying simply from the habitual dry-rot that infects so many businesses. He felt himself slipping, but the perfectly obvious plan to bestir himself and get after business never occurred to him.

An important lesson for every grocer to learn is that every business must be kept alive. If nothing is done to renew its vigor, old customers are apt to drift away and there are too many stores handy to everybody for anyone to need to hunt up a source of supply. Thus regardless of how well established a business may be, nor how high-brow and fancy it may think itself, it must have new blood pumped into its veins regularly or it will die of hardened arteries.

The individual grocer is constantly referred to as the independent. Was the man whose story I have just told independent? He was not. Had he not found another on whom he could depend, he'd have withered and blown away in a short time. And it is worth while to note whom he found. It was a competitor; and there is where most of us can find and get real help, if we are ready to take it. Chain managers and owners are splendid helpers of individual retailers, if they are but given the chance to be useful.

Nor does this reasoning apply only to grocers, for nobody is independent. When our country broke away from England she was more nearly self-contained, considering the living standards of that day, than she is now; yet her merchants then had to look across the Atlantic for everything except what could be grown on our primitive farms. Smuggling of British goods continued until open importing came in again. From strong drink, then regarded by everybody as a necessity of life, to cloth—say from rum to raiment—must come from Europe.

And are we independent now? Well, now the boot is on the other foot. Today we need the rest of the world to absorb our surplus products, so we are even more dependent on the outside than ever before.

Let us feel that we are interdependent—that "we are all members one of another"—and we shall have the true slant on our lives. Maybe then, too, we shall achieve a measure of tolerance that may broaden our outlook on our fellows and which we surely can use to great personal advantage!

We run our business to make money. Some of us make it. Most of us hardly use it to best advantage. And it is in the misuse of money, not in its simple possession, that danger lurks.

Grocers would make more money if they consistently withdrew real money from their business on some settled, definite, monthly or weekly plan. That money should then be invested in securities. Consult your banker on this always. But here is one excellent direction.

You can share in the earnings of public service companies and thus make one hand wash the other, as the Scots say. Nine shares of American Telegraph and Telephone stock will earn dividends to pay for a private line in New York. Sixteen shares of Consolidated Gas will pay for gas and electric bills of \$48 per year. Thirteen shares of New York Central stock would have paid for an annual round trip ticket to Chicago on the Twentieth Century Limited, including Pullman fare six months ago. It will pay much more than that now.

In days gone by when stocks were transferred only in hundred share lots it was largely true that Wall Street owned the corporations; but during the past twenty years those stocks have been distributed in small lots to small investors everywhere. To-day the people own the corporations. And there is no better way to begin to be a stockholder than by purchasing a few shares of the companies that serve your own community.

(Continued on page 31)

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

AT YOUR GROCER'S

A huge advertising campaign is sending thousands of new customers to grocers for their daily supply of Yeast. Grocers who show Fleischmann transparencies on their windows or doors, and metal package displays in their stores are identifying themselves with this advertising and are enjoying bigger profits by securing these new customers.

To get your share of this new business be sure you have these displays in a prominent place.

FLEISCHMANN'S YEAST

Service

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

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.

Animal's Age Indicated in Meat.

When students of meat are trying to establish in their minds the appearance of beef, complications are apt to arise unless the essential differences between the beef of young and older carcasses and cuts are considered. One of the first things careful meat buyers look for is quality as evidenced by marbling, or intermixture of fat particles throughout the lean muscles. Of course the color and general appearance is considered also, including the color of the fat. These are good things to study and to look for when buying, but of no less importance to the experienced meat man is the bone. When the bones are red in the center, if sawed or chopped, and when the bones along the back of the rib contain snowy white cartilage, the evidence of youth is there in unmistakable terms. Youth and tenderness are closely associated in beef as well as in other meats, and when the bones show the proper redness, softness, and cartilaginous features, the meat is likely to be tender and of good flavor, even though not so well marbled as it might be. Because these things are so, the Government has seen fit to provide separate descriptions of the different grades of so-called yearling beef as well as the mature kind.

Taking the grades of steer and heifer beef in their order from the best to the worst we find the names of the different grades: Prime, Choice, Good, Medium, Common, Cutter, and Low Cutter. The two lower grades seldom find their way into meat markets and the next higher in order, Common, is also quite scarce. Now suppose we were to take two carcasses of Choice steer beef, one representing the Yearling and the other the mature group. The interesting thing to consumers or students of the meat business would be to learn how the two grades differ. Well, in the first place, as a rule the yearling carcass would be much lighter in weight and the cuts would be proportionately smaller. If we were to take two typical carcasses the yearling might weigh around 500 pounds, while the mature carcass might weigh at least 200 pounds more, and might even weigh 800 pounds or over.

Next we would look at the bones along the back. In the yearlings we would find them white at the ends and would find them reddish in color to a pronounced degree. The bones of the mature beef carcass would be less red, the cartilage would be less pronounced, and in all probability would be somewhat grey in appearance. When the bones of the yearling carcass were cut they would be soft and red, whereas the other would show less softness and less redness in the bones. We would also find the marbling in the mature carcass very pronounced, while the yearling would be less marbled and finer and smoother in appearance. We would find considerably less fat cover-

ing on the yearling steer carcass and less waste fat on the inside.

Resort Season Well On At Charlevoix.

Charlevoix, July 13.—This city begins to have the appearance of a convention city. Each of the leading hotels had one prominent meeting to start the season with. The golf links are looking very attractive. William Watson has charge of both links and he has improved their appearance very much. I visited William Taylor in his only North side stand, which is near the depot and where he has been in business for the last twenty-one years. He claims to have had the best business in June he ever had. Going from one extreme to the other I visited Louis S. Orlowski this morning, who has a wholesale and retail grocery on the extreme South side of the city. He seemed very pleased to see me, more so as he rubbed it into me that I did not pay him a visit last year at all, but I excused myself on the plea I did not make very many calls during the last season on account of my health. I was very much pleased to see that Hallett's Inn keeps a file of the Michigan Tradesman in their reading room in a very prominent place.

A friend of mine in Chicago who has reached an old age and takes daily walks recommended to me Dr. Sunshine and Dr. Blue Sky and wherever they are I should be. Therefore I am now taking more walks in the sunshine of Charlevoix the Beautiful.

Strange to say, I strolled away out to-day to the public cemetery, which is being improved by landscape gardeners who surely are doing a good job beautifying this quiet resting place.

During the week I visited most of the local hotels and was agreeably surprised on the improvements which have been made for this season. The Charlevoix Hotel, which is owned and managed by Mr. and Mrs. C. J. Winder, has enlarged the dining room by encasing the porch and placing a nice little fountain in the center of the place, which makes it a very attractive dining room. The Noble coffee shop has been moved into the Noble Hotel, which has also been enlarged and made into a modern eating place, double its former capacity. In a prominent place in their reading department one finds the files of the Michigan Tradesman for the last year, which is a source of great enjoyment to the guests. The Fountain City House is being well taken care of by its proprietors who are known to give the best to their regular and temporary guests. A. S. Mussellam looks after his store in the Alhambra Hotel and his competent help for the hotel management. The Hotel Hallett is run in connection with the Hallett Inn and serves meals for the guests of both places. Mrs. F. Sears is a busy lady and manages the Belvedere Hotel again to the queen's taste. The Beach Hotel and cottages are again under the management of Mr. and Mrs. A. Van Dolke and have a good booking for this season. The Inn had a very good convention week. A. I. Creamer looks after the comfort of his guests in the usual manner. This city has also an appropriate number of well managed boarding and rooming houses properly taken care of by the respective proprietors.

The Elston cottage is now like home to me. My friends, Uncle Joe Lowenback, of Alexandria, Virginia, Mr. Ornstein, of Cincinnati, and Mrs. Max Katz, of Chester, Illinois, have arrived and started the roll of regular boarders for this season. L. Winternitz.

Forgot Only One Thing.

He took no chances, but—
He brushed his teeth twice a day—with a nationally advertised toothpaste.

The doctor examined him twice a year.

He wore his rubbers when it rained.

He slept with the windows open.

He stuck to a diet with plenty of fresh vegetables.

He relinquished his tonsils and traded in several worn-out glands.

He golfed—but never more than 18 holes at a time.

He got at least eight hours sleep every night.

He never smoked, drank or lost his temper.

He did his daily dozen daily.

He was all set to live to be a hundred.

The funeral will be held next Wednesday. He is survived by eighteen specialists, four health institutes, six gymnasiums, and numerous manufacturers of health foods and antiseptics.

He had forgotten about trains at grade crossings.

Sad But True.

Father: Why didn't you get your pharmacy degree?

Son: I flunked in sandwich making.

WORDEN GROCER COMPANY

The Prompt Shippers

When You Sell

Morton House COFFEE

You Know That It Will Satisfy

WORDEN GROCER COMPANY

Wholesalers for Sixty Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

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.

Side Lines That Hardware Dealers Have Handled.

The hardware business has a widening list of what may be regarded as staples. The novelty of one year may quite often become the staple line of the next year, or of a few years later. But there are always lines that seem to hang on the fringe of the legitimate hardware business. Some hardware dealers handle them, some do not. Some of the hardware dealers who take up these lines find them unprofitable, and others declare there is good money in them.

It is the height of folly to tell hardware dealers that this, that or the other specialty is a profitable line under all circumstances. Circumstances differ with different communities, with different stores in the same community, and with different dealers. It is hard to lay down a general rule; beyond the rule that the intelligent hardware dealer should know his ground, know his public, and shape his individual policy accordingly.

In my experience I have run across a lot of more or less out-of-the-way articles which individual hardware dealers have found it profitable to handle. As a rule, the country store finds it profitable to carry a wide variety of articles; and the big city store finds it profitable to specialize in different qualities and sizes of the same article. The larger the immediate public, the more room there is for such specialization.

In many so-called country stores, harness and saddlery is a good line for the hardware dealer to handle. It is reasonably related to hardware; it helps attract profitable patronage to the store; and it affords a reasonable margin of profit. The demand for such lines is less than in the pre-motor days, and has varied with the advent of the automobile; but as long as we have farming communities we will probably have horses.

Whether the hardware dealer handles this line or not will depend on his competition. Where there is a well-established store specializing in such goods, it is often advisable to let the line alone. On the other hand, where all the other local hardware dealers handle the line, you can hardly neglect it; since if you do, and as a result turn away customers who are accustomed to look for harness in the hardware store, you will tend to lose custom in other lines as well.

The safe rule is to be guided by local conditions; and if you take up the line, to know it thoroughly, learn to buy carefully and intelligently, and put aggressive methods into your selling.

In one town a hardware dealer does, right along, a good business in cherry pitters. It is one of those old fashioned communities where housewives still "put down" fruit every summer; and where cherries can be secured in abundance.

This dealer took up the line in a peculiar way. One day a grocer telephoned asking if he knew of any cherry pitting device.

The hardware dealer had never handled such a thing. "A lot of people," explained the grocer "would buy cherries, but they mortally hate the work of stoning them. It would pay me to loan the pitters in order to sell the cherries. I could double my sales."

The hardware dealer investigated, found a cheap but workable cherry pitter, and ordered a supply. He canvassed every grocer in town with the proposition, and sold anywhere from one to half a dozen of the devices.

That might seem a short-sighted policy; at first glance one would think the dealer was making a mistake in selling the pitters to be loaned, where he might have sold outright to individual users. As a matter of fact, his sales to grocers at the outset made the deal profitable; the grocers introduced the cherry pitting device to their customers; and ever since then the cherry season has been signalized by a lot of direct orders coming to that hardware store from people who have borrowed the device in previous years but felt it would be more convenient to have one of their own; and from other people who found the grocer's supply all in use at the moment.

The razor — safety or otherwise — forms an integral item of every cutlery stock. But hardware dealers are divided as to whether or not they should carry a full line of shaving supplies. The question is one for the hardware dealer to determine for himself in the light of his own particular position.

But if he takes up the line, there are some points worth remembering. The dealer who makes quality the strong point in pushing the sale of shaving accessories will find it one of the best arguments he can use. No man who shaves ever wants soap that bites the face, a brush that sheds hair, or a razor that hurts the face. If he buys quality goods he will avoid these bad features; and there are very few men who will knowingly risk the discomforts of shaving by buying inferior goods. The average man, even the man with whom price weighs heavily, will buy the cheap article only if he is convinced that it will do good work.

The salesman who understands his goods and is able to explain why the high grade goods are worth the price can usually land the sale. Take for instance a high grade safety razor. There is generally some feature which causes it to cut evenly and give that smoothness which makes shaving delightful. Then, again, the razor may be adjustable, so as to give either a light or a close shave. These and other features explained to customers will help convince them that the better grade of razor is really worth the price.

Then, again, the salesman must understand the difference in shaving brushes in order to be able to sell the higher-priced article. One may be fitted with real badger hair, and the other with a cheaper hair. The handles may differ, or the hair in one brush

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

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

may be set much better than in the other. The wide-awake salesman should be prepared to bring home the quality reason behind the higher price and justifying it.

In a medium-sized town in Iowa some years ago a local hardware dealer observed that the drug and stationery stores elsewhere had a seeming monopoly of the trade in cameras and photographic supplies. He decided to take a flyer in the line. His first purchase was about \$60. Eleven months later an inventory showed that the stock on hand totaled \$100 or more, while the books for the period showed purchases of \$988.75. This dealer sized up his experience as follows:

"We don't believe that anyone could possibly get stuck with this line where there is no local competition. It will also be found that the people who have cameras use twice the amount of supplies when they can get them locally as they do if they have to send away for them, or buy them in some other place. And last, but not least, the entire line shows a good profit. We turned our stock nearly twice a month. Of course we did not jump heavily into the business; started on a moderate scale and gradually built it up."

As a rule, in the larger communities, the drug stores have a pretty firm grip on this business. There is good money in printing and developing films. One hardware dealer who wanted to get into the game in his community studied the work that was being done, and found considerable dissatisfaction. He got in touch with an amateur photographer who liked the dark room work, and had shown considerable skill in it; and arranged to have this man do his printing and developing on a commission basis. As a result of being able to turn out superior work, the hardware dealer cut heavily into the trade in supplies. Most amateur photographers get their printing and developing done, they soon find out where they get the best work, and that particular store inevitably gets their orders for supplies.

Not so long ago it was impossible in many communities to find hardware dealers willing to handle screen doors. Some years ago a salesman for a big city wholesale house told of his experience. His firm took hold of the screen door business when it was a new thing. The retail hardware dealers in his territory couldn't see a chance of profit in the line.

"I went around from store to store," said the salesman. "When I showed a sample door, the retailers laughed at me. They thought a screen door would be more bother than it was worth, and that people would not buy them. They objected that the price was exorbitant. I could make no headway with them.

"At last I went to the owner of a furniture store. He wasn't enthusiastic. Oh, yes, there might be a chance of selling a door or two. I offered to help that man. He was my last chance to unload a line that looked like a dead loss to our firm. I got him signs, Put up these doors and keep out the flies.

"He put samples in his window. The people came with a rush. They fairly

tumbled over one another to get those screen doors. It seemed as though the screen door was the very idea everybody had been looking for. The hardware dealers woke up then, and came to us with their orders; but before they could get their stock the furniture dealer had sold over 100 doors and had a big start with the trade."

The incident may seem incredible, but it actually happened in an Eastern city of 500,000 people. To-day the screen door is practically a staple hardware line. But the incident merely illustrates the fact, that one cannot always gauge with accuracy the possible extent to which a novelty may develop as a business-getter.

Right now is a good time to give some attention to equipment and materials for spraying fruit trees, and vegetable and flower gardens. Here the hardware dealer has competition to a certain extent from the seed stores, and from the drug stores. But the line is a legitimate item in almost every hardware store, although the lines to be stocked will differ according to the locality. A big city where insecticides are saleable chiefly to horticulturists will require different preparations and different equipment from that in demand in a fruit growing or gardening country.

In handling such lines, especially in a rural community, the hardware dealer must know three things. He must know what crops are grown locally. He must know what insect pests are likely to be active. And he must know what preparations and equipment are necessary to combat them. In this line, as in almost any other lines, knowledge is essential in selling.

It will usually pay to get in touch with the local agricultural expert, if there is one; or with leading farmers who have studied these problems. Send out a circular letter and other advertising matter to a selected mailing list. Put on a good display, featuring both preparations and equipment.

One dealer featured his display with a big card showing mounted specimens of the various pests in the locality, together with a few words as to the methods to combat each of them.

Victor Lauriston.

Worst Foe of All.

I am the great enemy of man.
I am the cause of most of his trouble and mistakes.
I stand in his path of progress and block his way to success.
I am eternally causing him to retrace his steps and do his work over again.
I rob him of valuable time, fasten shackles about his feet, and load unnecessary burdens upon his shoulders.
I disturb his peace of mind—cause him worry, anxiety and vexation of spirit.
Failure, accidents, sickness and death often follow in my wake—I am the arch enemy of man.
I am Forgetfulness!

Give just as considerate attention to the little fellow as the big fellow.

Let your dress be quiet, neat and not too fashionable.



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

Member of the Federal Reserve System.

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

Ned B. Alsover

Assistant Cashier, Fred H. Travis

When you want good cheese
ASK FOR



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



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

NEW ERA
LIFE ASSOCIATION
Grand Rapids.

SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

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

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JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
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209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

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ELECTRIC REFRIGERATING SYSTEMS
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SEELY'S PARISIAN BALM
Standard of quality for nearly 70 years
SEELY MANUFACTURING CO.
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There is nothing better than our
FULL COVERAGE POLICY.

American Mutual
Automobile Insurance Co.
701-2 Building & Loan Bldg.
Grand Rapids, Michigan.

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, July 12—A merger of more than a dozen of Detroit's residential hotels is approaching culmination. The corporation which is to undertake the operation of this chain will have a capital stock of approximately \$30,000,000. Ever since the first of the year appraisers have been going over these properties with the result that an actual picture of the physical condition of each house is available for study by the hotel men planning the merger and by the financial houses involved in the syndicate. The proposed merger does not contemplate taking in old hotels that are in bad shape physically, but is confined entirely to strictly modern houses of eight stories or more that have been erected in the past five years and whose operation may be standardized largely in two groups, one catering to exclusive patronage at fairly high rates and the other meeting the needs of the great middle classes at lower level rates. Certainly there is apparent a necessity for reducing the burden of managerial costs of the various houses, and this consolidation will effect many economies, but soon another cloud will appear in the offing and some more half-baked financiers will come along advocating the construction of other "too many" hotels, for the purpose of selling out to syndicates.

This hotel craze is the same all over the country. I have talked about it for years and I was by no means the originator of the subject. Every hotel man, unless he is operating a new hotel, is faced with the local civic ambition for something "high toned." Little villages as well as the smaller cities are clamoring for new hotels, not that such are really needed, but to keep up with some other city or community. Promotion of new hotels seems to be one of the very few things which have nothing whatsoever to do with the laws of supply and demand, but when they are completed they have to deal with an inexorable economic law which is condemning altogether too many of them to bankruptcy. Unfortunately, on their way down they are quite likely to carry some of the older establishments with them—which but for the unwisdom of promoters of the new hostelry would have been able to serve the public profitably for many years.

The new manager of Grand Hotel, Mackinac Island, immediately after his arrival started to make important physical improvements in that establishment, among them a fine new convention hall 100 x 100, with a balcony and an entirely unobstructed view of its entirety, many additional rooms with baths, a dining room 258 feet long, entirely renewed draperies and decorations and much additional kitchen equipment. Certainly Michigan can safely claim one of the completest resort hotels in the whole world.

And there are numerous other hotels on this wonderful Island which have acquired the spirit of improvement this year.

In my mention of W. L. Cartright, in connection with the operation of Ramona Park Hotel, Harbor Springs, last week, I forgot to state that in the winter time he conducts the Grand View Hotel, in Eustis, Florida, and has done so for several years, but he always comes back with the bluebirds each recurring season. His earlier hotel experiences were at Petoskey.

Benjamin F. James, of Holland, has recently purchased the Kellev Hotel, in Wayland, from Mrs. Pearl Kellev, and has taken possession of same.

Carl Montgomery, manager of Post

Tavern, Battle Creek, is also chairman of the United Commercial Travelers committee of the Michigan Hotel Association and believes that a committee chairmanship is something more than a perfunctory proposition. Recently he sent the traveler at their annual meeting, at Jackson, a mammoth bouquet, with a message to the effect that the hotel men of the State depend largely on commercial men for their success, and soliciting constructive suggestions from them looking toward the improvement of hotel conditions and bespeaking a continuous feeling of reciprocity between the two organizations.

Mrs. H. M. Rudisill, formerly manager of Green Terrace Inn, Bowling Green, Florida, is now in full charge of the culinary department of the Bay View House, at Bay View.

Allan Doyle, who for some time was promotion manager of the Tuller Hotel, in Detroit, has been transplanted to the effete East and will hereafter be secretary of the chamber of commerce, at Rochester, New York. A good job for a very capable young man.

President and managing director of the Hotel McAlpine properties, in New York city, sends me a wonderful letter of acknowledgment for something good I said of him a while ago. I could do that, Frank.

They are still talking about that new hotel they are going to have in place of Park Place Hotel, Traverse City, and I feel sure they are going to have it. When they do I am going to make a special pilgrimage back to dear old Michigan, just to say to genial "Billy" Holden, "Well done, good and faithful servant."

Reno Hoag, known to all Michigan hotel operators and who now has the Lafayette Hotel, at Marietta, Ohio, is trying to secure some co-operation among his neighbors in the distribution of advertising folders. He has some job on his hands. There are a large percentage of the craft who don't believe in any form of advertising; others who try it, but confine their efforts to reaching hotel men instead of hotel patrons, and some who believe—well scan the hotel pages of the Tradesman which is thumbed weekly by traveling men all over Michigan. And these continue to advertise.

Thomas C. Rilev, who ran one of the tidiest hotels in Michigan—the Dresden, at Flint—and provided a cuisine like mother "tried" to provide, has sold out, spick and span, to W. G. McCarthy, of Gainesville, Texas and Charles B. Danielson, of Champaign, Ill. Mr. McCarthy is an old timer in his line and Mr. Danielson is a product of Harvard. They have a good property and should do well.

It is reported that Mr. Rilev will come to California to live. I hope he does and takes the trouble to look me up. He certainly was responsible for many happy moments in my young life, when I was rubbing elbows with the Wolverine hoteliers.

The convention guest is undoubtedly a good thing to have at your hotel occasionally, but so much more valuable is the fellow who comes along several times every year and leaves a few dollars in your collection plate. You may crowd him out at convention time, but he is grumpy enough to come back for more punishment, especially if you give him the glad hand as if you really meant it.

The announcement has been made by the Grand Rapids Trust Co., operators of the Golfmore Hotel, Grand Beach, that C. L. Holden, appointed its manager at the beginning of the

Fellman, of Chicago. Mr. Holden was at one time manager of Hotel Rowe, Grand Rapids, and later on was in charge of Four Flags Hotel, at Niles, season, has tendered his resignation and has been succeeded by Norman I.

"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.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

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.

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.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

By underground telegraph I am informed that the remodeled cafeteria in Hotel Pantlind is quite "swank." I don't know what that means, but it has to be something pretty good to be found anywhere around the Pantlind.

The Anchor Inn, at Lake Odessa, had a bad fire the other night. The one, lone inmate who had wandered in there had a hard time finding his way but the local "red shirt" brigade was on hand to guide him. At one time the Inn was some institution, but recently it was padlocked after a liquor raid—the penalty for being caught.

Chicago feels that Frederick Wenslev, the famous Sherlock Holmes, of Scotland Yard, "unnon," could help solve its gang murder mysteries, so they are sending for him. If he is astute enough to discover Lake Michigan, he can go to the head of his class so far as Chicago police officials are concerned.

To my notion the only "mystery" about Chicago gang murders is why police allow armed gangs of men—everyone of whom is as well known as said Lake Michigan—to practice the fine art of murder without interference or punishment.

Senator McKellar suggests a consolidation of the Nation's border patrol into an independent service that would be available for all purposes. It would not only collect and protect all customs duties, but would cope with narcotic smugglers, rum runners, unadmissible aliens, international criminals and all other assailants of peace and law. Maybe it would be better to enlist the whole army and navy in this service and make a complete job of it.

Frank S. Verbeck.

Referring to the new Park Place Hotel, a Traverse City paper publishes the following:

Construction of Traverse City's new half-million dollar hotel, the Park Place, will be started September first. It will be completed on or prior to June first, 1930, in time for the next resort season's business.

Benjamin H. Marshall, Chicago architect who designed the famous Edgewater Beach and several other leading hotels of the country, has completed plans for Park Place Hotel, and is to be employed to have complete charge of the construction.

Contract for the building, approved by the local stockholders, has been forwarded to R. Floyd Clinch at Chicago, for his signature, and word is expected here to-day or Monday that the contract has been signed. The contract is between Mr. Clinch's company and Mr. Marshall, and provides for delivery of the completed hotel early in 1930. Furnishing of the hostelry is embodied in the contract as well as everything else required to fit the hotel for operation.

Mr. Marshall will be in Traverse City within a few days to go over the ground thoroughly and make his preliminary plans. It is probable that the actual construction will be the result of sub-contracts let by Mr. Marshall, and that Traverse City labor will be used almost exclusively.

Original draft of Park Place Hotel plans is in the possession of M. S. Sanders, who has just returned from conference with Mr. Clinch and Mr. Marshall. The new hotel will rise over 125 feet in the air, commanding a magnificent view of the entire Traverse City valley. It will be nine stories high, surmounted with a tower for observation purposes. On the top will be a beacon light to guide airplanes in the night.

The cost of the new hotel will exceed half a million dollars. The actual figures are not disclosed at this time.

Plea For Further Co-operation By Independent Merchants.

The Jackson Home Owned Stores Association is about to begin its second year, and it is important that we have your support for the present year's program that has been arranged.

Some merchants are very frank in admitting that the Association has accomplished something in the past year and are enthusiastic in assisting in financing it for the coming year. Others are just standing by, with a sort of doubt as to what to think of the movement. However, they feel that the Association is a factor, but take the stand of "Let George do it."

Now, this Association in being formed was for the purpose of conducting an educational work among the consumers and citizens of Jackson, and with that uppermost in the minds of the Directors it has been done. There have been two important contacts with the consumers, through advertising in the three Jackson papers for a period of thirty weeks, and addresses given to sixteen church, school and social clubs with an approximate attendance at the talks of 400.

Many other phases of work have been done that have contributed to the success of the first year. No miracles have been worked, no chain stores have been put out of business. But few new chains have developed and the much-talked plans and rumors of new openings of chain stores has not developed, and it can be truthfully said that many sincere citizens and the thinking persons have in many instances been awakened to the true situation that was facing them if they continued to make purchases at the chain stores. Another important thing that has been brought home to these people, with the educational campaign, and also from their many experiences in their purchases, is that there are many trick bargains, and many have been taught to count, weigh and gauge the articles that have been purchased at prices that seemed ridiculous reductions.

It has been the endeavor of this Association to promote the welfare of the membership, in giving to the membership through the organ of the Weekly Bulletin, information that had to do with methods and plans of merchandising.

The lasting good that can come from an organization of this kind depends a great deal upon the interest that each member takes in the work that is to be accomplished. In a work of the nature of this organization, you get out of it just what you put into it, and it is hoped that the membership for the coming year will jump right into this organization, and with the whole-hearted co-operation of every member, the work that we have set out to do will be successful.

I am planning to have a meeting in the near future. There will be no banquet, but there will be things talked of that will interest every merchant in Jackson, and you will have a chance to air your views and offer suggestions that will aid this Association to help the individual in business in Jackson.

I am putting this right up to you. Will you be at a meeting of independent wholesalers and retailers of Jackson if we provide you with a speaker who will talk to you on his views of the Chain Store system, from the consumers standpoint.

James A. Andrews, Manager.

Late Mercantile Changes in Indiana.

Columbus—Albert E. Schumaker is erecting a store building on 3rd street, between Jackson and Washington, to be occupied by a meat market known as the Jay C. Store.

Connersville—Ed. Gansert is closing out the stock of his grocery and market at 2049 Grand avenue.

Frankfort—Clyde Louke will move his meat market from Washington and Columbia streets to larger quarters at 10 South Columbia street.

Indianapolis — The Hume-Mansur Grill, Incorporated, a grocery, market and lunch fountain business at 3915 Caroline, has been incorporated by Reuel S. Robinson and others.

Jasper—G. W. Wells is moving his grocery and market here from Winslow.

Mt. Vernon—Rosenbaum & Brother have added a meat department to their business here.

Oaktown—A. L. Hart, who is the proprietor of a grocery and market at Farmersburg, has opened a branch here in the Keith building.

Richmond—John F. Maher will open a meat market at 1037 Main street.

Warren—Roy Meyers has purchased the grocery and meat market of Sutton & Crandell here.

La Grange—Samuel P. Curtis has sold his meat market to John Mishler.

Culver—Neil Shaw has accepted the position of manager of the meat department in the local I. G. A. store, conducted by Ben Oberlin.

Cedar Lake—N. D. Soper has opened a new store, including a meat market, here under the style of Bungalow Store, to cater to summer visitors. The meat department is under the management of John Wirtz, of Crown Point.

Late Business Changes in Ohio.

Cleveland — Nicholas Donvito will move his grocery and market from 3705 Woodbine avenue to 355 Bosworth road in about a week.

Cleveland—Eugene Herman, proprietor of Herman's Market, has moved his business to a new location at 17914 Lake Shore boulevard.

Dayton—Sam Blum is the new proprietor of the grocery and meat market at 2752 Home avenue, having purchased the business from Oscar Blum.

Dover—P. J. Groh has sold his gro-

cery stock and meat market to Mrs. Mary Dinolfi.

Toledo—R. M. Perkins is moving his meat market and grocery stock from 3337 Summit street to 1816 Broadway where he will succeed O. G. Sullwold.

Willoughby—F. M. Ferguson has opened a delicatessen, grocery and meat market at Kirtland road near Mentor avenue.

Loraine — A new shop called the West Side Meat Market has been opened at Washington and West 19th street, by Dan Horwath, of this city, and A. J. Ellis, of Youngstown.

Mt. Gilead—The meat market recently closed by W. R. Cunningham has been reopened by Chester Galleher and Charles Zeller, who are carrying a full line of canned fruits and vegetables as well as fresh and cured meats.

Franklin—The market formerly conducted by Adam Weitzel has been purchased by William Collins & Son.

Grocery Prices Stand Unchanged From May.

The index number of wholesale grocery prices compiled regularly each month by New York University, Bureau of Business Research, remains unchanged from May; the figure being 109.3. The index number is 2.9 per cent. under the figure for June, 1928. (The average for 1921 equals 100.)

The index is based on a list of twenty-two representative grocery items, the daily quotations of which are averaged, a weight being given to each according to its importance in the sales of an average wholesale grocer.

The chief items which averaged higher last month were flour, corn meal, prunes, tomatoes and lard. Lower averages were shown by oats, coffee, tea and cottonseed oil.



HOTEL BROWNING

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

300 Rooms with Bath

Rates from \$3.00

THE DURANT

FLINT, MICHIGAN

One of Michigan's Finest Hotels

Under Direction of

UNITED HOTELS COMPANY OF AMERICA

Harry R. Price, Managing Director

Dining Room

Soda Fountain

Coffee Room

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

Relation of the Tourist and the Fountain.

Motor touring never ceases. People go South in winter and North in summer. Short runs are taken all the year 'round, unless there is snow on the roads, and even that doesn't keep everybody at home. Mild weather, of course, brings out the most people.

Let us say you are located in a town of 20,000 population.

Several hundred people will want to take a short run every Sunday, and there are others during the week. Sunday is the big day. You aim to get business at the source. So you get up a folder quoting prices in quantity lots. Something like this:

Sandwiches, \$1 Per Dozen
Sliced ham
Minced ham
Potted ham
Minced ham and egg
American cheese
Potted tongue
Sliced tongue
Peanut butter
Chicken Sandwiches, \$1.60 Per Dozen
All sandwiches nicely wrapped in oiled paper.
Hardboiled Eggs, 50 Cents Per Dozen
Pies, 30 Cents Each
Cherry
Apricot
Apple
Peach

Each pie allows six medium slices. All pies packed in cardboard boxes for picnic use.

This gives you an outline for a folder. You can, of course, add as many items or specialties as you like.

One dollar per dozen makes an attractive price for sandwiches.

Some dispensers who are making a bid for quantity business like to stick to this figure, listing a line which they can sell at a fair profit at that price.

The technique of getting quantity is somewhat different from that of getting custom at the counter. In towns up to 50,000 population one can easily "bill" the entire town and get business from all over town.

For this purpose we use:

Personal letters
Inserts for packages
Folders to be mailed
Newspaper space

You can employ any of these methods, or all of them.

The prices used in this article are merely to illustrate the point. Fix your prices to suit your own ideas.

Some prices will have to be subject

to change, and that should be noted in your printed copy.

Prices on sliced meats and cheese are fairly stable. Prices on peanut butter and potted goods are more stable.

We want to convince the housewife that we can furnish a nice sandwich at, say, \$1 per dozen, save her all the trouble of preparing a picnic luncheon, and that she would save little, if anything, by making her own sandwiches. All this is true, as the average housewife will admit.

Quality must be the very best, and never vary.

Remember, you are trying to reach the entire town, or a section of a large city. To do this, the goods must be sufficiently attractive to stand any criticism. Every box luncheon sold should be good advertising, and should create new sales.

To get in a high-class picnic sandwich at \$1 per dozen, it is permissible to cut size. But cutting size must be carefully considered. When the size is cut so that the difference between a picnic sandwich and a counter sandwich is noticeable, you are getting near the danger mark.

Chicken sandwiches, for instance, retail over the counter at 15 to 20 cents each. If we tried to sell a chicken sandwich at \$1 per dozen, we would have to cut size too much. So we quote a higher price.

If you would rather not cut size, make a quantity price to suit, say \$1.60 per dozen for 15-cent sandwiches. With real quality, price does not cut so much figure. With reasonable rates you will win out in the long run.

Egg prices, as all know, fluctuate considerably. The housewife buys eggs around 40 cents a dozen in seasons when the hens are on the job. When they are not, she pays as high as 80 cents.

The hardboiled egg makes a nice item for a motor or picnic lunch. One enterprising dispenser buys them wholesale around 35 cents a dozen, and when he can do this he quotes them at 50 cents a dozen, which his customers consider very reasonable. But it costs him very little to boil a dozen eggs and throw in a small box of salt.

So he gets a nice profit, and likes to quote eggs as a picnic leader.

And his customers, when eggs have jumped to 80 cents retail in winter, like to come in and ask him for some of those "fifty-cent eggs."

A little friendly joking, however, doesn't hurt business any, and all his menu prices on eggs are carefully marked "subject to change."

This man makes a nice minced ham and egg sandwich. When egg prices begin to crawl up, he gives a little more ham and a little less egg. Usually he manages to keep the sandwich true to its name until egg prices drop.

For quantity sales, dispensers are turning out excellent pies at 30 cents each. These are not large, but will allow six medium slices. Quartering the pie will allow four large slices. You can sell pies at higher prices, running up to 50 and 60 cents.

Quality in a pie will bring any reasonable figure.

Packing the pie in a neat box has its effect. Show some of these boxed pies in the window. Packing picnic pies is always a problem with the housewife. The squashed pie, in fact, has furnished a theme for thousands of picnic jokes. The boxed pie will have weight in getting her to decide to patronize the soda counter for motor lunches.

In your advertising stress quality, service and quantity prices.

Your neighbor, who is going to take a run of sixty miles and back next Sunday, would not think of leaving town without going to the filling station for a sufficient supply of gas and oil. Why shouldn't he come to your soda counter for sufficient sandwiches, boiled eggs, pies, and orangeade for his thermos bottles?

Keep advertising, and this will get to be a habit with him in time. In a town of 50,000 with a live daily, newspaper space will give splendid returns if you keep your copy fresh. It would, under some circumstances, be feasible to make newspaper space pay in a city of the first magnitude, but it would probably be better to have copy prepared by a professional writer of advertising copy. For newspaper space in a big city runs into money.

William S. Adkins

Showing Their Holiday Line.

The Hazeltine & Perkins Drug Co. will show their holiday line at the Auditorium, Saginaw, from July 14 to Aug. 9.

During September and October the line will be shown in the company's store in Grand Rapids.

Not a Fee at Stake, But a Principle.

It gives me unusual pleasure to note the wholesome manner in which Joseph C. Grant, of Battle Creek, answers my article in criticism of the Grand Rapids Association of Commerce. Particularly so, because of the contrast which it offers to some replies which I get.

Mr. Grant believes that my "attack" on the Grand Rapids Association of Commerce is unwarranted, claiming that 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 a matter of fact, I do not criticize the local Association of Commerce or any such body for getting the membership fees out of these concerns. My criticism is based upon the fact that in order to secure such memberships our associations of commerce almost invariably discover that they have given the chain store a strangle-hold on the local program of the organization.

Mr. Grant might be surprised to know how near to impossible it is for any work to be done on behalf of independent merchants in many places, simply because the local chamber of commerce has syndicates in its membership and feels reluctant to take a stand on an issue in which it is already compromised.

When a chain store company pays a membership fee to the local chamber, it is done with the same motive

that lies behind its original coming in—to the community—increased good will, sales and profits.

The fact that these outside parasites at first did not willingly contribute to local enterprise is a key to their basic motives and purposes on this point. The fact that they have since changed front on this point would indicate that they believe joining the local association will help their cash-register in one way or another. Let us look ahead to the possible time when syndicates will dominate the local field. What will their attitude be then? Will they retain their "reformed" attitude or will they revert to type and tell the local chamber to take a jump in the lake?

Here is something striking:

A large chain store executive in a National convention of chain store operators once made this statement:

"If I opened a store in a community which was made up predominantly of church people and it so happened that my manager in that community were an atheist, skeptic or infidel, he would be expected to join with the people of that locality, even if he had to become a Sunday school superintendent."

Stop and think of that a moment. Analyze it from the standpoint of American fundamentals. Originally, these syndicates were not community advocates. The local merchant has always been such. Is it a safe step for a community merchant to be "unequally yoked together with unbelievers" in his chamber of commerce? Isn't it unsafe, when a syndicate executive will even go so far as to meddle with the religious freedom of his employees for his business ends?

This attitude of outsiders in wanting to join the local chamber of commerce is not bonafide evidence of their sincerity. But there is every reason to believe that it would serve their ends well for the time being to be members of the local chamber, solely for these two purposes: to rob the local merchant of his argument of "local interest" against them and to place their men in certain key positions where they could block any possible anti-syndicate activity in the community through the local chamber.

It is suggestive that J. C. Penny managers occupy such key offices in fourteen or fifteen Michigan cities, to my knowledge. How many more there are, I do not know. But usually, you will find them as chairmen of retail committees or at least members of this committee. This committee being the one to which any anti-syndicate matter would be referred, the manager is there to block it.

In one Michigan city, a Penny manager applied twice for membership in the local Kiwanis Club and was rejected. Any independent merchant receiving such treatment would have too much self respect to repeat his effort. But not this gent. He got busy with the board of directors and had his application accepted over the heads of the proper committeemen in charge of such matters. Why? Just because his boss expected it. It is a policy of the Penny chain to expect its managers to show so many affiliations in a given locality

WHOLESALE DRUG PRICE CURRENT

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

Acids

Boric (Powd.)	9	@	20
Boric (Xtal)	9	@	20
Carbolic	38	@	44
Citric	53	@	70
Muriatic	3 1/2	@	8
Nitric	9	@	15
Oxalic	15	@	25
Sulphuric	3 1/2	@	8
Tartaric	52	@	60

Ammonia

Water, 26 deg.	07	@	13
Water, 13 deg.	06	@	15
Water, 14 deg.	5 1/2	@	13
Carbonate	20	@	25
Chloride (Gran.)	09	@	30

Balsams

Copaiba	1 00	@	25
Fir (Canada)	2 75	@	30
Fir (Oregon)	65	@	100
Peru	3 00	@	25
Tolu	2 00	@	25

Barks

Cassia (ordinary)	25	@	30
Cassia (Saigon)	50	@	60
Sassafras (pw. 60c)	@		50
Soap Cut (powd.)	20	@	30

Berries

Cubeb	@		90
Fish	@		25
Juniper	11	@	20
Prickly Ash	@		75

Extracts

Licorice	60	@	65
Licorice, powd.	60	@	70

Flowers

Arnica	1 50	@	1 60
Chamomile (Ged.)	@		50
Chamomile Rom.	@		75

Gums

Acacia, 1st	50	@	55
Acacia, 2nd	45	@	50
Acacia, Sorts	25	@	30
Acacia, Powdered	35	@	40
Aloes (Barb Pow)	25	@	35
Aloes (Cape Pow)	25	@	35
Aloes (Soc. Pow.)	75	@	80
Asafoetida	50	@	60
Pow.	90	@	1 00
Camphor	90	@	95
Guaia	@		60
Guaia, pow'd	@		70
Kino	@		1 25
Kino, powdered	@		1 20
Myrrh	@		1 15
Myrrh, powdered	@		1 25
Opium, powd.	19 65	@	19 92
Opium, gran.	19 65	@	19 92
Shellac	65	@	80
Shellac	75	@	90
Tragacanth, pow.	@		75
Tragacanth	2 00	@	2 35
Turpentine	@		30

Insecticides

Arsenic	08	@	20
Blue Vitriol, bbl.	@		08
Blue Vitriol, less	09 1/4	@	17
Bordea, Mix Dry	12	@	26
Hellebore, White			
powdered	15	@	25
Insect Powder	47 1/4	@	60
Lead Arsenate Po.	13 1/2	@	30
Lime and Sulphur			
Dry	08	@	22
Paris Green	24	@	42

Leaves

Buchu	@		1 05
Buchu, powdered	@		1 10
Sage, Bulk	25	@	30
Sage, 1/4 loose	@		40
Sage, powdered	@		35
Senna, Alex.	50	@	75
Senna, Tinn. pow.	30	@	35
Uva Ursi	20	@	25

Oils

Almonds, Bitter, true	7 50	@	7 75
Almonds, Bitter, artificial	3 00	@	3 25
Almonds, Sweet, true	1 50	@	1 80
Almonds, Sweet, imitation	1 00	@	1 25
Amber, crude	1 00	@	1 25
Amber, rectified	1 50	@	1 75
Anise	1 25	@	1 50
Bergamont	8 00	@	8 25
Cajuput	2 00	@	2 25
Cassia	4 00	@	4 25
Castor	1 55	@	1 80
Cedar Leaf	2 00	@	2 25
Citronella	7 00	@	7 25
Cloves	4 00	@	4 25
Cocoonut	27 1/4	@	35
Cod Liver	1 50	@	2 00
Croton	2 00	@	2 25

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

Smoked Hams

DECLINED

H P Beans
Quaker Evaporated Milk

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 lra case 2 25



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

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
2 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 9 80
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
Pep, No. 2412 ----- 3 00
Krumbles, No. 424 ----- 2 70
Bran Flakes, No. 624 2 45
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. ----- 2 70
Rice Krispies, 1 oz. ----- 1 50
Kaffe Hag, 12 1-lb. cans ----- 7 30
All Bran, 16 oz. ----- 2 25
All Bran, 10 oz. ----- 2 70
All Bran, 3/4 oz. ----- 2 00

Post Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70
Pills Bran, 12s ----- 1 90
Roman Meal, 12-2 lb. ----- 3 35
Cream Wheat, 18 ----- 3 90
Cream Barley, 18 ----- 3 40
Ralston Food, 18 ----- 4 00
Maple Flakes, 24 ----- 2 50
Rainbow Corn Fla., 36 ----- 2 50
Silver Flake Oats, 18s ----- 1 40
Silver Flake Oats, 12s ----- 2 25
90 lb. Jute Bulk Oats, bag ----- 2 85
Ralston New Oats, 24 ----- 2 70
Ralston New Oats, 12 ----- 2 70
Shred. Wheat Bis., 36s ----- 3 85
Shred. Wheat Bis., 72s ----- 1 55
Triscuit, 24s ----- 1 70
Wheatena, 18s ----- 3 70

BROOMS

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

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. ----- 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/4
Paraffine, 12s ----- 14 1/4
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 40
Apple Sauce, No. 10 7 50
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 50
Blackberries, No. 10 7 50
Blueberries, No. 10 ----- 15 00
Cherries, No. 2 ----- 3 25
Cherries, R.A., No. 2 1/2 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 50
Raspb's. Black, No. 10 ----- 15 00
Rhubarb, No. 10 ----- 4 75
Strawberries, No. 2 ----- 3 25
Strawb's, No. 10 ----- 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. ----- 1 35
Clam Ch., No. 2 ----- 2 75
Clams, Steamed, No. 1 ----- 3 00
Clams, Minced, No. 1/2 ----- 2 25
Finnan Haddie, 10 oz. ----- 3 80
Clam Bouillon, 7 oz. ----- 2 50
Chicken Haddie, No. 1 ----- 3 75
Fish Flakes small ----- 1 25
Cod Fish Cake, 10 oz. ----- 1 65
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 90
Shrimp, 1, wet ----- 2 25
Sard's, 1/4 Oil, Key ----- 6 10
Sard's, 1/4 Oil, Key ----- 5 75
Sardines, 1/4 Oil, 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. ----- 3 25
Tuna, 1/2, Curtis, doz. ----- 4 00
Tuna, 1/4, Curtis, doz. ----- 3 80
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
Devilled Ham, 1/4s ----- 3 25
Devilled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 52
Potted Meat, 1/2 Libby ----- 92
Potted Meat, 3/4 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 25
Snider, No. 1 ----- 1 10
Snider, No. 2 ----- 1 25
Van Camp, small ----- 90
Van Camp, med. ----- 1 15

CANNED VEGETABLES.

Asparagus.

No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green ----- 4 50
W. Beans, cut 2 1 65@2 25
W. Beans, 10 ----- 8 00
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 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
Peas, No. 2, Ex. Sift. ----- 2 25
E. J. ----- 2 25
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 1 60@1 75
Pumpkin, No. 10 5 00@5 50
Pimientos, 1/4, each ----- 12 1/4
Pimientos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass ----- 3 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@3 60
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 Can., 24, 5c ----- 75
Pal O Mine, 24, 5c ----- 75
Malty Milkies, 24, 5c ----- 75
Lemon Rolls ----- 75
Tru Luv, 24, 5c ----- 75
No-Nut, 24, 5c ----- 75

CATSUP.

Beech-Nut, small ----- 1 65
Lily of Valley, 14 oz. ----- 2 25
Lily of Valley, 1/2 pint ----- 1 65
Sniders, 8 oz. ----- 1 65
Sniders, 16 oz. ----- 2 35
Quaker, 8 oz. ----- 1 30
Quaker, 10 oz. ----- 1 45
Quaker, 14 oz. ----- 1 90
Quaker, Gallon Glass ----- 12 50
Quaker, Gallon Tin ----- 8 50

CHILI SAUCE

Snider, 16 oz. ----- 3 30
Snider, 8 oz. ----- 2 30
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 25

OYSTER COCKTAIL.

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

CHEESE.

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

CHEWING GUM.

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

COCOA.



Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 35
Droste's Dutch, 5 lb. ----- 60
Chocolate Apples ----- 4 50
Pastilles, No. 1 ----- 12 60
Pastilles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastilles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
Bons ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 30
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastilles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

Baker, Caracas, 1/4s ----- 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 ----- 36
Quaker ----- 41
Nedrow ----- 39
Morton House ----- 48
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 ----- 13
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 25
Quaker, Baby, 8 doz. ----- 4 15
Quaker, Gallon, 1/2 doz. ----- 4 25
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
Heneter 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
Bering Apollo ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Delosos ----- 130 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 16
Pure Sugar Sticks 600s ----- 4 00
Big Stick, 20 lb. case ----- 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'd ----- 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 ----- 13

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.Mallows ----- 15
Handy Packages, 12-10c ----- 80

COUPON BOOKS

80 Economic grade ----- 5 50
100 Economic grade ----- 4 50
500 Economic grade ----- 30 00
1000 Economic grade ----- 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 43

DRIED FRUITS

Apples

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

Apricots

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

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

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

Pearl

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

Raisins

Seeded, bulk ----- 09
Thompson's s'dles blk ----- 07 1/2
Thompson's seedless, 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. -----

GELATINE

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

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van 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, Fla.	2 10
5 Gal. Kegs, each	8 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	8 00
8 oz., 3 do. in case	14
15 lb. pails	14
25 lb. pails	14

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

PIPES

Cob, 3 doz. in bx.	1 00@1 30
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PLAYING CARDS

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

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	25
Good Str's & H'f 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
Trimings	13

PROVISIONS

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

Lard

Pure in tierces	13
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/2

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@31
Hams, Cer., Skinned	@31
16-18 lb.	@31
Ham, dried beef	
Knuckles	@46
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45
Mixed Hams	@21
Bacon 4/6 Cert.	24 @34

Beef

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

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/2
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 Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	15

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

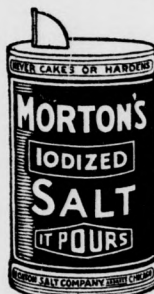
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dr.-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SALT

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



Per case, 24, 2 lbs.	3 40
Five 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 Naptha, 100 box	5 50
Flake White, 10 box	4 20
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 bo	4 90
Octagon, 12 1/2	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 90
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	60
Williams Mug, per doz.	43

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	35
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 90
Rinso, 24s	5 25
Rub No More, 100, 10	3 85
oz.	
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, 10 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
Wyandotte Deterg's, 24s	2 75

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@32
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochlin	@35
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@44

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

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 85
Garlic	1 85
Ponely, 3 1/2 oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	30
Marjoram, 1 oz.	30
Savory, 1 oz.	30
Thyme, 1 oz.	30
Tumeric, 2 1/2 oz.	90

STARCH

Corn	
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Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 5.—We have to-day received the schedules in the matter of F. M. Gray, Jr., Inc., Bankrupt No. 3816. The schedule shows assets of \$15,681.52 with liabilities of \$53,228.67. The first meeting will be called promptly, note of same will be made herein. This is an involuntary case. The list of creditors of said bankrupt is as follows:

United States Government	\$ 59.67
State of Delaware, Dover, Dela.	20.00
State of Wisconsin, Madison	unknown
Armstrong Mfg. Co., Waterloo, Ia.	682.50
Acme Fishing Tool Co., Parkers-	
burg, W. Va.	99.19
American Steel & Wire Co., Chi.	1,167.37
American Well Works, Aurora, Ill.	524.50
Clifford Anderson, Muskegon Hts.	30.00
Armstrong Mfg. Co., Waterloo	868.78
Sam Aron, & Sons, Muskegon	124.01
Bauknecht Bros., Muskegon	42.00
Blue Line Transfer Co., Rockford	103.85
Brinen Lumber Co., Muskegon	1,428.46
Broomhall Tire Co., Muskegon	15.00
Buchanan Sales Co., Muskegon	17.00
Becker Bohter Co., Holland	unknown
Bulfin & Son, Milwaukee	161.55
Cardinal Petroleum Co., Musk. Hts.	307.80
Chicago Oxwelding Co., Chicago	195.00
Com'cial Stationery Co., Milwaukee	19.45
P. J. Connell, Muskegon	35.88
Consumers Fuel Co., Muskegon	12.60
Cooper Welding Co., Muskegon	106.00
Crotty & Co., W. Va.	55.91
Tom Custer, Grayling	unknown
Albert Damm, Muskegon	95.25
Myron Davis, Muskegon	136.00
Dever & Shloegel Lbr. Co., Milw.	12.17
Doells Service Sta., Muskegon	90.00
Donnelly & Co., Chicago	unknown
Earl's Garage, Milwaukee	unknown
Edwards Lbr. Co., Muskegon Hts.	901.63
Equipment Corp., Chicago	unknown
Erickson Truck Co., Muskegon	95.54
Joseph Ernewein, Muskegon	80.08
Federal Pipe & Supply Co., Chicago	421.38
William Flentje, Muskegon	30.00
Fisher Coal Co., Muskegon	1,125.43
Joseph Fischer, Frederick	unknown
Fredericks Lbr. Co., Muskegon	61.07
Charles Giles, Muskegon	29.00
H. C. Graham Co., Milwaukee	103.85
F. M. Gray, Jr., Milwaukee	680.60
Grayling Box Co., Grayling	156.65
Grayling Development Co.	unknown
Grayling Fuel Co., Grayling	15.00
Gridley's Yellow Cab Co., W. Chi.	53.00
Hannaford Co., Chicago	138.72
Hanson Hdwe. Co., Grayling	366.55
H. B. C. Oil Co., Grand Rapids	unknown
B. Hoffman Mfg. Co., Milwaukee	84.51
Hilger & Sons Co., Thiensville	10.00
J. J. Howden Co., Muskegon	36.94
Robert W. Hunt Co., Chicago	20.00
Hunter Machinery Co., Milwaukee	508.20
Huntley Machine Co., Muskegon	116.90
Illinois Bell Tel. Co., Chicago	26.20
I. Isenhammer, Grayling	unknown
Jarecki Mfg. Co., St. Louis	721.57
Katting Machine & Supply Co., Milwaukee	18.00
Kessner Realty Co., Chicago	160.70
Koebel Motor Co., Muskegon	44.20
Kollege Hdwe. Co., Milwaukee	308.43
Kopperrud Co., Milwaukee	391.63
Lange Transfer Co., Muskegon	128.00
Larkin & Co., Butler, Pa.	963.55
Leidecker Tool Co., Marietta, O.	286.54
Logan Foundry & Machine Co., Logan, O.	3,064.79
Magner Supply Co., Muskegon	832.04
Main Express Co., Milwaukee	45.00
McAfee & Reifer, Grand Rapids	unknown
George McCullom, Muskegon	448.43
Mecher Bros., Muskegon	105.15
Michigan Home Telephone Co., Muskegon	30.95
Michigan Sales Co., Grand Rapids	89.25
Midland Pipe & Supply Co., Chica.	5,197.11
Motor Rebuilding & Parts, Musk.	61.58
R. E. Mileager, Muskegon	350.00
Muskegon Boiler Works, Muskegon	304.46
Muskegon Bldg. & Material Co., Muskegon	75.00
Chronicle, Muskegon	7.56
Musk. Master Welders, Muskegon	54.87
Muskegon Print Shop, Muskegon	27.75
Noble Buick Co., Muskegon	279.13
North Milwaukee Trucking & Ex-	
press Co., Milwaukee	19.50
A. C. Nyson, Muskegon	71.40
Office Towel & Supply Co., Chicago	3.75
Oil Well Supply Co., Pittsburgh	1,917.63
O. D. System Signs, Inc., Milwau.	36.00
Peoples Hdwe. Co., Muskegon	809.05
Plankington Building Properties, Inc., Milwaukee	73.80
Postal Telegraph Co., Milwaukee	28.46
Pyle National Co., Chicago	851.87
Chicago	278.44
Ready Coal & Construction Co., Ricketson Mineral Paint Works, Milwaukee	75.00
Ole Riegler, Muskegon	566.21
E. M. Self, Muskegon	122.20
Schroeder & Sons Co., Milwaukee	4,218.19
Shaw Crane Putnam Co., Bridgeport	116.00
Standard Oil Co., Milwaukee	2,561.12
Star Drilling Machine Co., Akron	1,424.40
Wm. Steiner, Muskegon	4.86
St. Johns Military Academy, Delafield, Wis.	20.00
Stekette & Son, Muskegon	76.50
St. Mary's College, Milwaukee, Wis.	12.00
Alex. Sutherland, Muskegon	55.20
Taft Contracting Co., Chicago	13.75
Towner Hdwe. Co., Muskegon	654.80
Turcell & Son Transfer Co., Muskegon Heights	156.37
Went Building & Mfg. Co., Muskegon Heights	7.00
Western Union Tel. Co., Muskegon	2.90
Philip Weinstein, Chicago	unknown

H. J. Wier & Co., Benton Harbor 413.36
Wisconsin Magneto Co., Milwaukee 11.70
Wisconsin Telephone Co., Milwaukee 191.92
Geo. H. Wolf, Chicago 36.85
Park Savings Bank, Milwaukee unknown
Youngstown Steel & Tube Co., Youngstown, Ohio 3,919.04

Siegler, Gust & Co., Muncie, Ind. 500.00
Midland Pipe & Supply Co., Chi. 4,026.00
Leidecker Tool Co., Marietta, O. 3,800.00
Armstrong Mfg. Co., Waterloo, Ia. 680.25

July 3. We have to-day received the adjudication, reference and schedules in the matter of Ernest W. Kraus, Bankrupt No. 3825. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Baroda. The schedule shows assets of \$10,476.94 of which \$500 is claimed as exempt, with liabilities of \$15,121.02. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

State of Michigan	\$116.00
Louis Schlutt, Baroda	50.00
Sophia Kraus, Baroda	520.00
Kidd, Dater & Price, Benton Har.	2,600.00
Susanne Baye, Baroda	2,200.00
Baroda State Bank, Baroda	500.00
Boot & Co., Grand Rapids	150.00
Armour & Co., South Bend	14.25
Baroda Coal & Lumber Co., Baroda	175.00
Barentsen Estate, Benton Harbor	40.00
Barentsen Candy Co., Benton Har.	35.00
Booth & Co., Grand Rapids	150.00
Bremen Overall Co., Bremen, Ind.	50.27
Butler Bros., Chicago	170.68
Central Shoe Co., Baroda	8.00
Corbin & Sons, Chicago	26.25
Howard Cranfill Co., So. Bend	78.13
Geo. DeWald Co., Ft. Wayne	327.40
J. F. Easley Milling Co., Plainwell	15.02
Peter Ehrlich & Sons, Kalamazoo	5.00
Emmanuel Missionary College, Berrien Springs	55.00
I. Fleischer & Sons, Cincinnati	9.00
Fleischmann Yeast Co., Chicago	18.72
John H. Forler, Niles	9.00
Goodlin Automotive & Equip. Co., South Bend	517.35
Goodrich Rubber Co., Chicago	100.00
Goodyear Rubber Co., Chicago	105.66
Kramer & Sons, M. Chicago City, Ind.	533.73
Indiana & Michigan Elec. Co., Benton Harbor	30.00
Lockway Stouck Paper Co., Benton Harbor	126.83
Chase & Sanborn Coffee Co., Chicago	20.00
Edson Moore Co., Detroit	1,490.00
Interstate Factories, Indianapolis	116.18
Janesville Cotton Mills, Janesville	1.77
Journal-Era Co., Berrien Springs	6.55
Marion Rubber Co., Grand Rapids	71.20
McCall Pub. Co., New York City	7.46
Merkle Broom Co., Paris	16.35
Niles Creamery Co., Niles	183.47
Mishaw. Woolen Mills, Mishawaka	73.18
Paladium Pub. Co., Benton Harbor	2.13
J. B. Pearce Co., Cleveland	200.00
Pittsburgh Erie Saw Co., Pittsburgh	5.85
Perfection Biscuit Co., Ft. Wayne	80.00
Joe Petruski, Niles	188.00
Reid & Murdoch Co., Chicago	66.40
Rock River Cotton Co., Janesville	30.00
Selz Shoe Co., Chicago	450.00
Simon Bros., South Bend	22.60
F. E. Smith Co., Chicago	8.08
So. Bend Mercantile Co., So. Bend	133.00
R. Seifert & Co., Philadelphia	7.75
Harry Schultz, Baroda	85.00
Smith Packing Co., Niles	34.50
Standard Oil Co., Grand Rapids	21.60
Stephenson Underwear Mills, South Bend	16.50
Symons Bros., Saginaw	140.00
Thrift Hair Net Co., New York	8.35
Twin City Milling Co., St. Joseph	23.00
Van Eenenen Cigar Co., Holland	15.00
Warner Bros., Chicago	3.12
Weisberger Bros., South Bend	25.00
Stark Nurseries, Louisiana	353.00
Alco Co., St. Louis	15.00
Plaza Hat Co., St. Louis, Mo.	20.00
Warner Cigar Co., Benton Harbor	1.50
Way Head Cap Co., St. Louis	20.00
Rice Seed Co., Detroit	10.00
Fredonia Seed Co., Fredonia, N.Y.	10.00
Baroda State Bank, Baroda	1,900.00
Sophia Kraus, Baroda	500.00

July 3. We have to-day received the reference and adjudication in the matter of Evert Fibre Furniture Co., Bankrupt No. 3820. 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, list of assets and liabilities will be made herein, also list of creditors. The concern is located at Evert, and it manufactures furniture.

In the matter of Clarence F. Fuller, Bankrupt No. 3793, the adjourned first meeting has been held. No trustee was appointed. Claims were proved and allowed. There were no appearances at the adjourned first meeting of creditors held June 28. The adjourned first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Joe Hirsch, Bankrupt No. 3765, the trustee has filed his first report and account, and an order for the payment of expenses of administration and a first dividend of 5 per cent. has been made.

In the matter of Dekker Furniture Co., Bankrupt No. 3655, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

July 5. We have to-day received the schedules, reference and adjudication in the matter of Charles F. Reide and Fred T. Brockhaus, individually and as co-partners doing business as the Ionia

Baking Co., Bankrupt No. 3839. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Ionia, and their occupation is that of bakers. The schedule shows assets of \$2,095, of which \$500 is claimed as exempt, with liabilities of \$3,641.59. 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.

July 5. We have to-day received the schedules, reference and adjudication in the matter of Louis F. Deitz, Bankrupt No. 3838. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$400 of which \$100 is claimed as exempt, with liabilities of \$588.83. 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.

July 5. We have to-day received the schedules, reference and adjudication in the matter of Marinus J. Brand, Bankrupt No. 3841. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedule shows assets of \$539.21 of which \$75 is claimed as exempt, with liabilities of \$449.21. 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.

July 5. We have to-day received the schedules, reference and adjudication in the matter of Fred A. Towner, Bankrupt No. 3842. The bankrupt is a resident of Muskegon, and his occupation is that of conducting sheet metal shop. The matter has been referred to Charles B. Blair as referee in bankruptcy. The schedule shows assets of \$1,028.67 of which \$250 is claimed as exempt, with liabilities of \$3,332.57. 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.

July 5. On this day was held the adjourned first meeting of creditors in the matter of Davey & Klooster, Bankrupt No. 3773. The bankrupts were not present or represented. The trustee was present in person. Creditors were represented by Francis L. Williams, attorney. The matter then adjourned without date, subject to further call.

In the matter of the Proudfit Loose Leaf Co., Bankrupt No. 3823. The sale of assets has been called for Aug. 1, at the premises formerly occupied by the bankrupt, 12 Logan street, S. W., Grand Rapids. All the stock, raw material, semi-finished material, furniture and fixtures, machinery, tools and equipment, together with sundry other items, all used in the business of the bankrupt in manufacturing binders, loose leaf systems, filing systems and similar devices for office use, appraised at approximately \$16,844, will be sold at the above date and time. All interested in such sale should be present at the date and time above stated.

In the matter of Herman Knoop, Bankrupt No. 3837. The sale of assets has been called for July 31, at the premises formerly occupied by the bankrupt, 54 Monroe avenue, N. W., Grand Rapids. All the stock in trade, fixtures used in the bankrupt's business as a retail jeweler will be sold, appraised at approximately \$7,321. All interested in such sale should be present at the date and time of sale.

In the matter of Bert I. Banta, Bankrupt No. 3792. The sale of assets has been called for July 23, at the premises formerly occupied by the bankrupt, at Leonidas. All the stock of tin-ware, hardware, dishes, farm implements, together with all fixtures, furniture and equipment and one automobile truck, will be sold, all used by the bankrupt in a retail hardware and implement store, appraised at approximately \$4,828.45.

In the matter of Sunfield Lumber Co., Bankrupt No. 3810. The sale of assets has been called for July 30, at the premises formerly occupied by the bankrupt, at Sunfield. All the stock of lumber, lumber material, machinery, office furniture, fixtures and equipment, together with one motor truck, will be sold, appraised at approximately \$1,843.29, together with all the trustee's right, title and interest in and to the real estate appraised at approximately \$2,000. All interested in such sale should be present at the date and time.

In the matter of George A. Jackson, doing business under the name of Hastings Upholstering Co., Bankrupt No. 3831. The sale of assets has been called to be held July 25 at the premises formerly occupied by the bankrupt, 422 South Church street, Hastings. All the stock in trade, consisting of upholstery materials, frames, upholstered goods, together with one ford truck, appraised at approximately \$924 will be sold. All interested in such sale should be present at the date and time.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 16.—Last week was a great week for conventions here. The firemen, numbering over 500, spent from Monday until Friday in one

of the best conventions in their history. They surely were a live bunch and kept busy every minute with the meetings, sight-seeing, banquets and parties. The weather was ideal and the delegates returned to their respective homes on Friday with a good report of the Soo.

The Wortham carnival was also here for the week and cleaned up on the surplus which was offered each day and night. With the ideal weather it was a most successful stay.

The Bowating Club, which was in convention at Mackinac Island, sent about 500 of their delegates to the Soo Friday. They took the boat to Hessel, where they were met by over 100 automobiles from the Soo, Hessel, Cedarville and St. Ignace to take the visitors to the Soo, where a banquet was prepared at the Ojibway Annex (formerly Park Hotel) after which the principal address was given by former Governor Chase S. Osborn. John Newhouse, one of our famous singers, was on the programme. The visitors viewed the locks and other points of interest. They were taken back to Hessel, where the two boats were waiting to take the delegates back to Mackinac Island. The visitors were loud in their praise of the entertainment here and left with many pleasant memories.

On Friday the Orangeman celebrated the Battle of the Boyne, coming over 5,000 strong. With many life and drum corps and our city band, their parade was one of the longest ever held here. They were a jolly bunch and a good time was had by all.

Jack Wilds, formerly salesman for the Liggett & Myers Tobacco Co., has decided to go into business for himself. He is now building a large dance pavilion on the country road about one mile from the city. The new pavilion will be called The Wilds. It will be, when completed, 70x90 feet. The floor will be 40x75 feet. Construction is being rushed and it is expected that the opening will take place before Sept. 1. Many reservations have already been made for the opening. Jack is one of our popular young men and a real hustler, with many friends who wish him every success in his new venture.

The many friends of Thomas Folks, of Marquette, and a former correspondent of the Tradesman, will be pleased to learn that he is on the job again, after being laid up for some time with heart trouble.

J. Raefalle, one of our South side meat merchants, has installed a new show counter, with refrigerator connection. It is a specially built case, extending the entire length of the market, and adds much to the fixtures and appearance of the interior.

The Crisp laundry has let the contract for a large addition to the dry cleaning department. The new addition will be one story high and will be 18x56 feet. It will be built of brick and stone. It will cost \$3,200 when completed and enable the company to take on much more work and give better service.

St. Ignace has purchased a modern fire truck with 500 gallon pumper capacity which will afford much better fire protection to that hustling place.

We find the great thing in this world is not so much where we stand as in what direction we are moving.

William G. Tapert.

Your promise to a buyer is your employer's promise.

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—

How Go-Getting Doubled a Business.

(Continued from page 20)

The grocer of Los Angeles knows the solidity of the L. A. Gas Co. He also knows the strength of the Pacific Gas & Electric Co., the Southern Pacific and Union Pacific companies. Everybody knows the strength and permanence of General Motors—and we all ride in and use cars in our pleasure and business.

Of late years we have witnessed the new phenomenon—multiplication by division. It seems that the more big concerns distribute in dividends, the bigger their earnings become. One element in this is the boosting they get from their thousands of stockholders. Hence "the public be damned" has gone. "The public be pleased, the public be satisfied" is now the moving behind all great companies. And results are far reaching for good. For instance:

An elderly lady who had regularly been collecting dividend checks from the Pennsylvania Railroad for forty years was recently advised to sell her stock, taking a profit, and invest in bonds. "No," she said, "the Pennsylvania has been so kind in sending me dividends regularly that I would hate to do anything to offend them."

Independent, did you say? The Pennsylvania, the greatest railroad system in the world, will tell you that it is not independent of just such good will as that old lady evinced towards itself. Interdependence, covering the entire world, is the proper word.

Paul Findlay.

Why Are the Honors Due General Pershing Withheld?

(Continued from page 11)

of the services rendered his country by General Pershing should not cease until results are obtained. Let all America hail him as the real hero of the kaiser's war. Granting this, why should he be permitted to go unrecognized by his fellow citizens?

Hero worship is sometimes regarded askance by our American people, yet the recognition of real heroes is a thing to be commended, not frowned upon. Where is General Pershing? Call him into the limelight where he may be seen and honored by his fellow citizens.

The war is over, but that is not saying there may not be other wars in which the services of a Pershing will be needed. Doubtless age will prevent his again going to the front. However, if peace should last a hundred years there will come a time when we shall need the genius of a man like our world war leader to take command and lead the Nation out of the wilderness.

Honor all men, honor the king. A rather dubious old saying. We have no king to honor, but what is better a friend of the people who rose from the ranks to the command of all the armies of the United States. Let the warm regards of a grateful people no longer be withheld. Old Timer.

Some Early Newspaper Editors of Grand Rapids.

(Continued from page 15)

I came to know him casually and rather liked his genuine good nature. He was something of a poet as well as a newspaper writer. I met him once at the Bridge Street House when in the height of his glory as a poetaster. His boy was out on the street selling his book of poems, a copy of which he presented to me.

His one newspaper venture was in

the publication of a weekly known as the Wolverine Cyclone. As I remember, the venture was short lived, and some time later Mr. Reynolds dropped out of the public eye.

Newspaper publishing would oft times seem to be a precarious undertaking, at least in Western Michigan. The Republican party, seeking a morning political organ, started the Morning Telegram, which, however, soon became moribund and was absorbed by another, the Herald, which had been set afloat on the sea of journalism by an erratic chap named Lloyd Frazee.

The Morning Telegram bought the Herald and thus was the present Grand Rapids Daily Herald set afloat on the news and political sea. Papers are like individuals. Some of them go forward to a wonderful success, while others, after floundering about for a brief time, sink into oblivion.

The old New York Tribune was a very successful party organ in the early political days. It was founded by Horace Greeley who was Scotch-Irish by descent and a New Hampshire Yankee by birth. He was perhaps the greatest editor who ever sat in a sanctum.

The days of great political geniuses in editorial harness have long since gone by. We have less bitter partisanship than in the old days when, as I remember, one editorial writer called his rival of the opposition a "one-eyed Bohemian oaf and a postage stamp and woodpile thief." Rather personal, you understand, but the "oaf" gave him as good as he sent which, no doubt, proved edifying to the newspaper readers of that day.

Courtesy in editorship is of our later times. Hot stuff such as once blotted the editorial page is no longer counted as proper or in line with good management.

Some of Horace Greeley's diatribes against his political foes were in line with the worst billingsgate known, and yet Mr. Greeley was counted the most brilliant editorial writer of his day.

We of to-day realize the amenities and that it is not necessary to call a man a burglar or an all round scoundrel simply because he is a member of another political party.

Our last presidential campaign demonstrated the fact that a man can be a full fledged partisan and at the same time be a gentleman. Political abuse during campaigns for the ascendancy are less bitter and that speaks well for the advance made in public morals.

The one time editor of the Times, Mr. Wheeler, migrated to Missouri and again entered newspaper work on one of the larger newspapers of that state, beyond which we have no further knowledge.

I think perhaps Mr. White might give us more light on the lives of these early editors and we certainly should be pleased to hear more from him on the subject. Old Timer.

Big Food Groupings Visioned by Wall Street.

That control of the food products business of the country is being concentrated in the hands of a small group of powerful companies through mergers and acquisitions arranged and financed here is indicated by recent developments, according to opinions expressed in Wall Street.

The trend toward consolidation of food manufacturers and distributors is emphasized by the recent formation of Standard Brands, Inc., which linked the Fleischmann Co., the Royal Baking Powder Co., and other important food interests; by the announcement that the Borden Co. had become an international organization with the purchase of fifty-two additional companies scattered throughout the United States,

Canada and Europe, and by further expansion of the Postum Co., which is changing its name to the General Food Products Co.

It became evident last week that these three groups are embarked upon far-reaching enlargement programs. The Standard Brands Co. has announced that it expects to acquire Chase & Sanborn, Co., coffee and tea concern, and it is known that the organizers of this merger have in mind the acquisition of several other companies. Standard Brands eventually will be one of the largest food enterprises in the country. There has been some talk of a consolidation ultimately of Standard Brands and Postum. So far as can be learned no conversations looking to such a merger have taken place, but important stockholding interest in the two companies have considered the advisability of initiating negotiations. It is believed that eventually the two organizations will be amalgamated, creating the largest food enterprise in the world.

Both Postum and Standard Brands it is predicted in Wall Street will be engaged for some months in an intense contest. Negotiations are now being carried on by both companies for additional properties. The two companies do not actually compete to any great extent, but there is a race between them for expansion. Standard Brands and Postum have been mentioned recently as possible purchasers of the Gold Dust Corporation, which has become an important factor in the food products field. Gold Dust is also carrying out an expansion program, having recently acquired the food products business of the American Linseed Co.

The Borden Co. has been enlarging its operations for some years, but its announcement last week that it had purchased control of fifty two additional companies disclosed for the first time the full extent of its expansion. The company is now one of the dominant factors in the food products business, being engaged mainly in the dairy and ice cream business.

Retail Food Dealers of Lansing Considering Organization.

Lansing, July 12.—In June, a large number of food dealers located in Central Michigan, including the city of Lansing, met in this city for the purpose of considering the forming of a co-operative wholesale grocer organization. Much interest and considerable enthusiasm was manifested at this meeting and a very large percentage of those present indicated a desire to see the formation of such a concern and the bringing about of this result at the earliest possible date.

The undersigned committee was appointed to investigate the possibilities and details for such a co-operative organization, and have been working for several weeks on this matter. They have spent considerable time in the investigation of similar concerns and in the matter of taking over a local wholesale organization.

This committee is now in a position to present a definite project and are calling this meeting for the purpose of having you learn of their progress and to become a stockholder, or a member in this co-operative organization, when formed.

We feel certain that you realize the importance of maintaining your present position and of the necessity of

strengthening it in face of present day competition. We urge you to attend, as we firmly believe that it will be to your decided advantage to do so. It is now felt that this organization can easily be formed and we urge your presence at this meeting.

This will be held on Wednesday, July 17, at 8 o'clock p. m., in the Chamber of Commerce building, Lansing.

Chas. Affeldt.
John Affeldt, Jr.
Orla H. Bailey.
John Beeman.
Marshall Field, Charlotte.
Chas. E. Foster.
G. C. Reutter.
E. H. Saier.
Guy S. Thorburn, Mason.
Maynard W. Wise.
Oney Sabrosky, Chairman.

Don't Sell Plows.

Customer: I want to buy a plow.

Clerk: I'm sorry, sir, but we don't carry plows.

Customer: This is a h—ll of a drug store.

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 — Grocery stock located Muskegon Heights, corner Hoyt and Mason, just off Broadway. Thriving business. Reason for selling, ill health. Stock and fixtures will inventory about \$3,000. Reasonable rent. Otto Vanderley, Muskegon Heights, Mich. 116

FOR SALE—Grocery stock and buildings at Muskegon Heights on M-310. Best residential district. No delivery. Annual business over \$20,000. Wonderful opportunity. Delivery service and meat department could be added to advantage and additional profit. Must be sold to settle estate. Write for particulars. Address No. 117, c/o Michigan Tradesman. 117

FOR RENT — TWO-STORY BRICK BUILDING. Grand opportunity for a general store in a good town of 1200. Heart of the corn belt section, no failures. Building 30x100, two floors, modern display show windows. No general store in town at present. Come and investigate. Chas. Cassell, Sheldon, Ill. 118

For Sale—24 inch planer and moulding, MacComb, 18 in jointer, wood boring, Mac; drill press; band saw, nearly new; Gr table sawing, Mac; emery buffer, pulleys, electric hoisting; 15 H. P. Olds gas engine mounted factory mount. Sell all together at a bargain. P. O. Box 21, New Hudson, Mich. 119

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—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.

L. Bartolome, for over seven years a member of the foreign sales division of Dodge Brothers and the Chrysler Corporation, has opened offices at 1525 David Stott building and will specialize in Spanish advertising service. Mr. Bartolome's knowledge of the Latin speaking countries peculiarly fits him for the activities coincident to his new business departure.

Walter O. Briggs, president of the Briggs Manufacturing Co., is president of the new Briggs Bond & Investment Co., with a paid in capital of \$2,000,000. James Q. Goudie is vice-president and general manager. Mr. Briggs is also president of the Briggs Commercial & Development Co., a director in the Bank of Michigan, the Guardian Detroit Bank, and the Detroit and Security Trust Co., and an officer and stockholder in other large Detroit corporations. Mr. Goudie is vice-president and general manager of the Briggs Commercial & Development Co., president of the Home Mortgage Co., vice-president of the Michigan Steel Tube Products Co., and an officer and director in various other corporations.

The board of directors of the Bank of Dearborn have elected Frank J. Maurice vice president of the bank. Mr. Maurice is also vice-president and director of the Highland Park State Bank, the Highland Park Trust Co., and director of the First State Bank of Birmingham.

Lewis A. McCreary, one of the several notable men connected with the history of Detroit's most famous old hotel, the Russell House, died Tuesday night in Belmont, Mass., at the home of his son, Lewis S. McCreary. Burial will be in the Lake View Cemetery at Cleveland. Mr. McCreary, for many years book-keeper and cashier of the Russell House, was admitted to partnership in the management of the hotel with William J. Chittenden in 1876. The firm of Chittenden & McCreary continued in control until 1895, when Mr. McCreary went to Cleveland to manage the Hollenden Hotel, a post he held until he retired several years ago. The Russell House was opened in 1857 at Woodward avenue and Cadillac square on property which had been occupied by the old National Hotel.

The retail grocers of Detroit will hold their annual excursion July 31, at Tashmoo Park, under the auspices of the Retail Grocers' Association of Detroit. A programme of games and races has been arranged and over \$2,000 will be given away in prizes.

Anthony H. Graef, pioneer Detroit merchant, died at his residence, 216 Marlborough, on July 9. A member of the men's furnishing goods firm of Regner & Graef, Gratiot avenue, the firm opened a second store at 2521 Woodward avenue, later opening other stores at strategic business centers in the city. Mr. Graef was 45 years old at the time of his death. Surviving are his widow Catherine Fisher, five sons, Earl, Carol, George, Byron and Roger and four daughters, Arlyss, Celestine, Valerie and Rita.

Pleasing news to the public was the announcement this week by the Canadian National Railways of the plans for a \$6,000,000 terminal and station to be built on or near the site of the present decrepit Grand Trunk station, at the foot of Brush street, during 1930. Sir Henry Thornton, president of the Canadian National Railways, said that work on the Grand Trunk's plans for suburban commuter service to Highland Park, Royal Oak, Birmingham and Pontiac will be started just as soon as the railroad right-of-way from Royal Oak to Birmingham is shifted to its new location and that he expects the service to be in operation next spring. One of the features of the new terminal will be the discontinuance of the passenger-train ferries across the Detroit River. East and westbound passengers will be taken under the river through the new pedestrian and vehicle tunnel now under construction.

The A. Harvey's Son's Manufacturing Co. chartered the steamer Put-In-Bay last week for the "Living Comfort Crusaders" moonlight trip. The "Living Comfort Crusaders" include all plumbers and plumbing and heating contractors and their friends. Special entertainment was arranged and an orchestra retained for dancing.

William Clippert, head of the William Clippert Brick Manufacturing Co., Dearborn, died this week at his country estate at Cherry Beach on the St. Clair River. Death was due to heart disease, with which he had been afflicted for a year. Mr. Clippert was born April 19, 1874, the son of Conrad Clippert, pioneer Detroit brick maker and the organizer of the present Clippert Brick Co. in Detroit. He had been a resident of Detroit all his life. He never married. When a boy, William was associated with his father in the brick business. He became a partner in the Arna Woolen Mills, at Dearborn and engaged in that business until the mills burned and the company dissolved. He then established his own brick plant in Dearborn, which he had been operating since. He leaves three brothers, Charles F., a fire commissioner; Dr. Frederick J., and Dr. J., C., one sister, Mrs. A. H. Gorenslø, and several nieces and nephews.

Directors of the Union Joint Stock Land Bank of Detroit have elected Ralph H. Booth a member of the board. Mr. Booth is president of the Booth Publishing Co., and serves as director of many large industrial and financial institutions in Detroit.

The tenth, and one of the largest of its stores, will soon be opened by the Cunningham Drug Co. in the new building being rushed to completion on the site of the old Whitney theater building on Griswold street.

The Murray Corp. has leased the building formerly occupied by the Buick factory branch at 460 Canfield avenue, West, between Cass and Second boulevard, and will use it to house the body service shop and service parts depot formerly located at the company's main plant at Clay and Russell streets. The building has 38,000 square feet of floor space. The service division was moved into temporary quar-

ters last October to make way for \$5,000,000 plant expansion.

Edward A. Broadwell, well known to the shoe trade, following a short illness, died this week in the Henry Ford hospital. Mr. Broadwell, represented a wholesale shoe firm and maintained offices in his own name at 505 Temple Theater building. Besides his widow, Lena, he is survived by his brother W. C. Broadwell; two sons, Harold A., and Edward T., his daughter, Mrs. Julia F. Whittingham, and four grandchildren.

Heigh-ho for the Northern lakes and resorts on a two week jaunt. Two of Detroit's veteran travelers, Frank G. Hutchinson and Edward Mayers, have paired off for the trip and leave the din and banditry of Detroit behind them next week to start on the trip of rest and recuperation following a strenuous twelve month selling year.

A new service station building was opened last week by the Graham-Paige Co., of Michigan, at Endicott street and Woodward avenue. J. M. O'Dea, general manager, and Lansing W. Thoms, sales manager, were hosts at a luncheon served to more than 100 dealers and factory executives, including J. B. Graham, president of the Graham-Paige Motors Corporation.

Sky Specialties Corporation has been organized to make the Heywood starter for airplanes, it was announced to-day. The company has been organized by Charles B. Bohn and others who recently purchased the Heywood Starter Co. It is planned to expand the company to include other airplane accessories. Arthur L. Cash, formerly president and general manager of Northway Motors, a subsidiary of General Motors Corporation, is president of the corporation. Directors are Mr. Bohn, S. D. Den Uyl, secretary of the Bohn Aluminum & Brass Corporation; Fred L. Riggan, secretary of the Mueller Brass Works; William B. Stout, president, and Stanley E. Knauss, vice-president of the Stout Air Services, Inc.; Edward F. Roberts, vice-president in charge of production, Packard Motor Car Co.; John Cowan, Jr., attorney, and S. L. McKay, capitalist.

The Miller-Judd Co., Michigan distributors of Nash automobiles, has announced the construction of a new sales and service building at the southwest corner of Cass and Ferry avenues. Work on the new structure will commence immediately, according to Walter J. Judd, president.

James M. Golding.

Cheerfully Published Without Comment.

Morrice, July 15—I have been reading the Michigan Tradesman for the past three years and have followed with much interest your battle in behalf of the independent grocer. During that time I have been buying groceries from several houses, among them the Elliott Grocer Co. It has always been possible to buy quality brands from the Elliott Co., consequently I was much surprised to read the item in the July 10 Tradesman, stating that the stock of the Elliott Grocer Co. was so depleted and so largely composed of unsalable merchandise that the R grocers wouldn't consider the purchase of the Elliott stock.

You were evidently misinformed in this case and, in justice to a house noted for fair dealing and quality merchandise, you should refute that statement.

As an impartial champion of the right, you seem to straddle the fence apropos the National Grocer Co.'s treason to the independents. Why not quit beating about the bush and advise a boycott of Lighthouse and Cherry Blossom labels in view of the recent action of the National Grocer Co. The National has violated the faith of the independents and should be shown little consideration.

The Elliott Grocer Co. has always been a friend of the independent grocer and should be given due credit for its stand, rather than be subjected to unfair propaganda, such as you printed under a Lansing heading on page four.

If you are such a friend to the independent—such an unflinching champion of the right—come out cleanly and squarely against the house that is using the independent as a cat's paw in creating a demand for private label goods which will be featured at slashed prices in the National Grocer chain stores.

In your paper you waged war against Maxwell House coffee, because the independents didn't get a square deal. Now be consistent and adopt the same tactics toward all Lighthouse and Cherry Blossom label goods featured by the National Grocer Co. You may lose the National Grocer advertising, but you will gain the respect and support of all thinking independents in Michigan.

I don't give a tinker's damn whether you print this letter or not. Whether you are merely a fair-weather friend of the independent or not should be reflected in the ensuing issues of your paper. Either take an out-and-out stand against the National or else forfeit the respect and good will of Tradesman readers.

Ellsworth Davis.

The Tradesman cheerfully gives place to the above letter without comment. Its attitude toward the retail trade for the past forty-six years—and especially the independent merchant of the present day—is too well known to its readers and appreciated by them to require any defense at our hands.

Two Items From Charlevoix.

Charlevoix, July 16—This city now has a most modern schoolhouse of which the citizens can be jointly proud. I had a chance to go through it the other day and admired the various departments, which are all modern to the minutest details.

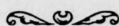
Earl A. Young, the celebrated real estate man of this town, has a very enterprising young son, 12 years of age, Andrew Drew Young, whose future will be one of the brightest ones that is before any young man. I herewith send you a sample of his work of soliciting advertisements in this town. He issued a set of Charlevoix the Beautiful blotters, which contain twenty advertisements of the most prominent local business firms who desired to be brought before the public. He had 1,000 blotters printed and is distributing them to the various resort cottages and places where tourists gather and also in the local hotels. The result of his solicitation of advertisements in the work brought him a nice little sum of spare money, which he will add to earnings of other work he has been doing for the past few years since I have known him. I promised the young chap that I would assist him with a little publicity, and if you feel like printing this letter of mine, he surely would appreciate it and will save the Tradesman for future reference, as he proposes to follow his father's steps in the real estate business.

L. Winternitz.

Vacation time is here

Have you considered the advantages of an agency account?

We can relieve you of all the routine care of your securities. Whether at home or away, you will always be able to take advantage of sudden opportunities in your investment situation, as your instructions for sales or transfers will be promptly executed.



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan



What to serve for summer refreshments?

Iced coffee* and dainty English style Beech-Nut Biscuits make a perfect combination. Chocolate Wafers—Scot Cakes—Butter Sweets, an interesting variety. Your customers will appreciate the known excellence of these Beech-Nut foods. Feature and display this combination as a special for summer entertaining and you will be assured continued sales during this season of the year.

**Note: The best iced coffee is made by pouring strong, freshly-made coffee into tall glasses partly filled with cracked ice, adding more ice if necessary to chill thoroughly. Top with whipped cream and serve with powdered sugar.*

Beech-Nut
FOODS OF FINEST FLAVOR

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



Heikman Biscuit Co.
Grand Rapids, Mich.

**Sold
Exclusively
to Independent
Dealers**

Who Operate Their Own Stores

NATIONALLY ADVERTISED

**MONARCH
Food Products**

REID, MURDOCH & CO. Chicago

New York - Boston - Pittsburgh - Wilkes Barre - Tampa - Jacksonville
San Francisco - Los Angeles - Phoenix - Kansas City - St. Louis

**It Pays to Feature
MONARCH Canned Fruits**



SLOW BUT SURE STARVATION

Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payment on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, **NEVER TO RETURN**, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.

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Tradesman Company, Grand Rapids, furnishes the above in circular form as follows: 100, \$3.75; 500, \$7.75; 1,000, \$12.75.