

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty ^{SEVENTH} ~~sixth~~ Year

GRAND RAPIDS, WEDNESDAY, AUGUST 7, 1929

Number 2394

I CANNOT think of any American men or women pre-eminent in the history of the Nation who did not reach their place by toil. I cannot think of anything that represents the American people as a whole so adequately as honest work.

We perform different tasks, but the spirit is the same. We are proud of work and ashamed of idleness. With us there is no task which is menial, no service which is degrading. All work is ennobling and all workers are ennobled.

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Always the same
Delicious Flavor

Always Advertised

Always in Demand,
resulting in quick
turnovers.



***America's foremost
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than half a cen-
tury**

*It is a matter of record in
the history of the coffee
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the first coffee ever packed
in sealed tins.

**CHASE & SANBORN'S
SEAL BRAND COFFEE**



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

WORDEN GROCER COMPANY
The Prompt Shippers

If You Don't Carry
Morton House
COFFEE
You Are Overlooking Something

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

THE MICHIGAN TRUST COMPANY, Receiver.

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FIRE INSURANCE COMPANY**
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FIRE INSURANCE—ALL BRANCHES
Tornado—Automobile—Plate Glass

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Wherein Some Salesmen Manage To Fall Down.

It has been my observation that the average salesman is willing to work, loyal to his organization from the way he sees it. Feels a high sense of obligation to his principals and has the interest of his organization at heart. Why is it then so many of them fail to make the grade? Why is it in an organization employing six salesmen that two or three of them keep the sales unit up, when practically the entire territory covered is the same with respect to the character of merchandise consumed and the class of merchants identical? The old saying that, "Men and methods, not times nor conditions, produce business," is truly applicable to the wholesale grocery game, or at least I see it that way.

Many salesmen depreciate their value by refusing to view their position as to the future, too easily satisfied with well enough. In this connection I have in mind a salesman whom I worked for several years. He was well educated, had a good knowledge of salesmanship, with the exception of the building up kind. He was absolutely devoid of the principles attendant to constructive work. Institutional salesmanship never appealed to him, going after new accounts was entirely foreign to his make-up. He accepted the territory as it was handed to him. He depended on our old line accounts to keep him up. Naturally during the course of events some of these old timers sold out, discontinued business or for real or imaginary causes quit us. With their going his volume was correspondingly decreased, with the resultant effect he was unable to produce sufficient volume justifying continuing him in the territory.

Another reason operating against the success of some otherwise good salesman. We have had several salesmen in our organization who would not, or could not, see a thing except a big volume, the question of profits was a secondary consideration, one in particular was outstanding in this de-

fect. I know of instances where he drove twenty miles, passing up on his way several small dealers, in order to beat a competitor to a carload buyer of oats, which if sold would net us not over \$45 profit and more often \$25 on an investment of \$900 to a \$1,000, but would not turn his hand to sell five pails of candy, representing an investment of \$25, on which there would be a profit of \$3.75. Another destructive feature attendant to this class of work is a salesman so constituted passes up so many small buyers during the heavy consuming period of the more staple and volume building items that he cannot back track and pick them up during the off season, resulting on the final analysis in a mighty poor investment for his house.

Playing a competitor is a mighty easy and destructive habit for the average salesman to develop; in fact, it seems contagious. I don't suppose there was ever a sales manager who hasn't met this class of salesman: "Give me a lower price to meet so-and-so and I will knock 'em cold," or "Well, how do you expect me to sell cheese at our list when Jones & Co. have one-half cent under us," as if cheese was the only item he had to sell. Ye gods! the most pitiful spectacle one can imagine is a salesman permitting a competitive salesman to lead him into the watching game.

All of us know at times, for certain reasons, a competitor will make an illegitimate price. This by no means establishes a sales basis, nor does it affect the entire line correspondingly. I have had salesmen who would rather turn in information that we were out of line than to present me with a \$1,000 order carrying a good profit. The average buyer is quick to discover this playing competitors' weakness in a salesman and ninety-nine times out of a hundred the information passed to the salesman is done for the purpose of forcing him down.

Another factor contributing to salesmen falling down, and one I find mighty hard to overcome, is too much guess work, too little actual knowledge about what they have to sell. With few exceptions the average salesman recognizes the bulletins issued by his salesmanager as another opportunity to "strut his stuff" and appear the wise guy of the organization, and accepting this sales help as such material, if he reads the bulletins at all, it is with a certain contempt and the absolute lack of interest. We quite often put on extensive selling campaigns covering some of our exclusive lines, and in the way of preparing our salesmen several weeks in advance of the inception of the actual drive, conditions marketwise, etc., are featured in our bulletins.

Our idea, of course, is to prepare the

men for a quick and successful get away. It is surprising how few of them really know anything at all about the information given them. I have had instances after instances where a salesman would come to my desk for information in connection with these sales drives two weeks after inception and would apparently be dumfounded when his attention was called to a certain bulletin supplying the very information he was seeking.

In connection with this same display of lack of interest, I have had salesmen turn in an order with rider attached, asking that we buy such and such an item appearing on his sheet, when, as a matter of fact, this very item was listed in his cost book, had been there for weeks. Moreover, had been bulletined time after time. I had one experience in connection with this lack of interest in sales information that was a knock-out. I issued instructions for all salesmen to turn in their cost books, and by checking them with my book found none of them were posted up to the minute; moreover, two out of a total of eight had not been posted for over a month. That happened fourteen years ago. Since then I issue new sheets where an item is changed and compel the salesmen to turn in discarded sheets to me.

The indifference in connection with forward sales or bookings is chargeable for the complete fall-down of quite a few salesmen. A salesman depending entirely on his day-to-day sales to keep his volume up is simply displaying his ignorance of up-to-date sales methods. We do quite a lot of forward selling, especially for delivery during September, October and November. Take, for instance, bagging and ties, ammunition and gloves. Our men are reminded frequently during the selling period of such items with respect to getting the orders in. At that, I have had men in my sales unit who would go the entire season without attempting to line the trade up, and when the ginning season opened, the quail season was in and the weather turned cold, would register the greatest surprise of their lives about the trade not buying. I've had some mighty good salesmen taking day-to-day sort sales, but due to their failure to play up to their opportunities with respect to bookings destroyed their usefulness. J. E. Bell.

Purpose of religion is to unite man with God, to bring him into intimate contact with sources of inexhaustible power, to develop his mind and soul to their highest possible capacity. Thus sincerely religious people, no matter through what difficulties they may pass, are optimistic. — William Lyon Phelps.

Recent Mercantile Changes in Indiana.

Cedar Lake—N. D. Soper has opened the Bungalow Meat Market.

Delphi—George Vilanco has discontinued his meat business on Main street.

Farmland—F. R. Gamester has reopened his meat market here.

Franklin—The grocery and meat business of Maynard L. Richardson has been discontinued.

Greensboro—W. T. Reichart will make some improvements to his meat market.

Greensburg—Dennis Kirkpatrick is sole proprietor of the Sel-U-Mor Meat Market on East Main street, having purchased the interest of his partner, Mr. Martin.

Greensburg—Walter Robins will add some new equipment to his grocery and meat market at 120 South Broadway.

Laurel—Wm. Gassar will open a meat market here.

Milroy—Fred Addison has sold his meat market to Clifford Carroll.

Petersburg—An up-to-date meat market has been opened by Carl Jones here.

Walkertown—Ed. Baker has opened a grocery and meat market here.

Worthington—Chas. Adams has opened a grocery and meat market here.

Late Business Changes in Ohio.

Attica—Henry Schimpf has sold his meat market to George Hoern.

Cleveland—Edward J. Lucas has sold his meat market at 8929 Buckeye Road to Joe Varady and George Meszaros.

Cleveland—Nathan Massing has moved his grocery and meat market to larger quarters at 8611 Quincy avenue.

Dayton—Samuel Schneider is making some improvements to his grocery and meat market at 700 South Jefferson street.

Greenville—Gus Buchy has sold his grocery and meat market to Wallace Booker.

Toledo—A. J. Scharschmidt has purchased the grocery and meat market at 401 Hawley street from A. Renard.

Eight New Readers of the Tradesman.

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

John N. Deglman, Sault Ste. Marie.
Michigan Mercantile Co., Morley.
Uhlman's Clothing Store, Bowling Green, Ohio.

W. H. Parry, Vassar.
Old State Bank, Fremont.
Charles W. Cooper, Holton.
M. G. Koepsell, Onaway.
Michigan Biscuit Co., Muskegon.

Ability to so plan your work that you require little or no supervision is the main factor in promotion.

IN THE REALM O RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Bendon, Aug. 1.—Why do the automobile manufacturers advertise their autos for a certain price, but if you want to buy will have to pay considerable more than advertised. For instance, the Chevrolet has \$77 added to its price, delivered here. The delivery charge is about \$22, leaving a balance of \$55 that I can't find out what it is for and can get no explanation from the salesman. Their price is the same, cash or time, so it can't be for financing. W. N. Sweet.

The Chevrolet Co. charges every agent \$10.50 and \$3 extra, over and above the list price, on every machine shipped out from the factory by freight. One is a service charge; the other is a decking charge. These charges are arbitrary and the agent has to pay them absolutely net.

If the freight on a Chevrolet is \$22 from Flint to Bendon, the agent should add \$35.50 (\$22 plus \$10.50 plus \$3) to the price advertised by the factory. That is the limit he should charge you, unless you have ordered extras or accessories to come with the car. If your agent charges you more than \$35.50, he is "jipping" you and you should not stand for it unless you are an easy mark.

You can show him this letter for your authority for taking the stand you suggest if you care to do so.

Pinconning, Aug. 3.—I have been approached several times recently in regard to the stock of the Wrigley Tooth Paste Co., Ltd., of Montreal. Being a retailer myself I am rather interested in this company, but before investing any hard-earned cash would like to have your opinion of this company. S. K. T.

We know nothing as to the merits or demerits of Wrigley tooth paste, but would advise against a purchase of the Wrigley Tooth Paste Co., Ltd., stock because of the unusual methods used by the company in selling it and because of this company's connection with the Wrigley Pharmaceutical Co., of Atlantic City, New Jersey, which manufactures this tooth paste in the United States and which has been barred by the authorities from selling its stock in several states.

Both the Canadian and American companies make a practice of offering a number of shares of tooth paste and a number of shares of stock for an inclusive price, and the problem has always been to determine whether the stock is given as a bonus with the tooth paste, or the tooth paste as a bonus with the stock.

It may be well to state that although the Wrigley Tooth Paste Co. president is named W. W. Wrigley and the company uses a trade mark embodying the words "Spearmint Toothpaste" and a design of a broad arrow in red, which is almost identical with the famous "Wrigley Spearmint Chewing Gum" trade mark, the company has absolutely no connection with the William Wrigley, Jr. Co., the widely known chewing gum manufacturer.

No more wheels of fortune at filling stations.

Such is the order of the Federal Trade Commission in a trade practice conference for the petroleum products industry.

The Trade Commission holds that the wheel of fortune, which has been used in some filling stations to stimulate business, is an unfair means of competition. Those stations having the wheel of fortune offered each customer a chance to spin the wheel, and if the customer hit the lucky number, he got his gasoline for nothing.

The anti-wheel rule is in the Group I regulations, and therefore will be enforced by the Commission. It says:

"Lotteries, prizes, wheels of fortune or other games of chance shall not be used in connection with the sale of gasoline or motor oils."

Another Group I rule says: "The selling of refined petroleum products below cost for the purpose of injuring a competitor, and with the effect of lessening competition, is an unfair trade practice."

In the Group II section of the rules, which are merely recommended to the trade, and not required, are several of special interest, for example:

"Gasoline shall not be sold from tank wagons or trucks to other motor vehicles, except in emergency cases.

"No oil or other thing of value shall be given away, or special inducement granted on opening days, special sale days, or other occasions.

"All refiners, distributors, jobbers and wholesalers shall conspicuously post, at each point from which they make delivery, the several posted prices of gasoline and kerosene for each class of delivery for such deliveries at the time of delivery.

"Retailers and other operators serving consumers through service stations, garages, curb pumps, or pumps located at bulk plants, shall conspicuously post, at the place from which delivery is made, prices at which gasoline, kerosene, and motor oils are sold.

"No seller shall make any deviation from his posted prices (whether wholesale or retail) by means of rebates, allowances, bonuses, concessions, benefits, unusual credits, scrip books, or any plan, device or other scheme which may directly or indirectly permit the buyer to obtain gasoline or kerosene at a lower net cost to him.

Most of the rules and regulations adopted have to do with the leasing of equipment by the refineries to the filling stations.

Almost two billion dollars could be restored to the legitimate purchasing power of the United States each year, if profits of swindlers were eliminated from business. This statement is credited to the Treasury Department, who also says that almost every honest merchant, regardless of his locality, is affected.

The profits that swindlers make, becomes part of business's general overhead which must be met before profits begin to materialize. Hidden somewhere in the expense account of every merchant, is the influence of dishonesty in his community. Merchants should heartily applaud the work of

the National Better Business Bureau which is providing machinery to protect honest profits and educate investors.

Early Settlement Store on the Muskegon River.

Grandville, Aug. 6.—Merchandising in the early days and now can scarcely be compared. Then long drives with team and wagon or sleigh over bad roads were a part of pioneer store keeping. We do not have such drives now, but doubtless there are other even more perplexing problems to be faced to-day. Competition certainly is greater and more fastidious tastes have to be met.

A store in the woods was a store indeed. Indians, whites and even small boys frequented those marts of trade. Two brothers living down near the dam used often to come to our Bridgeton store. They were designated as "Longhair" and "One Eye" and were a pair of originals, Longhair always rapping at the door for admittance, winter or summer.

Goods for these backwoods stores were usually shipped a long distance. I recall that most of boots and shoes came from Boston. Men did not wear shoes. In fact, none were manufactured in that early day save only for women and children.

Our footwear came in long wooden cases, each containing an even dozen pairs of boots. Three qualities were sold. First, the heavy cowhides, a leather which was as stiff and inflexible as a board. Then there was the somewhat more pliable leather boot, known as Kipskin. After which came the Sunday boot, known as calfskin.

Even girls affected boots in winter to protect their feet and limbs from the deep snows, and there were deeper snows then than at the present time, due, no doubt to the fact that the great forests held the moisture which flushed the ground with snow in the winter.

There were dudes in the woods, too, and some of the would-be beaux strove to wear boots two sizes smaller than their feet. A small foot, either on man or woman, was a sign of aristocracy. Heels for women came as an innovation and the girls of camp and farm vied with one another as to the height of these. High heels and tight corsets were considered the thing in our backwoods society soon after the civil war.

Tight lacing probably caused more premature deaths than all the contagious diseases combined. One thing we may be thankful for in the present age is that the short-breathed female because of corsets has gone out and doubtless will never return.

The shelves of the pioneer merchant showed no canned goods. That was a change yet to come. Large candy jars were filled with various sized striped sticks of sweets which sold to the youngsters.

Smith's saleratus was in evidence, which was before baking powder was invented. I think the Royal was the first baking powder to appear in the woods stores. Since then saleratus has gone out.

In the settlements where there were no saloons. The storekeeper obliged his thirsty customers with a quality of stomach bitters which would bring a smile to the face of a grizzly bear.

Hostetters held the shelves against all comers until new brands advertised the great curative qualities of their brands, and the taste was made more palatable than the first named.

Nearly everything sold was in bulk. Sugar in barrels and hogsheds. Syrup also and coffee was sold in the raw. Every housewife was supposed to do her own parching. It was often remarked that he or she is slower than molasses in January. I remember an instance when I found that even in winter molasses sometimes flows all too fast.

We had our barrels in a back room, the molasses barrel mounted on an empty box. At a busy time I thrust the measure under the faucet, turned on the sweets with a gallon measure to catch the same then as it oozed out slowly because of the winter cold. I went back to continue waiting on customers. Naturally I forgot the molasses until my attention was called to it by the customer on whom I was waiting.

Nearly an hour had passed. I hastened into the back room to be greeted with a sweet mess of blackstrap on the floor. Two or more gallons had besmeared the floor, and such a time in cleaning up. Such a calamity happened but once in all my store keeping career and it has been an abiding memory with me to this day.

Such codfish. You see none such now, great whole fish packed together lacking only the heads. And the settlers thereabout ate a lot of these fish in connection with salt pork, the latter packed in barrels, usually in twenty-five pound pieces. It was no uncommon sight to see a settler walking homeward with a pack on his back, consisting of a big chunk of pork, a whole codfish and various other provisions tied in packages.

Salt pork—mess pork it was called—together with potatoes and bread constituted the main store of food for the early settler. Now and then these were made more palatable by the addition of a hunk of venison which the Indian hunter usually supplied.

The early settlers usually made maple sugar and molasses in the spring. The settlement stores always bought this, paying in trade. In our own store we seldom bought less than a ton of this sugar each spring. There was sale for it to the mill workers and lumberjacks, who invariably had a sweet tooth.

Altogether storekeeping in an early day was fully as interesting as it is at the present time and I should like nothing better than to go back and do it all over could the clock of time be turned back again. Old Timer.

Work Overalls in Fancy Stripes.

Orders for twill fabrics with fancy stripes in a denim weave are being purchased by manufacturers of workmen's overalls, catering to trade in the West and Middle West. The fabric desired in most instances is practically the same as that used in the manufacture of automobile seat covers. Agents here have shown considerable interest in the vogue, which they say originated in the Far West and can be expected to attain popularity in this section, since the overalls when made up offer a variation from the conventional blue denim. The garments retail for from \$2 to \$2.50.

Offer New Drapery Cloths.

Drapery manufacturers are bringing out new types of casement cloths for use either as curtains or drapes in accord with current trends of home decoration. The patterns are of the more conservative modernistic type. Manufacturers still have considerable faith in the value of the modernistic motif, but the day of freak effects is said to have passed. In one outstanding cloth, a design of woven rayon is featured on a voile background. Colors are said to be fast. Brocades of new fashioning are also stressed for the coming season.

Did you ever notice how often the holes in the clothes of the man who can't get along are tears not wears?

GONE TO HIS REWARD.

George A. Rumsey, Good Citizen and Business Man.

George A. Rumsey died suddenly at his home on Lake Drive early Tuesday morning. He had been ill for several months. Death resulted from heart disease. The funeral will be held at the family residence at 2 o'clock Thursday afternoon. Rev. J. W. Field will conduct the services. Interment in the mausoleum on M 16.

Biographical.

George A. Rumsey was born near the old plaster mills Dec. 26, 1848. His father came to Grand Rapids in 1837. He was a miller and cooper by trade and manufactured the first barrels ever made in Grand Rapids. He worked as miller in the old Sweet mill and afterwards in the old stone mill conducted by John W. Squires. When his son, George, was born he was foreman for Henry R. Williams, the first Mayor of Grand Rapids and also the first man to open a plaster quarry here in 1842.

When George was 2 years old his family moved to what was then known as the Rumsey farm, comprising seventy acres on Grandville avenue, now practically all covered with residences and stores. He first attended school at the old stone schoolhouse on Lyon street hill, afterwards attending the South Division street school. He attended high school one year as the associate and companion of Charles W. Garfield and also studied at Prof. Franklin Everett's academy one year. He then entered the business college of Swensburg & Robbins, being one of the first pupils of that institution and occupying a desk with the late Heman G. Barlow. On the completion of his business course, he resumed work on the farm and also worked in the mill his father had erected in the meantime at the corner of Grandville and Clyde Park avenues. The mill was driven by water power obtained by damming Silver Creek. They ground grain during the summer and plaster stone during the winter. The output of the latter was about 2,000 tons per year. They obtained the rock from plaster miners and sold the ground product to farmers for fertilizer. Mr. Rumsey well remembered how careful he had to be in those days regarding the money he accepted in payment for fertilizer and feed. Every bill had to be looked up in Preston's Bank Reporter and even then a wild cat bank bill frequently "went bad" over night.

In 1870 Mr. Rumsey removed to Big Rapids, where he took the management of the iron manufacturing business conducted by LeRoy & Clements. He subsequently purchased the interest of Mr. LeRoy, when the business was conducted under the style of Clements & Rumsey. The name was subsequently changed to the Peninsula Hardware Co. After four years of hard work, with very meager returns of a financial nature, Mr. Rumsey relinquished the iron business and joined hands with his brother-in-law, Harvey P. Wyman, who was then operating a sawmill at Wyman Station.

Here he laid the foundation of a subsequent successful career as a lumberman by working in nearly every capacity in and around the mill and office. Three years later he and Mr. Wyman purchased a tract of pine near Edmore, which was cut into shingles, shipping mostly to Detroit. At the completion of this cut, Mr. Rumsey organized the Rumsey Lumber Co., in association with William Widdicombe, Henry Idema, Walter Winchester, A. J. Daniels and H. P. Wyman. The company purchased 35,000,000 feet of pine Northeast of Big Rapids, cutting the timber and hauling the finished product to Upper Paris. This consumed three years, from 1883 to 1886, and they were not years of profit, be-

the cut was completed. This accumulation was invested in stock in the Foster-Winchester Lumber Co., which purchased the timber on the Elliot T. Slocum land at Slocum's Grove, which proved to be a three-to-one proposition. Mr. Rumsey served the corporation in the capacity of manager and remained at the mill for six years. On the completion of the cut, he returned to Grand Rapids. His father and mother had both died in the meantime and his brother and two sisters wished him to assume the management of the Rumsey estate, which he handled with credit to himself and with satisfaction to all concerned.

Mr. Rumsey was married in 1880 to Miss Clara Winchester, who died

and on the consolidation of the Bank with the Grand Rapids Savings Bank, in 1917, he was elected a Director of the larger institution, which position he retained up to the time of his death.

Mr. Rumsey was a companionable man and with his wide experience had a great fund of interesting information to impart. He was not fulsome in expression and gave one the impression that he was a man with reserve power. A growing familiarity with the processes of his mind confirmed the impression. He was a man of balance and formed his opinions deliberately, but with accuracy and precision, and thus he became a valued counselor among his friends and associates in business.

Mr. Rumsey was interested in all matters concerning the welfare and progress of our city and his name was generally found in connection with altruistic enterprises, requiring sacrifices of time and energy. The best tribute of respect anyone can pay to him is to refer to him as a good neighbor and public spirited citizen.

New Clothing Chain.

Plans for the formation of a Nationwide chain of stores selling men's, women's and children's wearing apparel, to be sold at popular prices and on the instalment plan, are being completed by a group of bankers with headquarters in New York City.

It is understood that the chain will embrace about 400 stores, located in cities of about 50,000 to 150,000 population.

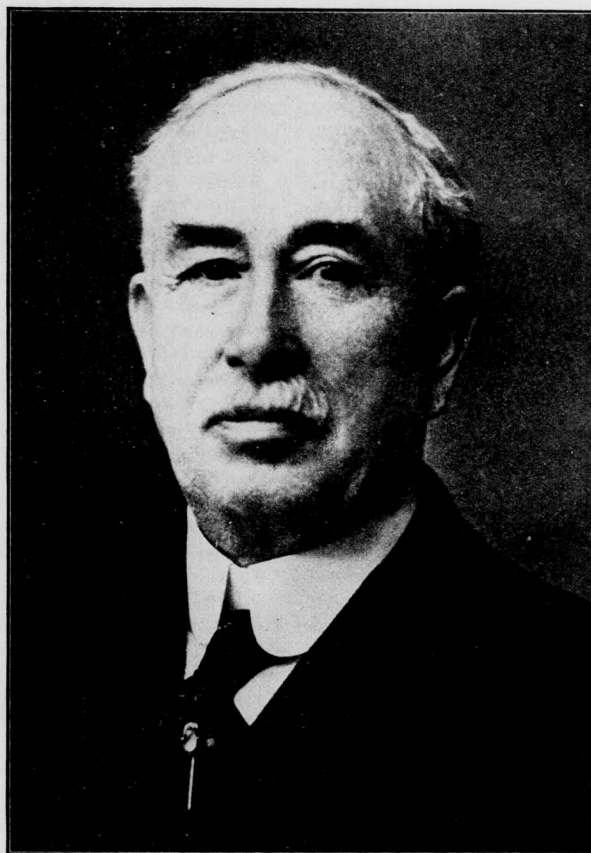
When completed it is expected that the system, which is expected to have a gross sales turnover of more than \$30,000,000 annually, will be composed of the following units: National Family Stores, seventy-four stores in the South and Middle West; Askin & Marine, sixty-four stores, principally in the Middle West; Butler Stores, fifty-two stores in the Northeast and East; Charles Askin, thirty-five stores in the Middle Atlantic States; Farley Stores (three groups), sixty-five stores in the South; an unidentified chain of ninety units with headquarters in Denver, and with stores throughout the West.

Black vs. Browns in Colors.

Black and brown at this stage appear to be running a very close race for color leadership in both ready-to-wear and accessories. This is particularly the case in coats where favor between the two shades is about equally divided, with the belief expressed, however, that the new browns will forge ahead later on. In piece goods black is stressed in both velvets and satins. Browns are well ahead in shoes, the reptile trend emphasizing this development. In accessories, such as handbags, black is very strong.

If the matter is important and you are sure of your ground, never fear to be in the minority. The world turns aside to let any man pass who knows where he is going.—David Starr Jordan.

A strong mind draws more pay than a strong back.



The Late George A. Rumsey

cause piece stuff at that time was selling for \$7 per thousand.

The next six years were spent in Knoxville, Tenn., where he formed a copartnership with the late Henry B. Wetzel under the style of H. B. Wetzel & Co. The firm dealt in timber lands. A railway accident which resulted in the death of Mr. Wetzel terminated the copartnership and Mr. Rumsey returned to Michigan, taking the management of the Mecosta Lumber Co., which was then owned by Walter Winchester and A. J. Daniels and was located at Winchester. He continued in this capacity from 1893 to 1900, utilizing the knowledge and experience previously obtained to such good advantage that he had a comfortable balance to his credit when

in 1890, leaving two children, one of whom has since died. The remaining child, James R. Rumsey, is the well-known civil engineer. Mr. Rumsey was married again in 1900 to Mrs. Lillian N. Holmes. They resided in their own home at 1572 Lake Drive.

Mr. Rumsey was an attendant at the Fountain Street Baptist church, of which his wife is a member. He served on the Park and Cemetery Commission for six years, having been President the last year. He was a member of the Jury Commission. He was instrumental in the organization of the Michigan Exchange Private Bank, nineteen years ago, having been elected a Director and Vice-President at the time of the organization. He subsequently served the Bank as President

MOVEMENTS OF MERCHANTS.

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

Pontiac—The Peoples State Bank of Pontiac, has increased its capital stock from \$250,000 to \$500,000.

Detroit — Northern Groceries, Inc., 1910 Buhl building, has changed its name to Saunders Michigan Stores, Inc.

Portland—Miss Ada Wasnick has sold her bakery equipment to Alma parties who have removed it to that city.

Bellevue—Gaber Sears and Mrs. Gazola Yuhasz purchased the meat market on Main street from Richard Fruin.

Detroit—Louis C. Schleicher has sold his grocery and meat market at 11150 Mack avenue, to Mansour F. Curry.

Detroit—The General Builders Supply Co., 1904 Penobscot building, has changed its name to the Detroit Corporation.

Detroit—Saunders Michigan Stores, Inc., 1910 Buhl building, dealer in groceries, has changed its name to the S.M.S. Co.

Detroit—The Manufacturers Surplus Stores, Inc., 854 Buhl building, has changed its name to the Television & Radio Stores, Inc.

Muskegon—Gust Ballard has engaged in the restaurant, soft drinks and tobacco business on Water street, under the style of the Boston Cafe.

Detroit—Edward Stark is the proprietor of the grocery and meat market at 2301 St. Antoine avenue, having purchased same from Jennie Stark.

Grand Haven—L. Levinsohn has purchased the clothing and shoe stock of H. L. Nessen, 1119 Washington avenue and is conducting a closing out sale.

St. Charles—L. Levinsohn has purchased the stock of clothing, shoes and store fixtures of Holst & Vaughn and removed it to his auction rooms at Detroit.

Frontier—B. Mason, of Chicago, has leased the Blount store building and will occupy it with a stock of general merchandise, under the management of John Greene.

Kaleva—Howard Robinson, recently of Waukegan, Ill., has purchased the ice cream parlor and confectionery store of Ray Ballard, taking immediate possession.

Flint—The Home Furnishing Co., 121 West Kearsley street, has changed its name to the Flint Home Furniture Co. and increased its capital stock from \$108,000 to \$115,000.

Ionia—H. J. Spaulding has purchased the interest of C. J. Spaulding in the C. J. & H. J. Spaulding cigar store and lunch room and will continue the business under his own name.

Pigeon—L. Levinsohn has purchased the Stone-Kahn Co. stock of general merchandise. He has not decided what he will do with the stock but at present is continuing the business.

Detroit—Joseph N. Smith & Co., 5914 Federal street, has been incorporated to deal in general merchandise with an authorized capital stock of

\$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Chelsea Peat & Land Co., 3620 Barlum Tower, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Saginaw—L. Levinsohn has purchased the stock of women's and men's ready-to-wear clothing of the Menter Co., recently damaged by fire and is conducting a fire sale on the premises, 114 South Franklin street.

Jackson—Scammon's, Inc., 114 West Michigan avenue, has been incorporated to deal in women's ready-to-wear garments, with an authorized capital stock of \$10,000, \$6,100 of which has been subscribed and paid in.

Detroit—Gold Dollar Stores, Inc., 7747 Harper avenue, has been incorporated to deal in hardware, paints and varnishes, etc., with an authorized capital stock of \$10,000, \$9,000 of which has been subscribed and paid in in cash.

Big Rapids—Reed & Clark have sold their hardware stock to the Baldwin Hardware Co., which is a new concern composed of Mr. Judson, of Big Rapids and M. J. Baldwin, formerly engaged in the hardware business at Onondaga.

Detroit—The Howard Company, Inc., 1216 Library avenue, has been incorporated to deal in general merchandise, with an authorized capital stock of \$6,000, all of which has been subscribed and paid in, \$4,500 in cash and \$1,500 in property.

Battle Creek—The National Clothing Co., 9 East Michigan avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$35,000 of which has been subscribed and paid in in property.

Detroit—Dave's, Inc., 3653 Hastings street, dealer in drugs, etc., has merged its business into a stock company under the style of Dave's Cut Rate Drug Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in, \$200 in cash and \$9,800 in property.

Detroit—Royalty Radio Television, Inc., 445 East Jefferson avenue, has been incorporated to deal in all kinds of electrical appliances and television apparatus with an authorized capital stock of 1,000 shares at \$100 a share, \$11,000 of which has been subscribed and \$5,000 paid in in cash.

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

Cheboygan—Replacing the hotel of the same name which burned down at Topinabee, on Mullet Lake, a year ago, the new hotel Top-in-a-bee has opened its doors to the public. To guard against a repetition of fire loss the proprietor, John E. Bailey, has constructed the new building in units connected by fireproof links. The kitchen and heating plant are in a separate fireproof unit.

Owosso—The Owosso plant of the Michigan Sugar Co. will not be operated during the coming season. Lack of acreage is the cause. Less than 4,000 acres of beets will be grown in that vicinity this year, compared with 20,000 and 25,000 raised in the best days of the sugar beet industry.

Manufacturing Matters.

Iron River—The Munro Iron Mining Co. has changed its name to the Hanna Iron Ore Co.

Saginaw — Means Stamping Co., Rust avenue, has increased its capital stock from \$20,000 to \$40,000.

Detroit—The Hardware Manufacturing Co., 5259 Western avenue, has changed its name to the Wayne Manufacturing Co.

Grand Rapids—The Grand Rapids Marble & Fireplace Co., 56 Division avenue, North, has increased its capital stock from \$60,000 to \$100,000.

St. Joseph—The Electric Steel Castings Co. has plans for doubling the present output of electric steel castings and the addition of sixty skilled workers to the present force of 100 men.

Ecorse—The Modern Collet & Machine Co., 391 Salliotte street, has been incorporated to manufacture screw machines, tools and special apparatus, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Flint—The A. G. Redmond Co., 1109 Stewart avenue, manufacturer of auto products, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in, \$7,965.31 in cash and \$42,034.69 in property.

Morley—The Michigan Mercantile Co. has contracted with the Consumers Power Co. to conduct the general store and boarding house during the construction of the Ox Bow dam on the Muskegon river. It will require three years to complete the dam. Railroad connections will be established from the Northern division of the Pere Marquette Railway at Newaygo.

Detroit — The Krueger Creamery Co., 2684 Antietam street, has merged its business into a stock company under the same style with an authorized capital stock of 10,000 shares of A stock at \$5 a share, 5,000 shares of B stock at \$10 a share and 15,000 shares no par value, of which amount \$50,000 has been subscribed and paid in, \$1,914.25 in cash and \$48,085.75 in property.

Two-Cent Air Mail.

The opinion of Assistant Postmaster General Glover that two-cent air mail is an imminent possibility is in line with the ideas of the enthusiasts for aviation. It is in line with the notion that first-class mail is entitled to the quickest possible transportation at a nominal cost. But it is not in line with the financial necessities of the Post Office Department, which recently gave President Hoover considerable concern.

At present rates the air mail is carried at a considerable loss, the postage received amounting to only about half of the cost of its transportation

and distribution. While economies and increased efficiency are possible, there is little prospect that operating expenses can be reduced to a point which will justify a two-cent rate and less immediate likelihood of the economical transportation of all long-distance first-class mail by air.

It will be unfortunate if the effort to encourage the air mail adds a further burden to other classes of mail. The five-cent rate is no real hardship, the difference being an entirely reasonable premium to pay for speed when speed is essential. It may be that Mr. Glover intends no more than to send some first-class mail by planes which fly over regular routes on other business. If he can do so at carrier rates that compare favorably with those of the railroads, there can be little objection. But this is no time to be encouraging deficits in the transportation of first-class mail which must be compensated for by raising the costs of other classes of business communication.

Census Plans Made.

Some three years ago the first distribution conference was held at Washington. It was recognized then that while he country had achieved a high rate of efficiency in manufacturing, the field of marketing was almost unknown ground. The chief finding of that conference was that it lacked the facts and figures on which to base any program of reducing waste and cutting the rather wide margin between the producer's price and the price paid by consumers. So a census of distribution was proposed.

A good deal of progress has been made since in the many branches of trade but the real picture of how many distributors there are, what they distribute and how much has not been obtained for the country at large. Surveys have been made in certain areas as tests to guide the country-wide census and considerable of value has been learned.

During the week there was another meeting at Washington of business interests with government officials to determine just what this new census to be taken next year would cover. William M. Steuart, director of the bureau, very properly laid emphasis upon the fact that the work would be an enumeration and not a survey, while Dr. Julius Klein stressed the importance of prompt results and the preparation of simple but effective questionnaires.

Corset Outlook Brighter.

A considerable improvement in the demand for corsets or foundation garments is foreseen for this fall because of the trend of fashions for the new season. The Princess silhouette and the normal waistline practically demand the use of some supporting garment to give the desired flat-line appearance. New types of garments to meet the requisites of the mode have been designed. It was agreed in the trade, however, that a campaign of education will have to be waged to bring back the corset as a general item of apparel.

Essential Features of the Grocery Staples.

Sugar—The market on refined has advanced 10 points during the past week. Jobbers hold cane granulated at 6c and beet granulated at 5.80c.

Tea—The useful grades of Ceylon, Indian and Java teas are holding their own, while Formosas are still in a quiet position. In some sections a fair turnover is recorded on Japan and China greens. Prices on all kinds remain unchanged from their previous quotable levels.

Canned Fish—Salmon is unchanged. Sardines are quiet but steady. Maine packers still report a shortage of fish. This week may see an improvement in catches, however, as the tides are favorable.

Canned Fruit—The Pacific Coast pack of Royal Anne cherries is practically completed with indications that the California pack will equal the total of last year, but that the North Pacific States will be materially shorter. A final estimate on the California crop shows a total of 3,500 tons under that of 1928. The Northwestern pack was seriously cut by the near failure of the large producing area in the Willamette Valley. Interior crops at the Dalles and in Eastern Washington had some good cherry crops, but the total production was less than the future sales, and pro rata deliveries are being announced by some of the most important canners. The spot market is bare, and the trade is responding freely to the high opening prices announced out of California. The pitted red sour cherry pack is in progress with no change from the earlier estimates that Wisconsin would have little better than 50 per cent. of last year's crop. Michigan about 75 per cent., New York a fractionally better crop, and Colorado the largest production in recent years.

Canned Vegetables—The sweet pea pack in Michigan has been seriously curtailed by the drought. The same is true of the string bean pack. The 1929 tomato crop has reached the state where nature and the elements are in command and will either fulfill or ruin the predictions of the experts. Thomas Roberts & Co., Philadelphia commission merchants and brokers, with offices in New York, state that the present 1929 statistical condition of the tomato market is identical with that of 1925. At the end of July, 1925, old pack No. 2 standard Southern tomatoes were cleaned up at \$1.25 per dozen and after a lapse of four years we have identically the same condition existing—old pack No. 2 standard tomatoes were cleaned up at \$1.30. The opening price in 1925 was 90c for standard No. 2 tomatoes and in 1929 it was 80c. The 1925 crop turned out so bountiful that the record pack of all time was canned, bringing a financial disaster to those canners who were compelled, on account of financial conditions, to sell surplus stock as low as 62½¢@65c. Since that time, conditions have materially changed, and a great many of the small canners have either failed or been absorbed by larger interests who, from a financial standpoint, are able to can and hold. The

opening price for 1928 was 75c. Crop conditions were normal until September, when two disastrous storms abruptly terminated the canning season with less than half a crop harvested. The 1929 packing season starts with a bright prospect. Latest Government and private reports confirm an increased acreage over last year and higher than normal average growing conditions. Most buyers have bought future tomatoes for early requirements. Canners, likewise, have sold enough futures to enable them to ship and take care of their early financial requirements. On account of the high spot canned tomato market, some packers are packing the early variety tomatoes originally grown for the raw market.

Dried Fruits—With the market on new pack dried fruits swinging into action, values on spots are climbing, several substantial advances being made during the past week. California prunes have been moved up in local jobbers' lists throughout the entire line. While values in peaches in the local market are advancing, packers' ideas on the Coast are also on the upgrade. A recent advance of ¼¢ a pound on the entire list of spot prunes has taken place. A similar advance took place on Oregon prunes at the source market. Formal opening prices on 1929 crop California prunes have not yet been announced, though some tentative announcements have been issued. Raisins continue quiet and unchanged. The market position on imported citron is unusually strong due to the expectation of a still smaller crop this year. Citron is being sold to-day under the replacement cost and it is only a question of time when the importers and manufacturers will be forced to advance their prices. The manufacturers in Leghorn, as well as other countries, have bought very conservatively and with the light stocks of raw material unsold, it is doubtful if the supply will be sufficient to take care of the demand.

Nuts—There has been no great improvement in the demand for spot nuts in the shell this week and business continues to be carried on in a conservative way, with jobbers and other distributors buying their requirements in a hand-to-mouth fashion. Prices on several of the leading items in the list show an upward tendency, with Brazils and filberts higher this week than last. Bullish cables from primary markets bear out the trend of the spot market. California almonds in the shell continue at the higher price levels set by the California Almond Growers' Exchange. Apparently the trade has become convinced that frost damage has caused a very severe curtailment of the usual California almond tonnage, and although this is usually the slack time of the selling season, the exchange finds buyers eager to obtain supplies for the coming season. It is expected that the supplies here and those of the coming crop will move into consumption very rapidly. Other shelled nuts have ruled at firm and unaltered quotations.

Olive Oil—Trading in olive oil continues along conservative lines, with

distributors taking their nearby requirements in routine fashion. The market is in good, steady shape, with no general price changes occurring. Importers still show no inclination to buy heavily from abroad. The Spanish market is high and firm, while Italy is steady. Reports indicate a quiet condition in both markets.

Pickles—The salt stock market continues to show strength. Demand for midgets in brine is particularly good. No price advances are generally anticipated for the near future, but the market is believed to be in healthy condition.

Rice—New crop developments, while satisfactory in the main, are not altogether favorable in some respects in the sense that the rains which benefit that part of the new crop which is still in the growth stage, naturally retard harvesting of new crop early prolific and river rices. Statistics for July promise to be even more bullish than were those for June. Supplies as of August 1 are considered practically certain to be smaller than in recent years, and this, coupled with a certainty of a less than normal carryover and of a new crop smaller than last year's should impart further strength to the market and justify further advances.

Salt Fish—The local salt fish market has been fairly active this week, with grocers buying in normal quantities at full prices. Stocks here are light and assortments are still pretty well broken up. Arrivals of summer fish from abroad have not been heavy to date, and what has come in has been going into consumption at a quick rate. Very little cured American mackerel has reached the New York market this season, as the good prices on fresh fish have so far influenced the trade against curing. Prices on all varieties have been well sustained and show little change over last week's quotations.

Review of the Produce Market.

Apples—\$2.50@2.75 per bu. for Duchess, Transparent and Red Astrachan.

Bananas—6½¢@7c per lb.

Beets—40c per doz. bunches.

Blackberries—\$3.50 for 16 qt. crate.

Butter—The market is weaker and 1c lower than a week ago. Jobbers hold prints at 44c and 65 lb. tubs at 43c.

Butter Beans—\$2 per bu.

Cabbage—\$1.40 per bu.

Cantaloupes—California stock is held as follows:

Jumbos, 45 ----- \$4.25

Jumbos, 36 ----- 4.00

Flats ----- 1.75

Carrots—40c per doz. bunches.

Cauliflower—\$2.50 per doz. for Ill.

Celery—40¢@60c per bunch.

Cherries—\$3 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—\$1.35 per doz. for home grown.

Currants—\$2.25 per 16 qt. crate for either white or red.

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 weaker and 1c lower than a week ago. Local jobbers pay 32c for strictly fresh, candled.

Egg Plant—10c apiece.

Garlic—23c per lb.

Gooseberries—\$2.50 per 16 qt. crate.

Green Corn—45c per doz. for white and 55c for yellow bantam.

Green Onions—Shallots, 40c per doz.

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

Green Peppers—60c per doz.

Honey Ball Melons—\$4.25 per crate.

Honey Dew Melons—\$2.50 per crate.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$12.00

300 Sunkist ----- 12.00

360 Red Ball ----- 12.00

300 Red Ball ----- 12.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s and 5s, crate \$7.50

Garden grown, per bu. ----- 85c

Limes—\$1.50 per box.

Mushrooms—65c per lb.

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

126 ----- \$8.00

150 ----- 7.75

176 ----- 7.50

200 ----- 6.75

216 ----- 6.25

252 ----- 5.25

288 ----- 4.50

324 ----- 4.25

Onions—Iowa white fetch \$2.25 per 50 lb. sack and \$2 for yellow.

Parsley—\$1 per doz. bunches.

Peaches—Elbertas from Illinois and Tennessee command \$2.25@2.50 per bu.

Pieplant—\$1.25 per bu.

Plums—\$3.25 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.

Spinach—\$1.40 per bu.

Tomatoes—\$1.85 per 10 lb. basket home grown hot house; \$1 for 20 lb. basket of outdoor grown.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 22c

Good ----- 18c

Medium ----- 15c

Poor ----- 10c

Watermelons—40¢@50c for Florida.

Whortleberries—\$5 per 16 qt. crate.

Pacific Bleached Goods Higher.

Announcement is made by Pacific Mills that prices on bleached goods have been advanced a quarter of a cent a yard. The new prices, which were not given out for publication, will cover August, September and October deliveries.

Knowing how to tackle a hard job quickly shows training and experience.

MEN OF MARK.

Eugene Richards, Vice-President Old Kent Bank.

Society in all the ages has manifested a proneness to measure whatever success an individual may have achieved by the size of his bank account. Exceptions to this rule are made in cases of the heroes of military or naval achievements, but in civil and commercial life, the Almighty Dollar is the standard of estimate. "How much is he worth?" is a common interrogatory. Perhaps it is well this is so, because without some incentive to achievement little would be accomplished. The man who is well thought of by his fellows has reason to and generally does think well of himself. He strives to win the approbation of the community in which he lives as either an honest man or a good citizen or from the purely monetary point. The ambition that strives for these things is pardonable. It is a natural trait of the majority of men to wish to occupy an established position in society, which is regarded as the reward of industry and capacity to make and retain as well as to provide properly for their dependents.

But other considerations are involved in the pursuit of financial pre-eminence. Until within the last half century the large majority of men—even those who subsequently earned enviable positions in the circles in which they moved—began their business careers at the foot of the ladder. It is true that in all the years there have been rich men, but the number in proportion to the population of a given community fifty years ago was much smaller than it is now, when one touches elbows with the millionaire every hour of the day; yet none the less is it true that very often the cabin of the lowly stands in the shadow of the palace of the wealthy and the carriage of haughty Dives every day throws the dust over the tattered garments of humble Lazarus.

The development of the Wolverine State calls for strong, self-willed men, with brain and brawn working in harmony, and to these are due many marvelous achievements in civilization. While the success that has characterized many of the men who are prominent in various walks of life is the result of individual effort a successful combination of circumstances has in many instances proven a powerful adjunct. Some achieve success in ventures in which they are at the head; others by fidelity to the interests placed in their hands at the outset. A well-known and successful business man remarked recently: "All the success I have attained came from strict attention to business and looking carefully after the interests of others entrusted to my care." The gentleman was too modest to add that some measure of the success that is his was the result of unswerving integrity and indefatigable industry. All his life this man has been identified with interests in which a large measure of devotion was for the material advancement of others, yet in promoting these interests his own were promoted.

Eugene Richards was born in Chicago April 17, 1883. His father was a mining engineer who was born at Swansea, Wales. His mother was born in England and an older brother and sister of Mr. Richards were born in Wales before they came to America. The family located first in Chicago, subsequently removing to Danville, Ill., where they remained until Mr. Richards was about ten years of age. They then came to Grand Rapids, locating on the West side. Mr. Richards attended Union high school until he completed the tenth grade. He then worked a year as messenger boy for the Standard Oil Co. He then secured a position with the Peoples Saving Bank, with which institution he

Michigan. The family reside in their own home on West Leonard road, near the Highlands Golf Club.

Mr. Richards is a member of St. Marks church, but has no other fraternal relations. He owns up to two hobbies, bass fishing and horse-back riding. He keeps two saddle horses at his home and is frequently seen on holidays and Sundays enjoying the country roads which horse-back riding affords.

Mr. Richards is a man of strong and virile character who loves justice and hates dishonesty and deceit; whose standard of business integrity is high and who lives up to his ideals of fair and honorable dealings. Among his fellows he is a generous and genial



Eugene Richards

remained fifteen years, reaching the position of teller. He then transferred himself to the Old National Bank as general clerk, subsequently being promoted to the position of assistant cashier, cashier and vice-president. He is now Vice-President of the Old Kent Bank and a ranking officer in the Old National branch of the consolidated bank. He is a director in the bank and treasurer and director of the Old Kent Corp.

Mr. Richards was married May 5, 1906, to Miss Loraine Lockwood, of Grand Rapids. They have two children, a daughter 22, who is married to Dr. M. J. Holdsworth, a physician, and resides in Traverse City, and a son 18, who is a student in the engineering department at the University of

Michigan, full of unique and original characteristics, and he attracts a host of business friends in every department of his work, although there are not many to whom he reveals intimately the real depths of his character.

Mr. Richards is a man of cheerful disposition and he diffuses good spirits among those with whom he comes in contact. He possesses a cordiality and grace of manner which put the most diffident stranger at his ease, yet never condescends to patronize or to flatter.

Mr. Richards is a man of keen perceptions and intelligence, and an enthusiast in his chosen profession, a close student and accomplished in the attributes which make a man useful to others, although lacking in those that lead to self aggrandizement. Na-

turally modest and retiring in usual intercourse, he is yet stubborn and insistent for what he believes to be right, and his judgment of right is always founded upon sincere belief and an unbounded personal integrity.

As a careful observer of business methods and tendencies Mr. Richards has studied human nature and is adept in applying old truths to new conditions. As banking counselor, he is necessarily an educator because the function of the modern banker is to teach and through teaching to develop in his customer the same high standards he sets for himself.

Grocers Should Consult Their Customers Occassionally.

This week, for a change, I am going to write an article of which I am not morally the author. I am merely a relay station, broadcasting a complaint voiced by the real head of our house. Mrs. Caslow is writing this.

Mrs. Caslow is not tempted by the advertising of chain stores any more. She is a consistent patron of a community grocer and he is a good grocer. That is why she honestly wants to stick with him. But there is one feature which is most provoking and which is frequently purloining her goat.

There is one item of diet which our family likes unanimously. It is some sort of salad dressing which you put on your bread. It is a cross between vegetable hash and what-have-you, with some sort of mayonnaise dressing to give it personality and make it "stick."

There are several brands of this merchandise, but our grocer had a very good number. That was because he was a good grocer. But, just when we had become educated to that particular brand, lo and behold! He jumps to another brand. Why? We don't know.

Now we are getting another brand, despite the fact that we had nothing to say about the transfer. What is more to the point, there are three factors apparent in the new brand, all of which are against us. First, it is not quite up to the standard of the former; second, it is a smaller package; third, it costs us three cents more. Naturally, Mrs. Caslow is asking "WHY" in capital letters.

This is only one of several cases of the sort which have been taking place at our house more frequently than we would like. Not that Mrs. Caslow is thinking of changing grocers, but she could not help but remark that merchants should remember that it is just as easy for customers to change merchants as it is for merchants to change brands. That's downright sensible, too, I think. Just like so many things she says.

This raises a point which I believe the merchant would do well to bear in mind. If he wants to change brands, what are his reasons? Are those reasons related solely to his cash register or are they reasons in which the customer will concur?

Perhaps it would be too much trouble. Still I think the moral effect would be worth all the effort. So I

give a suggestion to my merchant friends for what it is worth.

The next time a salesman comes around trying to get you to take on a different brand than you are handling, pick out those customers who are consistent users of that article and ask them whether they would like to have you change over to the other brand or stick to the old one. Merchants might be surprised at the profit available in tickling the vanity of the customer by asking her advice, even if it isn't worth a last-winter's snowball.

At any rate, let the merchant understand that when he changes brands he is putting some of his customers to some inconvenience and raising questions in their minds. Some of us are reminded of an old verse of Scripture which has something to say about a certain type of individual who is "unstable in all his ways". This might apply to the merchant who is always changing brands.

The reaction at our house is, I believe, representative of the general attitude of women. They know brands. Don't let the merchant kid himself about that. They may not know the name. It may be the picture or the design on the label; but they know brands. A merchant who has found a satisfactory brand should go slow about jumping from one to the other. At least, he should introduce the newer one and let the customers decide which he should carry. After all, it is very important to the customer which brands he carries, while it is more or less immaterial to him. On the other hand, merchants, go slow about taxing the patience of the woman. She has enough to put up with in the vagaries of her own husband without being put to grief over the variability of the merchant. When the woman grumbles, it is high time the merchant trembled.

W. H. Caslow.

News of Interest to Grand Rapids Council.

In casting about for some little news of interest to our Councilors, we learned that Brother Archie Vis, an old member of 131 and now living at Traverse City, recently lost his good wife. The sympathy of the entire Council is extended.

Another one of the old members, namely Emmett S. Wiseman, who resided at the Herkimer Hotel, recently died at Butterworth Hospital, after an extremely short illness of only two days.

Brother Fred Kuehne was last seen withdrawing money from one of the local banks for his family's vacation, which will be spent camping near Munising. We should get all set for some fish stories.

Two weeks ago this scribe reported an accident, in which Brother Henry Koessel was implicated. The only further news to date is that the prosecuting attorney at Coldwater offered to drop the case, but Brother Koessel insisted on a hearing, so long as they had started proceedings. Said hearing has been adjourned once or twice in the last week or two. Mr. Koessel insists on a complete vindication.

Brother Chaplin Radcliffe, who is

also the efficient president of the Salesmen's Club, mentioned during conversation with one of our other members that his sister, who formerly lived in Pittsburg, is moving to Los Angeles, Calif. He has but two relatives, one living in Baltimore and the other on the shore of the Western ocean. Let's hope Rad doesn't decide to go living with his relatives.

This scribe thinks he has heard about the original closest Scotchman. It is reported that one of that nationality made a small purchase at a drug store and in searching diligently for the required five cent piece, inadvertently pulled out and dropped a set of false teeth. They broke as they struck the floor and the druggist said, "Why, Sandy do you carry an extra set of false teeth?" Whereupon Sandy replied, "Well no, those are Minnie's. She took to eating between meals."

Secretary Homer Bradfield mentioned to the writer that some 156 of our members were delinquent in the payment of their last assessment, thus jeopardizing their protection as well as that of their families. Surely \$3 to \$6.300 is a good long shot and should not be overlooked when safeguarding anything so absolutely important as our income in time of illness.

C. C. M.

Evidently a Good Common Stock.

Monroe, Aug. 5—I would appreciate receiving your valued opinion on the wisdom of buying Anaconda Copper common stock at the present time. I have recently received an unexpected and fairly substantial bequest, and since my own investments can, I think, be regarded as very conservative. I thought that I could use this money for the purchase of a sound common stock. I have been told that this Anaconda stock would give me a good return and that it also possesses possibilities for the future. Before purchasing, however, I would like to learn something about the company and have your advice.

C. W. R.

Under the circumstances which you outline Anaconda Copper common would be a satisfactory purchase. The company is probably the most strongly situated in an important group of basic industries, and the common at present quotations of around 112 yields over 6.2 per cent. This stock can be retained, both for income and for long pull holding, although it will doubtless decline temporarily if metal prices are reduced.

In addition to being a leading producer, smelter, refiner, and fabricator of copper, the company also produces zinc, lead, silver and other non-ferrous metals. It is reported to own a 95 per cent. interest in the Chile Copper Co. and also controls Andes Copper Mining Co., Detroit Copper and Brass and American Brass. It is estimated that 25 per cent. of net operating earnings of the company come from the latter. Last year Anaconda also acquired several other important companies and it recently extended its holdings of mining claims. The company has in addition, large interests in lumber, coal, oil, and fertilizer concerns, and does smelting and refining for other producers. Anaconda recently offered to exchange 45 shares of its stock for each 100 shares of

Andes, and 150 shares for each 100 of Greene Cananea, in which latter it already owned a substantial interest. This offer will remain open until October 1.

Anaconda's capitalization has been extensively changed recently, in connection with acquisitions, exchange offers, conversions of bonds, stock purchase rights and so forth. As of June 27 of this year the company had outstanding 7,495,139 shares of capital stock of \$50 par value, which would be increased by full exchange of Andes and Greene Cananea stock to 8,972,026 shares. It is unofficially estimated that, if copper prices average 18c during the year, earnings of Anaconda's combined properties will reach \$98,444,000 or equivalent to almost \$11 per share. The dividend rate of \$7 can, therefore, be easily maintained and an increase is even probable. It is rumored that the issue may be split two for one this Autumn.

Double-Yolked Eggs Hatch Doubly Voracious Roosters.

The success of the Kansas farmer in developing the wingless chicken and the aspiration of the New Jersey agriculturist to propagate the quadrupedal fowl recalls the story of disastrous

meddling with Mother Nature of a chicken fancier in Texas.

This experimentalist observed that one of his hens always laid double-yolked eggs. Instantly in his mind was born a double-barreled dea. He would dispose of his regular fowls and save the product of his prodigy that laid the double-yolked eggs, from each of which he calculated he would hatch out two chicks. These in turn and by proper selection would quickly double, quadruple, etc., his flock.

As luck would have it, however, his double-barreled eggs produced, each, a double-headed rooster, which ate twice as much as the single-headed variety and laid no eggs.

Garden Hose Sales Jumped.

Garden hose sales during the month of July reached a figure far in advance of the same month last year, according to manufacturers, who state that re-orders from retailers have been unusual. The hot, dry weather which featured the month, it was pointed out, brought many domestic users into the market. In some sections, however, the continued drought worked in the reverse direction, as many communities banned the sprinkling of lawns by residents because of a restricted water supply.

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THE GRAIN SITUATION.

The spectacular advance in wheat values was continued during the past month with prices establishing new peaks for the year fully 50 per cent. above the low levels reached early in June. This sharp recovery has reflected drought conditions prevailing in the world's growing areas, which have necessitated substantial reductions in estimated wheat yields. The 1929 Canadian crop is now estimated at not much over 250,000,000 bushels, and has even been placed by private predictions as low as 200,000,000. As compared with the 1928 production in that country of 511,000,000 bushels, this estimate would indicate that this year's Canadian crop is practically a failure. A decline of only 68,000,000 bushels is estimated for the U. S. crop, but the total world output is expected to be about 325,000,000 bushels under that of last year. With the estimated carryover, as of July 1, of 125,000,000 bushels, a reduction of 200,000,000 bushels is indicated in the world's supply. However, there is little probability as yet of an actual grain shortage, and deterioration to the growing crops has not progressed to such a stage that a substantial improvement in the situation could not be shown with an extended wet spell. In view of the materially stronger statistical position, a further rally is possible in this market in the event of additional crop scares. The recent sensational advance in prices, however, has discounted, in large part, the present unfavorable crop conditions.

Corn valuations participated actively in the sharp advance in the grain markets last month, and this spectacular recovery might well be maintained in the event of unfavorable weather in the growing areas. Despite recent improvement in crop conditions, the new crop is less advanced than a year ago and is unusually spotty. A decline of 2.3 per cent. in acreage is estimated for the current year, which under present conditions would indicate a crop of about 178,000,000 bushels less than last year's yield. The position of the old domestic crop has been strengthened by larger exports this year, and the present visible supply is slightly under that of a year ago.

SEASONAL SLACKENING.

Some signs of the long-delayed seasonal slackening in industry were observed during the past week, but the evidence was rather slight and gave rise to the opinion that the momentum attained in many lines will carry industry in general at a much higher rate of operation than usual, right into the active fall season. Some specifications were reported slower in the steel line, but in the motor industry production is being stepped up in many quarters on new models. The latest figures on contract awards in the building industry indicate that July may furnish the first increase this year. The daily average up to the last week of the month was running somewhat higher than a year ago.

With the general business situation so dependent at this time of the year on crop news, there is anxiety ex-

pressed, now that the world-wide drought which so spectacularly advanced prices may cut down the yields in this country so that the advantage of higher quotations may be lost or seriously affected. But so far this is not an immediate prospect. Progress made in the organization of improved agricultural marketing receives highly favorable comment and leads to the opinion that actual results may be achieved earlier than was expected.

In the July report on business failures little change was noted in the number compared with a year ago, but liabilities rose some 10 per cent. due to banking troubles in the South. No grounds are disclosed in these comparisons of much "squeezing" for higher money rates, and the general situation likewise fails to bear out the dire predictions which were common earlier in the year. Nevertheless, the credit situation is accepted in all responsible quarters as an outstanding and a constantly increasing problem, having international as well as domestic possibilities of causing serious trouble.

WHERE THE BUYER STANDS.

The march of progress in retailing probably fails to stir real enthusiasm among many buyers, and for the reason that they see in the newer methods a threat to their authority and, what is more important, to their pocketbooks. The group with these fears is by no means a small one. They see merchandising in the course of being reduced to as exact a science as possible. The controller and merchandise man tells them how much may be bought and a research bureau is telling them what price lines to set. They are instructed to deal with manufacturers whose products have proved to take less mark-down. The stylist co-operates to tell them what fashions to buy. The personnel department is supposed to look after the training of the salespersons.

As the gloomy-minded buyer sees it, practically all of his duties have been usurped in one way or another and he is being reduced to an automaton. He visits the market only to place orders with certain manufacturers for certain styles at certain prices. His days of glory are numbered and his salary prospects decidedly on the wane.

And yet even the most scientifically equipped merchandisers of the new school might cheer up the down-hearted buying executive, because, even as they press forward with their progressive plans, they realize that the business of retailing will never be reduced to formulae. It will gain much from the scientific approach now so greatly in evidence, but it will still depend, they will admit, upon the human element and upon real buying and sales initiative. New sources of supply must always be tapped and new ideas used to promote the sale of goods. A system can be at fault as often as not and the buyer who properly observes its workings can disclose its weaknesses.

Next to his skill a man's best asset is a pleasing personality.

A STUDY OF MERGERS.

In the study of "Mergers in Industry" the National Industrial Conference Board throws considerable light upon this much discussed subject and its findings lend point in several ways to the attitude of those who are not being swept off their feet by promises that consolidation spells the solution of all problems and a guarantee of every success. The study is one well worth perusal in these days of extreme statements, since it records the growth of large-scale industrial enterprises and reviews all the important phases of the results attained.

The chapter on general summary and conclusions states tersely that industrial consolidations have not provided a safe, easy and sure way to business success. In the popular mind the notable profit records of single large consolidations tend to be magnified. Such companies stand out as the striking examples of what consolidation can accomplish. What is commonly overlooked is the fact that concerns like these represent the exceptions rather than the rule among consolidations.

To those who hope through combination to improve their positions on prices the survey indicates that where consolidations have been potent factors in the market the price rise was only 28.8 per cent. since 1900 in 26 lines, as against a rise of 117.4 per cent. during the same period in the 20 lines of manufacture not affected by the merger movement.

On the other hand, the board finds that the improvements in productive efficiency and the stimulus to technical progress, for which industrial consolidations have been measurably responsible, have brought about lower prices to consumers and steadier employment for workers.

THE SUGAR SITUATION.

There have recently been several favorable developments in the sugar situation. The estimate of the probable outturn of the Java crop, now being harvested, has been revised downward, and the first forecast of the American beet crop shows an increase of only 6 per cent. as compared with the 1928-29 production. Indicated consumption in the United States for the initial six months of the current year was 13.36 per cent. larger than in the same period of last year. European consumption up to May 31, last, also showed a gain, although of very small proportions.

Stimulated by these favorable developments, and even more by a number of rumors of crop curtailment, prices of both raw and refined sugar have advanced sharply, and now stand at approximately the same levels as at this time last year. But world stocks of raw sugar are approximately 15 per cent. higher, and indications point to larger stocks of the finished product in the hands of American refiners. There is some question, therefore, whether the present price level will hold. Much depends on tariff action and on the coming Cuban crop. In any case, it is certain that for the current fiscal year practically all pro-

ducers will report reduced incomes. Refiners, because of a larger volume of business and the present favorable conditions, will report somewhat better results than in 1928.

LINDBERGH'S LATEST.

In Sweden, the land of Lindbergh's ancestors, people believe in doing the thing first and talking about it afterward. That is not the typical order of procedure in this country, the home of ballyhoo. But it is Lindbergh's way, freshly exemplified by his course in relation to his newest interest, air photography.

His discovery of a lost city of Maya while flying over a Yucatan jungle and his aerial photographing of ancient ruins in Arizona and New Mexico constitute a story which has had to be pieced out from various clues. Lindbergh leans over backward in reference to announcements of what he has done, to say nothing of what he is going to do, but it is a refreshing attitude in this day of the omnipresent spotlight.

His latest form of activity in the air is one more indication of the variety of interests he finds in flying. After his memorable flight to Le Bourget he might well have sighed for more worlds to conquer. But he doesn't seem given to sighing. He goes right on, finding life as interesting as if he hadn't incurred the handicap of reaching a climax at the start.

THE APPAREL MARKET.

Favorable weather during the past month has improved the position of the apparel industry. Sales of summer clothing have been large, and those of bathing suits have established new records. According to the best evidence obtainable, the fad for wearing no stockings has not taken hold to the extent expected; hence volume of business in this line has held at high levels. Moreover, profit margins in most other lines have recently been widened by declines in raw material prices without corresponding reductions in finished goods values.

The prospect for the near future is good. Buying power throughout the country is exceptionally high, and the urge to make purchases is strong. Prices are fair, and there is nothing to indicate excessive stocks. Trade conditions, however, are not sufficiently favorable to draw a large amount of irresponsible competition into the market.

DRY GOODS CONDITIONS.

With special sale offerings and school outfitting stimulants, trade at retail is at a somewhat better rate. From reports received on local and out-of-town conditions, the volume of purchasing is not as high as merchants would like to see it, but the general understanding is that sales totals have been showing fair increases over the comparative period in many cases and with the average at least equal to a year ago. The recent hot weather has had a retarding effect and so far has not permitted the introduction of early fall offerings with much chance of good response.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

According to the weather man, Saturday was set for a rainy day, but the threatening clouds soon disappeared and the blue sky and bright sunshine made it a day long to be remembered in the annals of wonderful days.

The approach to Sparta shows many new homes and many others in process of construction—all due to the expanding energies and usefulness of the piston ring factory.

The Ballard furniture store is being replaced by a larger and more commodious building on the old site.

Black smoke pouring from the stack of the Roach cannery was a happy omen of the flood of checks which will be handed out to the growers around Kent City at regular intervals during the producing season. These checks will mostly be cleared through the local merchants, who will be able to balance the accounts which have been accumulating on their books during the past few months.

Undertook to see druggist Webb, at Casnovia, but, as usual, he was indulging in his afternoon nap. Must take an extra long piece of furniture to accommodate that elongated gentleman.

The approach to Newaygo from the high hill on the South was never more attractive than it is this year.

We had been told by the information headquarters in Grand Rapids that the cement road from Newaygo to Fremont was completed. This information proved to be incorrect. Instead of a stretch of new cement road which we had long anticipated, we were confronted with several miles of loose gravel thrown promiscuously on a very indifferent roadbed which in some places was very narrow and uncertain. The State Road Department is not keeping faith with the people when it promised that no further attempt would be made to construct cement roads until an adequate detour was first provided for travelers.

The Fremont Canning Co. was operating to capacity. The strained vegetable food recently introduced by the corporation is meeting with such ready sale that it will soon exceed in volume the regular business of the company.

Found W. N. Senf busy, as usual, with his brother and other members of his office force in the Michigan Bankers and Merchants Mutual Fire Insurance Co., which is gradually increasing its usefulness and strengthening its reserves. I have frequently had occasion to commend the high character of the men engaged in the mutual fire insurance business in Michigan. The Senf brothers are no exception to the general rule. They are expert workers in their line and are

bringing their organization up to a high standard.

Searched the town from A to izzard for the landlord of the Kimbark Inn, but he was nowhere to be found. As he does not owe me anything—except good will—I am unable to account for his sudden disappearance from the town he has made famous by conducting his hotel in a masterly manner.

The drive from Fremont to Holton is very attractive, owing to the prosperous condition of the farmers en route. Their well-kept lands are a delight to the eye.

At Holton I found a change in the management of the Holton Mercantile Co. H. B. Kempf has sold his stock in the corporation to Charles W. Cooper, who has assumed the position of manager. Mr. Cooper hails from Muskegon, where he has had considerable business experience. I was told that Mr. Kempf was managing a chain store in Muskegon.

H. A. O'Connor has on exhibition a portrait of himself in uniform when he was a member of the Saranac band in 1876. This band played at the Centennial exhibition in Philadelphia July 4 of that year. With a tall hat surmounted by a gorgeous plume he looked like a man seven feet tall. Mr. O'Connor is now 84 years old, but holds his own wonderfully well.

R. A. Murphy said he always read Out Around, which leads me to remark that I know a good store when I see it. And I know a good fellow when I see him, too.

From Holton to North Muskegon the land is apparently not very productive, judging by the small number of prosperous farms along the line. The approach to the oil district, North of North Muskegon, discloses many new cottages recently provided for the men who evidently work around the oil wells and tanks. The distribution system provided for handling crude oil appears to be expanding rapidly. Many tank cars were being loaded on sidetracks of the P. M. and a tank steamer belonging to the Standard Oil Co. of Indiana was at her dock, taking on oil from the tank line. The oil refinery on M 20 is being whipped into shape and will probably be in operation by Sept. 1. It is largely financed by Grand Rapids people.

Judging by the number of enquiries I receive every day from all parts of Michigan there must be more than a dozen men in the State, soliciting collections from merchants on a 50-50 basis. One or two of these organizations may be conducted honestly. My experience leads me to believe that ninety-nine out of every hundred concerns engaged in the collection business are crooked. This statement is not based on theory or speculation, but actual knowledge in undertaking to assist merchants to secure their half of the money coming to them after the collector has absorbed his half.

I am told that Harry D. Jewell (in

association with Mrs. Charles R. Sligh), who has acquired 3,000 acres of land and lake West of Bitely in Lilly, Home and Troy townships, Newaygo county, for resort purposes, has decided to try for oil and that the initial well will be drilled on section 19, Lilly township. I know precious little about the oil industry, but I have known Judge Jewell for fifty years and a squarer man never walked the streets of Grand Rapids. I wish him abundant success in his new undertaking.

The men who were entrusted with the raising of funds for a memorial to the late Capt. Charles E. Belknap having fallen down completely, a new sub committee has been created to revive the project. When the matter was mentioned to Charles W. Garfield, that gentleman remarked: "I had many talks with Capt. Belknap on the subject of a soldier memorial. He always insisted that the elevated space known as Reservoir park would be the most proper location for any kind of a memorial to a soldier. Because of this sympathetic understanding with the gallant Captain and his appreciation of that location, I think the finest thing Grand Rapids could do would be to change the name of the park to Belknap park. This would be an honor which would be as lasting as any bronze statue we could possibly create. The \$2,000 raised by the original committee could be used to erect a granite base with a bronze tablet affixed thereto, setting forth the chief incidents in the life of the genial Captain. The memorial should be located in the most conspicuous place in the Park and be made in the form of a shield emblematic to the National symbol." I feel no hesitation in commending this suggestion, because it comes from a life-long friend of Capt. Belknap, who was in close touch with him all through life, worked with him on committees, commissions and other civic bodies and understood the Captain's ideas of things as well as or better than any other man in the city.

The Dry Goods Economist is publishing a series of articles on the future of retailing from the pen of John B. Guernsey. It deals largely with the chain store problem, written from the standpoint of the independent merchant. In his initial article he compares the merchant of the past with the store executive of the present. His comparison is so apt that I am disposed to reproduce two paragraphs from this article, as follows:

"You may take issue with this statement, but it seems fair to say that most old established stores of the type we are picturing were founded and personally managed beyond the turning point toward success by a type of merchant which does not exist in those same stores to-day. Store heads then were merchants. Store heads to-day are executives. Merchants smell out their problems while they are developing by contact with the merchandise and the customers on the floor. Executives face loss—by contact with re-

ports and strawbosses. In a surprising number of stores the carpet which should be on the garment floor is in the store head's office, and is well worn. Many a store head is like the country storekeeper who moved his office just inside the front door to save himself unnecessary walking.

"This writer has stated before that it is time executives get into problems instead of looking into them. Less golf in store hours, less aloofness, less superficiality, less prejudice, less hunch. More time spent on the floor meeting and directing customers, more time in stock rooms, daily appearance in the marking rooms. Listen in on your telephone operators, on your credit interviewers, on your adjustment clerks. Get to know typical customers and learn of your store from them rather than from social acquaintances; equally important, get to know typical employees well enough so that they will talk freely of working conditions and daily experiences with those same typical customers. In a retail store certain vital factors need constant supervision; we will make that statement a little more concrete later. If the store head does not function he must employ someone to function, increasing expense, rules, inflexibility and costly distance between causes and correctives. Store heads—so many of them—succeed in cushioning themselves with yes men. You can't get much from a yes man but yes. But you can get plenty of disquieting information from the men and women on the retail firing line—those who contact with the real boss, the customer."

The writer of the above appears to be in line with the thought I have cherished for years to the effect that our much-vaunted modern methods of merchandising are not an improvement over the simpler methods of the past, because they tend to make the merchandiser and buyer autocrats, intent on forcing on the customer the things they purchase for him on their own judgment of what he should have. This policy, steadfastly adhered to in many stores, has tended to widen the breach between buyer and seller, instead of cultivating the harmonious relations which should characterize all dealings between the two great elements which are essential to the success of any mercantile undertaking.

Before Mr. Guernsey completes his series of article I hope he gives us his opinion on the present custom of sending buyers to the Eastern markets at regular intervals during the year to partake of the hospitality of the men who represent the factories which cater to the retail buyers of the country and who are frequently forced to divide their commissions with the country buyers who have itching palms.

E. A. Stowe.

What a selfish thing it is to build a stone fence around a garden. Gardens belong to the world. A thousand may feed their sense of beauty peering into gardens not planted by their hands, but to put a fence around beauty, is to sin against the rights of man.

Murderous Trades Unionism Dies Hard in California.

Los Angeles, August 2—Since the dynamiting of the Los Angeles Times building some years ago by the International Typographical Union, wherein some score of persons lost their lives, unionism has not had much of a following in Southern California. In fact, with the exception of a few unimportant industries, the open shop program is in vogue almost everywhere.

The wage earners are satisfied with their compensation, most of them own their own homes, and with uninterrupted employment, with compensation based on efficiency, are correspondingly happy. Labor unionism has also been deleted from politics.

This condition is supported by the Los Angeles Chamber of Commerce, probably the most powerful civic organization in California, the Merchants and Manufacturers Industrial Association, and because of these influences the city has become one of the most important manufacturing centers in the Nation.

This condition has prevailed for a score of years and is favored by labor and capital, whose interests naturally are mutual. Recently, however a coterie of union hijackers and assassins attempted to hold up the dyeing and cleaning establishments, by substituting lawlessness for order, but they were promptly squelched by the police department, have had their finger prints recorded, which have individually been filed away for such periods as it is hoped they will realize that such things cannot be done—at least not in Los Angeles.

Then an attempt was made by the actors' union, called by the esthetic caption of the equity league, to intimidate the film producers. The fight was a hard one. The union insisted that talking pictures must not carry orchestration accompaniments and that "still" ones must have human orchestration. They carried their troubles to the courts, but level-headed judges were unanimously of the opinion that whether they employed musicians or not was clearly the privilege of the producer. The so-called league lost out and there was a general scrambling among its members to get into the employers' band wagon. To be quite exact, over 70 per cent. severed their allegiance to the organization mentioned and are quite ostentatious in the opposing ranks.

Now comes the finale—what might be labeled the equity "swan song." The other night at the world-famed Hollywood Bowl, where 10,000 spectators were waiting to enjoy a symphony concert, with an orchestra of 100 pieces, the official lamp-lighter was temporarily absent and the janitor was pressed into service to turn on the illuminations. Quite likely he did not belong to equity, or at least the musicians did not think he did, and they threw down their fiddles, jews' harps and other instruments of torture—absolutely refusing to play until the "regular" fellow "doused the glim" and the illuminations were forthcoming, fully unionized.

Now, it so happens that the Hollywood Bowl, in a way, is a sort of community proposition. At least the promoters furnish a high grade entertainment at a small portion of its cost, and when the audience had been informed of the difficulties encountered and were offered their money back at the box office, they arose en masse and shouted defiance to unionism, intimating that they would be satisfied with the activities of an old-time "singing skule," rather than have a few irresponsible horn-blowers tell them where they detained. And the audience was made up largely of wage earners.

The Hollywood Bowl people have decided to change their program for the remainder of the season to a pure-

ly vocal offering, even if they have to press into service a few Navajo Indians—and the writer. Their patrons are game and they don't seem to care who knows it.

One of the reasons why so-called "lawlessness" is so prevalent in this country is because misguided "law abiders" are egged by a few also so-called reformers, who create such a barrage as to give out the impression that they are really the "accepted" few.

Michigan has a society "bud" who is one of the "chosen." "I am happy to say I am doing my part to help reform the sin-ridden world. I am a member of the anti-saloon league, the anti-light wines and beer league, the anti-cigarette league, the anti-tobacco league, the anti-nudity league, the anti-poolroom league and the anti-Sunday amusement league."

She happens to live in Detroit and her activities are well known. She apparently holds some sort of an "anti" record and must spend a lot of her time hunting up new leagues to join while her husband goes to bed supperless.

Her basic mistake—and it is the mistake of a good many similar people—is that she believes this is a "sin-ridden" world.

From this basis she invents the idea that it is her mission to reform it. But, in the first place, the world isn't sin-ridden. It is owned and operated by millions of very decent people. In the second place, the way to get evil out of the world is to encourage good things. This would be less exciting to the lady referred to than the exhilarating pursuit of imaginary demons and the thrilling snooping into her neighbor's business—but it might work.

Even if the lady succeeds in abolishing beer and wine, stops people from smoking, gets rid of all the nudity in art, closes all the pool rooms and shuts up the movies, parks and picnic grounds on Sundays—what good will she have accomplished? What is it she and her kind propose, people shall do instead?

None of the "antis" I ever heard have anything to offer as a substitute. They never suggest any good thing for the people to do in its stead. They are merely against everything that a lot of seemingly decent people consider harmless.

Suggestive criticism is probably all right, and the most of us are anxious to give the good, old world a boost in the proper direction, but I could wish that some of these good, but seemingly mistaken people, ought to salvage some of the good things of the world and then let us know about them.

Being anti-everything never got anyone anywhere. It never will.

Just now the Filipinos, in their simple way, are contemplating a military move of some sort or other. A bill has been introduced in their legislature providing for the sending of men to Europe to study the manufacture of modern weapons of warfare. The proponents of the measure say: "We need trained men in the manufacture of modern implements of warfare if we mean ever to be an independent people."

It is charitable to assume that these weapons, when secured, will not be used to shed American blood, for that would most certainly be the height of ingratitude. It may be that they are only to give proof of the strength of the movement for independence and to clinch the demands for freedom from "the American yoke."

Many Filipinos liken their condition to that of our colonies under the harsh rule of England and say that it is illogical for us to deny them rights identical with those sought by the old colonial patriots. This is obviously insincere and a silly statement to

make, but there are those, even on American soil who talk it. The Filipinos are not living under an American tyranny nor are they being exploited in any way save by their own mercenary politicians.

In 1912 William Howard Taft said it would be twenty-five years before these islanders would be ready for independence. Now, after thirteen years or more of political dissension among themselves, of graft and of what even Aguinaldo terms "cabaret leadership," in their legislature, it would seem that it would be at least twenty-five years more before they can safely be entrusted with self-government.

True, if it would satisfy pride among the Filipinos to achieve independence, but the trade and prosperity of the islands would suffer and may be would go hungry as they did before American intervention, and under which rule they are now well fed.

And the adoption of such a product as firearms would simply be like waving a red rag at a bull, as it would incite neighboring principalities to use the natives for "practice" purposes, even if the said firearms were not directed towards their American benefactors.

The Hawaiian Islands enjoyed absolute independence for a long time, but by a majority vote of the people there they decided it would be advantageous to cuddle up under the wings of the American eagle, thereby enjoying peace, safety and comfort. The writer spent several months in the Islands and is prepared to state with a high degree of assurance that after years of so-called "American rule" nobody has the temerity to even suggest that they regain independence. They are protected against themselves as well as the rest of the world.

Frank S. Verbeck.

The Age in Which We Live.

Grandville, Aug. 6—The wonders of a past age have become so common to-day as to no longer excite comment. This is an age of tremendous advancement along lines never dreamed of in the days of Calhoun and Lincoln.

Niagara Falls was the natural wonder of America in the days of our fathers. The old school books mentioned this natural waterfall as a marvel and yet, despite its roar and crash of waters, it was said that Indians often passed over the falls in their canoes in perfect safety. That was crediting the Indian with a supernatural origin which served to awe the child minds of long ago with a certain amount of respect.

It may be mentioned here that early school books printed facts which were afterward known to be myths. I call to mind how awed we were to read of "Lo, the poor Indian, whose untutored mind sees God in clouds and hears Him in the winds."

We sympathized with the ignorance of poor Lo in those days, feeling how superior was the white man who preferred to go to a book for information about the Divine Power rather than see aught of it in nature. However, most people have come to realize that the Indian was much closer to divinity than was his white brother.

Sam Patch's leap from the brow of Genessee Falls attracted much comment. However, his promise to jump Niagara I believe was never carried to fruition. Blondin made himself famous by walking across on his tight rope. These were wonders then which would not attract attention to-day. Balloon flights were much talked of, but it remained for the twentieth century to perfect the flying machine.

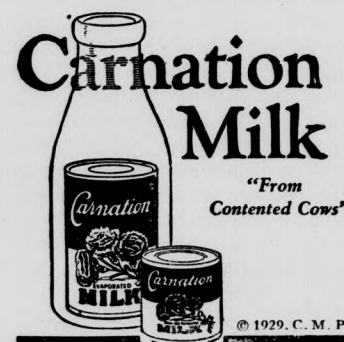
The laying of the Atlantic cable was another feat which excited comment. There were wonders in the old days and those wonders have grown with the passage of time until it would seem that there are no more ingenious mechanisms to be discovered. However, the end is not yet.

What a revolutionary discovery was that of kerosene oil. Something over seventy years ago the first kerosene lamp was brought into use. Girls and their escorts had, after that, no need to stand under melting tallow dips when attending a dance or a wedding.

It Steps-up the Sale

That's what Carnation Milk does. It adds to the sale *per customer*—and not just the cost of the milk itself but also the cost of other things that the housewife needs for the appetizing, nourishing dishes that nowadays are made with Carnation. Is this fine milk on your sales force?

Carnation Milk Products Company
Carnation Bldg., Oconomowoc, Wis.



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INVESTMENT SECURITIES

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It was believed that the end of illuminating substances had been reached with this advent of kerosene, no glimmer of electric lights having inundated the darkness at that time.

And such fashions in dress as then prevailed.

About sixty years ago the Grecian Bend and the immense chignon, doubling the size of my lady's head, were in full blast. It was a comical sight to see young girls at a social gathering toddling about, humped over like a desert camel, with their pretty hands flapping like fish fins.

To-day's styles of dress, or undress perhaps is the proper word, would have shocked our ancestors most profoundly. Sixty years ago and the then fashions were the subject of jeer and jest, as they are to-day. At a circus at Bridgeton in that day the clown sang a supposed to be funny scrap which made jest of "the follies and the fashions of eighteen sixty-six. Put on the bloomers, girls, what are you about?"

This traveling show was accompanied by a side show selling lager beer to the good people who could not imagine having a good time without their daily drinks. No prohibition then, although such a law had long been on the statute book.

When the suspension bridge below Niagara was first completed it was viewed with alarm by the general public. Like London Bridge, it was forever falling down. Those who crossed it viewed the great waterfall with awe and later told their wonderful experience to their awed children.

Of one thing we may feel assured and that is that our present mode of locomotion is far superior to that of sixty years ago. I call to mind the chore it was to take an aunt to the train who had been visiting friends in Michigan for several months. It was thirty-five miles to the nearest station, which was at Ferrysburg, less than an hour's ride by auto to-day.

At that time it occupied three days by horse and buggy. Why so long, even by such primitive conveyance? the reader may ask. Well, to be frank, the roads were neither of cement nor gravel, but just as nature made them, muddy, rutty and altogether unlovely.

The first day I made Muskegon, twenty miles. The next day got to Ferrysburg and back to Muskegon, the third day on home at Bridgeton. Traveling in those days was no joke.

Long skirts, bustles, tightly laced corsets were thoroughly in vogue in that early day. One of the hired girls at a boarding house insisted on sleeping in her corset, engaging a companion to draw the lacing tight while she drew in her breath. The aim was a wasp waist. All girls envied their city cousins who came to see them with waists round and rigid as a stove funnel. The smaller the waist the more beautiful the girl.

There is no doubt that the present undress style for women has proved far more healthful than the old style tight corsets and dust dragging skirts. We may feel sure that our present styles, which have gone to the extreme, will before long turn the other way and begin a return to sensible, although not unnecessary clothing.

We will try and possess ourselves in peace while the whirligig of time returns our young people to their senses and recreates lines of dress fitted for human beings to wear.

Old Timer.

Changes Which Are Taking Place in Distribution.

A wholesale grocer who is not only an able business man but a close student of business trends and developments, cites a number of interesting things showing how distribution methods are changing. His observations follow:

"Are distributing methods changing? If you don't think so, listen!

"A large National distributor of food products, who sells direct to the retailer, travels a large force of salesmen, has his own warehouse, etc., has recently issued instructions to the effect that his salesmen must devote Friday of each week to house to house selling.

"A large candy manufacturer, whose products sell Nationally, has recently put its entire sales force on a strictly commission basis—no drawing account, no guarantee—just straight commission on goods sold and shipped.

"The world's largest mail order concern recently announced through its advertising that it would repay all parcel post orders for any item in their vast line that can be shipped via mail, thus assuming an additional expense that must equal hundreds of thousands of dollars per year.

"A large New York department store recently reduced the number of items in its grocery department from over 9,000 to a little over 1,900, with remarkably gratifying results in its profit account.

"The Louisville Survey of the wholesale and retail grocery business, announces as one of its findings, that retailers are dividing their business among more and more jobbers, as a result of which the wholesaler is handling an ever increasing number of small \$5 and \$10 orders which are not profitable.

"Do you get the idea? Do you understand that you must sell more accounts to replace volume formerly received from steady customers who are to-day dividing their requirements among several wholesalers? Do you realize that you must convey to your trade more than the merchandise you sell them; that you must bring to them new, up-to-date ideas, methods, enthusiasm and courage?

"We are convinced that the independent is on his way back. There is no doubt that he is putting up a great fight to maintain his position in trade, and that he is again making himself felt as in years gone by. Otherwise, why would a manufacturer of National scope send his salesmen house to house; why would a big mail order house spread over the country with chain stores; why the tremendous additional expense involved in paying the parcel post on thousands of shipments? The report is current that the chain grocers are underselling the independent only 2 per cent., yet for years they have claimed to save the public 20 per cent. and more.

"Think, boys, think. Really, the trend is most encouraging for the independent."

Knew His Business.

Dorothy: Dad, Jack and I have gone together for nearly two years. He has finally graduated from Yale and to-night he wants to have a long, serious talk with you.

Her Father: I'm sorry, Dot, but it won't do the young man any good. My mind is firmly made up. I've made all the bad investments I can afford this year.

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FINANCIAL

Record of Corporate Earnings Basis For Confidence.

The market's recovery from last Monday's setback gave demonstration that stocks had not become dangerously top-heavy. A strong undertone in prices this week adds to the evidence. Even the appearance of 12 percent. call money with the approach of the month-end settlements failed to shake confidence in the position of the market. While conditions in industry remain essentially sound the financial district is perplexed at times to witness so pronounced an advance in stocks as the summer has brought without the usual corrective downward adjustments. The sharp rise in the stock averages this summer in certain respects has been deceiving to those who have endeavored to compare the present with the past. First of all the rise has been primarily in the quality stocks popular with discriminating investors, and not so much in stocks of poorer rank. This would indicate that the buying has been stronger than that usually accompanying an upswing. The absence of big trading volume bears out the conclusion that the 1929 summer bull market has not been a result wholly of a feverish public enthusiasm.

An increase of over \$800,000,000 in Stock Exchange loans within the last two months reveals an expansion in borrowed funds that would have frightened the financial community earlier this year. Yet the loan increases now seem to be accepted without serious thought. Not a few persons are beginning to revise radically their conception of a normal size for brokers' loans in this country. The complacent attitude taken toward loans results partly from a conviction that the Federal Reserve will not repeat its experiment of last spring in restricting speculative credit, and partly from a growing belief that previous estimates failed to allow sufficiently for the funds that find their way into industry through the loan portfolio. In addition, of course, the advent of August brings us to the time of year when normally the Reserve authorities purchase bills to ease money in connection with the seasonal crop requirements. In July the bill portfolios of the Reserve banks reached their lowest levels in years. Probably the low for 1929 has been passed. This week \$5,725,000 in bills were bought.

While the Reserve presumably will not reverse its money policy to the extent of easing money for market uses its effort to stabilize rates in the interest of business will indirectly help the market. Then, aside from the easing influence of these seasonal bill purchases, the curiosity demand for new currency will gradually disappear. The influence of this factor in the July money situation has been too much minimized by persons not familiar with the facts. Actually the normal return flow of currency was checked on the very day that the new bills went out. In consequence member banks were obliged to borrow in excess of \$100,-

000,000 more at the regional institutions than would have been necessary had the currency been returned around mid-July as usual. Some apprehension is felt over the possibility of an increase in the British bank rate. The action has been widely discussed in the financial district, and its effect at least partially discounted.

Bullish sentiment in the market is based not wholly on a conviction that money conditions will remain reasonably comfortable, or at least that rates will be stabilized near prevailing levels. Quite as much as from its confidence in the stability of money the market takes its inspiration from prospects for record corporate earnings. Returns for the first six months by 600 leading corporations report a 23 per cent. gain in net profits over the corresponding 1928 months. Even more important is it that the gains were shared by virtually every major group. Improvement in the steel industry was conspicuous. Profits for this industry ran in excess of 100 per cent. more than a year ago. But increased prosperity came in the first six months to a long list of related and unrelated industries until it now seems all but a certainty that 1929 will go down into history as a new record year.

Paul Willard Garrett.

[Copyrighted, 1929.]

All Sect'ons Emphasize Broad Gains in Agriculture.

What stands out most forcibly in the Federal Reserve Bank reviews for different districts that have been published to date for August is the emphasis on the solidity of the business situation and the absence of comment regarding any unfavorable credit development. Possibly the New York bulletin that appears to-morrow will say something about money but it is with the high level of the business flow that the others concern themselves.

Take for example the Dallas bank's comment on the sweeping improvement in the agricultural situation within that large and important district. The Federal Reserve agent says that the "remarkable recovery of the wheat market coincident with the harvesting of one of the district's largest wheat crops was an outstanding development" of the last month and that "throughout the wheat belt there has been a liquidation of indebtedness, a sharp rise in bank deposits, and an active demand for commercial paper and bankers' acceptances.

"The business mortality rate in the Eleventh Federal Reserve District during the past month reflected a marked improvement. The number of failures was not only substantially smaller than in either the previous month or the corresponding month last year but was the smallest of any month in more than nine years."

From the Kansas City Reserve Bank to the North comes the report that the pace of business in the Tenth District continues heavy and that both for June and for the first six months the rate has held persistently above 1928. Productive activity, says the Federal Reserve agent, "in leading industries of this district continued at a high rate

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during the month and recessions which usually occur in some lines at mid-summer were not so pronounced as at this season in former years. Distribution of commodities, as reflected by carloadings of freight, was in record breaking volume for the month and six months."

Still further to the North from Minneapolis comes the report of continued improvement over last year in the general volume of business. Daily average debit to individual accounts ran roughly 5 per cent. larger than a year ago and a "majority of the other indexes of business also increased in June over the figures for June a year ago." These increases "in business in the Northwest continued into July. Debits to individual accounts at seventeen cities for the three weeks ending July 17 were 11 per cent. larger than in the same weeks last year."

Likewise from the San Francisco district comes the report of continued improvement over 1928. The agent for the Twelfth District says: "Prices of many commodities, particularly farm products, important in the District's commerce, have advanced during the past month, indicating that, despite reduced yields of some crops agricultural purchasing power, in the aggregate, may not be seriously reduced as compared with recent years."

This additional observation of wide interest is made by the San Francisco bank on money. While the credit situation "gave some concern during the early part of the year the position improved during June and early July. The agent goes on to say that the advance of interest rates was halted, bank reserves increased, and the volume of Reserve Bank credit in use approached the lowest level of several years despite an increased accommodation to agriculture." Paul Willard Garrett.

[Copyrighted, 1929.]

Cheap Money Is Not in Prospect.

While it seems "quite useless to hope for cheap money" in the immediate future it is all but certain that ample bank accommodation will be available at reasonable rates to finance legitimate business and to meet the season's requirements in connection with the crop movement and autumn trade.

In substance this is what the National City Bank of New York in its August bulletin says regarding money. It goes further. The bank takes for granted that the Reserve will make credit available to this end "by the open market purchase of bills and securities." Nobody had doubted that the regional institutions would resume the purchase of bills within the next month or two. The National City Bank apparently believes that the Reserve will likewise resume the purchase of securities.

Yet it would be erroneous to conclude from this that the City Bank expects a reversal soon in Federal Reserve policy. What the bank says is "that the Reserve banks will supply the needed elasticity to the banking system during the crop moving period by open market purchases may be taken

for granted, but that such a course promises any permanent relief from the tight money dilemma is open to serious doubt. Fundamentally, as has been repeatedly stated, tight money proceeds from the volume and insistence of the demand for credit. Such conditions are cured only by the abatement of the abnormal demand. So long as the latter continues to increase as it has in the past, doses of easy money, which merely serve to whet the appetite of borrowers, are more likely to aggravate than to relieve the situation in the end."

No conservative commentator will want to minimize the importance of expanding security loans as a factor in the money situation now but it must likewise be recognized that commercial loans themselves have been growing rapidly of late. Not since the 1920-1921 period of inflated prices and expanded inventories has the volume of commercial borrowings been so great as now. Yet inflation either in prices or inventories is conspicuously absent. Apparently these expanding commercial loans reflect a real growth in the legitimate demands of funds for business.

This conclusion is borne out by a survey of the high rate of business activity that has been maintained through July until "it can now be definitely seen that there will be no pronounced mid-summer recession." The pessimists who feared a major setback repeatedly have been obliged to postpone the dates for a downturn set in their predictions. While a seasonal relaxation would be normal the country to date has witnessed no perceptible decline in the momentum of industry which in every month for the year so far has established a new high rate for any corresponding month in history.

Paul Willard Garrett.

[Copyrighted, 1929.]

Big Profits Shared Widely.

That the prosperity of 1929 is no fictitious concept of the stock speculator but a thing of substance is evident from an examination of the corporations' earnings statements for the first six months.

A gain in net profits of 23 per cent. for the first half of 1929 over the first half of 1928 will be found if the reports for the 600 leading corporations that have thus far released statements are bunched together regardless of the lines of business represented. These 600 companies earned \$2,061,651,000 in the first half of this year as against \$1,665,742,000 a year ago. Certainly there is substantial evidence of a prosperity not rivalled by many epochs in American history. Separating the 600 corporations into component groups we find that those engaged in various lines of manufacturing and trade earned 30 per cent. more than a year ago. The railways earned 20 per cent. more. The public utility companies 18 per cent. more.

The statisticians at the National City Bank have broken these figures into still smaller units in an effort to visualize the precise nature of the improvement. They found that of twenty-eight classifications within the

Forty-first Annual Statement of the Condition of

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As of July 1, 1929.

ASSETS

Mortgages (First mortgages only on Grand Rapids homes)	\$12,653,563.99
Stock Loans (These are demand notes on our own stock at not more than 90% of its value)	493,941.25
Land Contracts (Property to which we have taken title and resold on land contracts)	5,590.78
Real Estate (Property acquired by foreclosure)	3,764.23
Accrued Interest Secured (On mortgages and stock loans)	43,602.43
Furniture and Equipment	2.00
Liberty and Municipal Bonds	332,200.00
Building and Loan Building	337,500.00
Cash on hand and in banks	213,370.03
Taxes and Insurance Paid on Loans	6,112.49
Sundries	940.04
	\$14,090,587.24

LIABILITIES

Installment shares (Amount paid in on weekly payment shares)	\$ 5,281,046.23
Full Paid Shares (On these we have always paid 2½% earnings semi-annually)	5,674,145.00
Advance Paid Shares (Shares purchased at \$62.50 each. On these shares the earnings are allowed to accumulate and paid when shares are withdrawn or matured)	1,375,018.23
Note Payable (This is money borrowed during the active season and repaid during the inactive months)	47,363.35
Due on uncompleted building loans (This money will be paid out as the buildings progress)	98,956.36
Dividends Declared (On shares issued on the permanent plan)	87,023.20
Legal and Recording	1,000.00
Due on Building and Loan Building (This is not due for five years but we can pay it as fast as we wish)	55,000.00
Interest Accrued and Paid in Advance	41,440.34
Sundries	101.89
Legal Reserve (The State requires us to set aside in this fund a certain part of our earnings each year to take care of any possible loss on real estate acquired by foreclosure. We, however, have never had a loss in our real estate account)	50,000.00
Earnings Reserved to Mature Our Installment and Advance Paid Shares. (All of this would be lost before our members would lose any of their savings)	1,379,482.64
	\$14,090,587.24
Increase in Assets for year	\$1,430,924.88
Increase in Legal Reserve for year	18,350.00
Increase in Earnings Reserved for year	68,298.59

Charles N. Remington President

Thomas C. Mason, Secretary

Building and Loan Building
Monroe at Lyon

manufacturing and trading groups every division except one earned more in the first half of 1929 than in 1928. The leather and shoe industry earning 40 per cent. less, was the single exception. The marked improvement of the steel industry was perhaps the most important change. The Steel Corporation alone reported net profits of \$96,000,000 this year as against \$47,000,000 a year ago. Bethlehem increased its net from \$7,914,000 to \$20,812,000. Virtually every company in the group did better than in 1928. Indeed the steel industry as a whole reported net profits in excess of twice those a year ago.

What will interest the shrewd observer of business is not the conspicuous gains of a few leading industries but rather the breadth of the 1929 up-sweep in profits. Net profits for the textile industry in the first six months of 1929 ran 131 per cent. higher than in the first half of 1928, iron and steel 103 per cent. higher, copper 68.4, aviation 65.2, petroleum 62.2 paint and varnish 61.2, railway equipment 54.8, building materials 52, amusement 49.8, machinery 48.5, electrical 36.5, coal mining 33.1, office equipment 32.5, metals 30.7, merchandising 24.5, chemicals 23.8, and household goods 16.4.

What is most striking about this display is the universality of the gains over last year substantial in character and the absence of recession within important industries.

Paul Willard Garrett.
[Copyrighted, 1929.]

The Midsummer Glove Styles.

A new development in glove styles is in the use of handbags to match. The combination is also often augmented by a scarf also of the glove and bag material. These sets will be featured by Chanel in sports and afternoon models. The reason being advanced for having handbags match one's gloves is that continuity of color is most flattering and adds to the appearance of the costume. Of course, the scarfs are worn only with plain necklines—that is, those made without fur or elaborate trimming and only dependent upon line for chic.

Black kid is gaining much favor, according to the designers. It is being introduced with white stitching and piping and in a full range of colors including red, green, beige, gray, pink and the complexion shades. The cuffed styles and those made in gauntlet effects are preferred to the slip-on models.

For those who for one reason or another prefer to wear only plain gloves in neutral shades or in colors to harmonize with their frocks and costumes there are many attractive models with simple trimming adroitly placed. A glove that is to be worn crushed about the wrist is made of soft suede and has two buttons at the wrist and the tops cut straight. Another pair of simple yet smart, gloves is made with tear-drop stitching on the backs in solid colors or with just a touch of color.

A smart glove featured for evening wear has a deep, flaring gauntlet top with one corner turned over, revealing a silk facing embroidered in gold

thread. This glove comes in ivory and the new complexion or face powder shades. The lining used sometimes matches the kid, but in most instances it is of a contrasting color.

Another glove of the reversible order has a faced cuff and the edges finished with a buttonholed stitch in a contrasting color. When the cuff is turned it is equally finished. A glove that comes in the beige, tan, silica and mist shades has a turnover cuff finished with small flowers made of kid in red with green kid leaves and buds embroidered in red silk.

Handsome Fabrics For Blouses.

Since the blouse has been dignified as a part of the ensemble for Fall, the designers of them are offering many new models made of handsome fabrics and finished in a way to give them individual distinction. The plainer models stand the test of smartness because of the fine handiwork with which they are put together. They come in plain colors, many of them in crepe de chine, with hemstitching fagoting or drawnwork in some new pattern; and many of the latest blouses have a dainty bit of embroidery.

Besides crepe de chine blouses there are charming models in georgette crepe and in ninon, sheer subtle things on which some bit of needlework is added, done in the most delicate manner. These are worn with ensembles of satin or velvet, making a smart costume for afternoon.

Many new ways of elaborating these blouses are to be seen in the models for early Autumn. One, an overblouse, that covers the hips, is made of heavy jade green crepe with a geometric pattern outlined on the front with small nickel nail heads. These form a glittering line about the neck.

Two strikingly different overblouses are shown. One is made of green and white checked taffeta cut on a diagonal of the material, with a scarf collar and tie and a gypsy girdle, all of the silk. The other is made of brown crepe etched over the entire surface in a brocette pattern with gold and silver thread.

Grocery Trade Rules Accepted.

Over 1,296 companies in the grocery industry have signified their acceptance of the eighteen resolutions adopted last October at the trade practice conference sponsored by the Federal Trade Commission, according to a report prepared yesterday by the National Wholesale Grocers Association. Of those accepting the proposals, the report shows 370 were wholesale grocers, 302 manufacturers of grocery products, 194 retailers, 19 chain store systems, 340 brokers, 32 fruit and vegetable brokers and the balance unclassified. The number of wholesale grocers endorsing the resolutions is expected to increase before the annual convention of the organization next September.

Relief Wanted.

Farmer—I never seen such a season. My corn isn't an inch high.

Neighbor—An inch? Why, the sparrows have to kneel down to eat mine.

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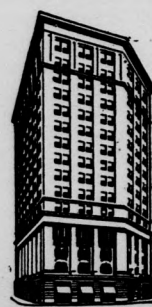
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Protection Against "Gyp" Automobile Clubs.

Attention has been called several times in these columns to the automobile club "racket" by which many motorists have been victimized through the extravagant promises of high pressure salesmen which were not borne out by the membership contract they signed. Many have been led to believe that they were getting automobile insurance along with their membership, whereas, if they were getting insurance at all, it was only a very limited form of personal accident cover and not automobile cover in any sense of the term.

Under this scheme the motorist was induced to make a small down payment (the salesman's commission on the membership, as a rule) and to sign a membership agreement, which was in effect an iron-clad contract providing for the payment of the balance due. Thus the salesman had his commission; the club a legal document under which it could force payment of balance of the membership fee, and the member had but the extravagant promise of services to be rendered in the future.

Under a new law which came into force on August 1 this year in California, automobile clubs must deposit a bond in the amount of \$100,000 with the State Insurance Commission before a license will be granted to operate in that State.

Another most important feature of the new law is that these clubs must operate under the direct supervision of the State Insurance Commissioner, who has the following powers:

"If the commissioner shall, at any time for any cause shown after a hearing, determine that a company has violated any provision of this act, or that it is insolvent, or that its assets are less than its liabilities or that it or its officers refuse to submit to an examination, or that it is transacting business fraudulently, he shall thereupon revoke or suspend certificate of authority and shall give notice thereof to the public in such manner as he may deem proper."

The new law also provides, first: That on the head of the contract shall appear the statement in 14 point modern type, "This is not an insurance contract." Second: "No service contract shall be executed, issued or delivered in this State until the form thereof has been approved in writing by the insurance commissioner." Third, and of major importance, is the provision specifying the services promised and that the holder shall not be required to pay any sum for any services specified in the contract in addition to the amount specified in the contract and further stating the territory wherein such services are to be rendered and the date of commencement of service.

The greatest blow to the "gyp" clubs is the fact that under the new law the membership may be canceled at any time the member desires and the club must return the unused por-

tion of the fee on a pro rata basis. Formerly the "gyp" clubs did not worry about service, they were sure of their money once the member signed the "membership agreement" but now they will be forced to render standard service if they are to retain their members and according to officials of the larger service clubs, the "gyp" clubs cannot give the elaborate service they have heretofore promised for the membership fees they have been charging.

Insurance Feature in Real Estate Sales Agreements.

Sales agreements by real estate companies undertaking to deliver a deed to property which is being purchased on the installment plan, in the event of death or disability of the buyer prior to completion of the cash payments, have been held to be insurance contracts by the Attorney-General of the State of California, and therefore not to be made except through a company duly authorized to write life insurance in the State. This ruling was given in answer to a query concerning sales agreements issued by "Romola Incorporated" and another concern selling "Vegas Half Acres."

Drama in Field and Forest.

When the spider invited the unsuspecting fly into her parlor, she merely was proving what scientists have been maintaining right along; that many of the emotions of animals and insects closely correspond to those of man.

Monkeys, for instance, are afflicted with the same desire to appropriate what doesn't belong to them as are the gentlemen who pick pockets and rob the grocer's till. Baboons organize robber bands to plunder orchards and plantations. The chief of the band sees to it that plenty of sentinels are scattered along the way for warning and protection.

Plan To Cut Pearl Button Costs.

Methods for reducing the cost of propagating shell fish used in the manufacture of fresh-water pearl buttons and at the same time increasing the supply of shells are to be called to the attention of button manufacturers at a conference sponsored by the United States Bureau of Fisheries and to be held at the Fairport (Iowa) Biological Station, Aug. 26. All manufacturers of these buttons have been invited to attend the session. Experiments have been conducted for over a year and financed by the National Association of Button Manufacturers.

Samples of "NT" Now Available.

Following numerous enquiries regarding the new British artificial wool called "NT" or "nouveau textile," the Wool Institute announces its receipt of a small bale. Quantities sufficient for experimental purposes by mills are available, institute executives said. Certain fabrics using the synthetic fiber in its construction are also being shown. Comment was made that the fabrics are somewhat rough to the touch. It was suggested, however, that the fiber might find considerable use in such goods as blankets.

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TURNER OF THE EAGLE.

Sidelights on the Second Printer in Grand Rapids.

E. and Aaron B. Turner commenced printing and distributing among the two or three hundred residents of the hamlet of Grand Rapids a weekly newspaper bearing the name of the Eagle during the month of November, 1844. To write accurately, the date of the first issue was Thanksgiving day. A. B. Turner was a practical printer; E. Turner a dealer in real estate. In partnership with James Scribner, E. Turner purchased, platted and sold an important section of the Western division of the city of Grand Rapids, Scribner & Turner's addition. E. Turner did not remain long in partnership with his son. Among his enterprises was the erection of a small hotel on Court street (since known as Scribner avenue) and Bowery street, one block South of Bridge street. The building, upwards of 100 years old, is still in existence and occupies the location of A. B. Turner's original printing shop (still standing and occupied). The Turners were classified as barn burner Democrats in contradistinction to the Hunkers.

In later years both abandoned the ranks of the grand old party and joined the newly-organized Republican party. A. B. Turner entered politics early in life. His first service as a public official was as chief clerk of one of the branches of the State Legislature. In 1850 he was elected to fill the office of clerk of the City of Grand Rapids.

Mr. Turner set the type and composed the forms for the first issue of the Eagle. He experienced considerable difficulty in securing the services of a young man to wash and ink the rollers and to roll the forms before impressions might be taken on the little hand lever press in the Turner printing outfit. In the course of time, when the city had expanded its growth to respectable dimensions, a daily edition was added.

Local sources of information for the paper were limited, as were the means of communication with outside communities. A stage running between Grand Rapids and Kalamazoo furnished the only inlet for news from the world at large. The nearest railroad station (Michigan Central) was at Kalamazoo. Mr. Turner was fairly successful as a news gatherer, but not pre-eminent as an editorial writer. In his political effusions he damned the other party fearlessly and bitterly, yet praised his own.

The field for patronage, news and preferment was contested vigorously by Turner with Taylor & Barnes, the publishers of a rival sheet—the Enquirer.

Messages of the President to Congress afforded opportunities for tests of strength and cleverness between the rivals. Efforts were made by the contestants to obtain copies of the messages and present them to the public in advance of their rivals.

In the course of time Eli F. Harrington, a brother-in-law, was admit-

ted to partnership by Turner. War between the states had broken out and Turner obtained a position as a sutler in one of the military camps at St. Louis. Harrington took charge of the Eagle.

The sutlers (one for each regiment) were permitted to provide and sell tobacco, pipes, fruits, foods, wearing apparel and kindred articles needed more or less by soldiers, and were an irresponsible crowd of grafters. They charged the soldiers outrageous prices for goods, usually inferior in quality and in most instances under weight or short in measurement. Soldiers occasionally resented the impositions of the sutlers by raiding their stocks and threshing their owners. The pay of a soldier at the outbreak of the war was \$11 per month. A year or two later the amount was increased to \$13. Paymasters deducted from a soldier's pay the amount he owed the sutler and delivered it to that unworthy person. The business proved uncongenial to Turner. His stock had been raided a number of times. A less conscientious adventurer purchased the outfit and Turner returned to Grand Rapids.

The Government was wholly unprepared for war. Regiments hastily organized waited several months for the arms, munitions, uniforms and other equipment needed before they could be drilled and trained for service in the field of action. The commissary department was unable to supply food for the sustenance of troops promptly and many were compelled to live on short rations. Such a condition naturally created disorder in the ranks of the volunteers. In the cities owners of saloons served substantial lunches free to patrons. Soups, salads, meats, cheese, bread, pickles and other viands were placed on tables where customers might help themselves. Saloon keepers expected that those whom they entertained would spend a dime or two at the bar. Not infrequently a group of illy fed soldiers, out of camp on furlough, would forage on the saloon keeper's free offering and depart without spending a dime. They had no money to spend. Sutlers had taken their pay from the army paymasters. In St. Louis the dinner ration of a soldier consisted of a hunk of sow belly (so-called) as large as a tea cup, two spoons full of molasses, two hard, almost unbreakable crackers and a tin cup full of black coffee, without sugar or milk.

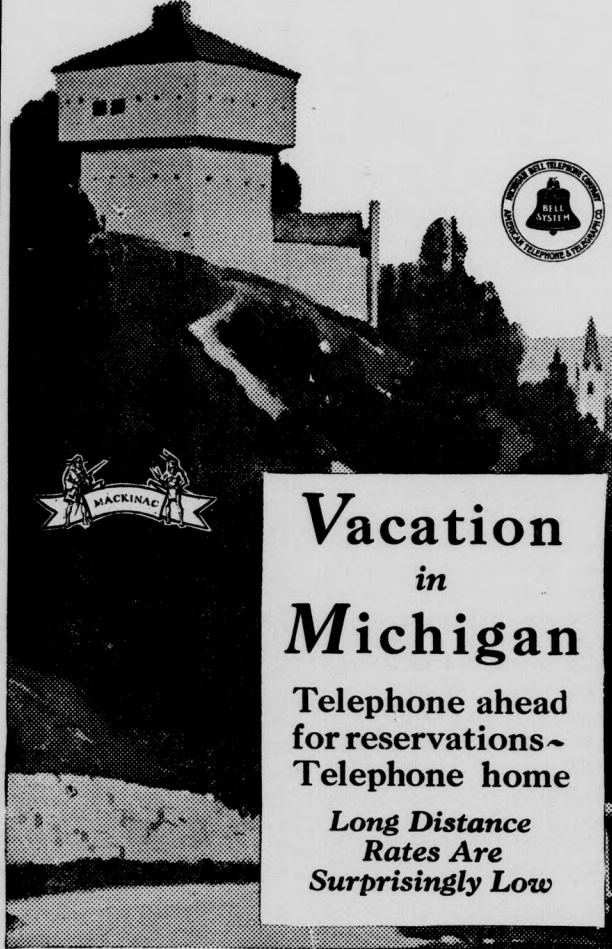
Turner used the columns of the Eagle to support the aims and purposes of Senator Chandler, the boss of the Republican party in Michigan. Chandler was a fire eater. His opposition to measures introduced by patriotic senators in Congress for the purpose of restoring and preserving peace between the states was extremely bitter. In one of his speeches he declared, "the union is not worth a rush without blood letting." Turner endorsed the position Chandler had taken and accorded to him patriotic motives.

Turner's reward, obtained through Chandler, was an appointment to the office of collector of internal revenue for the Grand Rapids district and later as postmaster of the city.

Credit is due Mr. Turner for publishing, aside from its political bias, a very good family paper extending over a period of fifty years or more. Its news columns were filled with reports of affairs of the world, its local department was ably conducted and the miscellaneous matter needed to round out a reliable journal was selected with discrimination. Mr. Turner employed

able assistants in his editorial department. L. J. Bates, a printer poet and all round newspaper man, was an efficient managing editor. Mr. Baxter was another. Alpha Child, news editor, dramatic and musical critic, was intelligent, cultured and intensely conscientious in the performance of his duties. C. C. Sexton, Jackson D. Dillenback, E. B. Fisher, Charles S.

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ASSOCIATED TRUCK LINES

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Hathaway and Robert Wilson rendered excellent service to the city department. Mr. Turner spent the latter years of his life in fishing, hunting and in having a good time.

Arthur Scott White.

Some of the Pioneers For Woman Suffrage.

Grandville, Aug. 6.—In the matter of the right of woman to the ballot it required a long and persistent war on the stump and off to bring about what we have to-day, equality at the ballot box with her male companion.

Even in the lone reaches of the lumber woods echoes of that war for woman suffrage flooded to the treetops and when that fierce advocate of the ballot for women came into our neighborhood many lumberjacks took advantage of opportunity and went to hear.

This advocate was none other than Susan B. Anthony who made a spirited campaign throughout the country about two generations ago. A dozen men and boys mounted a bobsled and rode through the woods twelve miles to be in at the lecture Miss Anthony delivered at a public hall in Newaygo.

In a way the talk was worth the hardship since she belabored the men who persisted in denying their wives, mothers and sisters the ballot. At that time the idea of women going to the polls was revolting to most of us wild-wood boys. It would make of them he women and that was something more than undesirable, it would be heathenish.

This thought ruled for many years, but finally the time came when the hopes of the woman suffrage leaders were realized and her sex stands crowned with man on an equal footing in the game of politics. Can we say that the Nation has been bettered politically by the innovation? A glance at some of our modern legislation would seem to indicate that in adopting ideas of Miss Anthony and others the American people literally jumped out of the frying pan into the fire.

Although the night was bitterly cold, with snow drifting the roads, the speaker was greeted with a full house and she improved her time in lambasting those ungallant males who did not look at the suffrage matter through her spectacles.

A short time before the question of giving the ballot to woman had been submitted to the voters of Michigan, and some forty thousand recorded their votes in favor of the scheme. Miss Anthony placed a crown of glory on the heads of that noble forty thousand while literally skinning the majority who could not see the question through her eyes.

In any event we who had braved the elements to hear the renowned leader of equal suffrage returned home under the whispering, not to say moaning pines, quite satisfied with our entertainment. Miss Anthony was one of the leading advocates of impartial suffrage, her most close rivals being Mary A. Livermore and Elizabeth Cady Stanton, both of whom I afterward had the pleasure of hearing voice their principles from the rostrum.

I happened in Grand Rapids one time when Mrs. Livermore was billed to appear at Luce's Hall on the question of equal suffrage. That hall was up two or three flights of enclosed stairs, and in truth a veritable fire trap. Great crowds often assembled there. Political meetings, social gatherings and the like, and although in use many years the feared holocaust never eventuated, and on one occasion the coolness and bravery of one woman prevented such a catastrophe.

Mary A. Livermore was addressing a packed hall when a cry of fire arose on the street without and was taken up and repeated in the back of the hall. Such a sensation as crept over the audience caused the building to

tremble. And then, just as some in the audience sought their feet, Mrs. Livermore stepped to the very verge of the platform and declared in a persuasive yet clear voice that there was no fire in the building.

Her words pierced to the farthest nook and corner of the place and had magic effect. She held that audience spell bound by her eloquence, and with reassuring words and complete absence of panic on her part convinced her hearers that all was well.

No panic resulted. The fire was elsewhere, and so old Luce hall still stood to hold many other audiences in the years that followed that eventful night.

Beside the three women mentioned as foremothers in the fight for the rights of women we must not fail to mention others who have some claim to notoriety although not to be compared with the three already mentioned. I refer to Victoria Woodhull and her daughter. I think she was Tennessee Claflin.

Old timers will readily recall the smudge Mrs. Woodhull raised when she laid her plans to ruin one of the most eloquent ministers in the Nation. Whether her accusations were true or not she certainly created a scandal that startled the best people of the country.

I do not think Mrs. Woodhull should be compared with those others I have mentioned in connection with the suffrage movement in America. That equal rights for women was finally won is due to the stalwart members of her sex who labored early and late in the field for what they believed to be right. It was right no doubt, and yet, even to-day there are doubting Thomases who bewail the inundation of the ballot box by the fair sex, and credit this reform with working more harm than good to the country.

Nevertheless woman will retain the ballot, and in many instances, as in saving the country to prohibition of the liquor traffic, is doing wonders for a better and purer National character.

The ballot for women has come to stay and is as firmly imbedded in the Constitution as is any other enactment. Politically the new voter has been less scheming and more openly patriotic than her brother man. The end is not yet, but it will do those

early suffragets good to know, if they can realize from beyond, that some day a woman will be president.

Old Timer.

Late News From Grand Traverse Bay.

Traverse City, Aug. 6.—Stock of gifts, toys and art goods of the late Mrs. E. Jackson has been closed out by auction.

Work has been commenced on the new bridge over the Boardman river at Cass street.

Re-construction of the annex to Park Place Hotel is in progress. An office, dining room, kitchen and other conveniences will be provided. The annex will be conducted as a regular hotel while the new Park Place is under construction. It has fifty lodging rooms.

Citizens of Traverse City have rendered substantial support to the National High School orchestra and band. In return, they have been richly rewarded by the presence of thousands of music lovers called here to hear the semi-weekly concerts given at the Bowl. It has been suggested that a larger amount of the community funds contributed annually by the public might be assigned to the National orchestra than has been given that organization in past years.

Notwithstanding the abundance of the cherry crop this year prices for the fruit are higher than usual. Canners are paying growers 7 cents per pound. One year ago they paid 6 cents. Retailers charge \$3@3.50 per case. Many small shipments are made by postal and express service.

Stockholders of the Straub Candy Co. have instituted proceedings in the Circuit Court for Grand Traverse county for the purpose of effecting a dissolution of the corporation. Petitioners represent that such dissolution would be for the interest of stockholders.

Dealers in millinery, with rare exceptions, no longer make and trim the hats they sell to customers. Such head ornaments are furnished complete to dealers, either by manufactur-

ers or jobbers. When a customer is not easily satisfied, experienced milliners add a piece here or strip off a piece there until the desire of the future wearer of the head cover shall be effected. Many independent salaried trimmers are out of employment.

Canners from Cleveland and other more remote points are in the local market to contract for the purchase of cherries for their plants.

Arthur Scott White.

Dealer Liable For Injury To Customer's Employee.

It is important to know that a retail dealer is liable in damages for injuries caused a customer's employee, when such injury results from failure of the dealer to provide reasonably safe tools, appliances and premises.

For illustration, in the recent case of Cooper vs. Supple Co., 274 Pac. 302, it was disclosed that a customer's employee, who was sent for goods, was injured by a spike, which protruded from a runway.

The employee sued the hardware dealer for damages. The lower court held the employee entitled to damages and the hardware dealer appealed the case to the higher court on the contention that, although he may be liable, under the circumstances, for an injury sustained by his own employee, yet he is not liable for an injury received on his premises by a customer's employee. However, the higher court upheld the lower court's verdict, saying:

"The law requires an employer to exercise every reasonable care and precaution requisite to protect its employees, and others having a duty or a legal right to be on the premises of the employer, from injury."

Selfishness with much can do little, but love with little can do much.

It is surprising how little we need if we use necessity as a basis.

Still more advertising on CALIFORNIA CANNED Asparagus

FOR the fourth consecutive season—California Canned Asparagus will be nationally advertised. Full color pages and black-and-white ads, starting next month in the leading women's magazines, will be constantly showing your customers delicious new ways to serve this popular food. Surely these women

are going to want more of it. If you want to get your full share of this business, just display asparagus in your windows, on your counters, and talk canned asparagus to all your customers. That's the way to make this new advertising mean more business, more profits for your store.

CANNERS LEAGUE OF CALIFORNIA—ASPARAGUS SECTION
800 Adam Grant Bldg., San Francisco, Calif.

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.

Hammond En Route From Cheboygan To Cadillac.

Lansing Aug. 6.—Cheboygan was our Northernmost point. Both Duffin and Durand were in the store and both eager to hear how things are going throughout Michigan. They are looking forward with anticipation to the resort season. Store looked good and both men gave good account of their business prospects.

A pleasant call on Mrs. F. A. Kramer, proprietor of the F. A. Kramer store, at Gaylord, was saddened by the consciousness that Gaylord's best citizen had passed on to his reward. Mrs. Kramer is a good merchant and understands the business and the store is going forward in the usual way. Kramer's death occurred last year. The daughter, formerly an assistant in the X-Ray department of the Medical Department, at Ann Arbor, is living with her mother during the present year. The son is a successful chemist and business man in Detroit.

The Globe Department store of Traverse City, B. H. Comstock, manager, has also located another store at Elk Rapids under the same name. By calling at the Elk Rapids store we became acquainted with W. E. Keith. Mr. Keith was formerly manager of one of the Hannah, Lay & Co. departments.

J. T. Milliken of the J. W. Milliken Co., is a busy man. Has served the city for several years as mayor, is one of the leading citizens and believes that the independent merchant has as good a chance as ever. We advise our members to visit Mr. Milliken and absorb some of his methods.

Sid Medalie, of Mancelona, is a member of the County Road Commission, member of the Village Council, Board of Education and an all round utility man. With all he has to do he has plenty of time to greet callers at his store. Sid says he makes more money in buying conservative stocks than he does selling merchandise. He is lucky, as he has a capable sister to run the store and she probably does it better than if Sid were there all the time.

Our old friend, A. I. Goldstick, has not yet returned to his store. Last year when we called Mr. Goldstick was just returning from Rochester, Minn., to Detroit. He has been assured that there is a chance for recovery, but he is still in Detroit, where he is being successfully treated. We are very sorry to report this. Mr. Goldstick is a good citizen and is very much missed by his neighbors in Bellaire. His capable daughter, Vera Goldstick, is in charge of the store and seems to be doing well. She expressed a hope that he will soon return home much benefited in health. We hope so.

Mr. Smith, of the Smallegan-Smith store, Central Lake, limps just a little yet. When we were there last year we called and he was recovering from an injury. He says business is fine.

Sorry Alick Rosenthal was in New York at the time of our call. Eugene Fochtman, of the Fochtman department store, looked happy when he pointed to the bunch of customers who were buying goods in the store and spoke encouragingly to us of the prospect for resort business in the Petoskey area.

O. A. Porter, of the Beese & Porter store, was interviewed early in the morning. He was at his post and asked lots of questions as to how the "boys" were getting on throughout the State. He says Petoskey is the best town in Northern Michigan.

The Grayling Mercantile Co., F. J. Joseph, manager, enjoys a good business the year around and business is unusually good at the present time.

Sunday was spent in enjoying the delightful hospitality of our old-time friends, former Auditor General Perry F. Powers and Mrs. Powers, of Cadillac. Mr. Powers is proud of the city where he has resided for many years. He has been editor of the Cadillac Evening Daily, President of the County Fair Association, Mayor of the city, President of the Chamber of Commerce and is now snugly tucked away in the postoffice. We recall happy political days spent together a generation ago.

The C. J. Wheeler store is doing well. Wheeler was away fishing, but the experienced lady in charge had encouraging words regarding the situation from their standpoint. Wheeler was mentioned in a bulletin a few weeks ago as the son of our member, C. A. Wheeler, of Belding. He is one of the coming young merchants.

Had a good visit with H. C. Schoff, of the Schoff department store. They do lots of business, need double the room and are loyal members of the Michigan Retail Dry Goods Association.

Miss F. M. Knapp, proprietor of the Knapp dry goods store, has a well selected stock of merchandise. Have never been there when she has not been busy with customers. The new Northwood Hotel is a credit to the town and Cadillac is one of the choice towns of Michigan.

Late in May we held a meeting of the committee appointed by President F. H. Nissly to prepare a code of ethics. The members of the committee reside conveniently near to each other and the manager has been able to consult with them by making frequent personal calls. The draft of the code has been completed and is now in the printer's hands. The men who served on this committee are as follows:

E. W. Glasgow, and J. H. Lourim, of Jackson.

George M. Branch, Coldwater.

J. G. Coe, Adrian.

The President, Secretary and Manager.

The draft of the code has been carefully read by several other competent members of the Association and when you receive the printed copy we would like to have your comments and criticisms. A sufficient number will be printed for all of our organization and we know of no reason why it cannot be revised to suit. If there seems to be a sufficient number of criticisms to warrant a revision, this can be done before the code is formally adopted by our board of directors. No code of this kind will please everybody and if there is a general approval, it is possible that no further revision will be made.

We are glad to add to our list the name of the Huffman dry goods store, of Morenci. J. E. Huffman is the proprietor having purchased the store formerly owned by Fred E. Alley. We called on Mr. Alley recently at his home in Jackson. Mr. Alley's health is improving. Jason E. Hammond, Mgr. Mich. Retail Dry Goods Ass'n.

Retailers May Lose Sales.

The contention is being strongly voiced in the manufacturing trades that the buying policies being pursued by many retailers will cause many lost sales to consumers during the coming season. Orders are being deferred to such late dates, it is claimed, that retailers will be forced to take what they can get in the market at the time, as producers are unwilling to make up and carry stocks. The choice thus possible to consumers will be greatly restricted, adding more force to the

complaints of consumers that they cannot obtain what they want in more than a few stores.

Two Kinds of Wages.

Whether we realize it or not, we all receive two kinds of wages. One is a

money wage, the other is a mental wage. By mental wage we mean the real satisfaction that comes from doing a given task well and putting into it what we know is quality workmanship or quality service. Another name for it is "Pride in Good Work."

BUY YOUR HOSIERY FROM HOSIERY SPECIALISTS

We justly lay claim to being Michigan's largest exclusive hosiery wholesalers. Single dozens or case lots—you will always find the prices, quality and service right, and the goods ready for delivery.

BRODER BROTHERS

MEN'S, WOMEN'S, CHILDREN'S HOSIERY

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Detroit

WE CAN SELL FOR YOU!

YOUR SURPLUS STOCK YOUR ENTIRE STOCK

GET IN TOUCH WITH US

Merchants Clearing House Wholesale Auction

176 Jefferson Ave., E.

Detroit, Michigan

Phone Cherry 0380

H. J. GILLES, AUCTIONEER

BY L. LEVINSOHN, BUYER AND LIQUIDATOR

AUCTION SALE EVERY THURSDAY

Big Bargains in General Merchandise, Always

COUNTERS, SHOW CASES AND SHELVING FOR SALE

SUITABLE FOR DRY GOODS STORE

Above goods are practically new and in good condition.

JOHANNESBURG MANUFACTURING CO.

Johannesburg, Mich.

SHOE MARKET

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

What Women Want in Shoes.

What do women desire most of all in their shoes? Many a shoe merchant would like to know. Is it Style? Is it Fit? Is it Comfort? Is it Price?

Style, you say? But Style is a fleeting, changing chameleon—to-day it's brown, to-morrow it's blue! And many a style that promised a great deal has been sold on the bargain counter. And what is Style? The latest mode adopted by the women themselves! Let a shoe manufacturer make up a novel slipper in a new pattern, a new material, or a new shade, let him advertise it enough and distribute it widely, and it may become the latest style.

Do all women want that latest style? Yes, sir! Do all women buy that style? No, sir! Why? Some are unable to wear it, and a great many others find it does not look well on their feet. It may be the last word in fashion, but that doesn't sell the shoe; the feminine mind asks, "Does it look attractive on my foot?"

One of the strongest feminine traits—this desire to appear attractive and to look well at all times. Like the peacock, to attract the eye. And if Nature wasn't kind enough to supply this attractiveness in generous measure, the beauty shops will. Women desire to look attractive, and when it comes to shoes, this desire doesn't abate one whit. Certainly it is furthest from a woman's mind to wear ugly shoes, and she absolutely will not, unless she positively has to. She had rather sacrifice in some other way, than be out of style.

Ask any women what she desires most in her footwear, and she will say style. Fit, comfort and price are secondary.

But the word, Style, does not entirely tell the story. Above all, a woman wants shoes that will make her feet look neat. No matter how new the style may be, if the shoe looks clumsy on her particular foot, that lady will not buy it.

Milady wants Style that makes her feet look small! The feminine desire to look attractive at whatever cost, will turn her against even the shoe that everyone is wearing, if that shoe does not look dainty on her particular foot! We see some large retailers advertising shoes "that make the foot look smaller." We see the vogue for short vamp shoes, in spite of the fact that they are not generally comfortable. But short vamp shoes do not look well on every foot, so many women will not wear them.

If low heels are the vogue, the women flock to buy them. But if the low heel styles do not become the woman, she won't take them as a present. What the feminine mind immediately sets out to look for in that case, is a low heel model that does look well on her—and that's the shoe she buys!

If watersnake is the mode of the moment, the search is for a watersnake shoe that looks neat on her particular foot. Daughter has a pair of reptile shoes—and she brings mother to get a pair, too. But the reptile shoe does not look the same on mother's foot as it does in the window—so mother does not buy it.

What women want in footwear, and what they should have, are perhaps two different things, but the styles the women want are the styles that sell, and the styles that the retailer must stock.

Some merchants will tell you that what women want may be style, but that women should have is intelligent fitting service, which will insure them getting the proper fit and the proper support for the muscles of the foot. But if the intelligent fitting service says "orthopedic oxfords," the lady takes just one look and says "Take them away!"

What is a corn or two, or what does a callous amount to, compared to an attractive, dainty foot? The chiropodists have to make a living, like everybody else! Of course, later, when a bunion has developed, or the arch has broken down, the feminine mind will accept the verdict and consent to wear an orthopedic shoe because she has to; but then, she figures, she won't have much longer to live, anyway—it isn't as though she had to look at them forever! Now, if they could only make an orthopedic oxford that would look stylish, and make her foot appear smaller, she could die happy!

That is the female of the species. That is the way God made them, and who is the shoe retailer, that he should debate the question?

Store Supply Survey Under Way.

Preliminary reports on department store supply purchases will be made at a meeting to be held early in September. Completion of the study, which is expected to produce savings of some \$9,000,000 annually, is expected to take a number of months. Being studied are boxes, wrapping and tissue papers, bags, twine and gummed tape. Besides standardization and simplification, the work will develop specifications covering sizes and qualities for each particular use. The work is being done under the auspices of the National Retail Dry Goods Association in cooperation with the Department of Commerce.

Buying Reptile Leathers.

Brisk buying of reptile leathers by the shoe trade has started and indications are said to be that the reptile vogue this Fall will be bigger than last year. Prices are about 15 per cent. higher. Lizard and snake are the types most in demand, with some enquiries for alligator. Browns are favored in colors. The women's handbag trade is also making commitments in reptile grains. The leather trade is supplying blue calfskin and kid for manufacture into men's shoes. This experiment of colored shoes for men is being watched with great interest, owing to its possibilities.

Crystal Glassware Favored.

Glassware dealers expect a much stronger trend toward rock crystal effects in the Fall, basing their views on the operations of buyers for leading specialty shops. It is expected that this trend toward better grade types of novelty glassware will correct some of the trading down which has characterized the past two seasons. A

factor also commented on as helping the crystal vogue is the return of white tablecloths instead of colored ones in many homes. In colored glassware rose and green continue outstanding shades.

If you don't take care of your things, don't expect the boss to trust you with his things.

We are pleased to announce the association of

MR. CHARLES E. SIPES

with our sales organization

**LINK, PETTER
& COMPANY**

INCORPORATED

Investment Bankers and
Brokers.

GRAND RAPIDS

MUSKEGON

Putnam's

NORTHLAND CHERRIES

10 LB.
DISPLAY
BASKETS



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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets \$200,000.00

Saved to Policyholders

Since Organization 380,817.91

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hoon-ing, Grand Rapids.

Second Vice-President—Wm. Schultz, Ann Arbor.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

Trustees—O. H. Bailey, Lansing; M. C. Goossen, Lansing; Grover Hall, Kalamazoo; O. L. Brainerd, Elsie; Ole Peterson, Muskegon.

No Impersonal Chain Unit Can Dis-lodge Independent.

Speaking about grocers' service as we experience it in our travels, I omitted the best exemplar. That was Michelson, of Bound Brook, New Jersey.

We landed there at 6 o'clock on Saturday, July 13, and it took us some time to get ready for the trek up town. We passed up several chain units—perfectly good for the merchandise they have but not stocked as we like to see a grocery store.

Then we came to Michelson's and felt at home. For here was "everything" the hungry traveler might ask for, including Derby meats in glass, Canada Dry, generous portions of hearty preserves in large glass jars, and all other items which belong in a good grocery store.

"Mother" began to pick out one thing after another until she was cautioned. "Wait. Remember this is Saturday night and we have to carry our stuff." That brought up the question whether delivery was possible. Where? Across the bridge at the canal lock. No, that could not be done so late in the day.

But we began to pick out nice things—not bargains—and pretty soon word came from the head of the house that if we bought \$5 worth it would be delivered. Thereupon we collected what we wanted and soon had a bill of \$6.75 and our boat only half a mile away. Grocer was glad to send and we glad to buy. That's how service works out. And he it noted that the buyer did not haggle about prices. He wanted what he wanted when he wanted it, which was right now. He got it, plus good service, and he has forgotten prices but not what he got for his money. "The recollection," you know. That's the idea.

No impersonal chain unit can dis-lodge a grocer like Michelson.

What a field lies before the "purveyor to the people," the family grocer, to educate the people on prunes. But the grocer himself must first know his prunes.

In "Mother Childs'" restaurants we pay 15c for a portion and get three prunes. That is five cents each. True, they are 20/30s, which, under the system of chicanery practiced by all but a few packers, means 29s. On the market for that prune the Childs' price is not excessive.

In Watertown, New York, at the best hotel, I got four prunes of 40/50 size, which, on the basis aforesaid, means 49s, for 20c. I called the head waiter and asked whether that could be proper. He supposed I had ordered a "club breakfast," but on a la carte schedule I should have two more

prunes. That made six for 20c—a terrible price, if you ask me, for a medium grade hotel to charge.

What's the trouble? This: That our people, including our grocers, do not know about prunes. So let us get a few facts.

California produces two varieties of prunes. The true French prune is sweet, tender, delicate, full flavored and altogether the prune for those who know. But Nature does not produce French prunes larger than 40/50s, meaning 49s. The larger prune is Imperial—a plum—not a true prune at all. The texture is comparatively coarse, the skin tough, but it runs to a larger proportion of big plums and all above 49s are apt to be Imperials. They are good to look at, but inferior in flavor.

Now, take the crops all together and Nature produces from one to two per cent. of prunes larger than say, 39s. One pound to two pounds out of the hundred are of the size that everybody, including Childs, demands. Is there any wonder that prices for those big sizes run high?

Tell your customers to buy prunes which run from 40s to 70s. Tell them that thus they get best value. This does not mean mere saving in cost. It means that, plus better texture—tender and sweet—more practical sizes for all purposes except fancy stuffing, and altogether better balance in fruit, its cost and use, than the buying of any other sizes will afford.

It should be remembered that before the war we exported the bulk of our smaller prunes to Germany and other mid-European countries; also our evaporated apricots mostly went that way. Why? Because those thrifty housewives knew that they got better intrinsic value out of such fruit than out of any other sizes; and the 'cots were concentrated value far greater than anything canned.

True, processing took time and patience; but therein those housewives always win out. They take the time and feed their families intrinsically better for vastly less cost than we feed ours. This is like the use they make of lentils. For a few cents they feed their families, by taking a little extra forethought, time and trouble. Our women use lentils hardly at all and then only after somebody has processed them and mused them up with tomato sauce, putting them into cans "ready to cut and serve."

There is no special pleading about all this. These are real services the grocer can render his trade; and the service grocer will survive and prosper in proportion as he renders just such real services as these. He must fit his facts and his arguments together in what he talks to his trade.

Some unfortunate conditions in trade cause merchants to look within themselves for faults. I condense from a recent wholesale grocers' bulletin some facts which we can all reflect upon:

"A manufacturer recently gave these reasons for selling chains. One of the largest candy producers, he had distributed entirely through wholesale grocers. Why? He states:

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

GROCERS EVERYWHERE WRITE

Of increased sales they are enjoying from new customers that the great Fleischmann Yeast-for-Health advertisting campaign is sending them every day. And a large number of these grocers are not only selling Yeast, but are eating it themselves and recommending it to their customers. They are thus building up good will and a greater volume of business.

If you are not profiting, as these other grocers are from the Fleischmann advertising, ask your Fleischmann man to tell you how you can.

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

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts
GRAND RAPIDS -- -- MICHIGAN

ROLL TOP — STENOGRAPHERS — FLAT TOP

Single or Double Pedestal Desks.
Complete line office, restaurant, and store fixtures. New or Used.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE. Phone 67143 N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan
Distributors Fresh Fruit and Vegetables

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

MEAT DEALER

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

The Elasticity of Demand For Meat.

Practically every American family includes meat, fish, poultry, or eggs in the daily diet—in the main, about twice per day, in some cases for three meals per day, and in almost all cases not less frequently than once every day. The American people spend 40 per cent. of their food budget for these aliments.

The consumption of all four of these products, which are essentially fundamentally alike, is increased or decreased by either economically natural or artificial means. A change in the use of by-products is an example of the natural; advertising is representative of the artificial.

Among the former group we may cite the case of the automobile. Because of this modern convenience, there being one to every five persons in the United States, fewer miles are walked in America per capita per day than were walked 20 years ago. The consumption of leather in shoes, therefore, would have decreased, had other factors remained equal. Assuming this constancy of other factors, a decrease in the demand for shoe leather brings a decrease in demand for hides, and, consequently, a decrease in income per animal. The price per animal must be, however, sufficient to meet the cost of production to the marginal grazier—to that grazier whose production fills the last quota of demand and whose income from grazing is just sufficient, and no more, to keep him in the industry. This balance of price must come, other things being equal, from the meat. In the above shoe leather hypothesis the demand for leather has decreased, and as a result of this decreased demand for a co-product the price of meat rises. A rise in the price of meat brings a lessening in the demand for it, and the price then must necessarily drop to that figure which will bring about an equilibrium between supply and demand. This price, however, will be higher than it was before the decrease in the demand for leather.

Another recent "natural" cause of a change in the consumption of meat and its competing commodities was the Nation-wide change in the use of materials for heels. Where leather once was used, rubber now reigns, and this brings into operation those identical forces which we observed operating in the instance cited above.

In these conclusions as to rises and falls in the price of meat, we have assumed other factors to remain constant—which they never do. One variable, for instance, during the past five years was the growth in demand for leather coats, the great consumption of which tended to drive the price of meat down by the reverse operation of those same forces which tended to drive it up in the cases of automobiles and rubber heels. All new uses

of leather exert this influence, a tendency toward a decrease in the price of meat. All decreases in the use of leather, on the other hand, tend to raise the price of meat.

A decrease or increase in the demand for wool has the same respective effects—a decrease tending to send lamb and mutton prices upward, an increase tending to press them downward. A swing, therefore, in the demand for wool to cotton or silk may be a powerful force in raising the price of meat.

Further, with the growing of population, grazing land becomes scarcer, and this pressure represents a long-run tendency toward a rise in meat prices considerably beyond their present range. This, however, must be conceded to be a telescopically long view of the prospects.

There are many other factors tending to increase and decrease the price of, and therefore the demand for, meat. Among these are the price of feed, the general cost of living (as it affects not only graziers, but all who are attached to the animal raising and distributing processes and all those whose livelihood are derived from the production and distribution of those commodities which compete with meat), the cost of transportation, storage, handling, selling, financing, the state of credit, the tariff, the effectiveness of labor in foreign countries in the grazing and packing industries, and the independent choice of the ultimate consumer.

The consumer's choice depends on a great range of influences. One of these is advertising; another is fashion; others are the physician, the dietitian, and the competition of substitutes. It is the last which is the most important.

Meat, fish, poultry and eggs are competitive substitutes for each other. An increase in the demand for any one of them leads to a decrease in the demand for the others; a decrease in demand for one brings about an increase in demand for the others. A rise in the price of meat, followed by a decreased demand for it, will result in an increased demand for fish, poultry, or eggs, or all of them. For the sake of clarity let us confine this change in demand to only one of these competitive substitutes: fish.

An increase in the demand for fish will, other things being equal, raise the price of fish. The raised price will, thereupon, decrease the demand until, again as in the case of meat, that price is reached at which is obtained an equilibrium between supply and demand. This, again, is assuming variable factors to remain constant, which being variable, they never do.

The capture and consumption of fish do not present the same problems as the raising and consumption of meat. Fish are not dependent on land for grazing; the growth of population does not greatly affect them. They are immune to situations brought about by automobiles, rubber heels, leather coats, wool, cotton, feed and those phenomena peculiar to the cattle industry. The use of fish by-products

(Continued on page 31)

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.

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

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
 OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
 Grand Rapids, Mich.

HARDWARE

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

Handling Auto Accessories in the Hardware Store.

While specialty establishments of one sort and another have sprung up in great and increasing numbers to cater to the needs of the motorist, the trade in motor accessories still offers substantial opportunities to the hardware dealer. This is especially true in the smaller communities.

I recall a big hardware firm in a city of 12,000 people, which embarked in this business early. The firm "went the whole hog." Not merely did the store sell an increasing array of motor car accessories and supplies, and run a garage where all sorts of service was for sale, but it handled a popular line of motor cars. In fact, it did in the early days all that the up-to-date motor car agency does now—sold cars, serviced them to the limit, and provided any accessories and parts that would be required.

Latterly, few hardware dealers have gone into the business to this extent. The auto agency and service station is more and more regarded as a separate line of business. Yet last summer I had occasion to stop at a hardware store in a small hamlet where the dealer sold gasoline and handled repair work of all kinds, and would even dicker for a car if the chance offered itself, although he did not push that line of business.

To what extent the dealer should carry his efforts to cater to the motorists depends very largely on local conditions and circumstances and his own likes and dislikes. There are many communities where the dealer can still "go the whole hog."

But where the dealer does undertake an agency, I can't do better than quote the advice of that pioneer hardware dealer who plunged into the automobile business when it was young. "The most essential feature of the automobile and accessory business," he told me, "is to go after the sales, and get them."

In the experience of this firm, business was built on the safe and substantial foundation of reliability—the reliability of the firm and reliability of the car. Only one make of car was handled, and that one was selected for the satisfaction it would give the average car user. From the proprietor down, all the members of the staff were enthusiasts, thoroughly posted as to the strong selling points of the car they handled. All business was done direct between the firm and the customer. The manufacturer did not appear at any stage of the transaction. The hardware firm bought the cars outright and sold them direct on what terms it chose. The local prestige of the firm, a very substantial one, and its reputation for giving genuine service on everything it sold, helped to sell cars.

Prospects came to the notice of the firm in many ways and were handled

much the same as prospects for stoves or paint. The firm kept a number of men more or less constantly on the road, selling stoves, pianos, agricultural implements and practically everything in stock. The proprietor himself called personally on rural customers. He had the reputation of being "the best road man in the county." Persistence—qualified by tact and good sense—helped to make sales.

A man interested in motor cars might enquire at the store. New buyers usually like to shop around. An enquiry direct to the manufacturers might be referred back to the firm. Or, one of the salespeople might discover a prospect—A man or woman who should use a car and did not, or a car user whose old car was due for replacement. Automobile selling is, of course, purely a matter of personal salesmanship; but the salesman must know his car as well. The motor car department of this store was in charge of a mechanic who was also a salesman, who had experience in manufacturing this particular car, and could elucidate its fine selling points from radiator to spare tire, as well as actually demonstrate the car for prospective purchasers.

Get the prospect interested in motoring, show him by actual discussion the selling points wherein this car was superior, and give him a chance to drive it himself—these are successive stages of the normal selling process. Finally, it is necessary in most cases to help arrange his financing, and in some to handle his used car. And after that to follow him up and see that he is satisfied, and, of course, to teach him to operate the car himself if he does not now how to drive.

In the way of service, this firm had a well equipped garage and repair shop, and handled a full line of automobile accessories. In the handling of this sort of business, one cardinal point was featured—promptness. If anything was ordered, the firm aimed to secure it for the customer as quickly as possible.

These methods are still as good as they ever were for handling the trade where the hardware dealer undertakes the car to servicing it. But comparatively few hardware dealers go into the business to this extent.

Many small town and village dealers find it profitable to operate a gasoline and service station in connection with the hardware store. This demands the services of a good mechanic who understands his business. Quite a bit of work can be picked up, especially in the summer months. In gasoline sales, there is a certain amount of leakage to be guarded against, and the business demands very close and careful study and constant watching until the dealer has mastered its problems.

For most hardware dealers, opportunity lies chiefly in the handling of accessories only, without any attempt to handle cars or to service them. A good many dealers find it profitable to concentrate on what may be termed the universal lines; the accessories that may be used on any car, or the special items that have a big sale even if used

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

on only the one make. Most of the cars come "completely equipped" but the equipment is not always as complete as it sounds; and the merchant who knows what items are available, and who knows his local motorists, can quite often pick up considerable business.

A big item with some hardware dealers is the sale and equipment of the garage. The portable metal garage is usually a very saleable item. Quite often it can be sold from the catalogue, so that the dealer need not carry stock, provided he can secure prompt deliveries. Where a tinsmithing department is carried, the setting up of these garages can be handled by the store; although it is a simple proposition for a couple of men to do the work in a few hours.

The garage in its naked state will fill all ordinary requirements for shelter for the car. The owner, however, usually finds, in course of time, the need of added equipment. To begin with, it should be painted, and the hardware store can sell the paint. For floor construction, cement is desirable, and the hardware dealer sells that. These items are just as much needed where the car owner gets some carpenter to build a frame garage for him, or where he builds it himself, or where he makes over an old barn or chicken-coop.

With most garages, lining is desirable. Gyproc or beaverboard can be sold for this purpose.

Then there is the item of garage fittings. Comparatively few car owners feel able to completely outfit at once, but the hardware dealer should emphasize the idea of completely outfitting as soon as possible. Of course tools of all kinds can be sold. Every car comes with a supposedly complete equipment of tools, but if no items are missing at the start, some are sure to get lost, and require replacement. It is important for the motorist to carry a complete tool kit, and it is to the hardware dealer's advantage to emphasize this fact and to cater to the motorist's tool requirements.

Items that belong more properly to garage equipment include dripping pans, wall hangers for cans and tools, door bolts, locks, and electric lighting fixtures. Where running water is installed, the installation is a job for the dealer's plumbing department, and taps and valves are items. Garden hose should be put in for washing the car, and various types of brushes and cleaning devices can be sold. Quite often one or more fire extinguishers can be sold for the garage.

In catering to this class of trade, it is easy for the dealer to locate his prospects. A list of local holders of motor licenses is all that he needs. Beginning with this, circular letters can be sent out. A personal canvass will help bring in business. In fact either the proprietor, the salesman in charge of the motor accessories, or both, should aim to get into personal touch with every motorist in the community.

The dealer who features these lines will, of course, have to compete with

the specialized accessory shops and service firms that cater to motorists. Still, even in the communities where the competition of this type is keenest, there is business to be done, if the hardware dealer is alert to get after it. The extent to which he goes into the business must depend, of course, upon local conditions.

An allied line for the hardware dealer is catering to the requirements of motor tourists. Here, in addition to replenishing the tool equipment and grease supply, the dealer can sell camping equipment. In this line of effort his personal acquaintance with local motorists, and his mailing list of these people, will come in good stead. The sleeping tent, the cooking equipment, the thermos bottle, the lunch tins, and other items, are practically all items of the hardware stock, or can be advantageously handled by the hardware dealer. Here, again, personal selling effort is worth while, and personal acquaintance with local motor tourists counts for much.

Victor Lauriston.

Why Not Change Name To Junk Market?

The biggest joke in the city is the so-called public market on West Leonard street, near the bridge. A representative of the Tradesman put in a half hour there last Saturday afternoon, only to find that articles of home and local production were conspicuous by their scarcity. Instead he noted the following:

Fellow demonstrating tires and spark plugs.

Women demonstrating needle threader.

Factory made (not home made) articles offered:

- Neckties
- Shirts
- Ladies' wrappers
- Children's rompers
- Dry goods in bolt
- Fancy work
- Knit rugs
- Kimonos
- Underwear
- Handkerchiefs.

Shipped in from the South:

- Lemons
- Oranges
- Watermelons
- Peaches
- Plums
- Tomatoes
- Potatoes.

On another occasion a large amount of junk of an entirely different character was offered for sale.

No greater travesty on the name of "public market" was ever presented to the citizens of Grand Rapids than the varied assortment of articles which have no place in a public market which is in evidence at the Leonard street market.

Cashier Wanted.

"I hear that the Ninth National Bank is looking for a cashier."

"But I thought they just got a new one a month ago."

"They did. That's the one they're looking for."

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES



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

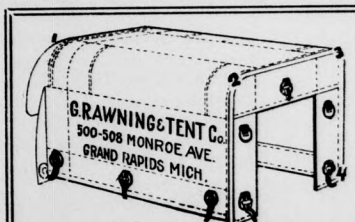
Assistant Cashier, Fred H. Travis

**The Brand You Know
by HART**



Look for the Red Heart
on the Can

LEE & CADY Distributor



Waterproof tarpaulin, guaranteed for one year. Any size, or custom made as illustrated. Send measurement. Prices and samples submitted without obligation. 24 hour delivery.

A kind act may be ruined by a patronizing manner.

ELEVATORS

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

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

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra mans work

No more putting up ice

A small down payment puts this
equipment in for you

**F. C. MATTHEWS
& CO.**

111 PEARL ST. N. W.

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WATER COOLING EQUIPMENT

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

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.

When you want good cheese
ASK FOR

KRAFT K CHEESE

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, August 21—"Prejudice is one of the greatest drawbacks to business expansion," said the manager of one of our large packing houses at a Rotary luncheon the other day. "We find this especially true in the packing business, because the public has the habit of looking askance on every innovation."

"It is not so many years ago that canned goods were practically banned from all first-class tables. Now they are a welcome necessity. There are still all sorts of city and state laws concerning oleomargarine, yet it is an admitted scientific fact that it is far superior to many grades of butter. As for taste:

"An irate customer in a large hotel called the waiter to his table and with an accusing finger demanded:

"Look here, isn't that a hair in this butter?"

"Yes, sir," admitted the waiter without so much as glancing at the better. "It's a cow's hair, sir. We always serve one with each piece of butter to prove it isn't oleomargarine."

Leon Degelman, associated with Arthur L. Roberts at Hotel Ojibwa, Sault Ste. Marie, announces the re-opening of the former Park Hotel, situated across the street from the Ojibwa, as the Hotel Ojibwa Annex. The former Park Hotel has been entirely redecorated and refurnished and many improvements made. The dining room will be used for banquets, conventions and civic functions. Guests at the Annex will be served regularly at the Ojibwa.

Several Michigan hotels are furnishing radio service to such of their guests as desire same at a moderate cost. They insist, however, that 11 p. m. will be the closing hour for such entertainments. If the authorities would only follow this up by making such a regulation general in its scope one outstanding nuisance might be abated.

Fred. Nussbaum, recently manager of Hotel Madrid, Detroit, has been appointed assistant manager of Hotels Madison-Lenox, under Ernest H. Piper, general manager of same. Mr. Nussbaum is well known among Michigan travelers. He is also secretary of the Detroit Greeters.

James J. Jennings, of Hotel Rowe, Grand Rapids, has been named secretary of Western Michigan Greeters, to fill the unexpired term of Roland A. Cook, former chief clerk at the Mertens, who has gone to Iowa to assume a responsible hotel position.

A recent Los Angeles arrival from Grand Rapids tells me that the new cafeteria at the Pantlind is everything which has been claimed for it. Also that J. E. Alexander still manages same to the evident delight of patrons.

Lester Briggs, Detroit, has opened another restaurant, this time in the D. S. R. Terminal Arcade. Lester will do these things, and I might add with emphasis that he always makes them stick.

Mr. and Mrs. Pierre Barnes, of Hotel Blackstone, Chicago, which Mr. Barnes manages, have been visiting among Michigan hotel acquaintances of late. Mr. Barnes is a son of the late Walter Barnes, who at one time conducted the Hotel Rickman, Kalamazoo.

The Western Michigan Charter of Greeters, with official headquarters in Grand Rapids, are most assuredly very much in the swim. Recently they have

been invited by A. W. Heldenbrand, proprietor of Kimbark Inn, Fremont, to go up and break bread with him. Also F. C. Parker, Parker House, Hastings, has extended a similar invitation, and Frank P. Rossouco, proprietor of the St. Nicholas, Leland, has offered to turn over his hotel for a week end. John Rumo, Hotel Belding, Belding, intimates also that they look good to him.

While we are speaking of entertainment I am reminded that the Chicago delegation to the convention of the American Hotel Association, at Detroit, not satisfied with devastating that city, have arranged a tour en route to Detroit wherein they are to be guests of W. E. Defenbacher, Hotel Whitcomb, St. Joseph, the Battle Creek Sanitarium and Manager Wooten, of Hotel Hayes, Jackson. At each stop an eating contest has been arranged, but it is claimed the "big feed" will be at the Sanitarium, where Manager Thorvald Agard, will demonstrate what I have always claimed for him, an aptness in the feeding game which excited much admiration.

The work of excavating for the new Kellogg Hotel, at Battle Creek, will begin at once. W. K. Kellogg, owner of the hotel, who is well known as a breakfast food manufacturer, also owns the Kellogg Inn, at Battle Creek. Several months ago the Kellogg Inn was converted from a former apartment house to kitchenette apartments exclusively, hence the strictly transient business will be diverted to the new establishment. Naturally George A. Southerton, who manages the Inn, will also have full charge of the new hotel.

The Roe Hotel, Detroit, which has been conducted several years by Albert Brown, has been leased for a term of years to W. C. Adler, who recently came from Pennsylvania. I am unadvised as to the future plans of Mr. Brown, who was formerly a Flint operator, but most assuredly wish him well for he deserves consideration anywhere he may land.

From all reports Michigan resort hotels are doing a much better business than for several years past. Get-rich-quickers have had their fill of Monte Carlo and other European watering places and are studying the habits of the old timers who have cloved on excitement and fancied pleasure, hence the turn to the shady spots of Michigan.

Manager W. S. Cummings, of the Detroit Athletic Club, has been making some research to ascertain, if possible, just what the average epicure requires to make him happy and has decided that fish is the popular requirement. The peculiar fact is that salt water fish are very much more largely demanded than those caught freshly from the waters of the Great Lakes.

A new hotel, the Auburn, has shied its castor into the ring at Pontiac. Pontiac must have grown beyond all possibility of recognition by anyone who has been outside of Michigan for a couple of years or else she has about reached the saturation point in hotel offerings.

Frank Johnson and Howard Sweet have purchased the Hotel Traverse, at Traverse City. Both have had previous experience in the hotel business. Mr. Sweet will manage and Mr. Johnson will look after the feeding end.

Mr. and Mrs. Clarence Anderson, of Traverse City, have leased the Omena Inn, at Omena, the property of John R. Santo, of the former city. Mr. Anderson was formerly with H. D. Smith, of Fisherman's Paradise, Belaire. Frank S. Verbeck.

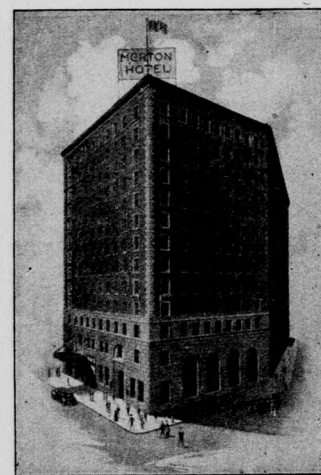


The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



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

400 Rooms — 400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager

GEO. B. READER

Wholesale Dealer in
Lake, Ocean, Salt and
Smoked Fish
1046-1048 Ottawa Ave., N., Tel. 93569
GRAND RAPIDS, MICH.

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.

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 Mich.

Columbia Hotel

KALAMAZOO

Good Place To Tie To

Merchants Must Organize To Withstand Bitter Fight.

Having just completed a circularization of the postmasters of Michigan, including more than 200 towns, asking them to give me the names of local merchant organizations, president and secretary, I have dug up the facts concerning a situation which to my mind is astounding.

In fully 50 per cent. of these towns, the only organizations are exclusive service clubs, such as Exchange Clubs, Rotary Clubs, etc., to which all local business men are not eligible for membership.

I have not one word to say against the exclusive service club, but it does not seem proper that the entire responsibility for local trade championship should be vested in such organizations. Certainly, the organization to which local business looks for its protective formation should be open in its membership and keen to have Main street lined up 100 per cent. in a solid phalanx for self-defense.

While the more service clubs we have the better, so long as there is a field in which they may work, that community which depends upon an exclusive organization for its home trade policies is seriously crippled. This form of Main street championship is not constructive in that it breeds jealousies and division in the ranks, because one man is eligible, while his competitor is disqualified.

But that is not so bad as something else I find. In not less than 15 per cent. of the returns to date, the reply is that there is no organization at all. In fact, three postmasters went so far as to frankly say that the merchants of their towns were "dead," using just that term.

In this day when local business is being beset on every hand by outside encroachments of every conceivable form, ranking from more or less polite competition down to positive trade piracy, it is unthinkable that there is a community in Michigan which is so absolutely petrified that it has not even the vestige of an organization.

A community may as well be without a fire department or police protection of any kind, as to be without its merchant organization. Like the fire apparatus and the night watchman, maybe it won't be used often. The less used, the better. But the fact remains that when it is needed, it is there.

Let Michigan merchants come to themselves. If they operate in a town where there is no unit of merchant formation, they are powerless to act in defense against a known enemy. The mortality rate among independent business men is going to be infinitely higher in communities, which have no organization than in those which have at least some unit which stands on guard. Service clubs can, in emergency, furnish auspices for a general movement; but no-organization-at-all means absolute unpreparedness in the face of inevitable war.

The next year is going to see a bitter fight, if I am any judge of developments. That community which has no local phalanx is a terrible risk. Get

busy, fellows. Put your town on the map of Michigan organizations which stand ready to respond on a moment's notice, the instant the mobilization call is sent out. It is coming.

W. H. Caslow.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 6.—The tourists are coming in larger numbers each day. Last week at the tourist camp site the cars averaged over 100 per day, besides the many tourists who stop at hotels and rooming houses. The weather has been ideal. This means much extra business for our merchants. The detour over the Pickford road, U. S. 2, will now be routed via Sterlingville and Kelden, instead of by way of M 48 via Kinross and Dafter, as it has been since the construction work was going on between Pickford and the Soo. However, many of the cars have been going through the regular route regardless of the construction.

E. Pingatore, the well-known merchant tailor at 109 Spruce street, will move across the street into the building known as the Merchants building, which has been purchased by Mr. Pingatore. The building is now being redecorated and will give Mr. Pingatore more room and a better location.

An optimist is a bridge player who passes after his partner has bid "one weak no trump." You might also call him a pessimist.

The many friends of R. G. Ferguson, President of the Soo Hardware Co., will be pleased to hear that he is much improved since his severe illness last week.

W. H. White, of the White Lumber Co., of Boyne City, was a business visitor here last week.

The formal opening of the new shoe store of Passmore & Paquin, on Ashmun street, will take place next Saturday. The new fixtures are installed. It will be one of the finest exclusive shoe stores in the city. The old store will be occupied by the J. C. Penny Co., in addition to its main store.

The Lauerman Brothers Co., of Marinette, Wis., has purchased the stock of Neville & Raredon, formerly known as the L. Rosenthal store, at Manistique. The company is selling out the stock and will remodel the store and put in an entirely new stock of merchandise, hoping to make it one of the finest stores in Cloverland. This increases the Lauerman chain to fifteen retail stores, three factories and a wholesale house. The stores are located in Northern Michigan, Wisconsin and Iowa. The Manistique store will be under the management of J. A. Burns, of the Soo.

Charles Franklin will open his new shoe shining and pressing parlor at 519 Ashmun street on Saturday. The parlor will be equipped with new chairs and up-to-date shining outfits, while the pressing will be done by a steam press.

If you think the day of miracles has passed, just stand outside the door of a beauty parlor.

William G. Tapert.

Jackson Plea To Support Home Industries.

One of the conditions I discovered this week is that many grocers fail to purchase and sell a Jackson made flour. This also is true about the consumer buying and insisting on a high quality flour which is milled in Jackson. How does this affect business? To-day this mill is employing Jackson labor and is using wheat grown in and around Jackson, which makes a market for the farmer's produce. If you refuse to boost and sell this product, eventually the farmer will lose the Jackson

market he now has and more business will leave Jackson. This is harmful to business and it is one of the reasons for this organization. It is to your advantage to support Jackson concerns and it is the duty of the Association to tell you to do it.

Again some of you have neglected to work for another Jackson industry, namely the beverage company which has been here in Jackson for years and in the preparation of their products purchase from our own wholesalers in every instance, which means they are for Jackson and a Jackson business. A few months ago a foreign concern came to you and you immediately took on this merchandise and are probably contributing to the success of this company, whereby if you would work with the Jackson company, and sell their product, you would make the same profit and be a supporter of a Jackson industry.

You merchants must practice what you believe. You grocer merchants do not buy from the chain grocery store, but you do buy from a foreign concern which is in every way detrimental to Jackson's business.

The head of one of the leading chain store organizations in America is very frank in stating that his store system does not aid or help in building up a community spirit anywhere. In reply to a request for help to finance a community drive, he sent the following terse reply: "Donations for the purpose stated are not included in our general overhead expense." Yet some people wonder why there is a falling

off in a community spirit. If you are interested in the developing of your city patronize your home owned stores.

I am enclosing an article by E. A. Stowe, editor of the Michigan Tradesman, that you may use to post in your store. James A. Andrews, Manager.

HOTEL OJIBWAY

The Gem of Hiawatha Land
ARTHUR L. ROBERTS
Deglman Hotel Co.

Enjoy the delightful Government Park, the locks, the climate and drive.

Sault Ste. Marie Michigan

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

HOTEL ROWE

Grand Rapids, Michigan.
ERNEST W. NEIR, Manager.



Warm Friend Tavern

Holland, Mich.

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

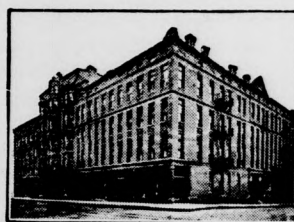
E. L. LELAND, Mgr.

HOTEL CHIPPEWA

HENRY M. NELSON, Manager
European Plan
MANISTEE, MICH.

Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.
150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up
60 Rooms with Bath \$2.50 and \$3



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath
\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

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. Ciechanowski, Detroit.
Vice-President—John J. Walters, Saginaw.

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

Are Drugs To Be Prohibited?

A deal of time was devoted at each of the two meetings of manufacturers of medicinal preparations recently, to the seeking of information relative to the attitude of the Government officials, entrusted with the duty of drug control, toward the labeling of medicines in a manner indicative of their uses. This attitude, if one may judge to any extent from the information vouchsafed by the representative of the Food, Drug, and Insecticide Administration, who attended the meetings, is not a tolerant one.

It is, unquestionably, good for the drug trade that fraud and misrepresentation be kept out of the claims made for medical products. Fraud, perhaps, may quite easily be detected and defined. Misrepresentation, however, is more a matter of opinion, and in its definition, the personal equation is likely to prove a very influential factor. In fact, the official policy of judging the legality of claims for any medicinal product on the basis of protean, evanescent, "modern medical opinion" puts a premium on the personal equation, prefers theory influenced by the "modern" trend to little pharmacal therapy to pragmatic evidence of the usefulness of drugs properly employed. The surgeon's knife has displaced the physician's prescription in medical opinion as well as in medical practice. The Long-haul efficacy of diet, rest, and hygiene has gained ground in theory and in practice at the expense of the prompter action of an appropriate drug.

There are few drugs or combinations of drugs (including the newer biological products) which are specific or sufficient remedies in a given human ailment. The purpose of a drug is primarily to assist the patient to pass through critical and secondary stages of his affliction rapidly and more comfortably. A diaphoretic, for example, will not cure the measles. But, to hold that a diaphoretic is not useful and helpful in the treatment of febrile conditions is to flout common sense. An anodyne will not cure neuritis. But, it will, by alleviating the physical suffering of the patient, minimize the break down of his powers of resistance and recuperation and assist in the maintenance of the mental condition that is essential to the efficacy of natural processes. To limit the manufacturer of an honest medicinal preparation to the use on his label of a statement that his product "has a tendency" to have a more or less definite

action with respect to a cautiously designated symptom of a certain ailment—if it is that ailment—is to draw a line too fine for everyday use. If the practice of medicine, especially that prevalent sort which knows no armamentarium other than a knife and a narcotic, or that preaching of dietetics which attributes to white bread or some equally popular article of food all the evils to which mankind is heir, were subjected to similar restriction, the public would be more efficaciously served—but the fine line would not long stand the strain.

The drug industry is long-suffering. It apparently is afflicted with some sort of inferiority complex. It has been law-ridden for ages, and it seemingly knows not how to get rid of its "Old Man of the Sea." The public needs no more protection from the misdeeds of the drug industry than the industry itself can assure it. The law makes it necessary that this protection be supervised by the Government. The industry should assert itself to the end that the part played by Government stop right there. Fundamentally, the law is good. Supplemented as it has been by regulations and interpretations in little, if any, way influenced by authoritative therapeutic opinion, the law has become, not an act to supervise the pharmacal service offered the public direct or through the practitioner of medicine, but largely an act to curtail the use of medicinal agents in keeping with the notions of a wholly different theory of the treatment of disease. It is time that the drug industry asked an emphatic "Why?"

The Benefits of Sunburn.

It becomes increasingly evident that the use of ultra-violet rays in medical practice is raising as many questions, both scientific and practical, as it is answering. In the review of the present state of these procedures which he gave at the meeting of the American Medical Association in Minneapolis, Dr. W. T. Bovie, of Northwestern University, a leader in the field of ultraviolet investigation, made clear that neither the precise curative effects of the rays nor the mechanism of their action on the body can be considered adequately known. For natural sunlight there are centuries of experience, proving that this form of radiation is potent for good. About the artificial ultraviolet rays there gradually accumulates similar experience; already sufficient, even skeptics agree, to justify the use of these rays in expert hands. Dr. David Macht of Baltimore, reported some of this experience at the Minneapolis meetings. But the essential secret of just what the rays do to the body is still a secret.

A clew lies, many biologists begin to believe, in the observed results of sunburn. Sunburn is chiefly, if not entirely, an effect of the invisible ultraviolet rays in sunlight instead of the visible light rays. Its bodily effects are much what their name implies; they are burns of the skin. Some of the living cells of the body covering are injured or killed, much as they

would be killed by excess heat. Sunburn can make its victims positively ill, just as heat burns can, and there is reason to believe that the cause is similar; that it is a poisoning of the body by toxins discharged from injured cells. This explains well enough the fever and collapse which may follow severe sunburn and which also follow exposure to artificial ultraviolet rays which are too intense or too long continued. But what is to be said about the benefits of sunburn; especially of the mild sunburn which is never painful, but which, often repeated during the summer, has been known for centuries to be a stimulus to health?

Perhaps it, too, is a poisoning, but one mild enough to do good instead of harm. There is much biologic evidence for the idea that all poisons, in minute doses, are stimulants. This is certainly true of many alkaloids and of many animal toxins like the snake venoms. Perhaps the killing of only a very few skin cells by the ultraviolet rays is a benefit to the body; a mild kick that urges it to smoother activity. To establish this theory or to replace it with a better one is an important need of physiological science, especially in these days when sun cures and ray cures occupy so many minds.

The Survey of Mineral Waters.

Officials of the Food, Drug and Insecticide Administration of the United States Department of Agriculture have made a Nation-wide survey of mineral waters, their labels, springs and bottling plants.

Satisfactory conditions were reported for the majority of waters and springs inspected. Modern bottling equipment and sanitary practices have greatly improved the purity of mineral waters and artificial mineral waters.

It is still occasionally necessary for the administration to seize consignments of waters shown to be polluted. In these cases, sanitary inspections of the springs usually disclose that the contamination is the result of inadequate protection of the springs from overflow or seepage of polluted surface waters, inefficient or out-of-date bottling equipment, or personnel ignorance of modern sanitary requirements.

According to the Federal food and drugs act, mineral waters and artificial mineral waters may be labeled and sold as purgatives, laxatives or antacids, provided they are such, but not as obesity "cures" or cures for any disease or group of diseases. The physiological action of the vast majority of mineral waters is due to ingredients which cause the waters to act as purgatives, laxatives or antacids.

All curative claims for alleged radioactive and so-called lithia waters are to be discounted, the officials say. In the majority of cases investigated, radioactive properties and lithia content were so slight that one hundred gallons or more a day would be needed to give the consumer any direct therapeutic effect.

For the past few years, the Food, Drug and Insecticide Administration has co-operated with spring owners to make it possible for them to place high quality waters on the market, correctly labeled and free from contamination. The assistance has consisted largely in pointing out possible sources of spring pollution and advising the adoption of modern bottling practices and equipment.

In addition to carefully guarding the branding and purity of waters shipped interstate, the Administration maintains a strict surveillance over large quantities of mineral waters imported from France, Spain, England, Austria, Italy, Japan and other countries.

Vacation Displays For Retail Druggists.

The National Wholesale Druggists' Association, in continuation of its policy to aid the retail druggist, announces three new window displays for the retailer to use during the vacation season. These displays are offered free by wholesale druggists to all retailers who will place them in their windows. Many wholesalers, in addition to giving the displays to their customers, have arranged combination deals of vacation merchandise which may be shown in the drug store window with the lithographed material. These deals frequently offer distinct savings to the retailer.

Already some 8000 displays, lithographed in six colors, have been distributed to retailers, to be used in increasing sales of vacation merchandise to the summer vacationist. Just at this time wholesalers have to offer 10,000 new displays especially suited for use in drug stores just now. This new display is lithographed in nine colors, and represents a real work of art. Seven beautiful vacation scenes are reproduced in their display, any one of which is suitable for framing and preserving in the home. These attention-getting pictures are accompanied with strips carrying the names of vacation merchandise, the sales of which may be increased through proper display at this time of the year. Each display is accompanied by a circular giving full instructions to the retailer as to how to install the display in his window. We urge every retail druggist who has not done so to request his wholesale druggist to send him a Vacation Needs Window Display. By following the instructions which accompany the display we feel sure that every retailer will increase his profits.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 5.—The tourists are arriving in large numbers each day and so far have exceeded the number here at this time last year. It has been reported that we missed a number on account of the report that the roads in Chippewa county were in bad condition, but this report is hardly correct. While we have two miles of road construction between Pickford and the Soo, the road in dry weather is fairly good and travel can go through without any detour, but if any want to detour via Barbeau or by way of Dafter they find smooth driving, so that there is no excuse for anyone missing the Soo on that account. The

Soo is about the most important place to visit. We have the famous locks, natural scenery, good fishing, boating and numerous side trips. We are so situated on the border line with Canada across the river, one can hardly afford to miss this call while touring the Northern Peninsula.

C. C. Brown, the popular South side grocer, has installed a large refrigerator display counter in his store, which is stocked with an assortment of cooked meats and other perishable products. It adds much to the appearance of this popular store.

Chippewa county is making rapid progress in the farming industry. Five hundred more pure bred sheep have been brought in by the Soo Line Railroad and the Agricultural Credit Corporation from Montana and sold to Chippewa county farmers at cost.

According to figures obtained from our county clerk, we find that half a million dollars were spent in this county for automobiles during the first six months. The records show that there were 511 new automobiles. Of these 497 were passenger cars and the remainder were trucks. The cars will average \$1,000 each. The figures show an enormous increase in the number of cars in this county during the past two and a half years. Thus far this year 4,625 licenses have been issued, only fifty-four less than the entire year of 1928. It is expected that the figure will reach at least 5,000 by December, which goes to show our prosperity.

The only drawback about those endurance flights is that the flyers finally come down.

The many friends of Thomas Dugoid, the well-known grocer on the East side, will be pleased to hear that he is recovering from a severe attack of rheumatism and expects to be back on the job again within the next few days.

Charles De Paul, proprietor of the Temple theater, is about to install a new modern Western Electric Co. vitaphone machine. During the two weeks beginning Aug. 6 the Temple will be closed while the new machine is being installed. The operating booth will be made more modern and sound proof. When completed the booth will be the most modern in the Upper Peninsula.

Frank Gilotte, who for the past several years has been in the grocery business, has disposed of his stock and rebuilt his entire store on the corner of South and Ashmun streets into what will be known as the "One Stop" gasoline and service station. Gasoline will be dispensed, tires will be repaired and vulcanized, batteries will be repaired and cars will be washed, oiled, greased and serviced. Frank will have what can be called an up-to-date establishment.

A labor day programme and a week end home coming celebration planned for the week end of Aug. 31 is to be held at DeTour, which promises to be the biggest event ever held at the village at the mouth of the St. Mary's River. A committee composed of Mynor Seaman, James McDonald, Rev. A. P. R. Heyes and Gustave Lehman is now making all the plans for the big event, which will show that DeTour is still on the map and making progress, with a live lot of merchants and a population full of pep.

An optimist is a man who puts on white flannel pants to attend a picnic. William G. Tapert.

Expand Dollar Retail Lines.

Firms supplying retail "leaders" or dollar day specials have expanded their Fall lines. Demand for these items as trade stimulants has also gained. Decorative items are being strongly stressed, with considerable emphasis on kitchenwares continuing. Lamps are a featured group, including small "shadow" lamps with a bronze or verdigris figure posed before a modernistic frosted glass panel. New designs in composition base lamps, equipped with parchment shades and available in six colors, are also being shown. Glassware sets, flower stands, fish-bowls, silk pillows and mirrors are also being featured, to retail at \$1.

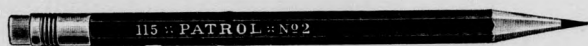
All the money in the world could never buy our way into heaven, but the selfish use of what is entrusted to us may make it just as impossible to enter.

SCHOOL SUPPLIES



Our stock you will find one of the largest in Michigan. Complete lines of PENS, PENCILS, CHALKS, PENHOLDERS, CRAYONS, RULERS, PROTRACTORS, DICTIONARIES, PENCIL TABLETS, INK TABLETS, Compasses, Leads, Slates, Artists' Brushes, Fountain Pens, Water Colors, Oil Paints in Tubes, Pencil Boxes, Scholars Companions, Pencil Sharpners, Composition Books, Note, Drawing, Theme, Music Books, Spelling Blanks,

Student Loose-Leaf Books and Fillers, Drawing Papers, Inks, Mucilage, Glues, White Paste, County School Records and Supplies, Etc., Etc.



Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		1 35@1 50	Belladonna	01 44
Boric (Powd.)	9 @ 20	Cubebs	5 00@5 25		Benzoin	02 28
Boric (Xtal)	9 @ 20	Elgeron	4 00@4 25		Benzoin Comp'd	02 40
Carbonic	38 @ 44	Eucalyptus	1 25@1 50		Buchu	02 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25		Cantharides	02 52
Muriatic	3 1/2 @ 78	Juniper Berries	4 50@4 75		Capsicum	02 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75		Catechu	01 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65		Cinchona	02 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40		Colchicum	01 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25		Cubebs	02 76
Ammonia		Lavender Gar'n	1 25@1 50		Digitalis	02 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25		Gentian	01 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	01 02		Gualiac	02 28
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	01 05		Gualiac, Ammon.	02 04
Carbonate	20 @ 25	Linseed, bld less	1 12@1 25		Iodine	01 25
Chloride (Gran.)	09 @ 30	Linseed, raw, less	1 09@1 22		Iodine, Colorless	01 50
Balsams		Mustard, arifil. oz.	01 35		Iron, Clo	01 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35		Kino	01 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00		Myrrh	02 52
Fir (Oregon)	65@1 00	Olive, Malaga,	3 00@3 50		Nux Vomica	01 80
Peru	3 00@3 25	yellow			Opium	05 40
Tolu	2 00@2 25	Olive, Malaga,	2 85@3 25		Opium, Camp.	01 44
Barks		green			Opium, Deodor'd	05 40
Cassia (ordinary)	25@ 30	Orange, Sweet	10 00@10 25		Rhubarb	01 92
Cassia (Saigon)	50@ 60	Organum, pure	01 00@1 20		Paints	
Sassafras (pw. 60c)	50 @ 50	Pennyroyal	3 00@3 25		Lead, red dry	13 1/2 @ 14 1/2
Soap Cut (powd.)	20 @ 30	Peppermint	5 50@5 75		Lead, white dry	13 1/2 @ 14 1/2
Berries		Rose, pure	13 50@14 00		Ochre, yellow bbl.	01 24
Cubeb	90 @ 90	Rosemary Flows	1 50@1 50		Ochre, yellow less	3 @ 6
Fish	25 @ 25	Sandellwood, E.	10 50@10 75		Red Venet'n Am.	3 1/2 @ 7
Juniper	11 @ 20	Sassafras, true	1 75@2 00		Red Venet'n Eng.	4 @ 8
Prickly Ash	75 @ 75	Sassafras, arti'l	75@1 00		Putty	5 @ 8
Extracts		Spearment	7 00@7 25		Whiting, bbl	01 44
Licorice	60 @ 65	Sperm	1 50@1 75		L. H. P. Prep.	2 55@2 70
Licorice, powd.	60 @ 70	Tany	7 00@7 25		Rogers Prep.	2 55@2 70
Flowers		Tar USP	65 @ 75		Miscellaneous	
Arnica	1 50@1 60	Turpentine, bbl.	01 59		Acetanalid	57 @ 75
Chamomile (Ged.)	01 50	Turpentine, less.	66 @ 79		Alum	06 @ 12
Chamomile Rom.	01 75	Wintergreen,			Alum, powd and	09 @ 15
Gums		leaf	6 00@6 25		ground	25 @ 52
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00@3 25		Bismuth, Subni-	2 25@2 52
Acacia, 2nd	45 @ 50	birch	3 00@3 25		trate	05 @ 13
Acacia, Sorts	25 @ 30	Wintergreen, art	75 @ 100		Borax xtal or	05 @ 13
Acacia, Powdered	35 @ 40	Worm Seed	3 50@3 75		powdered	05 @ 13
Aloe (Barb Pow)	25 @ 35	Wormwood	20 00@20 25		Cantharides, po.	1 50@2 00
Aloe (Cape Pow)	25 @ 35	Potassium			Calomel	2 72@2 82
Aloe (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40		Capsicum, pow'd	62 @ 75
Asafoetida	50 @ 60	Bromide	15 @ 25		Carmine	7 50@8 00
Fow.	90 @ 100	Bromide	69 @ 85		Cassia Buds	30 @ 35
Camphor	90 @ 95	Chlorate, gran'd	23 @ 30		Chalk Prepared	14 @ 16
Gualiac	01 60	Chlorate, powd.	16 @ 25		Chloroform	53 @ 66
Gualiac, pow'd	01 70	or Xtal	30 @ 90		Chloral Hydrate	1 20@1 50
Kino	01 25	Iodide	4 36@4 60		Cocaine	12 55@13 50
Kino, powdered	01 20	Permanganate	22 1/2 @ 35		Cocoa Butter	60 @ 90
Myrrh	01 15	Prussiate, yellow	35 @ 45		Corks, list, less	30 @ 10-75
Myrrh, powdered	01 25	Prussiate, red	01 70		Copperas	03 @ 10
Opium, powd.	19 65@19 92	Sulphate	35 @ 40		Copperas, Powd.	4 @ 10
Opium, gran.	19 65@19 92	Roots			Corrosive Sublim	2 25@2 30
Shellac	65 @ 80	Alkanet	30 @ 35		Cream Tartar	35 @ 45
Shellac	75 @ 90	Blood, powdered	40 @ 45		Cuttle bone	40 @ 50
Tragacanth, pow.	01 75	Calamus	35 @ 55		Dextrine	6 @ 15
Tragacanth	2 00@2 35	Elecampane, pvd.	25 @ 30		Dover's Powder	4 00@4 50
Turpentine	01 30	Gentian, powd.	20 @ 30		Emery, All Nos.	10 @ 15
Insecticides		Ginger, African,			Emery, Powdered	01 15
Arsenic	08 @ 20	powdered	30 @ 35		Epsom Salts, bbls.	00 34
Blue Vitriol, bbl.	08 @ 08	Ginger, Jamaica.	60 @ 65		Epsom Salts, less 3 1/2	01 10
Blue Vitriol, less	09 1/4 @ 17	Ginger, Jamaica,			Ergot, powdered	04 @ 00
Boordea. Mix Dry	12 @ 26	powdered	45 @ 60		Flake, White	15 @ 20
Hellebore, White		Goldenseal, pow.	7 50@8 00		Formaldehyde, lb.	13 1/2 @ 35
powdered	15 @ 25	Ipecac, powd.	4 50@5 00		Gelatine	80 @ 90
Insect Powder	47 1/2 @ 60	Licorice	35 @ 40		Glassware, less 55%	
Lead Arsenate Po.	13 1/2 @ 30	Licorice, powd.	20 @ 30		Glassware, full case 60%.	
Lime and Sulphur		Orris, powdered	45 @ 50		Glauber Salts, bbl.	00 24 1/2
Dry	08 @ 22	Poke, powdered	35 @ 40		Glauber Salts less	04 @ 10
Paris Green	24 @ 42	Rhubarb, powd	01 00		Glue, Brown	20 @ 30
Leaves		Rosinwood, powd.	01 50		Glue, Brown Grd	16 @ 22
Buchu	01 05	Sarsaparilla, Hond.	@ 1 10		Glue, White	27 1/2 @ 35
Buchu, powdered	01 10	ground			Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Mexic.	01 60		Glycerine	19 @ 40
Sage, 1/4 loose	01 40	Squills	35 @ 40		Hops	15 @ 25
Sage, powdered	01 35	Squills, powdered	70 @ 80		Iodine	6 45@7 00
Senna, Alex.	50 @ 75	Tumeric, powd.	20 @ 25		Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Valerian, powd.	01 00		Lead Acetate	20 @ 40
Uva Ursi	20 @ 25	Seeds			Lead	01 60
Oils		Anise	@ 35		Lead, powdered	01 80
Almonds, Bitter,		Anise, powdered	35 @ 40		Menthol	8 00@9 00
true	7 50@7 75	Bird, 1s	13 @ 17		Morphine	13 58@14 33
Almonds, Bitter,		Canary	10 @ 16		Nux Vomica	01 30
artificial	3 00@3 25	Caraway, Po.	25 @ 30		Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Cardamon	2 50@3 00		Pepper, black, pow	57 @ 70
true	1 50@1 80	Coriander pow.	40 @ 25		Pepper, White, pw.	75 @ 85
Almonds, Sweet,		Dill	15 @ 20		Pitch, Burgudry	20 @ 25
Imitation	1 00@1 25	Fennell	35 @ 50		Quassia	12 @ 15
Amber, crude	1 00@1 25	Flax	8 1/2 @ 15		Quinine, 5 oz. cans	01 59
Amber, rectified	1 50@1 75	Flax, ground	8 1/2 @ 15		Rochelle Salts	28 @ 40
Anise	1 25@1 50	Foenugreek, pvd.	15 @ 25		Sacharine	2 60@2 75
Bergamont	8 00@8 25	Hemp	8 @ 15		Salt Peter	11 @ 22
Cajeput	2 00@2 25	Lobelia, powd.	01 60		Seidlitz Mixture	30 @ 40
Cassia	3 00@3 25	Mustard, yellow	17 @ 25		Soap, green	15 @ 30
Castor	1 55@1 80	Mustard, black	15 @ 25		Soap mott cast	01 25
Cedar Leaf	2 00@2 25	Pony	15 @ 30		Soap, white Castile,	
Citronella	75 @ 100	Quince	1 00@1 25		case	01 50
Cloves	4 00@4 25	Sabadilla	45 @ 50		Soap, white Castile	
Cocoonut	27 1/4 @ 35	Sunflower	12 @ 18		less, per bar	01 60
Cod Liver	1 50@2 00	Worm, American	30 @ 40		Soda Ash	3 @ 10
Croton	3 00@3 25	Worm, Levant	6 50@7 00		Soda Bicarbonate	3 1/2 @ 10
Tinctures		Tinctures			Soda, Sal	02 1/2 @ 08
Aconite	@ 1 80	Aconite	@ 1 80		Spirits Camphor	01 20
Aloes	@ 1 56	Aloes	@ 1 56		Sulphur, roll	3 1/2 @ 10
Arnica	@ 1 50	Arnica	@ 1 50		Sulphur, Subl.	4 1/2 @ 10
Asafoetida	@ 2 18	Asafoetida	@ 2 18		Tamarinds	20 @ 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

Matches
Sugar
Corn Beef
Pickles
Whole H. P. Beans
Dry Lima Beans

DECLINED

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

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

BLUING



JENNINGS

The Original

Condensed

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

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans 9 25
Red Kidney Beans 9 75
White H'd P. Beans 11 00
Col. Lima Beans 13 50
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. 208 2 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 10
Kaffee Hag, 12 1-lb. cans 7 30
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 1/2 oz. 2 00

Post Brands.

Grape-Nuts, 24s 3 80
Grape-Nuts, 100s 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s 2 85
Post Toasties, 24s 2 85
Post's Bran, 24s 2 70
Pills Bran, 12s 1 90
Roman Meal, 12-2 lb. 3 35
Cream Wheat, 18 3 90
Cream Barley, 18 3 40
Rainbow Corn Fla., 36 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag 3 30
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, 17s 1 75
Whisk, No. 3 3 75

BRUSHES

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

Shoe

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

BUTTER COLOR

Dandelion 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. 12.3
Paraffine, 6s 14.4
Paraffine, 12s 14.4
Wickling 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
Pineapple, 1 sil. 1 45
Pineapple, 2 sil. 2 65
Pineapple, 2 br. sil. 2 35
Pineapple, 2 br. sil. 2 30
Pineapple, 2 1/2 sil. 3 20
Pineapple, 2 cru. 2 65
Pineapple, 10 crushed 12 00
Pears, No. 2 3 00
Pears, No. 2 1/2 3 75
Raspberries, No. 2 blk 3 25
Raspb's. Red, No. 10 11 50
Raspb's. Black, No. 10 15 00
Rhubarb, No. 10 4 75
Strawberries, No. 2 3 25
Strawb's, No. 10 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 2 2 75
Clams, Steamed, No. 1 2 00
Clams, Minced, No. 1/2 2 25
Finnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 70
Fish Flakes, small 1 25
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 25
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 Oil, k'less 5 25
Salmon, Red Alaska 3 25
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1/4, ea. 10@25
Sardines, 1/2, ea. 1 35@2 25
Tuna, 1/4, Curtis, doz. 4 00
Tuna, 1/4, Curtis, doz. 3 25
Tuna, 1/2 Blue Fin 2 20
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, CoCrned 3 50
Beef, No. 1, Roast 3 10
Beef, No. 2 1/2, Qua., all 1 65
Beef, 3 1/2 oz. Qua. sil. 2 15
Beef, 5 oz., Am Sliced 2 90
Beef, No. 1, B'nut, sil. 4 50
Beefsteak & Onions, 3 70
Chili Con Car, 1s 1 35
Deviled Ham, 1/4s 3 30
Deviled Ham, 1/2s 3 60
Hamburg Steak & Onions, No. 1 3 15
Potted Beef, 4 oz. 1 15
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 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 15
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 3 00
Green Beans, 2 1 65@2 25
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 30@2 35
Corn, No. 10 8 60@10 75
Hominy, No. 3 1 10
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. 1 35
Peas, No. 2, Sift. 1 85
Peas, No. 2, Ex. Sift. E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60@1 75
Pumpkin, No. 10 5 00@5 50
Pimentos, 1/4, each 1 10@1 14
Pimentos, 1/2, each 27
Sw't Potatoes, No. 2 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 35
Succotash, No. 2, glass 2 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 Ca., 24, 5c 75
Pal O Mine, 24, 5c 75
Malty Milkies, 24, 5c 75
Lemon Rolls 75
Tru Luv, 24, 5c 75
No-Nut, 24, 5c 75

CATSUP.

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

CHILI SAUCE

Snider, 16 oz. 2 30
Snider, 8 oz. 2 20
Lilly Valley, 14 oz. 2 25
Lilly Valley, 1/2 oz. 2 25

OYSTER COCKTAIL.

Sniders, 16 oz. 3 30
Sniders, 8 oz. 3 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
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Wrigley's P-K 65
Zeno 65
Teaberry 65

COCOA.



Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 4 50
Chocolate Apples 4 50
Pastilles, No. 1 12 60
Pastilles, 1/2 lb. 6 00
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 20
12 oz. Rosaces 10 80
1/2 lb. Rosaces 7 80
1/4 lb. Pastilles 3 40
Langues De Chats 4 80

CHOCOLATE.

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

CLOTHES LINE.

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

COFFEE ROASTED

Worden Grocer Co. 1 lb. Package
Melrose 36
Liberty 26
Quaker 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 12
Frank's 50 pkgs. 4 25
Hummel's 50 1 lb. 10 1/2

CONDENSED MILK

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

MILK COMPOUND

Hebe, Tall, 4 doz. 4 50
Hebe, Baby, 8 doz. 4 40
Carolene, Tall, 4 doz. 3 80
Carolene, 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
Hemeter Champion 37 50
Canadian Club 35 00
Robe Emmett 75 00
Tom Moore Monarch 75 00
Webster Cadillac 75 00
Webster Astor Foli 75 00
Webster Knickerbocker 95 00
Webster Albany Foli 95 00
Bering Apollon 95 00
Bering Palmitas 115 00
Bering Diplomatica 115 00
Bering Delos 135 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

Anise 16
Champion Gums 16
Challenge Gums 14
Superior, Boxes 22

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

Cough Drops

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

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

COUPON BOOKS

50 Economic grade 8 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 28
Evaporated, Slabs 20

Citron

10 lb. box 40

Currents

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

Dates

Dromedary, 36s 6 75

Peaches

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

Pearl

Lemon, American 30
Orange, American 30

Raisins

Seeded, bulk 10
Thompson's seedless, 15 oz. 09 1/2
Seeded, 15 oz. 11

California Prunes

60@70, 25 lb. boxes @11
50@60, 25 lb. boxes @12
40@50, 25 lb. boxes @13
30@40, 25 lb. boxes @14
20@30, 25 lb. boxes @17
18@24, 25 lb. boxes @19

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. 08
Egg Noodle, 10 lbs. 14

Pearl Barley

Chester 4 25
1000 7 00
Barley Grits 6 00

Sage

East India 10

Taploca

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

FLAVORING EXTRACTS

JENNINGS'

PURE

FLAVORING

EXTRACT

Vanilla and Lemon

Same Price

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, 10 lb. pails 3 80
 Imitation, 30 lb. pails 1 75
 Pure, 6 oz., Asst. doz. 90
 Pure Pres., 16 oz., dz 2 40

JELLY GLASSES

8 oz., per doz. 36

OLEOMARGARINE

Van Westinbrugge 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 5 00
 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

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

Shelled

Almonds 70
 Peanuts, Spanish, 135 lb. bags 12 1/2
 Filberts 32
 Pecans Salted 80
 Walnuts Manchurian 55

MINE MEAT

None Such, 4 doz. 6 47
 Quaker, 3 doz. case 3 50
 Libby, Kegs, wat. 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
 1 Gal. Glass Jugs, Pla. 2 10
 5 Gal. Kegs, each 8 50
 3 1/2 oz. Jar, Stuff., doz. 1 35
 6 oz. Jar, Stuff., doz. 2 35
 9 1/2 oz. Jar, Stuff., doz. 3 75
 1 Gal. Jugs, Stuff., dz. 2 75

PARIS GREEN

34 32
 15 32
 25 and 35 30

PEANUT BUTTER



Bel Car-Mo Brand
 24 1 lb. Tins 25
 8 oz., 3 do. in case 16
 15 lb. pails 15
 25 lb. pails 15

PETROLEUM PRODUCTS.

From Tank Wagon.
 Red Crown Gasoline 11
 Red Crown Ethyl 14
 Solite Gasoline 14
 In Iron Barrels
 Perfection Kerosene 13.6
 Gas Machine Gasoline 37.1
 V. M. & P. Naphtha 19.6

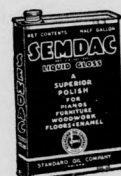
ISO-VIS MOTOR OILS

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 Pickled 2 75
 32 oz. Glass Thrown 2 40

Dill Pickles Bulk

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

PIPES

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

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

FRESH MEATS

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

Veal

Top 24
 Good 22
 Medium 20

Lamb

Spring Lamb 28
 Good 26
 Medium 24
 Poor 20

Mutton

Good 14
 Medium 13
 Poor 11

Pork

Light hogs 16
 Medium hogs 16
 Heavy hogs 15
 Loin, med. 24
 Butts 23
 Shoulders 18
 Spareribs 16
 Neck bones 06
 Trimmings 13

PROVISIONS

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

Lard

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

Sausages

Bologna, 24, 2 lb. 18
 Liver 18
 Frankfort 21
 Pork 31
 Veal 19
 Tongue, Jellied 35
 Headcheese 18

Smoked Meats

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

Beef

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

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

Lake Herring

1/2 bbl., 100 lbs. 6 50

Mackerel

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

White Fish

Med. Fancy, 100 lb. 13 00

SHOE BLACKENING

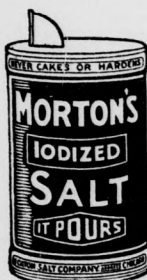
2 in 1, Paste, doz. 1 35
 E. Z. Combination, dz. 1 35
 Dri-Foot, doz. 2 00
 Bixbys, Doz. 1 25
 Shinola, doz. 90

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
 Stovoil, per doz. 3 00

SALT

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



Per case, 24, 2 lbs. 1 40
 Five case lots 2 30
 Iodized, 24, 2 lbs. 2 40

BORAX

Twenty Mule Team

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

SOAP

Am. Family, 100 box 6 80
 Crystal White, 100 box 4 20
 Big Jack, 60s 4 75
 Fels Napha, 100 box 5 20
 Flake White, 100 box 4 20
 Grandma White Na. 10s 3 75
 Jap Rose, 100 box 7 35
 Fairy, 100 box 4 00
 Palm Olive, 144 box 10 50
 Lava, 100 box 4 90
 Octagon, 124 5 00
 Pummo, 100 box 4 85
 Sweetheart, 100 box 5 70
 Grandpa Tar, 50 sm. 2 10
 Grandpa Tar, 50 lge. 3 50
 Quaker Hardwater
 Cocoa, 72s, box 2 85
 Fairbank Tar, 100 bx 4 00
 Tribby Soap, 100, 10c 7 25
 Williams Barber Bar, 9s 50
 Williams Mug, per doz. 48

CLEANSERS



50 can cases, \$4.80 per case

WASHING POWDERS

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

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

SPICES

Whole Spices
 Allspice, Jamaica @25
 Cloves, Zanzibar @38
 Cassia, Canton @23
 Cassia, 5c pkg., doz. @40
 Ginger, African @19
 Ginger, Cochlin @25
 Mace, Penang 1 39
 Mixed, No. 1 @32
 Mixed, 5c pkgs., doz. @45
 Nutmegs, 70@90 @59
 Nutmegs, 105-1 10 @59
 Pepper, Black @44

Pure Ground in Bulk

Allspice, Jamaica @35
 Cloves, Zanzibar @46
 Cassia, Canton @28
 Ginger, Corkin @35
 Mustard @32
 Mace, Penang 1 39
 Pepper, Black @55
 Nutmegs @59
 Pepper, White @80
 Pepper, Cayenne @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
 Penalty, 3 1/2 oz. 4 50
 Kitchen Bouquet 4 50
 Laurel Leaves 30
 Marjoram, 1 oz. 90
 Savory, 1 oz. 90
 Thyme, 1 oz. 90
 Turmeric, 2 1/2 oz. 90

STARCH

Corn
 Kingsford, 40 lbs. 11 1/2
 Powdered, bags 4 50
 Argo, 48, 1 lb. pkgs. 3 60
 Cream, 48-1 4 80
 Quaker, 40-1 07 1/2

Gloss

Argo, 48, 1 lb. pkgs. 3 60
 Argo, 12, 3 lb. pkgs. 2 62
 Argo, 8 1/2 lb. pkgs. 2 97
 Silver Gloss, 48, 1s 11 1/2
 Elastic, 64 pkgs. 5 85
 Tiger, 48-1 3 30
 Tiger, 50 lbs. 06

SYRUP

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

Maple

Michigan, per gal. 2 75
 Welch's, per gal. 3 25

COOKING OIL

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

TABLE SAUCES

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

TEA

Japan
 Medium 35@35
 Choice 37@52
 Fancy 52@61
 No. 1 Nibbs 54
 1 lb. pkg. Sifting 14

Gunpowder

Choice 40
 Fancy 47

Ceylon

Pekoe, medium 67

English Breakfast

Congou, Medium 28
 Congou, Choice 35@36
 Congou, Fancy 42@43

Oolong

Medium 39
 Choice 45
 Fancy 50

TWINE

Cotton, 3 ply cone 40
 Cotton, 3 ply Balls 42
 Wool, 6 ply 18

VINEGAR

Cider, 40 Grain 23
 White Wine, 80 grain 25
 White Wine, 40 grain 19

WICKING

No. 0, per gross 80
 No. 1, per gross 1 25
 No. 2, per gross 1 50
 No. 3, per gross 2 30
 Peerless Rolls, per doz. 90
 Rochester, No. 2, doz. 50
 Rochester, No. 3, doz. 2 00
 Rayo, per doz. 75

WOODENWARE

Baskets
 Bushels, narrow band, wire handles 1 75
 Bushels, narrow band, wood handles 1 80
 Market, drop handle 90
 Market, single handle 1 00
 Market, extra 1 00
 Splint, large 6 50
 Splint, medium 7 50
 Splint, small 6 50
 Churns
 Barrel, 5 gal., each 2 40
 Barrel, 10 gal., each 2 55
 3 to 6 gal., per gal. 16

Pails

10 qt. Galvanized 2 50
 12 qt. Galvanized 3 75
 14 qt. Galvanized 3 00
 12 qt. Flaring Gal. Ir. 5 00
 10 qt. Tin Dairy 4 00

Traps

Mouse, Wood, 4 holes 60
 Mouse, wood, 6 holes 70
 Mouse, tin, 5 holes 65
 Rat, wood 1 00
 Rat, spring 1 00
 Mouse, spring 30

Tubs

Large Galvanized 8 75
 Medium Galvanized 7 75
 Small Galvanized 6 75

Washboards

Banner, Globe 5 50
 Brass, single 6 25
 Glass, single 6 00
 Double, Peerless 8 50
 Single Peerless 7 50
 Northern Queen 5 50
 Universal 7 25

Wood Bowls

13 in. Butter 5 00
 15 in. Butter 9 00
 17 in. Butter 13 00
 19 in. Butter 25 00

WRAPPING PAPER

Fibre, Manila, white 05 1/2
 No. 1 Fibre 06 1/2
 Butchers D F 06
 Kraft 06 1/2
 Kraft Stripe 09 1/2

YEAST CAKE

Magic, 3 doz. 2 70
 Sunlight, 3 doz. 2 70
 Sunlight, 1 1/2 doz. 1 35
 Yeast Foam, 3 doz. 2 70
 Yeast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED

Fleischmann, per doz. 30



Products of Van Buren Co. Canning Co.

ITALIAN SPAGHETTI

DINNER

Local

NEW POTATO LAW.

Full Text of Measure Enacted by Last Legislature.

Section 1. The standard grades for Michigan table stock potatoes shall be limited to U. S. fancy grade, U. S. No. 1 grade and U. S. No. 2 grade and shall conform in all respects and be identical with the latest standards established by the United States Secretary of Agriculture for the grades herein mentioned, and thus conforming shall be accepted as the legal standards for the State of Michigan. Potatoes for table use shall not be sold that do not meet the requirements of the foregoing grades.

Sec. 2. The following terms, wherever used in this act, or in rules and regulations later promulgated by the Commissioner of Agriculture, shall have the meaning as indicated:

1. "Mature" means that the outer skin (epidermis) does not loosen or "feather" readily during the ordinary methods of handling. Provided, That this provision shall not apply to new potatoes known and sold as such and in other respects conforming to the provisions of this act.

2. "Bright" means free from dirt or other foreign matter or discoloration from any cause so that the outer skin (epidermis) has the attractive color normal for the variety.

3. "Smooth" means free from second growth, growth cracks and other abnormal, rough surfaces.

4. "Well-shaped" means that normal, typical shape for the variety in the district where grown and free from pointed, dumbbell shaped, successively elongated and other ill-formed potatoes.

5. "Free from damage" means that the appearance shall not be injured to an extent readily apparent upon casual examination of the lot and that any damage from the causes mentioned can be removed in the ordinary process of preparation for use without appreciable waste in addition to that which would occur if the potato were perfect. Loss of outer skin (epidermis) shall not be considered as an injury to the appearance.

6. "Diameter" means the greatest dimensions at right angles to the longitudinal axis.

7. "Soft rot" means a soft, mushy conditions of the tissues from whatever cause.

8. "Badly misshapen" means of such shape as to cause appreciable waste in the ordinary process of preparation for use in addition to that which would occur if the potato were perfect.

9. "Free from serious damage" means that any damage from the causes mentioned can be removed by the ordinary process of paring without increase in waste of more than 10 per cent., by weight, over that which would occur if the potato were perfect.

10. "Container" or "package" means cloth or fiber sack (such as is customarily used for the shipment of potatoes), barrel, box, crate, hamper or basket.

Sec. 3. It shall be unlawful for any

person, firm, association, organization, or corporation or agent, representative or assistant of any person, firm, association, organization or corporation, to pack for sale, expose for sale, or sell, transport, deliver or consign, or have in possession for sale, transport, delivery or consignment in inter-state or intra-state commerce, potatoes prepared for market which are not graded to meet the requirements of the grade declared. The grade declared shall be either U. S. fancy, U. S. No. 1 grade or U. S. No. 2 grade.

Sec. 4. It shall be unlawful for any person, firm, association, organization or corporation or agent, representative or assistant to any person, firm, association or corporation, to expose for sale or sell, transport, deliver or consign, or have in possession potatoes prepared for market unless such container has been legibly and conspicuously tagged, branded, labeled or stenciled before being removed from the premises where prepared for market with the name and address of the person or persons responsible for the grading and packing, and the name of the grade, together with true net contents. When tags are used U. S. No. 1 grade shall be declared on a blue tag and U. S. No. 2 grade shall be declared on a red tag. Bulk shipments shall be accompanied by two cards not less than four by six inches in size, placed on the inside of car near each door. Likewise cards in size as herein described shall be prominently displayed on all bulk shipments made by truck or other conveyance. Upon each card shall appear the name and address of the consignor, the name of the grade, the name of the loading station, the date of loading, and the name and address of the consignee, if known. It shall be conclusive evidence and the potatoes deemed to be for sale, when containers are packed for delivery or transit, or when same are exposed for sale or when the same are in the process of delivery or transit or are located at a depot, station, boat dock, or any place where potatoes or other products are held in storage or for immediate or future sale or transit.

Sec. 5. Potatoes held in storage or in transit which at the time of inspection show deterioration or decay but are otherwise up to the grade declared shall be inspected as to condition and not as to grade.

Sec. 6. When it is deemed necessary by the person making inspection to procure a sample or samples of potatoes, the person in charge of the place where inspection is made must permit the same to be obtained upon being tendered the commercial value of the stock being procured. In the event the person in charge cannot be located in a reasonable length of time a sample or samples may be taken and the cash value of same tendered at the time of the next inspection.

Sec. 7. The Commissioner of Agriculture is hereby charged with the enforcement of this act and is given power unto himself and his inspectors to enter into and upon any premises where potatoes are graded or packed

or stored to inspect the same as to grade, pack and condition.

Sec. 8. The Commissioner of Agriculture may promulgate rules and regulations deemed necessary to the proper enforcement of the provisions of this act.

Sec. 9. The intent and purpose of this act is to regulate the sale of potatoes for table use intended for intra-state and inter-state commerce when such sale is made by the grower, dealer or distributor or any other person, either by wholesale or retail, or in any other manner; Provided, however, That the provisions of this act shall not apply to the grower in the sale of potatoes grown by himself when made direct to the consumer.

Sec. 10. If any section, subsection, sentence, clause, or phrase of this act is for any reason held to be unconstitutional, such decisions shall not affect the validity of the remaining portions of this act. The Legislature hereby declares that it would have passed the act and such section, subsection, sentence, clause and phrases thereof, irrespective of the fact that any one or more sections, subsections, clauses and phrases be declared unconstitutional.

Sec. 11. The word "person" as used herein, shall be construed to include any grower, dealer, shipper, corporation, society, association or their agent or representative. The act, omission or failure to act by any official or employee of any person, when such official or employee is acting within the scope of his employment of office shall in every case be deemed also the act, omission or failure to act of the person as well as the official or employee.

Sec. 12. Whosoever violates this act by not grading potatoes as herein required, or by not tagging or branding containers as herein required or by removing any department notices placed upon said containers or by removing or altering any tags or brands placed upon or attached to any container, as in this act required, unless ordered to do so by the Commissioner of Agriculture, or his duly appointed inspector or inspectors, shall be guilty of a misdemeanor and subject to a fine of not more than \$50 and costs for the first offense and not more than \$100 and costs for each subsequent offense, or by imprisonment in the county jail for not more than thirty days in default of paying the fine and costs or both such fine and imprisonment in the discretion of the court.

Sec. 13. Act number seventy-six of the public acts of nineteen hundred twenty-five, as amended, and all other acts inconsistent herewith, are hereby repealed.

Approved May 20, 1929.

A man owns only what he uses, and no more. To him who uses wisely and well what has been entrusted to him shall be added other talents. The talents not used shall be taken away. If you use your mind, it expands, and if you do not, it goes in the direction of idiocy. If you use your riches wisely, you become richer.—Dr. George Alexander.

New Potato Branding Law Now in Effect.

I just received word from the Department of Agriculture at Lansing, advising me a bill was enacted by the last Legislature, entitled Act No. 227 of 1929, requiring the retailers of potatoes to show on each package of potatoes sold his name, address, net weight and the grade of potatoes contained in the package, whether fancy, U. S. No. 1 or U. S. No. 2.

There is no standard method of marking packages required and the Department suggests a rubber stamp be used similar to the following:

John Doe Grocery Co.,
145 East Street,
Grand Rapids, Michigan.
15 pounds net.
U. S. No. 1 Potatoes.

This law comes as a surprise, I believe, to most of us and it is too late at this time to discuss the merits of the law, which no doubt, has some merits, as well as inconvenience, to the retailers, and brings to the writer's mind the urgent necessity for our Association having some one at Lansing during the entire session to keep tab on all bills presented to that body which have any bearing on our business.

It would also be a great advantage if some of our retailers would interest themselves in seeking election to the Legislature and then we would know our interests would be well guarded.

The law is effective at once and I would advise all retailers to secure the stamp required to comply with the above act.

Last Thursday the retail grocers and meat dealers of Grand Rapids held their annual picnic and in the forenoon a parade headed by a twenty piece band, and with sixty-three cars participating, labelled "Home Owned Store" and "Community Builders," attracted considerable attention.

Although the parade was almost three blocks long, it was only one-tenth as long as it might have been if the retailers would realize the opportunity of securing inexpensive and effective advertising in connection with their play day.

I believe in the future, if the grocers will offer a prize or two for the best decorated cars, a real showing can be made in all of the larger cities which will offset the opinion in many peoples' minds that the individual retail grocer and meat dealer are being eradicated and can be the means of driving home some real snappy constructive slogans, which will leave a lasting and favorable impression on the public.

Herman Hanson, Sec'y.

The banishment of fear is the beginning of loyalty.

Disorderliness breeds carelessness.

No Impersonal Chain Unit Can Dis- lodge Independent.

(Continued from page 20)

"Many would distribute our goods for a time, then insist that we meet prices for inferior goods, refusing to recognize difference in quality. Expense due to lost accounts was large; we were never sure of complete distribution. Now our buyers know the goods—our distribution is secure—this heavy expense eliminated.

"We were continually harrassed by claims that competitors quoted lower prices; some seemed to spend their time encouraging worst kind of competition. This built expensive resistance to sales. Now our goods sell on merit and our reputation for honest dealing.

"Investigation of frequent complaints our goods were not selling always revealed wholesalers carrying three to six competing lines. Now, in the main, we get all the business of our customers in our lines.

"We lost thousands every year through discounts taken after time. Now this loss is entirely eliminated.

"Wholesalers seemed to give us as little business as they could. Now our customers realize the economy of volume and place largest possible orders.

"Wholesalers insisted on returning unsold goods—often goods months old. Our customers now scientifically determine their needs obviating this loss.

"We used to devise costly schemes to help jobbers dispose of our goods. Now practically all of this is eliminated and we save thousands of dollars yearly.

"We sell chains for less than we formerly sold jobbers; and make more money. We are not cutting prices—merely passing our customers savings they enable us to make."

Let any merchant whom this shoe fits, put it on. Fair play is the only long-range play in business.

Paul Findlay.

The Elasticity of Demand For Meat.

(Continued from page 21)

is a small item in the economics of fish. Because of this extensiveness of supply, an increased demand for fish while raising the price temporarily, would not raise it permanently after the industry had become adjusted to the new demand. More capital and more labor would be diverted to the new field, and after the adjustment had been effected the price would return, other things being equal, to its former level, namely the approximate cost of production to the marginal producer. It is not likely that more intensive operation in this industry would lead to greatly increasing costs as in the case of the cattle industry.

The elasticity of demand for meat is very great because of the competitive presence of its chief rivals: fish, poultry, eggs. The same applies to any one of the others. Their elasticity of demand jointly, however, is slight; or, in other words, it may be said to be inelastic. Severally it is wide because of the possibility of substitution of any one for any one or more of the others.

Gilbert Harold.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 18.—On this day was held the adjourned first meeting of creditors in the matter of Lewis E. Striker, Bankrupt No. 3822. The bankrupt was present in person and represented by attorneys Stoketee & Stoketee. Creditors were represented by attorneys Linsey, Shivel & Phelps, C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The adjourned first meeting then adjourned without date.

In the matter of Frank F. Feury, Bankrupt No. 3619. The final meeting of creditors has been called to be held on Aug. 12. There may be a small first and final dividend for creditors.

In the matter of E. Leon Knight, Bankrupt No. 3635. The final meeting of creditors has been called for Aug. 12. There may be a small first and final dividend for creditors.

In the matter of Albert Smaglinski, Bankrupt No. 3623. The final meeting of creditors has been called for Aug. 12. There may be a small first and final dividend for creditors.

In the matter of Israel Goldman, Bankrupt No. 3622. The final meeting of creditors has been called for Aug. 12. There probably will be a final dividend for general creditors.

July 22. On this day was held the first meeting of creditors in the matter of Sunfield Lumber Co., Bankrupt No. 3810. The bankrupt was present by its president and represented by attorney Rosslyn Sowers. Creditors were present in person and represented by attorneys Francis L. Williams and Watt & Colwell. Claims were proved and allowed. The bankrupt's president was sworn and examined with a reporter present. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,500. The first meeting then adjourned without date.

In the matter of Try-Me Bottling Co., successor to Joyce Bottling Co., Bankrupt No. 3654, the sale of assets was held July 11. The trustee and official auctioneer were present in person. Several bidders were present in person. The assets, with certain exceptions, were sold to R. Goodman, of Detroit, for \$400. The sale was confirmed and the meeting adjourned without date.

In the matter of Davey & Klooster, etc., Bankrupt No. 3773, the sale of assets was held July 9. The trustee was present. The official auctioneer was present. Bidders were present. The stock and equity in furniture, fixtures and equipment were sold to Fred G. Timmer, of Grand Rapids, for \$270. The sale was confirmed and the matter adjourned without date.

In the matter of Hastings Milling Co., etc., Bankrupt No. 3739, the entire assets of the estate were to-day sold to the Hastings National Bank.

In the matter of Clyde A. Morrison, Bankrupt No. 3509, the trustee has filed his final report and account, and a final meeting of creditors was held July 15. The trustee was present. The final report and account of the trustee was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date. The case will be closed and returned to the district court in due course.

July 24. We have to-day received the schedules, reference and adjudication in the matter of Albert Leroy Wiley, Bankrupt No. 3857. 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 meat market operator. The schedule shows assets of \$1,328.47 of which \$500 is claimed as exempt, with liabilities of \$5,480.85. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows: Fawley-Abbott Co., Muskegon — \$ 82.85 Industrial Mortgage Co., Muskegon 120.00 N. G. Vanderlinde, Muskegon — 3,010.00 Cudahy Bros., Cudahy, Wis. — 196.26 Musk, Paper Box Co., Muskegon 41.88 M. H. Record, Muskegon Heights 9.60 Anderson Packing Co., Muskegon 72.93 Arnold Bros., Chicago — 44.29 Steindler Paper Co., Muskegon — 17.25 G. R. Butchers Supply Co., G.R. 3.66 Muskegon Lumber & Fuel Co., Muskegon — 49.77 Mona Lake Ice Co., Muskegon Hts. 27.00 Kimball Co., Muskegon — 10.45 Muskegon Chronicle — 8.00 Armour & Co., Chicago — 943.54 Losby Insurance Agency, Musk. 70.00 Swift & Co., Muskegon — 25.45 Harold Foote, Muskegon — 350.00 Armour & Co., Chicago — 50.00 Consumers Power Co., Muskegon 2.92 National Lumberman's Bank, Muskegon — 185.00 Vincent Kmiecik, Muskegon — 125.00 Henry Bolt, Muskegon Heights — 35.00 Muskegon Citizens Loan and Inv. Co., Muskegon — unknown In the matter of Peter Stawarz, Bankrupt No. 3594, the trustee has filed his final report and account, and a final meeting of creditors was held July 15. The bankrupt was not present or represented. The trustee's final report and

account was approved and allowed. The trustee was present in person. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

July 25. We have to-day received the schedules, reference and adjudication in the matter of Andrew Gilder, Bankrupt No. 3858. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Holland, and his occupation is that of a factory superintendent. The schedule shows assets of \$750 of which \$500 is claimed as exempt, with liabilities of \$1,219.65. 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 25. We have to-day received the schedules, reference and adjudication in the matter of Claude E. West, Bankrupt No. 3859. 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 laborer. The schedule shows assets of \$225 of which the full interest is claimed as exempt, with liabilities of \$1,951.83. 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.

In the matter of Max A. Dietrich, Bankrupt No. 3550, the trustee has filed his final report and account, and a final meeting of creditors was held July 15. There were no appearances other than that of one creditor. Claims were proved and allowed. The bill of the attorney for the bankrupt was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no dividends for creditors. The final meeting then adjourned without date. The case will be closed and returned to the district court in due course.

In the matter of Charles H. Wilcox, Bankrupt No. 3707 and Frank B. Wilcox, Bankrupt No. 3818. The sale of assets has been called to be held Aug. 3, at the premises of the bankrupts, located approximately one mile west and one-half mile north of Bradley, all the stock consisting of horses, 24 milch cows (registered and grade), poultry, harnesses, farm machinery, implements, tools and equipment, all appraised at the approximate sum of \$2,976. All interested in such sale should be present at the date and time.

July 26. We have to-day received the schedules, reference and adjudication in the matter of Roy G. Walker, Bankrupt No. 3861. 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 \$150 of which \$100 is claimed as exempt, with liabilities of \$3,488.60. 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 26. We have to-day received the schedules, reference and adjudication in the matter of Irwin Henry Miller, Bankrupt No. 3860. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and his occupation is that of a garage man. The schedule shows assets of \$2,127.35 with liabilities of \$1,504.28. The first meeting will be called promptly and note of same made herein.

July 29. We have to-day received the schedules, reference and adjudication in the matter of George P. Geisendorfer, Bankrupt No. 3862. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a grocery clerk. The schedule shows assets of \$500 with liabilities of \$8,037.82, with \$250 of said assets being claimed as exempt. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

In the matter of Clyde Arthur Buman, Bankrupt No. 4566, the trustee has filed his final report and account, and a final meeting of creditors was held July 15. The bankrupt was not present or represented. No creditors were present or represented. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of preferred tax claim filed and for the declaration and payment of a first and final dividend to creditors of 100 per cent, and interest to July 15, at the rate of 5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

July 29. On this day was held the first meeting of creditors in the matter of Jacob J. Vande Visse, Bankrupt No. 3815. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Co. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting then ad-

joined without date, and the case has been closed and returned to the district court, as a case without assets.

The most successful executive is the man who can make the most men stand on their own feet and give them the fullest opportunity to grow and go forward on the basis of merit, not favoritism.

The kind of work we do makes us the kind of men we are.

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

ABE DEMBINSKY
Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

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.

Business Opportunity — Opening for general merchandise. Good location. Address, No. 127, c/o Michigan Tradesman. 127

Do you want a location for general merchandise business? No competition. Write No. 128, c/o Michigan Tradesman. 128

For Sale—Brick gasoline station on 27. Several acres good land with brick house. Investigate quick. Parmelee, Matherton, Mich. 129

FOR SALE—GOOD BUSINESS NEAR Bonnet Carre Spillway. Chance to buy a going, paying general merchandise business at LaPlace, La., where about twenty millions of dollars will be spent by government and railroad and state highways within next five years. On Bonnet Carre Spillway Business includes buildings, site 85x500 ft., fixtures and stock, on Jefferson Highway, U. S. Route 61. For further particulars address Henry Maurin, Real Estate, LaPlace, La., who also has fine industrial sites on Mississippi River 36 miles above New Orleans. Terms half cash, balance easy terms. 130

For Sale—Meat market in Battle Creek, now doing GOOD business. Mechanically equipped, including electrical refrigeration. Reason for selling, death of owner. Address No. 122, c/o Michigan Tradesman. 122

FOR SALE—General stock, consisting of groceries; dry goods; ladies', children's, and men's shoes; ladies' and gent's furnishings; men's caps; flour; feed; hay. Complete stock of general merchandise as should be carried in a farming community. Stock will inventory about \$15,000. Will sell stock and rent building or sell real estate, whichever the purchaser prefers. Have done business here for thirty-one years. My good will goes with the business. E. E. Kobe, Scottville, Mich. 124

FOR SALE—Grocery and market, located in city of 4,500 population. Selling for other business reasons. Address No. 125, c/o Michigan Tradesman. 125

For Sale—Store and stock six miles north of Merrill, Michigan. Write Wm. McGowan, Proprietor, R. 3, Merrill, Mich. 126

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.

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PACKARD

STANDARD EIGHT

PRICES REDUCED

\$290

THE Packard Motor Car Company has just advised us by telegram that effective August 1st, prices of all models of the Standard Eight have been reduced \$290. The new prices are as follows:

126 in. Wheelbase Models

5-Passenger Sedan	- - - - -	\$1985
2-Passenger Coupe	- - - - -	2060
2-Passenger Convertible Coupe	- - - - -	2135

133 in. Wheelbase Models

4-Passenger Coupe	- - - - -	\$2285
5-Passenger Club Sedan	- - - - -	2285
7-Passenger Sedan	- - - - -	2285
7-Passenger Sedan Limousine	- - - - -	2385
7-Passenger Touring	- - - - -	2185
2-Passenger Runabout	- - - - -	2085
5-Passenger Phaeton	- - - - -	2085

(Prices f. o. b. Detroit)

These reductions have been made because the factory expects to announce in the Fall new cars which though the same in size and of characteristic Packard appearance, will have enough changes to classify them as new models. Many of these improvements and refinements have been in production for some time on current models. This, together with the fact that the new cars will be priced higher than the present cars were before the reduction, gives today's purchasers a very great price advantage. And also, immediate use of the largest selling and most popular car in the fine car field.

Two-thirds of those who buy the Packard Standard Eight give up other makes of cars. Thousands prefer to buy out of income. Your used car will be accepted as cash and if of average value will more than make the down payment on a new car. The 5-passenger Standard Eight Sedan, including extra tire, tire cover, license and title, fire, theft and \$100.00 deductible collision insurance can be purchased on a new partial payment plan of your used car or \$550.00 down payment and twelve monthly payments of \$142.00 each.

ASK THE MAN WHO OWNS ONE

DONALDSON MOTOR SALES CO.

250 MICHIGAN ST., GRAND RAPIDS, MICH.