

ONE POSSIBLE DISASTER.

The one terrible thing in this world, in the view of Ecclesiastes, is to be without a friend. To have nobody to love, nobody to be loved by, nobody to speak to when you are happy, nobody to speak to when you are sad, nobody to grow old with, nobody to meet life with, nobody to pray for, nobody at whose prayer God might bless us; to have nobody to believe in you in all weathers, nobody to be with you in some hard place and to be with you at the last; nobody to shed a tear for you when at length it is apparent that you are about to leave this world; nobody to follow your dust to the grave in sorrow that you have gone, in faith that such a one as you have been cannot have gone forever—to be thus alone, for this man and for every truly human heart is the one possible disaster.



Always Fresh and
Pure

Always the same
Delicious Flavor

Always Advertised

Always in Demand,
resulting in quick
turnovers.



C. F. MUELLER COMPANY
146-180 Baldwin Ave., Jersey City, N. J.



WORDEN GROCER COMPANY
The Prompt Shippers

Good All The Way

Morton House COFFEE

It's The Guaranteed Coffee

WORDEN GROCER COMPANY

Wholesalers for Sixty-one Years
OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

The Man Who Knows

Experience has taught the man capable of accumulating wealth the difficulty of conserving it. This man, unfortunately, cannot bequeath his business judgment to his heirs.

However, he can come nearest to it by leaving the guidance and management of his estate with an institution of experience and responsibility.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan



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

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

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



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

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, AUGUST 21, 1929

Number 2396

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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.

ADVERTISING AND PEACE.

No international conference, whatever the subject of its deliberations, is possible unless in some way it can be shown that its real motive is the furtherance of peace. We are reaching, most fortunately, a point at which "international" and "peace" tend to become almost simultaneous terms. Consequently we are not surprised to learn that this furtherance of peace and of a right understanding among nations is one of the chief objects of the present congress of the International Advertising Association in Berlin.

In the address of Edward Filene to the 5,000 delegates to this convention, however, the bonds between advertising and world peace seem to have been pretty closely drawn. He declared that advertising had made possible mass production and high wages in the United States, which in turn had greatly increased purchasing power throughout the country. If this prosperity could be made universal we should have a progressive elimination of the principal causes of war. "I am convinced," Mr. Filene continued, "that lasting peace can best be obtained through the promotion of scientific mass methods throughout the world, resulting in a higher standard of living."

So advertising becomes the direct road to peace. It is an ingenious argument, even though certain factors, both in industrial prosperity and in the effect of prosperity on international relations, seemed to be ignored. But we have no doubt of the thrill these words must have imparted to the members of Mr. Filene's audience. At last they knew that their efforts to sell the products of their nations' factories and workshops had as their ultimate object not profit, not National prosperity, but world peace.

Reputation is what enables important people to get away with 10 cent store jewelry.

BASIC INDUSTRIES BUSY.

Quick recovery in security prices after the abrupt setback brought on by the increase in the New York rediscount rate once more assured operators in the stock market and prompted them to declare again that Wall Street is taking its cue from business conditions. In so far as industry and trade are concerned, there is, of course, a real basis for buoyant security values, but not for a rise out of all proportion to present or prospective earnings. The rediscount increase has had the effect of reducing Reserve borrowings and brokers' loans. The buying of acceptances at a slightly lower rate has eased call money and perhaps will moderate the inflow of gold.

Some further slackening in steel orders is noted, with, however, little easing in the output rate. After their rise last month, due to some large public works, building contracts are running about 7 per cent. under August, 1928. Automobile production is rated well above a year ago, chiefly as a result of the very large operations in the cheap car class. With the gain of 37 per cent. in orders booked by electrical goods producers over the first six months of last year and the improvement in cotton goods, conditions in most of the basic lines of industry can be counted most satisfactory.

New high levels for carloadings in this season of the year testify to the activity of industry and prompt shipments into consuming channels. That all is well with the purchasing power of consumers is indicated by reports of increased employment and by such gains in new business as the insurance companies cite. The July sales rose 18 per cent. over the same month last year, with ordinary insurance 9½ per cent. higher.

GROUP BUYING ON TRIAL.

One of the reasons advanced for the rather hesitant buying which has characterized fall operations in the merchandise markets this season is that the expansion of group buying by retailers has caused uncertainty over prices and terms. The groups have been on the alert to press any advantage reported as granted by sellers, and those outside the buying combinations have been pressing for equal treatment. In short, there are said to be elements of suspicion and doubt abroad in the market which are not conducive to either early or firm business.

Whether these conditions will continue to trouble manufacturers, and retailers as well, depends a great deal on the outcome of the group buying movement. There has been considerable expansion this season in this form of purchasing, but this does not mean

that the system has been tested fully and found satisfactory. As a matter of fact, it has been disclosed that for every benefit cited by merchants there is a disadvantage. Savings on quantity purchases, economy in shopping the market, the uncovering of new supply sources and perhaps better discounts are offset by such difficulties as failure to meet local requirements, the added cost of the department, loss of individuality, slow group action, dominance by a few buyers, etc.

Not a few buyers are justified in their stand that they can do equally as well and perhaps better outside of a group than in it, gauged on their ability to select right styles, get the right prices and secure the proper service.

Increase in Overhead of Failure Record.

Having just come across R. G. Dun's report of mercantile failures for June, 1928, I have made a little analysis which may interest merchants. The report shows that in June, 1928, there were 1325 retail failures; while in June, 1929, there were 1154. What encouragement there is in the report must be taken from this portion, as it shows a decrease in the total number of failures to the extent of 171, or almost 13 per cent.

Here the encouragement ceases, for the report goes on to show that the total liabilities for the 1325 failures in June, 1928, were \$13,780,748, while the 1154 failures in 1929 totaled liabilities of \$13,930,961. This means that, not considering the decrease in the number of failures, there was a gross increase in liabilities of \$150,213, or 1.09 per cent.

Pursuing the figures a little farther, we find that in June, 1928, the average liabilities per failure were \$10,408; while in June, 1929, the average jumped to \$12,072, an increase of 16 per cent.

One trade journal publishing this report went on to wax optimistic over the fact that the number of failures had shown a decrease, but failed to enlarge upon the other less heartening features.

It is quite natural that when there are less fish in a lake, less fish will be caught; but that does not imply a decrease in the depletion of the fish. There were less retail failures in June, 1929, than in June, 1928, for the simple reason that there were fewer retailers in the field, therefore fewer candidates for failure.

On the other hand, despite the fact that there was a dropoff in the number of failures, the general overhead was actually increased, and failures have invaded the realms of bigger business. We hear a lot to-day about the successes in business being among

the larger operators; but apparently our failures are also, to quote the Chevy slogan, "bigger and better" this year!

How any merchant can continue a false confidence in mere increase in volume in the face of such figures is more than I can understand. Any dealer who could doze through the din of such statistics could make his snores heard in a boiler-factory.

W. H. Caslow.

Seven Lecture Engagements For September.

During the past week, the following reservations have been made on Mr. Caslow's speaking schedule:

Sept. 3, Benzonia, by the Twin-Village Commercial Club; Sept. 9 (noon), St. Louis, by the Exchange Club; Sept. 9 (evening), Clare, by the Chamber of Commerce; Sept. 17, Holland, jointly by the Chamber of Commerce and the Merchants Association; Sept. 20, Wyandotte, by the Merchants' Credit Bureau; Sept. 19, Stockbridge, by the Exchange Club; and Sept. 24, Sebawaigan, by the Chamber of Commerce.

Communications have been received from Albion, Capac, Cheboygan, East Lansing and Saginaw. In each case only a mutually agreeable date awaits selection. Meetings are being planned in Alma, Mt. Pleasant, Lansing, Jackson, Cadillac, St. Joseph and Benton Harbor.

Those who have heard Mr. Caslow's lecture, "Be Yourself in Business," commend the speaker for his fairness and his clearness of expression. He deals with the problem of Main street's survival from the consumer's viewpoint, pointing out the dangers of the present trend of business as they threaten the American masses, and demonstrating some of the fallacies in many of the modern theories of economy.

His lecture tour is maintained by private expense, and his appearance in any Michigan community before the local business men can be secured free of cost or obligation to the organization requesting his services. Communications may be addressed to the Home Trade Division, 906 Division avenue, South, Grand Rapids.

He Never Says "No."

A salesman with an extremely high record never contradicts a prospect.

"When a customer says 'no' to me I let it stand," he explained. "I find another way of meeting his argument without a direct contradiction, as that often closes a man's mind to you. My experience has been that the shortest way through a 'no' is around it."

Striving precedes thriving.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Grand Rapids, Aug. 15—Please be informed that the Excelsior Ribbon & Carbon Co., 487 Broadway, New York City, has recently sent to Grand Rapids business firms one hundred sheets of carbon paper together with an invoice for \$1.60. These business houses are informed that this is a superior carbon paper at a greatly reduced price, but nothing is said about returning the merchandise if not wanted; no return postage is enclosed—the whole inference being that a check for \$1.60 must be forwarded to cover this merchandise.

The Grand Rapids Association of Commerce is notifying its members to send this carbon paper to the Secretary's office and we will store it at the rate of 25c per package per week and when the storage charges equal the value of the merchandise, the latter will be confiscated to satisfy the charges.

It occurred to the writer that you might care to mention this in the next issue of the Tradesman.

Lee H. Bierce,
Sec'y Association of Commerce.

A local trust company received a box of carbon paper from the same concern—which, by the way, is not rated by the mercantile agencies—and replied as follows:

"We are holding for return postage, one box of your 'Peter Pan' carbon received to-day without order and billed for \$1.60.

If return postage is not received from you by August 30, we shall dispose of this box of carbon paper, as we would other waste material.

It may or may not be of interest to you to know that such practices would prejudice us against placing any orders with you in the future.

I suppose that while human nature is what it is, things like this will be happening. This letter was written by an Oklahoma subscriber to one of the papers publishing these articles:

Please have your Mr. Buckley advise if attached copy of circular is in violation of Federal anti-lottery laws. The circular was not circulated through the mails.

Some time ago we read of an opinion of Mr. Buckley and if we remember right it was on exactly the same proposition as this. However, we have mislaid this copy and we want to be sure. Our county attorney rules this is legal if not sent through the mails.

The circular enclosed with this was as follows:

FREE

Beginning Saturday, June 29, with each \$1 purchase I will give a ticket, and on Saturday, July 27, I will give away \$17.50 in cash prizes.

First Prize ----- \$10.00

Second Prize ----- 5.00

Third Prize ----- 2.50

You will always find my prices right on dry goods, groceries and feed.

Bring me your cream and produce.

I should first explain what the Federal anti-lottery laws cover. There is a popular misconception that they contain a prohibition against the carrying on of any lottery scheme in interstate commerce. That is, if it is operated between states. This is not the case. The prohibition merely extends to the use of the mails in conducting such a scheme. So far as the Federal laws are concerned, a man may operate a lottery scheme between states without

let or hindrance if he doesn't do it through the mails.

Therefore no scheme like this can possibly violate the Federal anti-lottery law because the mails aren't used. The mails would be used if circulars were sent through them, or if advertising was done in newspapers and the newspapers were mailed.

In almost all the states of the Union, however, lotteries are against the state law, which has nothing to do with the mails. If you run a lottery you violate the state law whether you advertise or not.

Without doubt the above scheme is a lottery. It has become so, however, by a process of evolution. In the beginning a lottery was a scheme in which chances were sold. You paid your money and got the chance—and nothing else. They were forbidden as soon as there were any lottery laws. Then in order to get around this, ingenious people conceived the idea that if they could sell merchandise and throw the chance of a prize in, it would not be a lottery. This is what this scheme is, and what all of them are. Practically nobody sells chances in the old-fashioned way any more. But the courts at once held these various schemes to be as much lotteries as the old-fashioned ones of selling chances or tickets.

I thought every state in the Union had an anti-lottery law, but when I came to search I found no evidence that Oklahoma (from which state the above enquiry came) has one, and I am therefore forced to conclude that practically alone of all the states, you can run a lottery there with impunity, provided you do not advertise it.

It is hard luck that lotteries, which pay better than any other known plan of stirring up business, should be the only thing prohibited. It must be admitted, however, that in spite of the almost universal prohibition, these schemes are constantly being operated in various places, and that without prosecution. Why? Because what is everybody's business is nobody's business. Anybody can prosecute a lottery, but nobody is interested enough to do it—except, occasionally a jealous competitor.

Elton J. Buckley.

[Copyrighted, 1929.]

Peculiar Characters in Early Grand Rapids History.

Previous to 1891 collectors elected by the voters of the several wards of the city collected taxes assessed for the State, the county and the municipality. Offices were maintained a few weeks for the convenience of taxpayers, after which the collectors called on delinquents to receive amounts then unpaid, together with a liberal allowance for themselves for services rendered. Salaries were moderate, but the "pickings" from delinquents made the office of a collector worth seeking. As a rule, however, the men chosen for the service were not well qualified through education, experience in business and, in certain instances, in morals. Such collectors endeavored to obtain as much graft as possible from delinquent owners of

property. Preceding a few days the close of the regular collection period provided by law the collectors deliberately hampered the process of receiving funds tendered by taxpayers. Crowds would assemble at the offices of the collectors to stand in line usually for hours while the collectors very deliberately wrote receipts for the money tendered and entered credit payments on the tax rolls. This abuse became so great that an appeal was made to the State Legislature in 1891 for an amendment to the city charter to abolish the offices of ward collector and confer their duties upon the city treasurer. The Legislature promptly granted the relief requested, which explains why owners of property now pay their debts to the city, county and the State at the city hall.

George M. Huntley and Allen P. Collar were the owners and operators of a woolen mill located at the foot of Erie street on the canal several years anterior to and following the civil war. Flames destroyed the mill about fifty years ago. An excellent quality of cloth for men's wear was manufactured. In attempting to save the books of the firm Collar's face and hands were badly burned. The loss sustained by the firm was so great that it was unable to rebuild its factory and resume operations. Huntley and Collar engaged in local politics. Huntley was elected to fill the office of supervisor of the old fourth ward for several terms by the voters and Collar was chosen city marshal by the common council. The marshal was empowered under the terms of the city charter to enforce the ordinances and to collect delinquent taxes due on special improvement rolls on a liberal percentage basis. During many years the position was considered a desirable one. The marshal's legal term of office was one year. With the advent of a new council on April 1 annually, Mr. Collar sought for and usually obtained the support needed to secure continuance in the service of the city. Following each election he would produce a ten quart tin pail half filled with cider and a dozen or two of home made doughnuts made by Mrs. Collar, with which the aldermen and city officials refreshed themselves. Collar's son, Homer P., filled the office of city engineer several years.

Mike Shields piloted steamboats over the treacherous sand bars of Grand River a score of years. The L. G. Mason, the Daniel Ball, the L. & L. Jenison and the Barrett responded to the efforts put forth on the steering wheels of the steamers by the powerful arms of the sturdy Mike. At times the current was so shallow that the bed of the river approached its surface quite closely. Mike did not worry about the depth of the stream. "If you give me a good engine," he remarked one day, "I will put the Ball over John Spoon's barn."

The city needed a chief for its fire prevention and quenching department. Dave Caswell and the fiery, profane,

Joe Cook, had died and Bill Hyde, it was decided by the city fathers, was not competent to manage the department effectively. Mike was chosen to fill the position by the common council. A conflagration which destroyed the business district of West Bridge street served to demonstrate Mike's incapacity to the service for which he had been chosen.

The Council ordered an investigation of the cause of Mike's failure. Many witnesses were summoned to testify in regard to Mike's mistakes. Joe Penny, a self-appointed inquisitor, attended the sessions of the investigating committee. "Mr. Shields," Penny asked, "if you were to lay 5,000 feet of four inch hose attached to a hydrant, what would be the inch pressure per foot on the hose?"

"That's none of your d---d business," Mike viciously replied. A few days later General I. C. Smith succeeded Mike, who resumed the wheel on the Jenison.

William McAllen was a chimney sweep. His loud musical voice could be heard over many city blocks as he stood erect on the chimney of some tall structure and sang the song of his occupation.

"Sweep chimneys, oh!

Oh! Oh! Oh!

Sweep chimneys, oh!

Sweep chimneys, oh!

McAllen left Grand Rapids after several years of activity and settled at Bloomington, Ill. While standing on the summit of a chimney one morning, singing his little song, he lost his balance and fell to the ground. Arising to his feet quickly, he uttered the first words, "Sweep chimneys" and then fell backward to the ground. McAllen was dead. Arthur Scott White.

Former Resident of Grand Rapids Entertains Customers.

Mobile, Ala., Aug. 19—I had a bunch of Memphis and Nashville wholesale grocers down on the Gulf fishing at the beginning of last week and among them was Tom Love, who is next to the end on the left on the photo I send you. The man on the end is Mr. Beatty, president of the Belmont Candy Co., of Memphis, and I am writing to tell you of Tom's telling me of correspondence with you and that he will broadcast the trip from Memphis Wednesday night, Aug. 21, between 8 and 9 p. m.

Tom Love is a character if there ever was one and has something to pull off all the time.

This is the second time I have entertained this crowd, who are among my biggest customers. They thoroughly enjoy the fishing and bathing and I gave them a copy of the Tradesman with your chain store article, which Tom told me he was broadcasting.

I am on the extreme right, as you may discover, and next to me is the buyer for Clarence Saunders, to whom we sell. While I do not have a big trade with chain stores, I do sell them in cities where there is no objection and everyone else does.

I have no trade with the A. & P. One reason is that I refuse to accord them the brokerage they demand on all purchases. Gregory M. Luce, President Luce Packing Co.

Utility holding companies have proved profitable for stockholders.

a pioneer in public utility developments



Though the interests of E. H. Rollins & Sons cover many industries, the firm has always given particular attention to public utilities.

It was one of the first to recognize their possibilities, and during the over 50 years of existence of this international investment house, it has been active in providing capital for the development of great utility projects rendering useful services to numerous communities, and in distributing their securities to investors throughout the nation.

The organization of E. H. Rollins & Sons includes recognized experts in the utility field, and the Statistical Department has the facilities to render a complete report regarding any security under consideration.

Investors are invited to take advantage of this service, and to inquire regarding the attractive utility offerings to be found in the current Rollins investment list, without any obligation whatever on their part.

E. H. Rollins & Sons

Founded 1876

HOWE, SNOW & CO., INCORPORATED

Merged 1929

GRAND RAPIDS

BOSTON — NEW YORK — PHILADELPHIA — CHICAGO
DENVER — SAN FRANCISCO — LOS ANGELES
LONDON — PARIS — MILAN

MOVEMENTS OF MERCHANTS.

Center Line—S. Disler and M. J. Morang have opened a meat market here.

Saginaw—R. W. Brown has opened a grocery and meat market at 700 Atwater street.

Ashley—The grocery and meat market of J. E. Rasdale was recently damaged by fire.

Morrice—Cales & Blossom have sold their market and grocery to Thomas Goslin.

Sault Ste. Marie—The Soo Lumber Co. has increased its capital stock from \$1,000 to \$25,000.

Detroit—T. Kozicki has purchased the grocery and meat market at 3741 Martin avenue from J. Grzesik.

Reed City—August Erler has opened his grocery store in his new modern store building on Upton avenue.

Detroit—George D. Balosin has sold his grocery and meat market at 2337 Six Mile Road, West, to David Dukel.

Caro—Ross Tait is the proprietor of the Palace meat market, having purchased same from C. M. Pierce & Son.

Grand Rapids—The Northland Lumber Co. has decreased its capitalization from \$200,000 to 30,000 shares no par value.

Detroit—The Pient Hardware Co., 14301 Gratiot avenue, has increased its capital stock from \$50,000 to \$75,000.

Lansing—The City Baking Co. of Lansing, 934 Clark street, has changed its name to the Daylight Baking Corporation.

Milford—John Polaski is the manager of the new Milford market of the Milford Market Co. in the DeWitt building.

Ann Arbor—The Ann Arbor Dairy Co. has sold its plant to the National Dairy Products Co., giving possession early in September.

Redford—G. Wollmersheuer has opened the Redford Sanitary meat market in the Holcomb block at 22144 Grand River avenue.

Detroit—The Best Store Fixture Manufacturing Co., 1219 Beaubien street, has increased its capital stock from \$24,000 to \$60,000.

Reeman—Paul Brink has purchased the store building and general merchandise stock of C. A. Kotthaus, taking immediate possession.

Marcellus—Mrs. Donna V. Shurtz has purchased the brick double store building in which the late C. A. Rose conducted a hardware store.

Williamston—Charles Reese is conducting a closing out sale of his entire stock of electrical appliances, lamps, radios, etc., and will retire from trade.

Dearborn—Green & Smith, pharmacists, have opened Dearborn's newest and most beautiful drug store. Their location is 11001 West Warren avenue.

Detroit—The Mitchell Outfitting Co., 3000 Gratiot avenue, dealer in musical instruments and furnishings, has increased its capital stock from \$100,000 to \$200,000.

East Muskegon—Earl Bromley has purchased the Martin grocery stock and will continue the business at the

same location, on the corner of Aurora and Huizenga streets.

Newaygo—G. W. Gould, who sold his jewelry and watch repair supplies stock to R. N. Fisher, 10 years ago, has repurchased the stock, owing to the death of Mr. Fisher.

Harbor Springs—Mrs. Gardner Read has engaged in business under the style of the Tot's Toggerie Shop. Wearing apparel for children of all ages will be carried in stock.

Kalamazoo—Walter Brylowski is erecting a modern store building at 330 Parsons street, which he expects to occupy about Oct. 1, with his grocery stock and meat market.

Albion—John D. Torrey, senior member of the clothing firm of Torrey & Blaisdell, died suddenly at his home following a brief illness of but one day. He was 57 years of age.

Ionia—Arthur Johnson has purchased the interest of his partner, Frank Giddings, in the shoe stock of Johnson & Giddings and will continue the business under the style of the Johnson Shoe Co.

Detroit—The Peoples Cut Rate Cigar & Drugs, 1003 Randolph street, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in property.

Detroit—Abe Bante & Son, Inc., 1357 Division street, has been incorporated to deal in sea foods, etc., with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Lansing—Roscoe Lewis, Inc., has been incorporated to deal in cameras and photographic equipment, with an authorized capital stock of 1,000 shares no par value, \$1,000 being subscribed and paid in in cash.

Algonac—The Michigan Egg Producers, Inc., has been incorporated to breed and sell poultry, poultry feed, eggs, etc., with an authorized capital stock of \$50,000, \$7,000 of which has been subscribed and paid in.

Ludington—The N. I. Johnson Co., cleaners, dyers and merchant tailors, have engaged in business at 108 Rath avenue. The new company includes N. I. Johnson, Scottville merchant tailor and his brother, J. A. Johnson.

St. Johns—C. W. Parmelee, formerly engaged in general trade at Mather-ton, has purchased a gasoline station one-quarter of a mile north of here and will carry a general line of accessories and some groceries in connection.

Holland—The A. B. Ayers Co., 195 West 11th street, has been incorporated to deal in general merchandise with an authorized capital stock of \$10,000, preferred and 200 shares no par value, \$700 being subscribed and paid in in cash.

Lansing—Fred W. Houghton, aged 61, died at his home, 320 South Larch street, following an operation several weeks ago for appendicitis. Mr. Houghton has conducted a drug store at 421 East Michigan avenue, for many years.

Battle Creek—The McSherry Drug Co., Inc., located at 415 Maple street, has changed the name to Bull's Phar-

macy, Inc., and will remain under the management of Henry Bull, who has for the past two years been conducting the establishment.

Grand Rapids—The Atwood Lumber Co., Inc., 255 Briarwood, S. E., has merged its business into a stock company under the same style, with an authorized capital stock of \$25,000, \$2,500 of which has been subscribed and paid in in cash.

Kalamazoo—The Kalamazoo Wholesale Grocery, successor to the jobbing department of the Quality Service Stores, has removed from 175 East Water street to 430 East Michigan avenue, now occupying over 10,000 square feet of floor space.

Kalamazoo—Charles Green, proprietor of a chain of four drug stores here, has removed the stock and fixtures from the store located at 1311 Portage street, to the Gerber building, 1339 Portage street, in order to secure much needed additional floor space.

Highland Park—The Bondie Corporation, 16500 Hamilton avenue, has been incorporated to deal in electrical appliances and other merchandise, with an authorized capital stock of 1,000 shares at \$5.30 a share, \$5,298.86 being subscribed and paid in in property.

Harbor Springs—W. J. Clarke, president of the Emmet County State Bank, announces that the bank building will be entirely remodeled and enlarged to accommodate the continued increase in its business. Work will be started Sept. 16. New bank fixtures will be installed.

Holland—The John Vaupell drug stock has been purchased by Gertrude I. Beach and G. L. Phillips, who have installed it in the store in the Warm Friend Tavern recently vacated by the Greyhound bus line. The business will be conducted under the style of the Tavern Drug Store.

L'Anse—Fred J. Lyons, prominent druggist of L'Anse and Ontonagon, and former mayor of L'Anse, was recently killed in an automobile accident four miles from Wapella, Ill. Mrs. Lyons, who was with him, was badly cut and bruised and was taken to a hospital in Clinton, Ill.

Detroit—John Booms & Co., 3377-79 Monroe avenue, wholesale dealer in heavy hardware and blacksmith equipment, has merged the business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in property.

Lake Odessa—Owing to the continued illness of her husband, M. J. Hulbert, Mrs. Hulbert has sold their grocery stock and store fixtures to Frank Goodwin, formerly engaged in the grocery business at Grand Rapids, who will continue the business under the style of the Goodwin Grocery.

Yale—The drug stock of P. W. Harding, which was sold for the benefit of creditors, was purchased by Robert A. Turrell, of Crosswell. A new stock company has been formed, with Mr. Turrell as president, P. W. Harding, vice-president and manager and Mrs. Harding secretary-treasurer.

Detroit—Prance-Hoffmeyer, Inc., 304 United Artists building, merchant

tailors, have merged the business into a stock company under the style of Prance, Baranck & Hoffmeyer, Inc., with an authorized capital stock of \$40,000, common and \$10,000 preferred, of which amount \$36,240 has been subscribed and paid in.

Ann Arbor—Interests of the Quarry drug store, at the corner of State street and North University avenue and the Arcade Pharmacy, in Nicholas arcade, will be combined in a new corporation, according to arrangements recently completed. It is understood that a total of \$100,000 is involved in the capital stock of the new organization.

Ishpeming—The Princess confectionery stock and restaurant was sold to the highest bidder, the Miners' National Bank, for \$5,228.82 and resold by the bank to A. D. Lefkas, who conducts a confectionery and ice cream parlor and will continue both places. The former owner, Steve Dafnais, departed for parts unknown, leaving many debts behind.

Covert—Mrs. John W. Swoap, prominent lodge worker, who conducted a general store here, died in the South Haven city hospital last week Tuesday following a major operation. Funeral services were held at 2 p. m. Friday, conducted by the Rev. Davis, worthy patron of the local O. E. S. Chapter, of which Mrs. Swoap was worthy matron. She was also a member of the Rebekah degree staff. She leaves her husband, J. W. Swoap, treasurer of Van Buren county, and her son, Orlo, who was graduated from Kalamazoo College in June. This is the third death in the family within three months. Swoap's mother died in June and his wife's mother passed away July 26. On July 29, the day after her mother's funeral, Mrs. Swoap became suddenly ill and was taken to the hospital. Mrs. Swoap spent nearly all her life in Covert. Since the death of her father, she operated the store, which he conducted. She was always active in local civic affairs.

Manufacturing Matters.

Adrian—Lenawee Textiles, Inc., has been incorporated to weave and manufacture cloth and fabrics, with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Kalamazoo—The Paper Products Manufacturing Co., East Michigan avenue, has increased its capital stock from 75,000 shares no par value to 100,000 shares no par value.

Sturgis—The Sturgis Posture Chair Co. has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, \$10,000 of which has been subscribed and paid in, \$4,000 in cash and \$6,000 in property.

Big Rapids—James Obeck, owner of the Michigan Cigar Co. for the past forty-seven years, has sold the stock and fixtures to L. Levinsohn, of Saginaw, who will continue the business until early in September when he will remove the stock to his auction warehouse in Detroit. Mr. Obeck contemplates taking a well earned rest.

Essential Features of the Grocery Staples.

Sugar—The market on refined is lower than a week ago. Jobbers hold cane granulated at 5.85c and beet granulated at 5.65c.

Tea—The market has had a quiet, uneventful week. There is a fair seasonable demand at well maintained prices.

Coffee—The market for green Rio and Santos in a large way has been about unchanged during the week. Prices show practically no change at all—the market, however, is irregular in Brazil. Milds also unchanged. The jobbing market on roasted coffee is on the same basis as a week ago. Demand for all coffees moderate.

Canned Fruits—Most Florida packers have named opening prices on canned grapefruit, and the short crop has attracted heavy bookings so far. California fruits have not changed a great deal. Spots are scarce in a number of items, and prices rule very firm. Futures have been booked fairly well, though a large proportion of the trade does not seem interested. Opening prices have shown no declines to date, except in apricots, which have since been steady, as lower prices brought on heavy buying all over the country.

Canned Vegetables—Southern tomatoes have remained unchanged. Indications for a good late crop are better, particularly in South Jersey, where rains greatly increased the prospective yield of the late crop. No life has yet appeared in the market for canned corn, and buyers have been taking only immediate needs in spots, with prices steady to somewhat easy. Peas of all descriptions show steadiness, and in some sieves there is considerable firmness in 1929 crop. It looks like there will be a shortage of fancy grade peas this year, while extra standards will be in abundance. Standard sieves are firmly quoted, especially 4s.

Canned Fish—Buying of future Alaska salmon has been light in New York, but prices remain at opening levels. Movement of spots continues fair, with demand showing a gradual increase. There is not as much competition from cheap sellers as there was a month ago, and a firmer tone exists, though there has not been much change in the general selling price.

Dried Fruits—Trading in spot dried fruits was quiet yesterday, and the market held firm, with no price changes taking place. This week has not been nearly so active as last, when trading in prunes was so heavy, and the upward revisions in prices that characterized last week's market in prunes, both Oregon and California, as well as in peaches and apricots, have not been duplicated. Levels have been well maintained, but no changes of importance have occurred. Buying of future California fruits has been slow. Many of the leading factors here have covered their fall requirements on raisins. The futures market on raisins has ruled steady. Raisins are in the strongest statistical position that they have been in for years, and, according to the opinion of the trade both here

and on the Coast, there is no reason to believe that the market will go lower than it is now; on the other hand, good reasons have been put forth to the effect that it will go higher. Sunland Sales recently moved up its prices on some of its packs, while in bulk raisins, some of the sellers in the West have quoted fractionally lower prices on Thompsons. Future dried Smyrna figs have been in fair request this week. Importers call the attention of the trade to the fact that this item is now offered at comparatively attractive prices as against the other dried fruits. Citron has ruled quiet, with quotations on futures unchanged. Importers are looking for an advance in spot prices later in the season on account of the increased costs of buying from the source. There has been nothing noteworthy in dates, while pears and currants have been quiet. Future dried apples have not shown any change. Currants have been moving slowly at steady prices.

Beans and Peas—The market on all varieties of dried beans is dull at unchanged prices. Values are about steady, however.

Syrup and Molasses—Sugar syrup is firm on account of scarcity, though the demand is light. Compound syrup unchanged and dull. Molasses unchanged, fair demand.

Cheese—Fair demand at steady prices. Offerings small.

Salt Fish—The local market on salt fish has ruled steady this week, but no great activity has been seen. Holdings are small, consisting at present chiefly of new Norway summer mackerel. Reports of the fall catch are expected next week. The crop of salt mackerel on the American coast has been very poor recently, running mostly to large fish, about 140 to the barrel, while some run around 650 to the barrel, with very few at all in between.

Pickles—Damaging drouths in the three most important cucumber states—Wisconsin, Minnesota and Michigan—have set the crop back two weeks, and that prospects are very poor for even a fair-sized output. To date there has been taken in about 25 per cent. of last year's harvest at this time. If there is to be a fair crop it appears it will have to be harvested in September. Supplies of salt stock on hand from 1928 are rapidly diminishing, and many species of cucumbers used for pickles are practically extinct. All salt stocks are scarce and high in price. **BUY PICKLES.**

Sauerkraut—Sales of bulk kraut are heavy, seasonally, partly because of the high price of green cabbage. The market is practically unchanged, with prices steady. A great many packers are already sold out.

Vinegar—Manufacturers report a good business, which is to be expected at this time of the year. Consuming demand is heavy and local trading has been fairly active. The market remains unchanged.

For one girl who is simply perfect: there are thousands who are perfectly simple.

Review of the Produce Market.

Apples—\$2@2.50 per bu. for Duchess, Transparent and Red Astrachan. Bananas—6½@7c per lb.

Beets—40c per doz. bunches.

Butter—The market has had a steady week, with receipts about moderate and the demand likewise. There is no change in price from a week ago. Jobbers hold prints at 45c and 65 lb. tubs at 44c.

Butter Beans—\$2.25 per bu.

Cabbage—\$1.50 per bu. for white and \$2 for red.

Carrots—40c per doz. bunches.

Cauliflower—\$2.50 per doz. for Ill.

Celery—40@60c per bunch.

Cherries—\$3.25 per box for Calif.

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

Cucumbers—\$1.35 per doz. and \$2.50 per bu. 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 ----- \$9.50

Light Red Kidney ----- 9.00

Dark Red Kidney ----- 9.25

Eggs—Scarcity of fine fresh eggs still persists, with firm prices. Under grades in excessive supply at weak prices. Local jobbers pay 35@36c for strictly fresh, candled.

Garlic—23c per lb.

Gooseberries—\$2.50 per 16 qt. crate.

Grapes—Thompson Seedless \$2.50 per lug.

Green orn—40c per doz. for white and 50c 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—\$4.50 per crate.

Honey Dew Melons—\$2.75 per crate.

Lemons—Ruling prices this week are as follows:

360 Sunkist ----- \$11.00

300 Sunkist ----- 11.00

360 Red Ball ----- 11.00

300 Red Ball ----- 11.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s and 5s, crate \$4.50

Garden grown, per bu. ----- 90c

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.

Osage Melons—Benton Harbor grown commands \$1.50 for 21x12 and \$2 for 14x14.

Parsley—50c per doz. bunches.

Peaches—Elbertas from Illinois and Indiana command \$2.50 per bu.

Pieplant—\$1.25 per bu.

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

Potatoes—Home grown are now in command of the market, selling at \$1.75@1.90 per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 26c

Light fowls ----- 23c

Heavy broilers ----- 27c

Light broilers ----- 20c

Radishes—20c per doz. bunches.

Spinach—\$1.40 per bu.

Tomatoes—\$1.60 per 10 lb. basket home grown hot house; \$1.50 for 29 lb. basket of outdoor grown; 90c for 10 lb. basket.

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.

Pays Grocer To Have Price Tags.

Here are six good reasons for the use of price tags:

Price tags save time—When the customer stops to ask the price it not only takes her time but the clerk's too. They avoid frequent interruptions.

Price tags make sales—Plain marked goods help customers decide that they can afford to buy. When no price is shown people assume the goods are too high. Pricing merchandise encourages customers to look over your stock more thoroughly.

Price tags avoid mistakes—Mistakes in business are costly; not only in the immediate or actual loss in profits, but in good will, confidence, loss of trade, etc.

Price tags build confidence—They assure the customer of a "one-price" policy.

Price tags hold business—Customers do not like to ask the price of every item they might care to buy. Perhaps it is a touch of false pride or timidity that makes them hesitate to ask. But they go to stores where they know what they will have to pay for the goods before they buy them.

Pricing saves embarrassment.

Customers often ask the price only to find the goods too high. The one course open is to say "no" and let everyone in the store know they cannot afford the goods; the other is to say "yes" and be dissatisfied. Such customers are usually lost.

Price tags increase profits.

Installs Library on Food Subjects.

A grocer in the West has increased his store's sales by the installation of a food library. One corner of the store, in the back, has been partially enclosed. There are tables and chairs pads and pencils, and a library containing a complete collection of recipes, menus and general information concerning foods.

Pontiac—The Arline Shops, Inc. Peoples State Bank building, has been incorporated to manufacture and deal in millinery and women's garments, with an authorized capital stock of \$10,000, \$2,600 of which has been subscribed and paid in in cash.

Fate has a way of tossing boulders at the bazook who tries to dodge responsibility.

ENORMOUS SINK HOLES.

Remarkable Freak of Nature Located Near Onaway.

Hello! Is this Onaway? Yes. Well, I've heard so much lately about those big sink holes up there that my curiosity must at last be appeased and now I have a lot of questions to ask. What are they like anyway? How big are they and how deep? Are they wet or dry, sandy or rocky? How far from Onaway? and are they hard to find or reach?

Say, hold on—it's going to take some space to handle all these questions and there are also many features in connection with the subject. Yes, and I am pleased to give out all the desired information because it is so interesting, interesting to me and becoming more so as well as the sight of these places, which appear even more wonderful each year I gaze upon them.

Figures and distances and descriptions sometimes make dry reading, but if you will bear with me for a few minutes I will picture the sink holes as well as the surroundings and we are going to cover some territory, too.

Here we go starting South from Onaway on Michigan avenue. It's only a ride of a few minutes by auto over a good gravel road for eight miles, then we bear off over a crooked road, crossing Tomahawk Creek and traversing a winding but pleasant trail up to the Shoepack Lake, a distance of about one and one-half miles. Here the Shoepack Club has its headquarters, located on a narrow strip of land between two beautiful lakes; this is within the border of the State forest reserve composed of seventy-five thousand acres. If it were not that we are seeking further sites, would be content to remain right here at these pretty lakes. The one known as the Upper Shoepack extends to the East with an irregular shore line and a gradual sloping beach from where we are standing, while to our right hand and immediately below our feet we look down one hundred and twenty-seven feet into lower Shoepack shown in the accompanying picture and sometimes called Crooked Lake.

The difference in the level of the surface of these lakes, which is eighteen feet, has never been explained; but it is a fact that one can almost throw a stone from one to the other. And to reach the lower lake requires a little caution as the path is very steep. But that flowing spring of cold water at the foot is worth the attempt.

There is no connection between the two lakes; the ascent is nearly straight up; yes, the fishing is good in both of these lakes and open to the public.

But we have started for the sink holes. I wish they would call it something else; the name is misleading; it indicates a low, wet drainage hole or something of the kind; it's just the opposite however.

We follow around and along the south shore of the upper Shoepack and up to the top of the bank and stop—stop quickly too, and the sight that greets you will make you gasp.

The first hole is one hundred and seventy-five feet deep; send one of

your party down and see how small he looks; and then go down and look up. Imagine yourself inside a mammoth chaldron; very steep out on the side, perfectly dry on the bottom in spite of the fact that immense quantities of water flow down the side during storms and spring freshets. Where does it go to? That's the question.

Now after climbing out and recovering your breath just peer over the brink and look into the second one, not quite as deep but equally interesting. Then from number two you come to number three, then number four, and then last, but not least number five, really the most interesting of the group because it varies somewhat from the others. You have now covered nearly a mile distant from the first hole, right from one into the other; great depressions in the earth as though scooped out especially for some unknown reason. Some of the holes are quite thickly timbered mostly jackpines, popular and oak; this applies more particularly to the fifth and last one and the only one in which water may be found; here, about half way up and on one side and hidden in the dense thicket bubbles forth a good sized stream of pure cold spring water remaining on the surface for only a few feet and immediately disappearing into the earth again, going—nobody knows where. This is a favorite place for deer which are frequently seen here, apparently not much afraid of the casual visitor. The water evidently suits their taste; and beds are found near by where they nest during the night.

As previously stated, these attractions lie within the borders of the

State Forest Reserve and fire lines are being laid out in huge squares running East and West and North and South resembling roads, but are kept free from vegetation by constant cultivation. Now, one of these lines runs parallel with and along the South edge of these big holes coming very close to the brink at places. Fred Truax, the superintendent at the reserve, had occasion to patrol this line in his car but unconsciously came to the edge before he was aware—no, he did not quite go over, but in explaining his experience in his own words, "I felt the road slipping beneath the wheels and the car gradually sinking towards the brink, even after the brakes were set to stop and I thought it a very opportune time to say goodbye to my friends, although I was alone at the time. I quickly slipped off the running board on the upper side and grasped the car and hung on for dear life with my left hand, while with my right I dug like a puppy dog the sand from beneath the wheels; yet the car continued to settle; the effort looked hopeless. Visions of an immediate calamity and a fearfully smashed car danced before me while I continued to dig and hang on; it may not have been an hour but nearly so before I felt the motion of the car leaning my way and I felt safe to release my hold, finally venturing to enter and sneak, not drive away." Close enough and one experience of this kind seemed to satisfy Mr. Truax.

What is the explanation of these big holes? Well, we will touch upon the matter before the close of this article; and now please explain this: About twenty-eight years ago my at-

tention was called to a small depression in the earth just a few rods north of the first sink hole which I was told appeared to be getting gradually deeper and wider. I took this to be a case of imagination and forgot the matter entirely. I was surprised to learn however, upon a recent visit, that the fact is the hole has greatly increased in depth and width and undisputedly many times larger than when I first saw it; gradually, year by year, slowly sinking yet showing no evidence of disturbance or caving. No one has interfered with or done any excavating in or near it or had any object or purpose in doing so.

If one should awaken to find themselves alone in the vicinity of these deep or inspiring cavities surrounded by an expanse of waving ferns, the solitude of the whispering pines where nature rages undisturbed what would be your verdict, notoriously desolate or gloriously grand? That might depend upon whether or not you are a nature lover and it might relieve the situation to know that civilization lies just around the corner for, at the reserve buildings only three miles distant hospitality reigns supreme.

A visit here discloses the wonderful work being performed by the State under the supervision of Mr. Truax. Just think that already eight thousand acres of reforestation has been done and the varieties are white pine, Norway, Jack, and Scotch Pine, and European Larch ranging in size from seedlings to several feet in height.

Some day some one is going to profit most magnificently from the proceeds of this foresight. When? Well it may easily be the younger



Degree Team of Cadillac Council, U. C. T., Detroit.

members of the present generation.

A few years ago where desolation reigned supreme and the fires raged year by year after the ravages of the lumbermen and their reckless operations it was said that all this land was good for was to help hold the world together; but man has reformed, that is he is beginning to atone for his mistakes or the mistakes of his predecessors and the results are marvelous; the burned areas in a very few years have grown into a land of beauty; this, through the intelligent acts of man, by preventing fires and protecting the new growth.

Whether by the act of Nature or by the cycle of rotation the fact is new and different plant life has been created different from the original varieties. Would it be fair to suggest that the ash content caused by the fires has something to do with this? A man who homesteaded land in Oregon a few years ago told me that it was impossible to grow a crop on cutover land there until heaps and logs were burned on the land. Anyway it is being proven that land that was previously sour and unfit now is found to be sweet and productive for clover and legumes.

Do not get the idea that this cut over land is sandy and worthless—far from it; unlike some so called plains land ours in Presque Isle county has a clay subsoil cropping to the surface in places and thousands of acres of it are now producing rank growth of all varieties of clover for dairy purposes.

But I am not sticking to my text; sink holes is the subject and the mystery still remains, what's the explanation and what caused them? Inasmuch as the question has never been answered to the satisfaction of all, theories and speculation are in order and may I advance an assertion? It may be called an asinine one, but it will hold good until a better one is found. It sounds reasonable and is undisputed that there is or has been a subterranean passage beneath the big sink holes. Why not? But where does it originate? Well, it comes from somewhere and it has been proven where one of a similar nature leads to. Referring to my write-up in the Tradesman under date of October, 1924, we found where the waters of Thunder river emptied into Sunken lake in the Southern part of this county, carrying logs into the earth which were finally recovered in Thunder Bay at Alpena. These are facts. Now work back this way to Rainy Lake about ten or twelve miles Southeast of Onaway and here is a similar condition. A beautiful lake nearly a mile long and very deep has a habit of emptying itself about every twelve to fifteen years. No, it does not dry up, far from it; it empties itself into a mammoth sink hole leaving the bed of the lake proper entirely dry except for the several streams that rush into it cutting channels and tumbling huge portions of earth into the big sink hole causing sufficient deposits of solids consisting of heavy sticky clay to clog the crevices; then the lake again fills up and to-day is higher than ever known before.

During lumbering days the lumber companies were compelled to build a railroad in there to remove their logs on account of the lake emptying just at the wrong time; many of the logs were seen protruding from the bed of the lake during the dry period two years ago.

What has this to do with our present dry sink holes? Let's continue and work further back; where does this subterranean passage start from anyway? Naturally from a source which has a pressure, a body of water of some size and importance and that body is Black Lake five miles North of Onaway and partly in Presque Isle and partly in Cheboygan county. A like nine miles long and five miles wide and very deep in places; pretty well known. Now here comes the assertion or theory as you may call it: Black Lake is the source of the subterranean passage. Why? Because we contend that all the water which empties into it from the upper Black River, Stony Creek, Cold Creek and numerous other small streams does not flow out through the lower Black River, its only visible outlet. Of course there is considerable evaporation, but to make up the difference would produce clouds enough to cause a constant downpour of rain. A good portion of Black Lake water finds its outlet below and flows silently away beneath the earth. Now take the map and follow the course. First in line are our big sink holes, next in range Rain Lake then Sunken Lake and on to Lake Huron at Alpena.

Man is constantly confronted with his mistakes, but I am wondering if, in the formation of these deep yawning sink holes, Nature made a mistake in her engineering calculations.

When you visit these places view the mirror-like surface of Shoepack Lake and then drive over to the big Tomahawk Lake only a mile distant. Camp out beneath the pines and enjoy the fishing.

When on your way, see Onaway.
Squire Signal.

Moderate-Price Jewelry Active.

Advance fall and holiday sales of diamond jewelry have been fairly active so far, but indications are that there will be no really important buying until after labor day. Men on the road have turned in a pretty fair volume of business, the great bulk of which has been done in pieces to retail at \$300 and down. Higher-price articles have not yet started to move well. Single stone engagement rings of platinum and semi and full set platinum wedding rings have stood out in the early buying. Earrings are somewhat more active than at this time a year ago, but so far the call for bracelets, brooches and other decorative pieces has not been any too good.

Fall Silverware Sales Ahead.

Although many retail buyers of both sterling and plated silverware will not go into the market in an important way until next month, advance business taken by leading houses on fall lines is well ahead of last year. Orders going in from men on the road are for

the most part proportionate to the distance of their territories from the New York market, with the South and the Middle West producing the best business. The South, in particular, is a bright spot right now. In the business being placed generally the outstanding call is for toilet sets, those with long handles predominating, and fitted traveling bags for both men and women.

Wide Sheetting Prices To Hold.

Little indication is seen of a revision of prices in wide sheetings. These

goods are now based on 60 cents for 10-4 bleached, and with the present condition of stocks in first hands there is apparently no cause for reducing them. Advances, with cotton in its present position are unlooked for. Bleached sheet and pillow case prices also are expected to hold, as materially better business in this merchandise is expected during the final four months of the year. Curtailed production is generally credited with bringing this branch of the trade out of the doldrums of a few months ago.

PLAN TO CELEBRATE LABOR DAY

AT RAMONA PARK

(Reed's Lake, Grand Rapids)

MONDAY, SEPTEMBER 2

YOUR LAST CHANCE THIS YEAR TO CELEBRATE

SEE Gorgeous Fireworks Display!
Balloon Ascension and Parachute Drop!
Special Holiday Vaudeville Program!
AND Dawn Dance 12 a. m. to 4 a. m. Sept. 2!
Dancing Labor Day Night, 8:45 till 12!
ENJOY Amusements! Rides, Slides, Chutes, Gides!
Acres of Fun! Popular Prices!

ANNUAL AGENCY MEETING

Fourteen Years of Success

Finished Aug. 30, 1929

About three hundred agents from all parts of Michigan, including the Upper Peninsula, attended the annual meeting of the **Citizen's Mutual Automobile Insurance Company of Howell** at the Woodland Country Club near Howell, on August 1. A golf tournament was held in the afternoon and dinner was served at seven o'clock, after which there was a program in which W. P. Harrigan of Detroit entertained with several songs and H. B. Core'l, Deputy Insurance Commissioner, explained the new agency law. Among those present were Senator Seymour Person of Lansing, Hon. Seth Q. Pulver of Owosso and Judge Leland W. Carr of Lansing.

The financial report showed that the company had made a very substantial increase during the last three years, assets being as follows:

July 31, 1927	-	-	\$ 984,193.90
July 31, 1928	-	-	1,020,929.83
July 31, 1929	-	-	1,113,021.59

The company is now finishing its fourteenth year and has an organization of agents, adjusters and attorneys in every part of the state. The success of the company has been such that it has paid out during these fourteen years over 100,000 claims, totaling \$5,342,185.69. A very small percentage of the claims result in a law-suit as the public is now aware of the fact that legitimate claims are settled promptly and a contest made only of those claims which appear to be unreasonable, excessive or without foundation.

This company has had many thousand policy holders in all parts of Michigan insured for many years, and has an agency and attorney force in every part of Michigan to give service. The home office can be easily reached for conference in serious cases. It pays to keep insured in a good company in your home state.

DRIFTING INTO WAR.

Once again alarming reports from the Far East are finding their way into the news. It is only too apparent that China and Russia are as far as ever from settlement of their dispute over the Chinese Eastern Railway and that friction on the Manchurian border has been increasing rather than dying down. Discounting the inevitable exaggeration of dispatches necessarily based upon rumors because of the absence of all authentic information, it still cannot be denied that the situation appears to be extremely serious.

There are two distinct phases to the crisis. One concerns the question of principle involved in China's seizure of the railway; the other has to do with actual conditions on the border where bodies of hostile troops are massed in dangerous proximity to each other. In regard to the status of the Chinese Eastern no change has occurred since the first open break between the two countries, but the situation in Manchuria has become greatly aggravated, according to all reports, by various minor but dangerous clashes between Russian and Chinese troops—the latter probably aided and abetted by forces of White Russians.

If it were possible to establish a neutral zone in Manchuria and withdraw the troops from both sides of the frontier, the delays and rebuffs incident to any attempt at Russo-Chinese conciliation would not be so important. But as it is, the unconciliatory stand of both Governments increases local friction. It is not so much actual war that is threatened by this condition as a species of guerrilla warfare which would keep Manchuria in a continual state of unrest, entirely upset the province's economic equilibrium and by its effect upon Moscow and Nanking hold out the constant menace of more open hostilities. Russia and China have both acknowledged their obligation under the Kellogg pact not to go to war. But this is not enough. Active steps must be taken toward peace.

COOLIDGE ON APPOINTMENTS

Seldom has a President or an ex-President spoken so frankly regarding the making of appointments as Mr. Coolidge speaks in the August number of the American Magazine. What he says is the more striking in that he is the last man from whom even an implied criticism of either branch of Congress was to be expected.

Mr. Coolidge levels two criticisms at the present custom of making appointments: they are too narrowly limited with reference to residence and also with reference to profession.

Concerning the first of these limitations the former President says flatly, "It should be possible to choose a well-qualified person wherever he can be found." Shades of Senatorial courtesy! What would happen to a President who tried to appoint an Ohioan, whatever his record, to an office having to do solely with Indiana?

On the absurd notion that a man who has attained conspicuous success in some field is thereby automatically barred from holding a Governmental

position related to it Mr. Coolidge is equally emphatic: "The supposition that no one should be appointed who has had experience in the field which he is to supervise is extremely detrimental to the public service. An Interstate Commerce Commissioner is much better qualified if he knows something about transportation. A Federal Trade Commissioner can render much better service if he has had a legal practice which extended into large business transactions."

But will not such men seize the first chance to betray the public into the hands of their former associates? To the answer which this question implies Mr. Coolidge makes the crushing retort that such an assertion "can be understood only on the supposition that those who make it feel that their own tenure of public office is for the purpose of benefiting themselves and their friends." Much stronger with most persons than any such base impulse will be the ambition to leave a reputation in public service of which they and their friends can be proud.

In all this there is tacit criticism of Senators who think of an appointment as nothing except a bit of booty. Mr. Coolidge is perfectly right in his conviction that "attempts to put limitations on the appointing power are a mistake." As he says, "So long as the Senate has the power to reject nominations, there is little danger that a President would abuse his authority if he were given the largest possible freedom in his choices."

History shows conclusively that it is not the President who needs to be restrained from making bad appointments. And if it were, the Senate is not the body to do the restraining. In the cases of unquestionably bad appointments, such as those of Daugherty and Fall, the Senate did not lift a finger. It reserves its interference for appointments of men of outstanding ability who have committed the unpardonable crime of rising to the top.

EXIT THE GRAND CANYON.

The Grand Canyon of the Colorado is rapidly disappearing—so rapidly that in a few million years we shall not be able to see anything except where it was. So declares Dr. William Morris Davis, emeritus professor of geology at Harvard, in a lecture at the University of California.

The destruction is caused by the elements, whose work of erosion is gradually flattening the walls of the canyon. The river, says Dr. Davis, which constructed the canyon by cutting, cutting, cutting through millions of years, cannot cut much deeper, for it is approaching sea level. But the work of erosion will go on uninterruptedly until the plateaus which now rear themselves in some places five thousand feet in the air will be leveled. The leveling will extend over an area of a hundred miles on each side of the river.

But there may be compensation for the loss of one of nature's greatest wonders. According to Dr. Davis, the present Grand Canyon is not the first. One after another, four have preceded

it, each of them slowly being formed and slowly being destroyed. The mystery concerns the throwing up of the high plateau. Five times this action has occurred, if the Harvard geologist is correct. It may be too much to expect it to occur again—the earth is cool now and not given to the violent contortions of its youth—but there may be some other development of nature which will challenge human interest.

A million years is a considerable length of time. In several million years any one of a good many marvels might be brought into being. Even now, while nature is relentlessly destroying the wonder she made, she may be imperceptibly creating another. Perhaps those generations which are not going to be able to see the Grand Canyon a few million years from now will have some other spectacle just as impressive. In lieu of new wonders on this planet they may be flying to those of our solar neighbors.

INVITING COMPETITION.

In considering why it is that so many important manufacturing interests are either lukewarm to tariff increases or in some cases actually object to a change, a number of reasons are offered. For one thing, it takes a rather callous protectionist to demand a higher duty when the profits he is making are all that should be reasonably desired. That the country as a whole is prosperous can scarcely be questioned. It is more prosperous now than it was a year ago when prosperity was the keynote of the campaign waged by the successful party. That this prosperity can be placed in jeopardy through ill-advised tariff legislation is also recognized.

The desire to "let good enough alone," then, is probably at the bottom of the present lack of enthusiasm over new and higher rates. But in addition there is the fear of foreign retaliation against our exports, the knowledge that overproduction at home and not imports are responsible in most cases for the ills really suffered in industry, and the spread of understanding that technical and marketing progress can accomplish more in the way of advancing profits than any amount of tariff favoritism.

The Senate committee rates are more moderate than the absurd schedules proposed by the House, but to those manufacturers who still must feed at the tariff trough it seems worth while to point out that even if they get the higher profits they seek through boosting duties their enjoyment is likely to prove very short-lived. Money to-day is pressing for investment, and it will go where profits are. Output in the tariff-favored lines will jump, competition grow still keener and prices and profits slump. This has been the experience of the past when idle funds were much less plentiful. To-day the process will be greatly accelerated.

There are two sorts of wives—those who expect things of their husbands and those who suspect things of their husbands.

DRY GOODS CONDITIONS.

For this in-between season in retail trade, sales have been running at the usual rate. Owing to the heavy business that developed earlier on summer goods there is perhaps less demand on seasonal lines, which are now being cleared through sales. The widely heralded change in styles to be launched for fall has also had an influence, no doubt, upon the buying of women's apparel, since customers do not wish to purchase what may prove to be out of fashion within a short time.

For improved trade, retailers would like to see a spell of cooler weather, which would permit them to launch their early fall lines under suitable auspices. This would not only stimulate sales but furnish a much-needed index to what customers will favor in the new merchandise, thus enabling the store to place their orders with more confidence.

While garment representatives seem very certain that the new modes will find quick acceptance, retailers are not so sure that the so-called flapper fashions are at an end. This style uncertainty, as well as the doubt over prices and terms, is what is causing delay in preparations for the new season. The best counsel recommends careful testing out of the changes. The assumption is, however, that if the designs take hold in a general way, the prospects for increased business are excellent.

While the wholesale merchandise markets have seen the buyers' peak reached, reports of the business done vary. In some lines the orders taken rated better than a year ago but in others there was more shopping around than manufacturers like to see. Once the new goods are tested over retail counters, producers expect to enjoy much better volume, although the present delay is decried.

BIGGEST JOKE OF THE AGE.

The announcement of Montgomery Ward & Co. that they would prepay postage and freight on all purchases hereafter came like a thunder clap out of a clear sky, but recent disclosures plainly show that the announcement is a huge joke, with a large sized Ethiopian in the wood pile.

The letter from a Jackson patron of the Tradesman, published verbatim on the third cover page of this week's issue, shows very clearly that, instead of prepaying the transportation charges on goods purchased from them out of their own profits—which, by the way would be a very generous thing for them to do—Montgomery Ward & Co. are adding the freight to the price of the goods they sell their customers, so that in reality the announcement that the mail order house will prepay the freight is pure bunk.

If the retail merchants of America make good use of this situation, as presented exclusively in the Tradesman this week, they can very soon convince those of their customers who have leanings toward the mail order houses that they are the victims of the biggest bunko game ever played on an unsuspecting and altogether too gullible buying public.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In discussing the purchase of the Michigan Railway Co. right of way between Grand Rapids and Kalamazoo and between Monteith and Battle Creek by the Michigan Central Railway with an official of the latter corporation, the gentleman stated:

"You are wrong in thinking that the Michigan Central Railway will ever run trains over the Michigan Railway Co. right of way. All the railway corporation sought, in making the purchase and acquiring possession of the property, was the three terminals at Grand Rapids, Battle Creek and Kalamazoo. They are very valuable to a road like the Michigan Central and their possession will add much to the effectiveness of the Michigan Central in handling the transportation problems of these three important cities."

I am sorry to be forced to record this statement, because I was really in hopes Grand Rapids would have some semblance of competition between this city and Kalamazoo. For many years the G. R. & I. undertook, so far as the officials were able to do so, to give Grand Rapids a square deal, but since the road has been taken over bodily by the Pennsylvania system, local conditions, local ambitions and local requirements receive scant consideration at the hands of the men in charge. This condition is not due so much to lack of inclination on the part of local representatives as to the steadfast, iron clad policy of the Pennsylvania system to give the people who are so unfortunate as to reside on subsidiary lines of the big organization the hot end of the poker. I can see no reasonable excuse for this attitude on the part of the Pennsylvania system, but it has been clearly in evidence for many years and I suppose will be maintained with the iron hand characteristic of corporate power until the millenium comes along.

I recently asked a steamboat agent how trans-Atlantic travel was this season as compared with previous years. His reply was prompt and emphatic:

"Poorer than it has been for many years. Why? Largely because of the increased cost of living in Europe. Directly after the war, when the currency of France, Germany and other European countries was depreciated, an American could live well in Europe for \$5 per day. Now that the currency systems of the European countries have been stabilized, it is impossible to obtain the same accommodations and service in Europe for less than \$15 per day.

"Another reason is the improvement which has been made in summer resort hotel service in this country. Because all resort hotel owners assumed they had the world by the heels and that people had to go to resorts during the summer season, whether or no, they boosted their prices up to the highest possible notch and handed out service not at all in keeping with the outrageous rates they charged, A

series of poor seasons has caused them to review the situation, look the predicament squarely in the face and reduce their rates and improve their service so that the two are more in harmony. Of course, there are exceptions to this general rule. The hotel highwayman is still plying his nefarious policy in several Northern Michigan hotels, but it is only a question of time when all high binders in the hotel line will be forced to see the error of their ways and give their patrons what they pay for."

I asked the same gentleman if he thought America would achieve her present ambition in building up a successful passenger service with Europe.

"Emphatically no," he replied. "The Americans are the only people who do not patronize their own ships. It is impossible to get Britains to use anything but an English boat. The same is true of French and Germans. They would never think of patronizing anything but French and German ships. The Americans are the greatest travelers—and spenders—in the world, but they lack the patriotism which other nationalities possess. Some think that this indifference—I call it treason—to American boats by American travelers is due to the fact that liquor can be had on the boats of other nations, but I think it is due to the fact that Americans do not fully realize what it would mean to this country to have well-established and largely-patronized boat lines of our own.

"The same difference between Americans and Europeans is shown in the way foreign merchants and manufacturers insist on pricing their products to Americans by including in the price the freight to New York. This enables them to ship the goods over their own boats, which shows how loyal the people of the European nations are to their own transportation lines. Americans, as a rule, never think of these things, but perhaps when the American flag no longer floats on passenger boats sailing the seven seas, our people will awaken to the fact that their stolid and stupid policy of favoring the ships of other nations instead of their own, will bring about a reversal of their present imbecile methods."

These are strong words, undoubtedly based on facts, but they appear to be in harmony with the policy of too many of our people in assuming that other people can do things better than we can ourselves and acting accordingly.

The death of Harry G. Robertson, manager of the Boston store (Grand Rapids) for many years, depressed me greatly, because he was my good friend—and the good friend of all who knew him intimately. He was an ideal gentleman to the end of his life, exemplifying the finest qualities of the true Christian spirit, its tolerance, its kindness, its emphasis on spirit, rather than creed or form, its unaffected simplicity. No one ever heard a harsh criticism or an angry word pass

his lips, and now that it has come to a close, his family to whom he was devoted, his friends to whom he was deeply loyal, and the many to whom he was helpful in so many ways will remember with gratitude and affection his sterling character, his business integrity, his human sympathy, his kindness of judgment, his unselfish generosity and his quiet courage.

The daily papers of Grand Rapids have had a good deal to say of late over the proposal to vacate the foot of Lyon street in order that the ground thus released from public uses may be utilized as the location of a furniture exposition building by G. A. Hendricks, who is one of our most progressive citizens, at least so far as the erection of good buildings is concerned. I have always been led to believe that the vacating of any thoroughfare rests with the courts. Such being the case, I am unable to understand why the matter was brought before the city commission, because I fail to see wherein that body has any jurisdiction in the case at issue.

The J. L. Hudson Co., of Detroit, which is now the second or third largest department store in the world, has about 6,500 employees in its various departments. It pays good wages. Every third week each clerk receives half of one per cent. of his or her sales in addition. Anyone who has been one year with the company receives a week's vacation with pay; two years, two weeks; three years, three weeks; ten years, four weeks. At Christmas time each employee receives a present based on the number of years employed. Free physician, nurse and temporary hospital service in their own hospital are furnished any employee who is taken suddenly ill. The physical condition of every employee is given painstaking attention at regular intervals. The teeth of employees are examined by an expert dentist. Employees are permitted to purchase clothing for themselves and immediate members of their family at a material reduction from the regular retail price. Because the company deals generously with its employees, it naturally insists on loyal and painstaking service, which is a distinguishing characteristic of the working force. The only complaint I have ever heard from any patron of the store is that the establishment is so large that it tires a customer to walk from one end to the other.

The death of Henry L. Houseman (Grand Rapids clothing merchant) Sunday evening affected me greatly. I had known him all his life. I had even a closer acquaintance with his wonderful father, who died twenty-one years ago. Deceased was one of the most methodical men I ever knew. He was literally a creature of habit. He always sat in the same chair in the reading room of the Peninsular Club and always read the same papers in the same rotation. Although he had what some people might regard as a somewhat forbidding exterior, giving strangers the idea that he was a re-

close, he was the soul of hospitality and congeniality to those who knew him well and appreciated the remarkable qualities of his head and heart. For over twenty years he bore the burdens of a business with large ramifications and responsibilities left him by his father. He discharged the duties of his position with great care, thoroughness and success. He was first and foremost in all praiseworthy movements for the betterment of his community and the world. He will be greatly missed.

Some months ago I called on Harry Brock, who conducts two clothing stores on Monroe avenue, to suggest that he become a reader of the Tradesman. He immediately acquiesced in my suggestion, saying he had been intending to enroll his name on our list for the past nineteen years.

Last Saturday I dropped in on Evert Stadt, the West Leonard street hardware dealer, and suggested that he join the circle of merchants who are made happy by reading the Tradesman regularly. He, too, signed on the dotted line, saying: "I ought to have been a reader of the Tradesman for many years, because my late father, Thys Stadt, hardware dealer at Spring Lake, took the paper as long as he was engaged in trade and always insisted it was a great help to him. The other evening I sat on the porch of my next door neighbor, Harry Brock, discussing matters in general. He asked me if I had read a certain article in the Tradesman and I had to admit that I did not take the paper. He expressed great surprise over my inadvertance, saying that he frequently found a single article in the Tradesman which was worth the price of the paper for a year."

The greatest difficulty I experience in inducing good merchants to take the Tradesman is to get them started to reading it. When this object is attained, it is almost impossible to drive them away from the Tradesman. Friends of the paper can do us and their neighbors a good turn by recommending the Tradesman to those merchants who are not now on our list.

Readers will observe that I use the term "good merchants" in the above paragraph. That is exactly what I mean. After living with the Tradesman forty-six years I have naturally become very fond of my creation and I dislike to see it on the desks of merchants who are not good merchandisers and who are destined for ultimate disaster because of that fact. It grieves me when I see a subscriber to the Tradesman knocking at the doors of the bankruptcy court, because I know he has not profited by the precepts I have endeavored to inculcate during the long period I have aimed to keep him on the straight and narrow path to prosperity and success.

E. A. Stowe.

Dissatisfaction can be healthy or unhealthy.

SHOOTING SQUARE

Easy To Build Up Or Destroy Good Will.

Here is a complaint that I trust will prove interesting because it comes from the man way down the line—the customer—the fellow who finally pays all the bills if they are paid at all. Sometimes he doesn't pay and then the stockholder pays.

This all has to do with a small boy who has grown in the last few years until he is no longer small but still is a boy and sees things in the boy's light.

A few years ago, we—the good wife and myself—got this boy a little wagon for Christmas. It wasn't an elaborate affair but it was a well built toy that he could haul his friends around in and be pulled in for a ride. It served its purpose in good shape, but like all good wagons after due time, got wobbly. One of the wheels gave away in the hub.

So I said to son, "Well, that can't be fixed."

"Yes it can, that wagon is guaranteed. It's a good wagon."

He went upstairs to his room and dug up a certificate of guarantee that came with the wagon. He read it to me.

"Now I am going to write them and tell them about it, and they will send me a new piece."

Such is the faith of a small boy.

The next morning he gave me a letter addressed to the firm that makes this kind of toy. I was interested to know what the result would be. Would this manufacturer tell the boy nothing doing or would he seize the opportunity to do some effective advertising.

In about a week the new part came.

Son immediately said, "What did I tell you, dad?"

That manufacturer was written indelibly in the mind of this boy as a square shooter. It was good advertising.

The boy grew. This last Christmas we wanted to get him something especially nice because we will not buy him toys many more Christmases.

We decided that he would like a wood turning lathe, saw and all the trimmings that go with it, run by an electric motor.

We bought a well advertised machine, made by a well known manufacturer, and got it through the local hardware dealer.

The machine came. The boy got it on Christmas and was tickled pink.

Fine. Then he set it up and got it running, only to find that it was not true. Son was terribly put out but he took it in good spirit. I was going to Dallas the next week and he asked me to take the faulty part to the factory branch house there and ask them to replace it.

I took it to Dallas and carried it to the branch house. The man there agreed to send it into the factory for me. I told him that it was a new machine and I did not want any of this pay the express charges stuff. It was the manufacturer's fault and he should take care of it.

Nothing was heard from it for a couple of weeks. Finally I wrote the

branch and they wrote the factory. The part came. It came express charges collect, \$1.34.

How much do you suppose that manufacturer spent in advertising to get son and me sold on his product? Ask him. I'll bet he will throw out his chest and tell you how many hundreds of thousands he is spending in advertising.

He made a customer out of us and now he sells his good will for \$1.34, as far as we are concerned.

I just couldn't believe that a big national manufacturer would sell good customers so cheaply.

I wrote a letter directly to the president of the concern. I didn't want any buck passing. Maybe I was wrong but I wanted to know the policy of this concern.

I got a nice letter back. It seemed that the president had a son and they had Christmas up in their part of the country and he knew just how the whole thing must have upset our young man. The letter was a fine dissertation along that line. It was a fine letter of condolence—perfect. But—

There must be matters of policy and laws laid down and it was wrong for me to handle this matter myself; I should have taken it to the dealer of whom I purchased it and got him to send it in and he would have paid the express.

The letter winds up with "again wishing to express my regret," etc.

So far so good. I haven't asked the dealer for the \$1.34 and I am not going to because I have my money's worth. This manufacturer sold me his real reputation at that price and I felt that I got a bargain because it just happens that we need some wood working machinery for our shop and, well, you see how I feel.

Now, from the merchant's standpoint. While I don't know for sure, I'm fairly certain this manufacturer allows the retail dealer somewhere around 30 per cent. on this type of machine. The dealer has to pay the freight out of this, take care of his cost of doing business and in the case of this manufacturer, pay the express on any bum goods sent him.

Well, let's see about the profit this dealer can make on that long discount. The dealer cannot charge more than list because the resale price is advertised. According to the information gathered by the National Retail Hardware Association for 1927, the latest figures available, a dealer in a town of from 3,500 to 10,000 doing a business from \$60,000 to \$100,000, has a cost of doing business of 20.83 per cent.

Then the dealer from whom I purchased this machine must have a cost of about that amount. I asked the dealer the amount of the freight bill on this item. He told me and I figured it was 4 per cent. of the sales price. So that brings the dealer's cost on this item up to about 25 per cent. If the manufacturer gave him 30 per cent. he is still 5 per cent. to the good.

But, now I come in the store with part of the machine and tell him the manufacturer has not done a good job. He must ship it back to the factory.

The express company now gets part of that 5 per cent. profit—perhaps all of it.

Then they tell us that the retail merchant is the weakest link in the chain of distribution. Who could stay in business on that basis?

Now let's see about the boy. He is thoroughly disgusted. When that boy gets through college he may be in a position to tell someone what machinery to buy. Will he advise this kind?

But this isn't all. Boys talk over their problems and troubles with other boys. This boy is in a manual training class with thirty other boys. Reputations are made and unmade by these boys.

If I were a manufacturer of things that had to do with boys I would do all I could to make every boy feel that I was shooting square with him. How different the attitude of the two manufacturers this boy has had experiences with.

Why should the manufacturer who sends out defective workmanship expect the dealer who handles the goods to take care of the expense? It is the manufacturer's fault, why not walk up and take his medicine like a man, make good and have the dealer as well as the customer feeling right about the situation?

Dan Scoates,

Sec'y Texas Hardware and Implement Association.

While the Lion Roars.

Grandville, Aug. 20—The Hague conference still continues while the British lion has not ceased to roar. Like his actions with regard to America and the curtailing of naval ships, the Briton cannot forget that he was once imagined to be ruler of the sea.

That time long since passed, and what was once a lion rampant is now a crouched and very docile beast, docile in reality, although in his own imagination still the boss of the world. Bosses are becoming obsolete both in business and politics, a fact which Briton's lion may as well take into account right off the bat.

The world has failed to tremble when the lion roars. Even though the Russian bear has been dead and buried many years, it might be well for Britain as well as other European nations, to take cognizance of a crouched animal on this side of the Atlantic—the American grizzly who will have something to say when it comes to ruling the ocean.

Uncle Sam is a kindly old gentleman, not a Shylock by any means, and has no thought of harming any peaceably inclined nationality, either on sea or land. Britain, however, is the skeleton at the feast, and seems intent on making mischief wherever possible.

Foreign occupation of Rhineland disturbs the sleep of all good Germans, and it is promised by those supposed to know that by Christmas the last foreign soldier will depart from the German border and the Rhine, the German Rhine, will again flow untroubled to its mouth.

Happily America is not immediately concerned in these foreign complications. We stand aloof, the only truly free giant nation of the world. Britain's claim to the mastery of the sea faded out years ago and America will never consent to see it renewed. If Britain insists on keeping and enlarging her navy Yankee land will do the same. No underhand work will be permitted.

In settling German reparations Britain hasn't yet come to an understanding with her brother allies of the late world war, nor is she likely to stop

growling unless she gets the best of the bargain. America can sit calmly between its two oceans and watch the wrangling nations.

In nearly all war settlements save those with America Britain has always demanded the lion's share and usually got it. One wonders how mere agreements to keep the peace can be hoped to amount to anything when some little irritating incident is likely to occur at any time and set all Europe by the ears.

Peace at any price is not to be thought of in this wrangling world of ours. Germany did not hesitate to break the neutrality of Belgium, and Great Britain has never been a stickler for mere bargains in the past so why may we expect her to be any better in the future?

Trust in God and keep your powder dry has been America's motto which has stood her in good stead in the past, and the present difficulties assailing the bargainers at the Hague serves as a warning to America to place her trust only in the strength of her army and navy in the interest of future peace on land and sea.

War is undignified save when in defense of one's country. All nations have not come to this conclusion, however. As long as monarchs rule over governments just so long will the whim of one man often drive a nation to war. Germany is fortunate in having ridden herself of the Hohenzollern dynasty, and proclaimed a republic.

Being the best educated nationality in all Europe Germany can no doubt uphold a republican form of government. Not so with Russia which has the largest number of inhabitants and less general education than any other nation in Europe. Some day, when common schools dot the hills and vales of the Muscovite territory, that nation will assert her claim to superiority and never more be a hissing and a by-word to all decent people.

The one word education has more magic in it than any other in the world. Educated Germany, even though ruled by a kaiser, made a tremendous battle for victory over the whole world. Had the silly old kaiser left America out of his plans of subjugation he might be ruling to-day as the sovereign of all Europe.

Plans of mice and men often go wrong. Whatever the settlement that may be brought about by this Hague conference one thing is plain and that is that world peace may be delayed for a time but no plans can be made that will assure lasting peace to the world. Too bad that it is so, yet there is no altering the decrees of nature and Nature's God.

While the British lion roars the peace plot may be yet afar off. The old American grizzly sits pat and looks on wholly unconcerned as to the outcome.

Six powerful European nations, sit at the communion table at the Hague and pass compliments with now and then a sharp word of infelicity added. Good old Uncle Sam has enough local politics to occupy his time without bothering his brains over the petty squabbles of his inferiors.

And so the squabbles of the nations go on. Whatever may come out of all this cat-hauling is a matter of little moment to any of us, since even the best of agreements will fail of doing that which is hoped for, viz: keeping the peace of the world for all time.

While the Lion roars we may well heed only our own home affairs.

Old Timer.

Aspiration without perspiration brings vexation.

Plan for to-morrow—but plod today.

RIGHT OF MERCHANT

To Use Sidewalk in Front of Business Premises.

As a general proposition of law, a merchant has the right to the temporary use of the sidewalk in front of his premises for business purposes. This use, of course, being subject to compliance with ordinances and statutes regulating same, if such be in force in the locality where the business is situated.

However, in making use of a sidewalk, a merchant should never overlook his possible liability in case of injury to innocent third persons caused thereby. For, if his use is shown to have been negligent, and injury results, he may have a damage suit on his hands very difficult to defend.

Just what may amount to negligence in a case of this kind is hard to state, because each case of this character must of course be decided upon its facts and circumstances. But, as an illustration of the possible danger in failing to properly guard a sidewalk being used for business purposes, a recently decided case may be examined with profit.

In this case, a truck load of merchandise was delivered at a merchant's place of business, and the driver was instructed to unload it upon the sidewalk. The merchant had two sidewalk elevators, but at the time it was impracticable to use them in lowering the goods into the basement, so the shipment was left near the elevators as unloaded.

The merchant's store was located in a busy shopping district, and during the noon hour, when the sidewalks were crowded with people, the plaintiff while passing stumbled and fell over the goods. Plaintiff suffered a very serious injury by this fall, and thereafter brought the instant action against the merchant.

In defense, the merchant set up that he had the right to make reasonable use of the sidewalk in receiving goods, and denied that he had been negligent. Further, the merchant took the position that, since the goods were in plain sight, the plaintiff had been negligent in falling over them, which should prevent a recovery for the injury received.

Upon the trial of the cause, the court left the questions raised to a jury, and the latter returned a judgment against the merchant in the sum of \$3,000. From this the merchant appealed and the higher court in stating the general rule as to the right of a merchant to use the sidewalk for business purposes said:

"While it is true that an abutting owner on a street has the right to a temporary and reasonable use of the sidewalk in front of his premises for the reception of merchandise, the question of what is a temporary and reasonable use and the manner of its exercise are questions of fact depending upon all the circumstances of the particular case, to be determined by the jury under proper instructions.

"Here there was evidence to show that defendant (merchant) maintained two sidewalk elevators in front of the entrance—one of which was open at

the time of the accident. It also appears that the street was a busy shopping district and the goods had remained on the sidewalk for over two hours. There was also evidence to show the manner in which the merchandise was arranged, its character, and the likelihood of its being seen and of pedestrians falling over it. These and all the other facts and circumstances were proper for the jury to consider in determining the question of the reasonable and safe use of the sidewalk.

"It is claimed the evidence shows that plaintiff had at other times seen goods piled on the sidewalk, and at the time of the accident she was not looking where she was going, but was paying attention to children and passers-by, near the center of the sidewalk.

"Plaintiff had a right to a safe sidewalk; she also had a right to be where she was, and the mere fact that she failed to see the merchandise did not constitute contributory negligence on her part as a matter of law. There was evidence to show that the merchandise was of a low height and the same color as the sidewalk, which facts might account for lack of visibility. Mere abstraction on her part did not constitute contributory negligence. The judgment is affirmed."

The foregoing case constitutes a valuable illustration of the importance of care when a merchant is using a sidewalk for business purposes. For, while he may have such right, if an innocent passerby is injured the merchant may be called upon to respond in damages, depending upon how a court or jury decide. In view of which, the employment of extra precautions, by way of a guard or otherwise, would seem well worth while when a sidewalk was being used by a merchant either in receiving or sending out merchandise.

Leslie Childs.

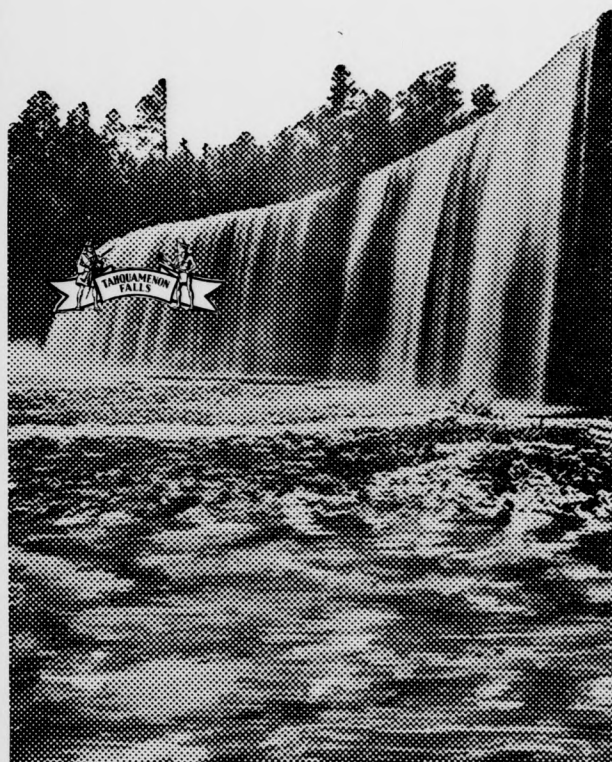
Reptile Suspenders Offered.

Belt and suspender manufacturers in preparing their holiday novelties have seized upon the reptile vogue in women's wear for their inspiration. Sets are being shown featuring baby alligator leather for the belt and for the trimmings of the suspenders, the webbing of which is in alligator effect. In another instance python snakeskin is used. The belts are of the tongue buckle type which are said to be returning to consumer preference. Manufacturers are also playing up matched suspender and garter sets in holiday boxes. These are specially packed to retail at \$2.50.

Blues Lead in Fall Shirts.

Apart from blues, no definite trend toward specific colors in men's fall shirts has developed as yet. Buyers have been carefully selecting their ranges, in which fancy coloring and woven patterns show a gain over plain whites. In better grade merchandise the trend of buying favors collar to match instead of collar attached styles. The call for neckband numbers is slow. Collar features include long and short points and round versions. Specialty shirts in which there has been buying interest include the dicky bosom and pleated types.

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BIG RAPIDS

MICHIGAN

FINANCIAL

Review of Business Conditions in Michigan.

Although moderately curtailed by midsummer influences, business by and large during the past month continued active. Much of the vigor which characterized industrial operations during the first half of the year was still in evidence during recent weeks. Trade also was good.

The general level of both industry and trade continues above that of a year ago. Such barometers of the movement of goods into consumption as freight car loadings and bank clearings bear witness to that. The attention of the business world is now being focused on credit and crops, the two influential factors that will largely determine the state of business for the remainder of 1929.

The most important and significant development in recent months was the advancing of the rediscount rate of the New York Federal Reserve Bank from 5 per cent. to 6 per cent., accompanied by the lowering of the buying rate on bills from 5½ per cent. to 5¼ per cent. The announcement of the Reserve Board's decision followed closely on the heels of the report that brokers' loans, after eight consecutive weekly increases, and reached a new high level of \$6,020,000,000. This long-threatened move which was wholly unexpected at the present time, was made primarily to stabilize money rates and secondarily to check the flow of credit into security speculation. Sufficient credit for the movement of crops and for the requirements of commercial borrowers for fall expansion is now assured. Easiness in the credit situation generally may not result from the Federal Reserve Board's action, but it is a step in that direction.

Although the indicated yields of thirty-four important crops combined, according to the Department of Agriculture forecast as of Aug. 1, is 4.8 per cent. less than last year's harvest and 1.4 per cent. below the average of the last ten years, the estimated value of those crops on the basis of Aug. 12 prices is at least equal to the income received by American farmers for last year's harvests. The larger income from a smaller yield is due principally to the recovery in prices for wheat and other grains. Viewed in the light of agricultural prosperity the outlook for fall trade is bright.

The iron and steel industry continues to make a most substantial contribution to the country's prosperity. Steel ingot production the opening week in August stood at 94 per cent. of capacity as compared with 72½ per cent. last year. The strong support given to the business situation by the automotive industry was somewhat less during recent weeks. Building and engineering activity in July was 12 per cent. above June and 20 per cent. above July a year ago. It is probable that this recovery in construction will prove to be merely temporary.

Business in Michigan, as reflected in reports from bankers and business executives in all sections of the State, is maintained at a high level for the

month of August. It is doubtful whether commerce and industry in this State have ever experienced a more active summer. A few lines have slowed down to the normal seasonal pace, but numerous other lines have contracted only slightly. Radio production has turned upward. Paper mill operations recently quickened, but the improvement was only temporary. The industry is almost equally divided between the mills that are running normal and those that are operating below normal.

A firmer tone is evident in the furniture industry and the outlook is for steady improvement. The July furniture market was fairly satisfactory. Canning factories are well occupied. Furnace and stove manufacturers report an improvement in business during recent weeks and a better outlook for the latter half of the year. Paint, varnish, pharmaceutical and chemical output is holding at a satisfactory level. Business in the Upper Peninsula is in a healthy condition. All copper and iron mines are working and lumber mill activity is better than usual.

The chief source of strength in Michigan's industrial situation is coming, of course, from its automotive plants. July production for the industry amounted to 524,155 cars and trucks which was 42,589 units below the June output, but 106,843 vehicles above the number manufactured in July a year ago. Several companies bringing out new models are now working on heavy schedules. August production is expected to equal that for July and may exceed it. The industry produced 3,835,000 units during the first seven months of this year and stands a good chance of reaching the five and one-half million mark by the end of the year.

Employment conditions throughout the State are highly satisfactory. Industrial employment is reported normal in forty-four cities, increasing in 13 and decreasing in 9. The Detroit employment index, prepared by the Detroit Board of Commerce, stood at 131 on August 1, as compared with 128 on July 1 and 123.5 on August 1 a year ago. The Ford plants are now employing 117,326 workmen and the output is averaging 8,200 units daily. Employment in Muskegon is at the highest peak in that city's history.

Consumption of electricity by Michigan industries in July totaled 200,048,355 kilowatt hours, a decrease of 6 per cent. in comparison with June, but a gain of more than 8 per cent. in comparison with July a year ago.

Twenty principal cities in Michigan issued construction permits in July aggregating \$17,895,064 in comparison with \$16,813,985 in the previous month and \$18,629,721 in July last year.

Bank debits in Detroit in July totaled \$2,331,137,000 which was 5 per cent. above the debits for June, 1929, and 38 per cent. above those for July, 1928. Savings deposits of Detroit banks and trust companies on Aug. 1 amounted to \$548,576,000 in comparison with \$518,922,000 on the same date in 1927, and \$236,000,000 on Jan. 1, 1922.

Michigan's crop production will be 9 per cent. less than that of 1928, ac-

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cording to the forecast prepared by the Michigan Department of Agriculture. Higher prices for potatoes, fruits, wheat and other grains should offset decrease in this year's harvests.

The volume of wholesale and retail sales is good. Retail trade, however, is quite spotty. Tourist trade has been heavy during the past month. Men's furnishings and dry goods are making the best showing. Building supplies is the slowest line in wholesale trade. Retail collections are fair. Wholesale collections are fair to good.

Wayne W. Putnam,

Director Public Relations, Union Trust Co., Detroit.

Mergers Lower Instead of Raise Price to Public.

When Henry Ford set forth his theory that electric juice should be supplied in increasing quantity at a decreasing cost in the interest of the power industry, and in the interest of general American prosperity, he expounded no new philosophy.

Back over the years the history of the electric power and electric industry has been the supply of more and more electricity for less and less money. For a long time the average price of residential electric service has declined steadily. It is the best test of what may be expected from the merger movement within the industry. Each new combination of the power interests seems to excite some on the ground that the monopolistic tendencies will enable the industry to raise to the public the price of electric current. Yet the whole history of costs has been downward. No motive behind consolidation looms more important than a desire of the sponsors to reduce costs.

Reductions in the price of electric service to the public are not prompted by any philanthropic motive, but by a business-like recognition that the best way to increase consumption is to make the service cheap.

During the period when the cost of living was mounting from 1918 on the cost of residential electric service was persistently falling. From 8.3 cents per kilowatt hours in 1918 it dropped to 7.5 cents in 1920, and then progressively to 6.55 cents in 1928. But as its reward for this far-sighted policy the industry has been able to sell more and more electricity. The average household used only 272 kilowatt hours per year in 1918. That figure had been increased to 339 kilowatt hours by 1920. To 359 by 1922. To 378 by 1924. To 404 by 1926. And to 459 by 1928. That is to say in the ten-year period the amount of electrical current used in the average household in this country was increased nearly 70 per cent.

Matthew S. Sloan, newly elected president of the National Electric Light Association, says that it is "more than a coincidence that in every case I know of a reduction in domestic electric rates has been followed by increased use of service. There may be instances where this was not true, but they have not come to my attention. It was true in Brooklyn under conditions which covered a series of reductions over a period of several

years. It has been true in up-State New York, in New England, in the Middle West, and on the Pacific Coast. These companies which show the highest annual domestic sales also show the lowest rates. We have, therefore, in the experience of our industry, what may be accepted as a guiding principle in stimulation of sales of service for domestic use. The way to increase such sales is to wisely and properly lower the domestic rates."

Paul Willard Garrett.

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Credit Conditions Serious and Growing Worse.

With its vast army of statisticians and economists Wall Street nevertheless is quite often surprisingly ignorant of facts. This is particularly true of the present credit situation.

Stock market commitments, even important ones, are quite often based on loose talk of people with only half knowledge or those who have an ax to grind.

A large percentage of Wall Street traders believe that there is all the credit in the world available here and that when the Federal Reserve board talks of a lack of money for business and industry it does so with its tongue in its cheek. Almost any trader cherishes the belief that the money authorities have a personal grudge against him as an individual and that anything he can do to obstruct the Reserve board's operations is fair. The relationship between Wall Street and the Reserve Bank is not unlike school-boy and master.

According to the American Bankers Association Journal the credit situation really is serious. The current number says: "Money rates continue to rule abnormally high and while there are no fears that the banks will not have ample credit for financing ordinary business, crop moving and special demands incident to fall trade, the credit problem appears to be growing more serious."

"Gold has been attracted to America in large quantities by the high rates offered but its possible effect in expanding bank credit has been offset by the action of the Reserve banks in making member banks take over the financing of acceptances."

"This has made it impossible to reduce rediscounts to any appreciable extent, and no grounds can be discovered that warrant hope for cheap money for some months."

The Journal says that "the demand for carrying stocks and taking up 'rights' seems to be quite insatiable, in addition to which the public is holding a much larger amount of the new paper currency in circulation than had been expected."

Commenting on business conditions, this bankers' magazine says that industrial production is going through the summer at the same high level that characterized the first half of the year, and the major industries, led by steel, automobiles and building, are running at a pace that promises to set many new high records for the full year.

F. J. W.

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Recent Changes in the Production of Movies.

Los Angeles, August 16—When I made my initial trip out here three years ago I was the bearer of a letter from our good friend, Charley Renner, of Niles and St. Joseph, which proved an open sesame to one of the movie studios. It is no longer possible to get into one of these institutions unless you have a friend in court, but I have been clever enough to foster the advantage I held at that time, with the result that I have a pretty fair knowledge as to how the "talkies" are produced.

Every visitor now to Los Angeles wants to sit in and listen, but very few enjoy the privilege, but it can't be done, and I have been obliged to compete with Ananias in fabricating excuses to my friends.

"The slightest sound would spoil everything," is my likeliest alibi.

But the fact is that the talkies are not so hard to see, while in the making, as they are to watch. Most of them are more tiresome than listening to the braggadocio indulged in by amateur golf players. They are full of action like a game of chess and of repetitions like a parrot.

The Fox studios at Fox Hill occupy more ground than many a thriving village, but at that there isn't room enough there to make airplane pictures. So the company recently leased a part of the "Lucky" Baldwin ranch near Sierra Madre, on which they have been working night and day on a war picture which calls for a lot of flying and shooting. The spot is well off the highway, reached by a country lane rather than the popular Foothill Boulevard, but every night lately the surrounding roads have been blocked with automobiles and a whole troupe of traffic officers has been on duty to prevent congestion. Often the crowd lingers until midnight, feeling thrilled if three or four times in the whole evening it has heard war sirens and seen planes bombing some imaginary city, from a sky made brilliant with star shells and searchlights.

There is nothing but an ordinary barbed wire fence to restrain the crowds and a good many people sneak through, but as a rule the throng is orderly. They find a sort of village, beyond which "set" are several crashed planes. On that field, at my last visit, the action centered. Around it on all sides were powerful lights and nearly everywhere one stepped on coils of electric wire as thick as ordinary garden hose. Lights, camera, microphone, all seemed connected by this heavy wire. Outside the scene on which these lights focused stood electricians, cameramen and actors awaiting their call. And crowding in with them were all sorts of town folks and travelers all curious to see what was happening. The company had chosen one of the quietest spots within reach, but the outsiders had beaten many paths to their very doors.

There was a principal director and several aides. An order given and mechanisms began to hum. "Quiet please," someone shouted, and then the action and dialogue began. Half an hour had been spent in preparation, but the dialogue did not last one-tenth of that time. As a girl and a man talked a microphone swung above them on a movable arm which was so manipulated so that it caught every word. Then the director pointed out some flaws and it had to be all done over again.

Several hours later they were still doing it all over. Often as much as 300,000 feet of film is used in making a picture in which less than 3,000 feet is used at its completion.

Of course that was all outdoor stuff, put on with much hurly-burly, with not the same degree of accuracy that is required in the studio proper. I

have watched Will Rogers and Irene Rich. The scene was the main salon of a chateau they had (supposedly) rented in Paris, and it was being shown to the tenants. They entered and walked across the room. She exclaimed, "Isn't it wonderful?" and he responded with a laugh line and they proceeded up the grand staircase. Very simple conversation, one would say, but it took them many hours to do it to satisfy the director.

That huge room though, was like a regular stage with no audience seats before it. Fully a dozen big "sun" lights poured light on the set, some from the sides, some from above—each apparently having an electrician or "juicer," attached. Beside the camera sat the director and some actors not then engaged, while in the gloom behind the lights lounged other actors, the "howling populace," extras, stage carpenters, gangs of electricians and the favored few, like myself, who had severally been admonished to keep quiet. Now, this little scene, which would take up but a split second of time in the completed film, was taken, talked over, retaken, retalked and so on—while the watchers shifted from one foot to the other, perfectly in ignorance as to what had happened or what was going to happen.

When talkies were first experimented with half a dozen microphones were set about the stage, the sounds recorded by them all being carried by wire to the "mixing room," perhaps half a block away, where they were blended. But any sound recorded may be brought up or down in volume just as you do it on your radio. Now only one movable microphone is used, swinging above the actors. Thus it is unnecessary for actors in talkies to speak as dramatically as they would be compelled to on the stage, and the lowness of their voices often adds to the disillusionment of the uninitiated visitor.

But at that, many popular stars have had to content themselves with the silent screen, through lack of education, or difficulties in articulation. Adolphe Menjou, easily one of the most popular artists on the silent screen, was a flat failure in the talkies.

Quite likely the studio folks hedge the talkies with much secretiveness for purely stage effect, and they don't care to have too many of their prospective patrons to become wise to the game, as it were. But they are giving their activities a touch of patient care, in order that the public may receive a full measure of satisfaction, in viewing the results of their labors. They are making improvements daily, and the results are simply marvelous. In one year they expect to entirely supplant the "silent" with the "talkie." The cost has been enormous. The extraordinary outlay has been many times that invested in any other American industry. When it comes to making improvements in their output, they are not in the least niggardly in tossing out their dollars. Of course, they will get it all back, if a major portion of their products stand the acid test.

But this article is really written for the benefit of several of my friends, who, while sojourning in California, have asked me for tips as to the methods to be used in securing entree to studios. It just naturally cannot be done, and even if it could, it is hardly worth the while. One can get no more idea as to what a talkie is going to develop into by watching it in the making "listening in," I would call it. You could use up your vacation, wear out much shoe leather, and then, as the old saying goes: "You can't tell from the looks of a toad how far he can jump."

Some of us older boys, and maybe girls, will read with a choking sensation in the throat of the passing of

the Youths Companion. It is just another of the old friends lost. They seem to go, one by one. But the memories still remain, thank God. What heroes came into the lives of boys and girls, two generations ago, with the weekly issues of their very own paper. With what impatience we all awaited its coming. The Youths' Companion was an institution unto itself. But it had grown old and the tastes of modern youth did not demand the particular type of literary effort which had made it so popular in the past. I remember calling upon the Perry Mason Co., its publisher for a lifetime in Boston, upon a business mission, a quarter of a century ago and meeting veterans in the service, now gone to their reward. It was almost like a re-union. In its day, there passed in review contributors such as Lucy Larcom, Edward Everett Hale, Oliver Optic and that old time veteran of the civil war, Captain (afterward General) Chas. King. But having passed the century mark, it could hardly be expected to keep up the pace of the sophisticated young of the later ages. It was like Old Dobbin being supplanted by the gas buggy. And so it has been merged with something else and its identity lost. But so long as there are still boys and girls left over from the nineteenth century, they may still be pardoned if they give a sigh over the passing of that famous little 'boys' own' weekly, which made you feel so sporty and of so much importance when the postmaster handed it out to you weekly.

Frank S. Verbeck.

School Shoe Orders Increase.

Growing demand for children's footwear for school use is one of the current features of business being done in the local shoe trade. With labor day less than two weeks off, retailers are realizing that a longer delay will mean loss of business for them and are acting accordingly. A feature of the business is the number of semi-novelties the dealers are taking in girls' school shoes. Retailers are also giving more attention to women's fall footwear as the vacation season draws to a close. In the men's field, tans and blacks stand out, with the latter reported stronger than usual. Just how well blue shoes will take still seems to be a question.

Competition in Men's Formal Wear.

Entrance of more manufacturers into the men's evening wear field has increased competition. Consumer demand for formal garments has gained somewhat, but the average business is about holding steady. Tuxedos continue popular and at the moment are outselling other types for immediate or nearby delivery. The belief continues in the trade, however, that a distinct revival of full dress garments is in prospect, with the tail coat due for greater favor. While some interest has developed in blue evening clothes, the supremacy of black continues.

Holiday Cards Well Ordered.

Estimates are that about 75 per cent. of the business in Christmas greeting cards has now been placed. Considerable success is reported with the wholesaling of boxed cards to retail at \$1. These boxes contain an assortment of twenty-one cards. Trading up is noted in the better call for cards to retail from 10 cents to a

quarter. Included in these ranges are wood cuts, etchings and parchment types. A novelty that has taken well is the "wood" Christmas card, which features engraving on two-ply veneer wood. Modernistic designs have met with fair reception.

A Scotch merchant was given a 10-cent (retail) cigar by a salesman. A year later, visiting Scotty again, the salesman was surprised that he should be remembered so enthusiastically, and so expressed himself. "Yes, I remember you verra well," said Scotty. "You gave me a cigar—'twas a gr-rand smoke. Why, even now I take a puff or two on it on the Sabbath."

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On the Other Foot.

Under the above caption the United States Review, of Philadelphia, discusses the Erie school board case recently decided by the Supreme Court of Pennsylvania, in the following editorial:

"The Supreme Court of Pennsylvania in a decision just handed down in the Erie school case has reversed the opinion of the lower court, ruling that the act of the legislature authorizing cities and municipalities to make contracts for insurance on public property in mutual fire insurance companies valid, and that in so doing there has not been any loaning of credit on the part of the city, and therefore no violation of the constitutional provisions of the State.

In the lower court Judge Hirt had ruled that by the terms of the policy the insured became a member of the mutual corporation, and to the limit of his liability "loans its credit to the company." The high court completely upsets this doctrine, and asserts that instead of loaning credit the member of a mutual company "is, in effect, loaned credit as to a possible future demand by the company." Referring to this angle of the case, the Supreme Court, in its decision, states:

Taking of insurance in a mutual company with limited liability is not within the inhibition, for the district does not become strictly a stockholder, nor is it loaning its credit. It agrees to pay a fixed sum, and can be called upon for the total only in case of some unusual catastrophe causing great loss. Until this contingency arises it is required to advance but a small portion of the maximum, and is, in effect, loaned credit as to a possible future demand by the company for the balance which may become payable. By the terms of the policy the district did not assume responsibility for losses of others insured, except as to a named and limited amount.

Some underwriters doubtless will find it difficult to reconcile this line of reasoning with the fundamental principles of insurance. The accepted theory has been that the insured agrees to pay a certain sum for his protection, and more, if necessary. The covenant to pay more, if it is needed, obviously constitutes an additional guarantee or obligation or promise to pay, or else it is worthless. If the contingent liability of a member of a mutual company is acknowledged; if the member assumes responsibility for losses of others even to a limited amount, it establishes the fact that there does exist something in the nature of an understanding or agreement to help pay unexpectedly heavy losses if they do occur, whatever it may be called.

It is a common practice of the stock insurance companies to secure protection against excessively heavy losses, but in doing so the company finds it must pay someone to assume this loss contingency, because it is a real liability

for the other fellow, not to be lightly spoken of.

Theoretically, the stock companies put up abundant capital funds as a guarantee of security and the mutual companies, in lieu of such capital guarantee, secure from policyholders a contingent (or assessment) liability for unprecedented losses. The lower court interpreted this covenant as a loaning of credit. But in whatever way it can now be more fittingly described in the English language, and notwithstanding that in theory and reality a contingent liability exists, the Supreme Court says that, so far as it can be construed in connection with the constitutional provisions set forth in the Act of 1925, is not a loaning of credit. So this question is adjudicated for the Commonwealth of Pennsylvania. But in this victory for mutual insurance the high court appears to involve the status of the contingent liability of a member to the point that it is perplexing to try to understand what it means. As it now stands the shoe is on the other foot, and the insurance company loans its credit to the policyholder."

It seems "A man convinced against his will is of the same opinion still."

Initialed Paper Regains Favor.

A marked revival of interest in initialed stationery for the fall and holiday period is noted. Bordered paper with borders up to an inch is also gaining in favor. While white stationery still leads from a volume standpoint, sales of fancy colored papers and higher gloss have taken a strong spurt, one of the latest shades being eggshell. Boxed merchandise is being strongly stressed for the holidays, the boxes being of a high novelty type. Envelopes in many instances are lined. While orders placed are said to be ahead of last year, confirmations have been coming in slowly.

Brigham Young, Retailer.

In the controversy (if there is a controversy) over who was the originator of the department store idea John Wanamaker has a rival in Brigham Young. The Zion's Co-operative Mercantile Institution in Salt Lake City was established by Brigham Young in 1868. It employs 1,000 people and does an annual business of more than \$12,000,000—no small amount for a city of 140,000 people. It is not exceptional for people to come 600 miles or more, from virtually every section of Wyoming, Idaho, Utah, Nevada and other states, to shop there.

Saturday Sample Days Boost Sales.

John Topp, grocer, collected samples from manufacturers until he had enough to fill 1,500 baskets with twenty-five samples in each. Then he advertised that on Saturday, with every \$2 cash purchase he would give away a basket with twenty-five samples in it.

On Saturday, Sample Day, as Mr. Topp called it, more than 1,200 baskets went out, bringing in over \$2,400 in cash, in addition to other business which was attracted to the store.

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GRAND RAPIDS TIMES.

Meteoric Career Marked By Intercine Strife.

When the writer of this bit of newspaper history came to Grand Rapids to reside on Aug. 19, 1865, C. C. Sexton was employed as city editor of the Eagle. He was in the middle period of his life with a wife and five or six children to support. The salary paid him by the Eagle did not permit riotous living. Turkey and champagne were strangers to his table. It was reported that he had been engaged in selling merchandise before he took up newspaper work; that his efforts to sell socks, hoop skirts, colicos, handkerchiefs and other things that Adam and his comely wife, Eve, never possessed, had not been substantially rewarded. Mr. Sexton was a capable gatherer of news, which he served to readers in a manner that pleased them. He had a kindly, witty style, which he expressed in homely terms. L. J. Bates was the managing editor of the Eagle in 1865. Mr. Sexton admired Mr. Bates and their shop relations were harmonious. A. D. Gordon, formerly a resident of Grand Rapids, who had decided to commence the publication of a magazine in Chicago, induced Bates to accept the editorial chair in his print shop. Albert Baxter who had served the Eagle in an editorial capacity in years ago, was recalled to fill the position Bates had vacated. Mr. Sexton disliked Baxter and refused to work under his direction. Gordon offered him a position in Chicago, which he accepted. Gordon's magazine was not well received. A few months after the initial number had been placed before a non-admiring, unappreciative and repellant world, Gordon put up the blind, locked the door of his shop, threw away the key and disappeared. Bates found employment in the editorial department of the Detroit Post under the management of the soldier and statesman, Carl Schurz. The Post, a daily newspaper, was sponsored by Senator Chandler and a coterie of politicians, in opposition to the Tribune of that city, then owned by James E. Scripps, W. S. George and others who did not like Chandler nor his ways as a politician.

Mr. Sexton returned to Grand Rapids, purchased an interest, with the aid of friends, in the Daily Democrat, and assumed the task of supplying its city department with news, posting the books of the firm of Clark & Sexton, and collecting the subscriptions from local readers. In those various occupations he was successful. Clark and Sexton were uncongenial, radically different in political bias and of divergent views as to policies that were to be pursued in the conduct of the paper. A separation was inevitable and Clark became the sole owner of the Democrat in 1870. Friends of Mr. Sexton aided him with the means needed to purchase an outfit and commence the publication of the Times, a daily newspaper. The Times flourished along three or four years under Sexton's management. Tarbox, Henderson & Gage bought the property. The partners disagreed from the beginning.

Don C. Henderson was a radical Republican—one of that class who would "hang Jeff on a Sour Apple Tree." M. W. Tarbox and Geo. W. Gage were Democrats. Henderson had been an editorial writer for the New York Tribune, owned by the noted journalist, Horace Greeley, before he came to Michigan and purchased a newspaper at Allegan. Henderson demanded the right to express his political opinions unhampered. Tarbox and Gage would not concede to such a right. Henderson's penmanship was illegible. Composers would study Henderson's seemingly unsolvable pen tracks an hour before time was called to commence work in the composing room. Finally they rebelled and refused absolutely to study any longer Henderson's Japanese puzzles, so to speak. Henderson then sold his interest in the publication to Tarbox and returned to Allegan. Gage and Tarbox quarreled constantly. Each held radically divergent opinions as to the editorial policy of the Times, which neither would yield. Tarbox wrote an article for the paper one night that enraged Gage so greatly that he went to the press room early one morning and pied the forms from which the paper was to be printed. Type rules and lockup devices were scattered over the floor. On the following day the partners met in the corridor of the hotel Morton. Gage was an expert boxer and he proposed to humiliate Tarbox and satisfy his own hatred by "knocking his block off." Tarbox, armed with a revolver, met his opponent fearlessly. A badly aimed bullet over Gage's shoulder served to summon the hotel porters, who disarmed Tarbox. Gage was ready and anxious to sell his interest in the Times after his encounter with his partner. Tarbox, backed by Franklin D. Wallen, an uncle, purchased it, and continued the publication of the paper five years with moderate success. Tarbox moved to Galveston, Texas, and found employment in the editorial department of a newspaper. While so engaged he met many ex-confederate soldiers with whom he fraternized. He had served the union as a soldier (1861-5) and naturally sought the companionship of men who had borne arms in warfare. An ex-rebel colonel appeared at a ball given by the social five hundred, with a big navy revolver strapped under his coat-tails. During one of the dances, the gun became loose and fell upon the floor. Ladies were alarmed. Men were anxious to learn what might be expected to follow. A few nights later Tarbox and the colonel met at a place of convivial enjoyment. During the conversation that ensued each related their experiences and incidents of the war between the states. Finally the colonel recalled a day when he claimed to have been remarkably brave—how he had been a destructive agent against the d---d Yankees. Tarbox resented the statement of his companion. Conviviality had served to overheat the blood of both. Tarbox remarked: "Oh yes, you are a d---d brave man. And yet you did not dare go to a ball unarmed. You had a big gun strapped to your hips, with which

you intended to defend yourself should a lady playfully pull your nose."

The colonel became very angry. Nothing less than Tarbox's blood would appease that anger. He promptly challenged Tarbox to meet him on the field of honor, so-called. Tarbox accepted the challenge and named revolvers as the weapons to be fired at ten paces. One bright morning, a few days later, the opponents met in a secluded spot, attended by seconds, surgeons and the usual retinue that were employed for such occasions. Shots were exchanged without injury to either. After which the colonel expressed himself as satisfied. The pair later became warm friends. A few years later Tarbox returned to Michigan, located at Jackson, purchased a weekly newspaper and published it a score of years. He died two years ago.

Nathan Church was the son of a wealthy ship owner of Boston, whose ships navigated the waters of the whole world. Nathan was given every advantage that wealth could provide. An education and opportunities for visiting many countries of Europe and the Occident on his father's ships the young man accepted. He became a well informed citizen of the world. Time came when his over-indulgent parents decided that Nathan should enter upon a business career. The young man imagined that he would like to be a dry goods merchant. The firm of Church & Beaudry was formed and Grand Haven, Michigan, was selected as the base of operation. Selling needles, pins, buttons, thread and piece goods soon became distasteful to Nathan. He had roamed unfettered and without guidance throughout the world and life in a small town and employment in an inconspicuous dry goods store became irksome and later unbearable.

Henry S. Clubb owned and published a weekly newspaper in the village. He had been a minister of the gospel and desired to return to the pulpit. His newspaper was offered for sale. Nathan purchased it, after retiring from the firm of Church & Beaudry. A year or two later he learned that the Grand Rapids Times had been placed on the market by the owner, Myron W. Tarbox. Church decided to look for an angel and purchase the paper. An angel was found in the person of Gouverneur B. Rathbun, a prosperous farmer living on Robinson road, opposite Fisk Lake. The Rathbun farm is now owned and occupied by Edward Lowe and wife. Rathbun resided in a commodious brick house, with ample barns and relative buildings of convenience. He was liberal in his treatment of an excellent wife and son, but mighty stingy with himself. The hat he wore was manufactured in Philadelphia in 1812. It had covered the domes of several generations of Rathbuns. His top coat, like that of the lamented ancient Grimes, of an old song, covered the tops of his shoes. It was "all buttoned down before." Likewise it resembled the coat of Joseph of ancient times. It proclaimed many colors. Comedians Arlington, Benedict, Price and other

noted exponents of black minstrelsy offered Rathbun generous sums for the coat. It would be used as a part of a comic wardrobe. Rathbun had worn it many years and refused to sell it. Rathbun's whole apparel was in keeping with his overcoat and hat.

As an extra inducement to Rathbun to open his well stuffed wallet Church stated that an investment in the Times would be recognized by the theaters, the state and county fair associations, the managers of horse races and of the railroads. He would be given free passes to all such entertainments and privileges as he might desire.

It was said that Rathbun had never been outside of Kent county and the suggestion that he might ride on a railroad train without paying a cent for the privilege appealed to him strongly. Rathbun produced the greenbacks needed and the Times became the property of Church & Rathbun under the management of the former. The publication of Church's newspaper at Grand Haven was suspended and the printing outfit was moved to Grand Rapids and consolidated with that of the Times.

Theodore M. Carpenter, an educated printer, experienced in journalism and Alfred B. Tozer, a trained newspaper man, were engaged to assist Church in the editorial department of the paper. A book-keeper, two solicitors and a circulator handled the details of the business. Church decided to be a free lance. He would express his opinions through the columns of the Times as fancy or prejudice dictated. He gave especial attention to the amusements presented by the theaters from time to time. His criticisms were unsympathetic. Sarcasm, irony and ridicule dominated his thoughts. The Times had never been a money maker for its several owners. Church managed to keep it alive and going. His benevolent father's check came to Nathan's hand quite frequently.

Church disliked certain politicians and office holders. Among those upon whom he showered abuse through the columns of the Times was United States Senator Zachariah Chandler. In the mind of the editor, Chandler was the embodiment of indecency and disorder. Chandler died in 1879 in Chicago. On entering his office on the morning following the death of the Senator, Church remarked to Mr. Carpenter: "You know my opinion of Zachariah Chandler. His death has not changed that opinion. Make him the subject of an editorial."

Carpenter, following the instructions of his chief, wrote an editorial that caused a sensation throughout the State, if not the Nation. "Zach Chandler is dead. Thank God." The opening sentence serves to indicate the tone of the article. Six hundred of the twelve hundred readers of the Times ordered its delivery discontinued at once. More than one-half of the advertisements contained in its pages were ordered out. The editorial gave the Times its death blow. Attempts were made to calm the indignation of patrons. Editors were ordered to write communications addressed to the Times to justify the publication of the

editorial. Mr. Carpenter signed his communication, "Pro Bono Publico." Mr. Church used, "Veritas." Mr. Tozer, "A Rational Republican" and other contributors in the employ of the firm affixed such names as they deemed fit for the occasion.

Advertisements were not renewed. Readers transferred subscriptions to the Eagle or the Democrat. The firm owed makers of print paper, who took over the printing outfit in settlement of their claims. The Times was dead. Its almost worthless assets were acquired by the Democrat.

Arthur Scott White.

Wafted Down From Grand Traverse Bay.

"Too much salt is used in the foods prepared by cooks in many hotels," remarked a veteran traveling salesman. Successful caterers use very little salt. Shakers filled with pepper and salt are placed on the dining room tables where guests may use as much or as little as they please."

Droughts and heat have injured crops in many sections of the State. The yield of potatoes, corn and oats will be much smaller than the growers gathered last year. In the Traverse region, however, no complaints are heard. The potato fields will, undoubtedly, produce a full crop. Corn never has been more promising. Farmers are harvesting full crops of wheat. Not much of that cereal is grown in this section, however.

With scarcely an exception, merchants of this city are making efforts to clear stocks of summer merchandise. Price cuts are printed in the one newspaper published here in large figures. Chain stores patronize the paper liberally and the owners, several of whom are residents of Battle Creek, are working overtime on the income resulting from the large volume of advertising which crowds their pages. Charley French, who is thoroughly informed in regard to the business transacted by small town dailies of this State, says the local paper is "a veritable gold mine." All classes of business, from the least to the most important, are represented in the columns of the daily.

"Gil" Daane, President of the Grand Rapids Savings Bank, owns a beautiful colonial house of commodious dimensions at Kewadin on Elk Lake. The grounds and surroundings are unusually attractive and the view of the beautiful lake is a superb one. The Daanes have entertained many friends from Grand Rapids this season.

Hotel Me-gu-see, on Elk Lake, is owned by William Muller, of Grand Rapids. Mrs. Muller, a daughter of Henry Sprik, also of Grand Rapids, is a charming hostess. Several cottages, well groomed grounds in a natural state, and views of a large expanse of Elk Lake, make the Muller place a delightful resort for weary and feeble humanity.

So great has been the demand for

fresh fruits and vegetables that growers have been tempted to gather and place on sale a great amount of unripe or undeveloped vegetation. Consumers have been imposed upon greatly by the producers of and dealers in the stuff. Prices are and have been, since the opening of the resort season, abnormally high. Unripe cantaloupes are shipped into this section from points within and beyond the limits of the State. Seemingly there are no means available to the unfortunate consumers to protect his health and his purse from such illegitimate dealers.

The National Orchestra and Band has folded its drums, its big bass tubas and screaming clarinets and scattered itself over the country from Hawaii to Porto Rico and from Maine to Los Angeles. The young people who composed the organization who may never meet again departed with remembrances of glorious days happily spent at the camp at Interlochen.

Arthur Scott White.

What Is Retail Selling?

Selling is the last step in a long process leading to one main objective—the placing of a commodity in the hands of a purchaser. The various agencies which exist for the furtherance of this end reach their climax in a sale, and upon the salesman rests the responsibility of bringing to a successful termination the efforts of the many whose labor has contributed in one way or another to the finished piece of merchandise that is placed before a customer. That the sale is often unsuccessful from the point of view of both store and customer is too well known, too familiar an experience, to need comment. The mediocre, unenlightened work of the average salesperson results in an economic waste which, if fully understood, would be a matter of as much concern to the community at large as it now is to the merchant.

We look to the schools for the solution of the problem of ineffectual selling, for the schools can give the edu-

cative preparation for store work that is so greatly needed. Retail selling, as a subject, has a legitimate place in the school curriculum because of its far-reaching educational possibilities. It borders on such major fields of knowledge as art, science, mathematics, and language; commerce and manufacture; history, sociology, economics, and psychology. Personality and character are developed through it; appreciation is quickened; interests are broadened. Few subjects touch life at more points.

Helen Rich Norton.

Home Missions.

"Won't you give a shilling to the Lord?" said a Salvation Army lassie to an old Scotchman.

"How auld are ye, lassie?" he enquired.

"Nineteen, sir."

"Ah, weel, I'm past seventy-five. I'll be seein' Him afore you, so I'll hand it to Him myself."

**"43%
MORE
BUSINESS**

*I'll say this floor
display pulls!"*



MR. LOUIS F. MILLER

THINK of it! Mr. Louis F. Miller increased his Post's Bran Flakes business 43 per cent when he set up this self-service floor display in his big store in Port Chester, N. Y.

Get **your** Post's Bran Flakes floor display to sell for you. It is easily made out of a Post's Bran Flakes case carton—ask our salesman to show you how. This striking sales-help will act as a sales-clincher for the millions of Post's Bran Flakes advertisements that are stirring up business in your community this summer. Full color pages in The Saturday Evening Post and seven leading women's magazines! And give these effective bran flakes a trial yourself. Find out for yourself how delicious they are!

POST'S BRAN FLAKES
WITH OTHER PARTS OF WHEAT

(C) 1929, P. Co., Inc.



DRY GOODS

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

New Dress Lines To Stress New Mode.

Advance indications on the new dress lines to be presented within a week point to raised waistlines and decidedly longer skirts, with concentrated fullness at the bottom, according to the market report prepared for the Tradesman by noted authority. Much attention, the report adds, is being given to details of the sleeve. Laces look very promising for evening gowns. Incoming buyers confirm the popularity of transparent velvet, as well as Canton crepe suits.

"Retailers," the report continues, "are urging immediate delivery on velvets they have on order, especially transparent and all-silk chiffons in black, brown, blue, wine and green. The outstanding street shade is brown, which is not easily obtained. There has been considerable activity during the week in lower price printed transparent velvets.

"So far Canton crepes are popular in silks, color preference being accorded black, all shades of brown, blue, wine, green and also light tan and egg-shell. Satin crepes are in very good demand in street and pastel shades in quantities to retail at \$1.95 and \$2.95. Reports indicate that flat crepe retailing at \$1.39 to \$2.49 is the outstanding item in the silk department. Retailers are showing much interest in new tweed suitings and coatings.

"Blouses have attained a position of importance with the popularity of the ensemble and jacket outfit. Satins and crepes are favored in the new types which are featured by new neckline, sleeve treatments and dressmaker touches.

"Reorders are being placed on women's flannel robes. Quilted robes have become so popular that manufacturers have created popular price lines. Three-piece pajama ensembles are still stressed, with the tuck-in blouse the popular type. Rouge is a new and popular color in the merchandise."

"Some genuine stone jewelry has been developed at the popular price of \$2.95. While carnelian and chrysoprase are outstanding, real onyx is favorably regarded. For evening wear rhinestone jewelry is featured in debutante styles in a great variety of chokers and drape necklaces to retail at \$2.95 to \$4.95.

"Incoming buyers of men's and boys' clothing and furnishings report stocks in normal condition. Business is fair and an exceptionally good fall and holiday turnover is anticipated. Substantial orders are being placed for robes, shirts, neckwear and clothing."

Blouses For the Fall Wardrobe.

Blouses are expected to figure largely in the wardrobes of this fall. No longer do they merely complement a costume. In fact, with the new dress styles they are often the leading item. Three models are expected to have a

vogue, one for wear with the separate skirt, another to go with the cardigan type of suit and the third the regular suit blouse, which is much on the order of a dress. The middle types, of course, are still with us, with new details that lend a more feminine note and yet do not sacrifice practicality.

A blouse for wear with separate skirts or simple two-piece suits comes with a new collar, which is about four inches wide and rolls over. The ends are cut straight and where they would ordinarily meet there is a space that is filled in with a perky bow-tie of the material. The opening is in front, made with a box pleat with pearl buttons. The edges of the pleat are left unstitched, giving a soft effect. This blouse is semi-fitted under the arms and may be worn either inside the skirt or outside. The sleeves are short, in fact well above the elbows, and are cut in one with the yoke. If desired, this same model is offered with long sleeves and a different yoke treatment.

Yteb's famous blouse with round, flat neckline is copied in silk, linen, broadcloth and jersey. It opens half way down the front and may be had with either long or short sleeves. It is worn as a tuck-in model or as a jumper.

The cardigan sailor blouse is expected to strike the fancy of college girls. It has a novel sailor collar that is cut low and arranged so that it will not ride up. The collar is short but quite wide, almost reaching the shoulders. It comes to a very low V in front and is finished with a bow of the material—for which, of course, one of silk or ribbon may be substituted. The entire collar and cuffs are finished with a fine fluting.

Other blouses with either the student or "Johnny" collar are being made of strong wash fabrics and in white linen and broadcloth. These, by way of variety, have new treatments in piping, chevrons and colored flutings. One blouse of broadcloth with a student collar has a light green tie, also of broadcloth, with chevrons on the ends of the collar, the cuffs and lower pocket.

A suit blouse that is extremely simple and expected to prove a "best seller" this fall is made of crepe de chine in white and in colors. It has a simple oval neckline and is made like a tucked vest in front. The vest has a row of small glass buttons as ornaments.

The Season's Gay New Handbags.

One handsome evening bag of imported metal cloth is made in a small pouch shape. The whole appears to be cut in one piece. For extra decoration there is a tassel of graduated pearls emanating from a knob of black onyx finished with a silver rim. Inside is a mirror with the edges showing, which has strands of gold thread at either side holding it in place.

Chinese embroidery is seen on large envelope bags that will look well at the theater. Both brown and black suede are used, against which the Chinese colorings give a very rich effect.

Bags to carry with somewhat formal afternoon dress or dinner gowns are being made of fabrics simulating old French tapestries. Some have small diagonal stripes with rich yellow or ivory grounds, with patterns in soft pinks, greens, blues and rose. The styles favor the pouch shapes, with and without flaps. When a flap is used, it is ordinarily finished with some kind of an ornament made of one of the semi-precious stones. The bags for daytime usage are slightly longer and not quite so deep as those for evening.

Composition frames and handles are combined in some of the bags designed to go with the new tailored suits. Some have the body parts in suede, others in soft leathers. The frames and handles are usually in one. An attractive model has a full length flap buttoned to the inner side, the buttonholes being finished in true tailored style, with the edges bound and turned back by hand. This bag when made of black suede has a red composition handle, two red ball-buttons and side gussets of red. Another of brown shoe calf has a frame of imitation amber and buttons to match.

Fall Sport Goods Outlook Bright.

All indications point to an excellent business in sporting goods this fall and winter. The buying season for football supplies is just beginning, and early orders presage unusually good business between now and the middle of September. Increasing interest in the game among other than school and college groups produced a nice gain last year over 1927, and an even larger increase is looked for this fall. These supplies, as well as those used in basketball and hockey, were said recently undoubtedly to have benefited from the growth of professional games and the consequent increasing of general public interest in all three sports. This, it was explained, has brought about greater participation by amateurs.

To Ignore Medical Testimonials.

Attention is called by the National Wholesale Druggists' Association to one of the most important rulings on medicinal preparations that has been handed down for some time. Under this ruling, which has been promulgated by the Food and Drug Administration of the Department of Agriculture, an Association bulletin says: "It is obvious that the department is prepared to ignore indorsements of physicians as to the therapeutic value of medicinal preparations and to deny the value of testimonials of persons who have used the preparations. In the last analysis, therefore, the therapeutic value of any given preparation will depend upon the opinions of the enforcing officers."

Silk Hosiery Lines Lagging.

Silk hosiery lines distributed through the jobbing trade are not moving as well for the new season as selling agents in the New York market would like to see them. Just why this is so is puzzling agents, who point out that both goods and prices are "right" and that general business conditions throughout the country are anything but bearish. Recent re-pricing of a

well-known branded line is not held accountable for the present hesitancy of wholesalers, and there is little definite indication as yet of any intention to better the new figure. Full-fashioned goods are relatively less active than seamless, although much of the latter is wanted for quick delivery.

Coaster Has Four-Wheel Brakes.

One of the novelties recently introduced in play wagons or "coasters" for boys features four-wheel brakes. The improvement is said to provide speed with safety. The brakes are described as equalizing and adjustable, functioning in any position of the front wheels. They are applied by means of a small handle on the side of the coaster. The item also stresses easier steering, either by a bar in front or a detachable handle. The wheels are of the disc type, equipped with heavy roller bearings. The coaster is priced to retail at \$10.

Raincoat Call Lacks Snap.

With stocks in retailers' hands quite substantial and an absence of normal rainfall in many sections, business in women's raincoats has been slow in developing. Greater representation of foreign manufacturers here and a consequent gain in imports are also cited as handicaps for domestic producers. Some of the new designs in rubberized garments being offered feature knitted fabrics and patterns. The call for staple rubber items, including rubber sheetings and pure gum items such as baby pants, continues good.

FOR SALE Display Cabinets CHEAP, GOOD AS NEW

Two double display cabinets, each 7 ft. high, 15½ ft. long, 25 in. deep, weathered oak. All glass fronts excepting draws in bottom. Each in two sections in height and width. Sliding doors, lots of display stands included.

Four clothing sales cabinets for suits, overcoats, etc. 78 in. high, 44½ in. wide, 32½ in. deep, mahogany finish, glass doors. When opened, slide back into cabinet. In fine condition.

Will sell any or all.

Vault Doors

One very heavy vault door with frame and time lock complete, double inner doors.

Four vault doors with combination locks, double inner doors with frames; in good condition.

All of these were in use recently by a Bank until their new 12 story bank building was completed and all new equipment installed.

Vaults are cheaper than large safes and many times as large.

For sale cheap, any number you may want.

"What a grand and glorious feeling"—time lock protection.

Elevator

One second hand hand-power elevator in good working condition. Owner put in power passenger and freight elevator.

One Cash Register.

**CENTRAL WAREHOUSE
CO.
Saginaw, 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.

Rent and Location of New Shoe Store.

In undertaking to assist a young man select a good location for a new shoe store, an old shoe merchant uttered the following wise admonitions in an article in the Boot and Shoe Recorder:

"Mr. Parker, I spent all day walking up and down the principal streets. There's a store (he dived into his pocket and brought out a pile of papers which he searched)—here it is. 741 Mill street. It's empty and I can get it for \$1,200 a year. Of course it's far up, but it's a nice, new store."

After locating it roughly on his sketch, Parker said, "No, wrong side of the road."

"What difference does that make?"

"It's the sunny side—that's bad for business."

Billy looked puzzled, so Parker went on. "In the hot weather people walk on the shady side and in winter they walk on the dry side. In the winter the sun makes one side of the road sloppy. Get on the side the people prefer."

"That's a hot one," Billy gasped. "Live and learn."

"That's right. Now, here's what you should do. Go to the Fretton Real Estate Co.—they are the best people—and ask them to find out if any stores are likely to be vacant soon between say numbers 250 up to 500 Mill street. They can check up for you what might be in the market. To aid them, walk up Mill street and notice any stores that look run down. I'm sure you'll find some where the tenant will be glad to sub-let to get out."

"Fine, I'll do it to-morrow."

"But watch the neighbors. Notice what stores are each side."

"I see, keep away from other shoe stores."

"Absolutely no. The nearer you are to other shoe stores, the better. Get in the middle of them. Where a number of shoe stores are located together, they attract shoe trade. People know if our store hasn't what they want, they don't have to walk a mile to find another shoe store."

"But doesn't that make competition hot?"

"No more than otherwise—it merely makes it apparent. And it gives the man with a real sense of service a big advantage. His store stands out by close comparison."

"Well," Billy grinned, "there's sure enough of them on Mill street. Every other store seems to be a chain shoe store. It seemed to me I ought to keep away from such hot competition."

"Don't let the chain store bogey scare you. The big thing in retailing is the character and personality and ability of the manager—and a man running his own store should have more energy and eagerness to please than a hired manager for a chain."

"That's so, too," Billy said somewhat breathlessly.

"Tell me, Billy, have you figured how much you can pay for rent?"

"I suppose I'll have to pay what is necessary. Would you suggest anything?"

"Figure it out for yourself. Take this sheet of paper. Ready?"

"How much money have you?"

"Seventeen thousand." He knew that for certain anyhow.

"How much will fixtures cost?"

Drat it all, he was always being asked embarrassing questions. He stammered, "Search me! I don't know."

"Let us say three thousand, thirty-five hundred at the outside."

"Gosh, I didn't think it would take that much."

"That leaves thirteen thousand five hundred," Parker went on, ignoring Billy's comment. "Are you going to do a cash or charge business?"

"Well, Mr. Parker, it's like this. I thought I'd do a cash business where I could, but if I had to charge, why, I'd do it rather than lose the business. What do you think is best?"

"The chain stores do a strictly cash business; mine is 90 per cent. charge business. Both are right—it depends on the class of trade you want. If you run a charge business you need more capital to carry the account."

"For me, then, what's best?"

"Let's forget it for now—or we'll never get this rent business settled to-night."

"Gee, doesn't it beat all what a lot there is to go into in running a shoe store?"

"Don't worry, Billy—you've only just begun. However, let's get on with our figuring. Assume a shoe stock of ten thousand—I'm taking a rough figure, of course, but you must have a cash reserve for advertising, operating expenses, etc. And you will probably operate on a 30 per cent. gross profit. Each time you turn your stock what will your sales be?"

"Thirteen thousand. No, that's wrong," Billy figured wildly. "I can't get it."

"Well, if you want that percentage of profit, the cost is 70 per cent. of the sale price. Divide the cost by seventy."

"Billy did so and announced the answer proudly. "Fourteen thousand two hundred and eighty-six dollars."

"All right, call it fourteen thousand. Two turns in a year is."

"Twenty-eight thousand," Billy interrupted.

"Of course you'll be able to carry more stock for your normal line of credit, means another month's stock."

"I didn't follow that."

"Never mind now; merely something else to worry over later. You can anticipate up to \$30,000 after you get going."

"Assume sales of \$30,000. You may figure on 5 per cent. for rent. An analysis made of shoe chain stores show they go up to 8 per cent., but they save in other ways. What's 5 per cent. of \$30,000?"

"Fifteen hundred."

"That's the figure to aim at. If you pay more for rent, you'll have to cut down in advertising or something else. Remember, the higher the rent per-

centage to sales, the more business the location should pull so that you shouldn't have to spend so much on other business getting expense items—see?"

"I got it," Billy said excitedly, "and the less the rent, the more you must spend to attract people to the store."

"Yes, but it's the rent percentage you must figure on—not the actual amount."

"Is that your percentage—5 per cent.?"

"No, mine's higher—but my margin of profit is greater because I cater to the highest class trade who pay more for the extra service."

"I suppose that if a store had a rent of five thousand a year, on a 5 per cent. rent basis the store should do a hundred thousand a year."

"Exactly, and you would have to have capital enough to carry a stock large enough to secure the volume on a planned for turnover."

"I've got that. Isn't it simple when you know it?"

"Billy, I've a queer fancy in store smells."

"Yes, I want to have neighbors who smell right. I don't want to have a shoe store next door to a restaurant or a delicatessen store."

"How about a grocer?"

"Satisfactory, especially if he roasts and grinds his coffee. The odor of roasting coffee beans seems to please everyone. In choosing a store, then, give most careful consideration to the neighboring stores. A location next to a chain drug store or chain dry goods store is fine. The big chain store attracts trade so put yourself in the way of it."

"That's good dope," Billy agreed heartily.

"A store adjoining a church or bank or public building is not so desirable as one that has customer-attracting stores on each side of it. Better see the real estate people and have them

see what they can do. Of course, you will be careful to have your lawyer read the lease. See that it protects you against future undesirable neighbors, be sure that you are not burdened with a lot of repairs or replacements, be sure you are not restricted from selling hose. A nearby men's furnishing store may have a lease that prevents your store carrying competing items."

Damasks to Fore in Draperies.

Considerable business remains to be placed on fall draperies, with manufacturers expressing complaint with regard to the buying practices of large group organizations. Damasks are an outstanding item and are being offered in more popular-priced cloths. Rayon warp effects are being accorded considerable attention, particularly in rust, gold, green and red. A novelty is being stressed in the form of an imitation antique linen in small Flemish designs. The "worn out" spottings of an antique are reproduced in the cloth. Modernistic effects are also being featured in linen drapes.

Slip-Ons Stressed in Glove Buying.

The fashion importance of gloves during the summer season has paved the way for expanded consumer buying of these accessories for fall, according to views expressed in the glove trade. For the early season, the indications favor slip-ons in the light shades. The later demand is expected to swing to novelty cuff types in the darker tones in both kid and fabric gloves. The length of the slip-ons is gradually increasing. This reflects the tendency to the mousequaire type, although the really long glove has not yet made any marked headway with buyers.

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RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hoon, 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.

Analyses Applicable Everywhere To Any Store.

Here's a Michigan firm, established over forty years, from which I have had statements and questions during several seasons. What they write now is as usual solidly practical stuff, such as can be taken into account by any merchant:

We have a general store in a small town of 4,000 doing business of \$180,000 a year.

We have a grocery department with \$6,000 stock, which we believe is too much, carrying about 525 lines of groceries, tobaccos and 200 lines of drugs and stationery, selling \$49,000 per year. This does not include flour by the bag. We have a separate flour and feed department; but it includes flour in less than bag lots. These 725 lines are staple and choice canned goods and a few fancy lines. We have no standards.

Our gross expense on the entire business for 1928 was 19.25 per cent., all figures based on retail prices.

We ask: What is the average gross profit on such a stock as ours? What is percentage of mark-downs for depreciation, etc.?

Our fruits and vegetables are marked to give 25 per cent. gross; butter, eggs, lard, sugar 9 and 10 per cent.; canned vegetables 23 per cent. in small lots and 20 per cent. by the case; jams, marmalades, canned fruits, 30 per cent.; milk, 10 per cent.; Campbell's soup, 12 per cent. gross. In 1928 our average gross on groceries was 15.09 per cent. We have difficulty to get higher margins and, as we are far from being merchandisers, we again bother you for advice and suggestions, for which please accept best thanks in advance.

Whether \$6,000 stock is too much depends on whether supplies can be gotten quickly. With 15.09 per cent. margin, sales of \$49,000 are reduced to \$42,650 at cost. It should seem that stock turn of at least ten times could be accomplished in these days of rapid transportation, in which case stock could—and should be cut to \$4,265 average. The release of \$1,735 thus effected would result in an appreciable saving.

A general expense of around 20 per cent. is not out of line for a stock such as is here carried; and there is volume of \$131,000, aside from groceries, drugs, etc., on which to recover what is not earned on those lines. But a margin of 15 per cent. is hardly enough even so. Quite plainly the sales run too heavily to the tonnage staples of butter, eggs, sugar, lard, etc.

Fruits and vegetables are not figured widely enough. That line should pay at least 30 per cent. gross on the average. Chain units commonly get much more than that, running up to 35 per cent. and even 36 per cent. That is an important department in which proportionate sales tend to increase annually; hence therein can be recovered much not earned elsewhere. Pay more attention to this line. Have fine goods

always. Never buy nor offer goods for price alone. Then make good displays and push sales. Here you can make much money if you bend your energies more concentratedly that way.

Other lines indicated are priced about right for margin, but on the private brand lines and specialties—fruits and vegetables in cans, jams, marmalades and jellies—try the experiment of marking up a cent a package. Some will stand two cents, a few even more. Work odd cents as they come through this process. Chances are you can add earnings thus by a "painless" process. Try it. Do not fear it. It works elsewhere. Probably will work in your business. It simply takes firm courage and consistency.

It is old stuff to say "raise the grade of your sales." Yet that is something that always can be practiced and it is successfully practiced by merchants in all lines. But it requires constant supervision, steady prodding, endless calling of everybody's attention, every morning and during each day, to lines and items to be pushed. New goods and items brought forward for sale should be sampled by the clerks, uses explained, best purposes spoken of by way of information or reminder, and a list thereof with prices handed over the store, each reader to be required to sign the list to show he has seen it.

Probably you have an "old-fashioned" store—shelves along the walls, aisles in front of shelves, counters between goods and customers. That should be changed. Throw out counters, except a single service counter, in the grocery department and let customers get right at your goods. They will sell themselves loads of stuff they would never ask for. They will also get the goods and set them out ready for wrapping or delivery. They will select the stuff you want to sell, and the way they wait on themselves relieves you of lots of expensive time and labor.

It is a fact that most grocery stores would be vastly improved from an efficiency, time-saving standpoint by the simple process of scrapping half to three-quarters of their floor fixtures, including old-fashioned show cases.

Mark downs need not cut much ice in groceries, yet every line will have them. They can be low in groceries because goods do not get out of date, out of style or out of season. Mark downs in foods occur mostly through failure of the merchant to fetch forward the lines and sell them. Try selling instead of marking down in this department.

In the women's wear line, of course, allowances must be made for mark downs. This is true especially in millinery. Styles change constantly and radically here and seasons rule rigidly for styles and designs. It is not improper to allow for 10 per cent. as a minimum, and 20 per cent. is not considered excessive in certain conditions and localities.

Average margin on such a stock, including groceries, etc., in a small town will range around 27½ to 30 per cent. Almost everything depends on aggressive selling. Despite the modesty

(Continued on page 31)

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

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

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UNIFRUIT BANANAS

SUNKIST — FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

WORLD FAMOUS PHYSICIANS

Agree that Yeast is the most effective remedy for constipation and intestinal disorders. In the leading newspapers and magazines they recommend it to people suffering from these ailments. Thousands are heeding their advice every day and are going to the grocer, as directed by the Fleischmann advertising, for their Yeast. This means new business for grocers everywhere.

You should be getting your share of it. If you are not, ask your Fleischmann man to tell you how to get it.

FLEISCHMANN'S YEAST

Service

MEAT DEALER

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

Experiment in Mass Egg Production.

The Fox River Butter Co. is conducting an interesting experiment in mass production of poultry and eggs in Whatcom county, Wash. The project was undertaken with the purpose of demonstrating the best and cheapest methods of production for the benefit of poultry and egg producers throughout the country. It was also the company's desire to increase the volume of production in the vicinity of the plant in order to make possible carload shipments, thereby reducing freight costs and insuring the eggs arriving at points of consumption in faster time and better condition.

The company has for several years been making a thorough survey of the egg business in Washington, and about a year ago reached the conclusion that the best opportunity for reducing the cost of eggs to the consumer lay in cutting the cost of production. It appeared that the opportunity of further reducing the cost of egg distribution between country packing plant and retail chain stores was small (measured by a fraction of a cent) whereas the cost of production varies several cents a dozen.

These theories brought about the advisability of establishing in a favorable poultry section of Washington a poultry demonstration farm, where the most modern and economic houses built and where the possibility of materially lessening production costs through mass operations could be demonstrated to those now engaged in poultry and egg production.

The farm includes sixteen modern poultry houses each able to house 1,500 laying hens and so arranged that a single man can care for approximately 3,000 grown birds.

There are at present 60,000 chicks in the plant representing several of the finest strains of white leghorn pure bred stock that could be secured, practically all with family records of 200 eggs a year or better. The goal will be 25,000 laying birds, and the first pullet eggs from the flocks are expected in September.

The Fox River Butter Co. operates its own poultry feed business in Washington. It will supply the demonstration farm with feeds and will experiment in feed selection, mixtures and methods for the benefit of poultry producers generally. Any beneficial results of the farm's operations will be available for the scrutiny of poultry producers in general, who will, undoubtedly, find material which can be profitably utilized in the records accumulated.

Ready Cut Meats.

People who have worried a little and thought unseemly things when the butcher cut off chops bigger than they wanted, and been promptly charged for it, or who have been disconcerted to find that half the "meat" they paid

for was fat or bone, will be interested in the plan for one of the largest meat packers (name to be announced later) to pack certain standard sizes of lamb and pork chops, lamb shoulders and other meats in cellophane wrappers.

From the packers' point of view the plan provides economy in preparing individual cuts at the plant by extracting bone and fat while it is fresh for immediate conversion into by-products—and more business, by enabling people readily to identify his products.

The Mergers and the Dealers.

Colby M. Chester, Jr., president of General Foods, successor to Postum Co., confirms the report that recent mergers in food lines are trying to solve one of their problems in economic efficiency by cutting down selling forces through consolidation, while intermitting nothing of pre-merger effort to expand and keep alive the consumer good will of individual brands by means of advertising. In a public statement, he refers to five sales organizations within the corporation, each of which is now doing the work formerly done by several. Of the practical results shown in earning statements, it is of course too soon to speak. The great combination which seems to be attempting in the field of manufactured foods the sort of job which General Motors does in the automotive field is still so busy increasing its lines that no one, insider or outsider, can tell yet how its stockholders are faring in earning yield. It will be interesting to observe whether it is possible with good effect to manage massed selling functions and sales promotion functions in this way. A few of the patent medicine concerns have found it practicable to rely almost exclusively on advertising. But the merchandise they deal in can hardly be compared with foods for the purposes of distribution. General Motors, on the other hand, while steadily increasing sales promotion by consumer advertising, has abated nothing of the concentrated energies of its independent selling forces. Offering "a car for every purse," it maintains a separate selling organization for each car division. Of the results in earning yield obtained by this great merger the whole world is aware. There is one aspect of the situation which General Foods may or may not have considered. Because branded goods are believed by independent dealers to have served the chains well as "loss leaders" or decoys on which profit is very slight, large numbers of independents have copied the chain practice with respect to well-known package foods.

Ducks Are Saviors of Java Rice Crop.

When the rice crop of West Java was threatened recently by a caterpillar plague large flocks of tame ducks, introduced into the irrigated terraced plantations by native civil service employees, wrought such havoc among the insects that the cereal plants were saved, according to a report from Consul General Court du Sois, Batavia, made public on July 30 by the Department of Commerce.

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HEKMAN'S
Cookie-Cakes
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Manufacturers of SET UP and FOLDING PAPER BOXES
SPECIAL DIE CUTTING AND MOUNTING

GRAND RAPIDS, MICHIGAN

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.

Some Practical Ideas On Hardware Displays.

Now, when trade is relatively slack, is a good time for the wide-awake hardware dealer to plan for his fall trade. In this connection it may be found worth while to outline the prospective fall window trims. A lot of this preparatory work can be done in advance; and while the ideas you formulate now may have to be modified a little when the time comes to put the displays together, nevertheless a great deal of work will be saved.

Incidentally, it is worth while to consider ways and means of handling your window trimming more efficiently. Among these should be some method of collecting ideas for novel displays. In most hardware stores, the stock of window fixtures can be increased with advantage to the trimmer. And it is worth while, too, to overhaul your general and specific ideas in regard to window displays, and to add new ideas.

One experienced window trimmer gave me his ideas on the subject. He said:

"System and attention to details are the two great essentials. It is quite true that artistic perceptiveness and originality of conception figure largely in the making of good displays, but behind that again is the great necessity for systematic work. A man may have an abundance of bright and original ideas and yet prove only a mediocre window dresser because he lacks the thoroughness necessary to carry out these ideas.

"I have seen many displays embodying unique ideas which nevertheless have been flat failures, because the necessary time and care were not taken to work out the details and perfect the background. They were incomplete. On the other hand, we see every day window displays founded on hackneyed and commonplace ideas which are eminently successful because they are made complete in every detail.

"The window dresser should first plan the general idea of his display. He should then get pencil and paper and work it out. The preparation of a plan enables him to decide matters of detail, and precludes the possibility of carelessness later. Further, it enables the dresser to evolve more elaborate plans.

"Suppose he is arranging a display of tools. He gets the general idea in his mind; but if he gets out pencil and paper, a dozen new ideas for arranging the goods will suggest themselves as he works. He knows the dimensions of his window space and can figure out accurately just what can be done. Having his ideas before him on paper gives him a clearer picture than he can possibly carry in his mind."

System in window dressing can be carried still further. The object of display, is of course, to make sales.

How then can the store windows be used to bring in the most business at all times of the year?

The manager of one small city store has come close to solving this problem. He compiles records of all window displays. A book is kept for this purpose and full details of each window are entered—all goods shown, the nature of the arrangement, the length of time it was left in the window, the state of the weather during that period and the actual sales made on those articles during the time and for a week after.

Such a record means plenty of work; but look at the possibilities of that idea. The actual worth of each individual window can be determined down to the last 25-cent piece. The record shows to what extent the display stimulates business. The relative value of different forms of display can be arrived at. By looking over his records, the energetic hardware dealer can tell what goods are best to feature at certain seasons of the year. He has, in fact, information at his disposal which enables him to plan his window display campaign with a degree of certainty and exactitude not possible without such information.

Thoroughness is just as essential as system. An elaborate central setting loses at least 50 per cent. of its effectiveness if the minor details are neglected or worked out too hastily. Some men use up all their energy and patience in planning a display, and then carry out the plan with the utmost carelessness. A few square inches of rough board showing at the sides, rear decorations carelessly hung, or price cards of doubtful neatness, detract considerably from the effectiveness of any display. Care in small matters is worth while.

Another dealer gave some practical pointers on equipment for window trimming:

"Through his show windows the hardware dealer has an opportunity to advertise with economy. But he should not be too economical. It is possible to make a window display without spending a cent, but it is better business policy to make a reasonable appropriation for display. This money should be looked upon as investment rather than expense.

"Take one instance. Fixtures, which help immensely to make a display effective, can be purchased very cheaply. These will add to the effectiveness of the display out of all proportion to the cost. The same principle applies to decoratives. There are seasons and special occasions when decoratives are essential to a good display, such as artificial flowers, Christmas bells, and the like. Such items can be used again and again.

"When a trim is put in, it may not bring results immediately. This does not mean that the display is a failure. The returns are apt to come later, sometimes when they are least expected. Persons may not have needed the articles at the time they are shown; yet when the need arises, they are apt to remember your display if it was vivid and striking.

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

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 Garage Equipment
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Farm Machinery and Garden Tools
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 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

"In the hardware trade there is no line of advertising activity that will yield better returns than window display; yet quite often window display is neglected. Some hardware stores put on good displays regularly. Others leave the same display in for weeks.

"People are always interested in novel ideas and striking effects. You can appeal to this interest through your window trims. A novel idea for a window trim is worth money, and will help to bring you money.

"Your displays should appeal particularly to the women's trade. Here, neatness and attention to detail are important factors. And price-ticketing is another important factor. Women are susceptible to the appeal of tasty backgrounds and neat and attractive arrangements; and at the same time they are susceptible to the price appeal.

"It is a common mistake to judge the effectiveness of a window by the size of the crowd gathered in front of it. A two-headed monkey, or even a one-headed chicken, will draw a crowd; but such a display will not sell hardware. So the desire for novelty should be modified by the need for practical, dollars-and-cents results. It is not enough for the window to attract a crowd; it should lure that crowd inside the store and help to make sales.

"Some years ago an ingenious window trimmer designed a locomotive out of kitchen utensils. A good many passers-by stopped to look at that display. Later came the airplane, contrived out of hardware. Similar devices followed. They were ingenious and marvellously constructed, and they drew the crowds, but—did they help to make sales?

"The novel effect is all right. But it should be linked with a merchandise display which will help sell goods.

"There are comparatively few display fixtures needed for hardware windows; although a good stock of fixtures is worth while, and very helpful. The essential items include glass shelves 6 x 24 in. to 14 x 60 in. Such shelves can be had in any desired size or shape, and may be used in different ways; as with extension supports, or by hanging them one above another with jack chains. These shelves are very appropriate for the holiday season or any other season when one wishes to display the finer class of goods.

"Another suitable fixture is a rim of an old buggy wheel which, when covered or painted, can be used to great advantage in displaying fishing tackle, guns and similar merchandise. The wheel is bored full of small holes at different intervals so that the articles may be wired or fastened in place. Brackets, shelves, pedestals, step or pyramid shelves, scrolls, etc. can often be made in the store out of old packing boxes and covered with suitable material and will be found to add greatly to the effectiveness of the window trim.

"In regard to seasonable displays, the goods should always be shown in advance of the season. The dealer who has goods on display early cap-

tures a great deal of business that might be missed if he waited for the actual opening of the season before showing these lines.

"In a large city a display may be kept in the window for a longer time than in a smaller town, where the crowd is the same day in and day out. Yet it is in the big city stores that displays are changed most frequently and regularly, and in the small town stores that they remain in the window the longest.

"My general rule is that a window should be changed at least once a week, and sometimes oftener. I regard my window as an advertising medium, just the same as my newspaper space. I calculate that what I pay for it is the difference between my rent and the rent I would pay for a building of equivalent size in the remotest fringe of town. That difference is determined by the value of the location, by the crowds that pass that window and look in; and my business is to appeal to that crowd through that window and thereby get value for the money it costs me. My window costs a great deal more than all the rest of the store; but if I use it to the best advantage, it will bring me substantial returns. Using it to good advantage consists of putting on well planned displays, calculated to interest passers-by and induce them to come into the store for a closer look at the goods." Victor Lauriston.

Charlevoix Tourist Camp Well Patronized.

Charlevoix, Aug. 20—I recently called on H. S. Brady, caretaker of the Charlevoix tourist camp, and enjoyed my stay there very much. I started his new register and signed my name as reporter for the Michigan Tradesman, of Grand Rapids, which paper he read for years when he was in the grocery business at Kalkaska. The camp is having a good season. So far they have housed 490 cars with about 2,000 tourists. They have five public kitchens, a pavilion and playground and everything kept up in tip top shape.

L. P. Adams & Son have improved their cigar store by placing new fixtures and furniture all around, which makes the interior of the place very attractive. One innovation they have adopted which pleases me and elderly people who enjoy the few benches that one finds here while walking, is an attractive movable umbrella over the bench near the side entrance of their store. It would be nice if the owners of the various corners where benches are situated would adopt the same method and furnish the occupants of the seats shade to add to their comfort. This may afford a suggestion to other dealers who might profit by the example. L. Winternitz.

Enough Is Enough.

A stout woman, wedged into a crowded car, was having difficulty in getting into her tightly buttoned jacket pocket to extract a fare.

"Madam," said the man next to her, during her fruitless struggles, "let me pay your fare."

She protested rather indignantly.

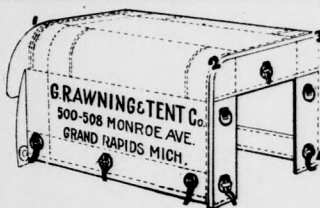
"My only reason for wishing to do so," he said, "is that you've unbuttoned my suspenders three times trying to get into your pocket."

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Look for the Red Heart on the Can

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One of two national banks in Grand Rapids.

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Fire Proof Weather Proof
Warm in Winter—Cool in Summer

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HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, August 17—The question of posting rates in hotel rooms bobs up once more. It has been discussed time and again at hotel meetings, but for some reason or other has never received the sanction of any of these organizations.

Personally I have never been able to discover any valid objection to the posting of the rates. In many states it is compulsory and in time will be in all the others. Where the operators are particularly stubborn on the question of rate posting, some legislator will help matters along by not only making this obligatory, but will add to the hotel man's grievances by regulating his rates as well.

For my part I believe the posting of rates in rooms has a distinct tendency to give the guest a feeling of confidence in such hotel. He feels that each guest pays the same price for the same room, that no partiality is shown and that it is not necessary to wait his time shopping around.

If one is a business man, or has been successful in business, he has not, as a rule, been inclined to make his investments without knowing just what he is buying and just what it is costing him. It is a habit which does not necessarily imply that he is stingy, but just wants to know. That's all. And he is entitled to know.

Posting the room rate practically eliminates any chance of argument with the clerk or cashier. Such controversies are always bad for the hotel, the guest being embarrassed and usually angry no matter how the controversy is settled, even if a concession has been made to appease him.

Some hotels provide the guest with a card showing his room rate—a very good idea—but often, in the rush hour, there is a delay in the issuance of such cards, the guest has no positive knowledge if his request for a certain priced room was understood by the booking clerk, and frequently there is a misunderstanding.

The only objection I have ever heard advanced against the adoption of this plan is that at convention time, it is desirable to advance the room rate, without notice to the guest. Maybe this is so. But considered from almost every angle I have heard discussed, the hotel man who advances his rates and turns away his permanent guests, just because he has a three-day convention in sight, is only deceiving himself. And this is a custom which in a very short time will be in the discard. The advanced rates will usually not pay for the increased wear and tear on hotel furnishings, and the permanent guest is always a desirable asset.

Harry R. Price, who has been managing director of Hotel Durant, at Flint, for several years, will relinquish his position there in order to give his undivided attention to a hotel proposition of his own—the H. R. P. Hotels Corporation—which he organized several months ago. Mr. Price was in active service with the United Hotels Company, which includes in its chain the Durant, for fifteen years, every one of which was successful, but he conceived the idea of establishing a line of local hotels at which moderate prices are charged and two of them, the Robert Douglas and the Capital, are already satisfactorily functioning in Flint. Added to this chain will be others at Coldwater, Pontiac and Port Huron. If you should ask me about Harry Price, I think I could conscientiously tell you he is one of the most versatile hotel operators in the State. The Durant, when he took charge of it, was no picnic, but he was not long in making it a dividend payer, a fact so well understood that he will have a prestige with financial men that will

be akin to leadership in hotel building and the securing of the wherewithal to build them.

There is talk in Detroit of Maynard Smith, president, and J. E. Frawley, operating manager of Hotel Fort Shelby, acquiring by purchase the Hotel Savoy, in that city. The Savoy was completed three years ago, during a period when Detroit—and I might say the whole country—was running riot on hotels. Naturally it did not make good. A. B. Riley, its first manager was sacrificed in the attempt to put it over. A. B. had a record of success, but it wasn't equal to the emergency. I don't suppose the stockholders have been worried about the investment of their dividends since, although the hotel has had several managers. Maynard Smith, a Port Huron capitalist, has been active in the control of Hotel Fort Shelby, and conscientiously backed by good management on the part of Mr. Frawley. Together they might make a success out of the Savoy. At least they would demonstrate to a finality whether such a result could be achieved.

W. E. Royer, who conducted the Hotel at Benton Harbor, prior to its being taken over by the Rick interests, and who has conducted the Hotel France, Paris, Illinois, for the past six years, is reported to be suffering from a breakdown. A lot of the boys in Michigan like Mr. Royer, and will extend to him hearty wishes for a speedy recovery.

The eighteen day diet propaganda does not seem to be popular either with the hotels or physicians. If the hotel is operated on the American plan, there will be little inclination toward dietary achievements by its guests, but there are some people, who seem to think that economy in eating is the real mission in this life. If they persist in it they will without a great deal of delay be transplanted to a realm where eating is popularly supposed to be not an achievement. Nature has a peculiar faculty of demonstrating when you should eat, and while there is a lot of guesswork as to just what you should eat, one might easily arrive at the conclusion that when our ancestors were still hale and hearty at four score years, they were probably getting a balanced ration, and it was a hearty one at that. Freak diet lists savor too much of guess work.

Michigan hotels are being inspected by State authorities. The last legislature appropriated a sum of money for this purpose and it is to be hoped that it will be used judiciously. There are in this good old world of ours a lot of people who think they could operate almost any kind of business much more satisfactorily than those who are filling the jobs. That's the reason they always have so much time to think they could do these things. Maybe Michigan has a place for a few of such. However, since the induction of the wayside inn into the game it has been felt, even by hotel operators themselves, that for sanitary reasons at least, an inspection by parties with vested authority is desirable. Each resort hotel is checked for adequate and safe water supply, sanitary toilet facilities, with a proper check on the disposal of garbage, etc. There will also be a careful investigation in the food sources, especially those for milk supplies. These are wise provisions and it is to be hoped they will be carried out to the very letter. The matter of cleanliness in hotels has been a subject of state regulation for a number of years, but my personal observation leads me to the conclusion that such regulations were enforced perfunctorily only. It doesn't matter so much if the sheets are a few inches short of the prescribed length, but it is an affair of great moment if the

blankets and quilts are unclean. Other states have had hotel inspection for some time. If it can be kept out of politics and the appointment of inspectors made from the ranks of such as have a practical knowledge of hotel requirements, it ought to be worth while. Otherwise it will mean nothing.

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.



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

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -- Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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 -- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CHARLES RENNER HOTELS

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

W. O. HOLDEN, Mgr.

The top notch hotels will still be favored by careful inspection by their own operators, which, to my notion, is the real system.

Lewis A. McCreary, an old-time Detroit hotel man, passed away at Belmont, Massachusetts, the other day. He was associated with W. J. Chittenden, Sr., in the operation of the Russell House, in that city, in 1876, continuing with same for twenty years.

Among the students listed for the summer hotel course at Cornell University, Ithaca, N. Y., the following from Michigan are listed: R. M. Edson, Hotel Pantlind, Grand Rapids; J. W. Manser, Hotel Hayes, Jackson; J. J. Shants, Hotel Statler, Detroit and K. R. Warren, Hotel Detroit-Leland, Detroit.

The plan of the regents of the University of Michigan to erect dormitories in Ann Arbor to accommodate students, which has met with vigorous opposition from the residents and hotel interests of that city, has hit a snag. The buildings were to be erected by a Detroit trust company, the cost to be paid out of rent receipts, but the Attorney General of the State holds that the board of regents cannot pledge the faith and credit of the State as security for backing such an investment.

Frank S. Verbeck.

Official Statement From the National Grocer Co.

The reception of our plan by those to whom it has been presented has met with such enthusiasm and approval that it has been very gratifying indeed to us. We have been busy both day and night seeing those that come to our office, and all of them agree that it affords them a much better opportunity of learning the exact details of the plan than it would if we were to call on them at their store during their business hours. However, we do know that some of our members are tied down through the day and cannot get away, so if you will just call us at 4325 and tell us when you can call on us or when we may call on you, it will simplify matters considerably and work to our mutual benefit.

In addition to the efficiency and low cost of operation under our plan, is the fact that anything done for the betterment of the business must result to the benefit of both parties and for the dealer threefold more than for ourselves. The best evidence of our sincerity and belief in the success of this plan is the fact that we carry the large end of the investment and give our co-operator the large end of the profits.

Some reports have been circulated that we are going to discontinue our wholesale business. This is not true. We will continue in the jobbing business as formerly, and while some rearrangements may be made later on, we want to say that all our good friends can rest assured that they will be taken care of. Many of our old grocery friends who may not choose to come in or do not fit into our new plan will continue to avail themselves of our services. In fact, several of them have already assured us that regardless of whether we got together on the new plan or not, they will continue with us.

R. A. Clark,

Chairman "R" Grocer Committee.

Gabby Gleanings From Grand Rapids.

Grand Rapids, Aug. 20—John H. Millar has resumed his calls on the city trade for the National Candy Co. after an enforced retirement of three months.

G. J. Johnson, who divides his time between Grand Rapids and Los Angeles, is spending the summer in this city.

J. J. Caine, who has represented Edson, Moore & Co., of Detroit, in

the Kalamazoo territory for the past four years, has recently been transferred to Ohio territory, making his headquarters at Lima. Mr. Caine is residing at 334 Collett street, Lima, Ohio.

Moses Dark went to Shepherd Monday, where he joined his son on a trip to the Upper Peninsula as far as the Soo.

H. H. Hubbard, who has managed the Grand Rapids office of the Egry Register Co. for several years, has been transferred to the Indianapolis office. His successor is Louis L. Koehl, who has been manager of the Indianapolis office for the past two years. Prior to that time he was assistant manager of the Cleveland office, traveling representative of the Armstrong Manufacturing Co., of Huntington, West Virginia, manufacturer of electrical appliances, and general employe of the General Electric Co., of Cleveland. Mr. Koehl is married and has three children. The family will take up their residence at 843 Henry avenue Sept. 1.

Dog Days.

What sort of a day is a "dog day?" These not altogether popular days are supposed to occur only too frequently any time between July 25 or thereabout and September 1 to 8 or thereabout, but what are their earmarks? The fact that they mark a season unfavorable to dog-hygiene (and more or less so, one may add, for cats) does not suffice to describe their true inwardness or their supposed but highly exaggerated cussedness.

A dog day connotes a peculiar blend of atmospheric conditions. For one thing, it means a noticeable degree of humidity, sometimes sweltering, yet quite as often not so bad as that, for it may be accompanied by quite a temperate temperature. For another thing, it spells an overcast sky, not necessarily cloudy, yet filled with a kind of haze—muggy, lazy sort of weather, suggestive of no particular activity save swimming and fishing; in short, desultory weather, psychically speaking. Such days just fall short of being oppressive, but they do generate languor.

Suggestion Selling.

As many dealers have learned, sales can be increased by suggestions, that is, by selling each customer more than is asked for. In a certain store in the Middle West posters were put up where the clerks were sure to see them. The first was a large question mark. The next day in its place was a sign with these words: "What are you suggesting to-day?" On the third day the question was this: "Have you made any suggestions to-day?"

If a dealer could have something special to suggest to every customer every day he would, naturally, increase his sales materially. In the store we have referred to, it was found that some of the customers not only welcomed the suggestions but got to depend on them.

Hookworm Remedy Found By Chance

Carbon tetrachloride treatment of hookworm disease, as introduced in 1921 by Dr. Maurice C. Hall, is called by Dr. S. M. Lambert of the Rockefeller Foundation "the greatest contribution to tropical medicine after the work of Reed, Gorgas and others on yellow fever." Dr. Lambert has di-

rected application of the treatment in the Fiji Islands.

Dr. Hall was investigating the ailments of dogs when he discovered the value of carbon tetrachloride as means of removing hookworms. The old standard treatment was very hard on the human patient, according to Dr. Lambert. Hookworm treatments by the International Health Board have now increased.

Union Vote a Myth.

There is no "union vote." Some day these shivering politicians will find out that the laboring man is not a man with a dirty shirt, who takes pleasure in fawning and in cowardice, but that he is a self-respecting American citizen who ultimately judges the conduct of public officials by their desire to uphold the law and do the right thing; who is not willing, and never will be, to transfer into the hands of a lot of self-constituted agents the discharge of that high duty and the preservation of that great privilege which is his—voting as an American citizen.

Thomas R. Marshall,

Former Vice-President of the United States.

Kroger Stock Does Not Look Good.

A correspondent writes to enquire what the Tradesman thinks of Kroger Grocer and Baking Co. stock as an investment.

The stock has had a prolonged decline from 132 to 75. It has since advanced to 88.

The company showed \$4.12 earnings on each share of stock during 1927, but only \$3.46 on each share during 1928.

Not a very alluring prospect.

Any man who loves hard work will never succeed as a plumber.

Late Business Changes in Indiana.

Delphi—The former Shelly Meat Market has been purchased and reopened by Malcolm Hire, of New York City, who is assisted in the shop by Henry Crone.

Montpelier—The New City Meat Market has been opened here.

Waveland—Alva Clark, who is in the grocery and meat business at North Salem and at Roachdale, purchased the grocery-market of Thomas Jackson, here.

Petersburg—Carl Jones, who was in the meat business here a few years ago, has leased the Shirley McKinney stand.

Seven New Readers of the Tradesman.

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

Z. J. Kondrat, Grand Rapids.
Paul Brink, Reeman.
Louis L. Koehl, Grand Rapids.
Evert Stadt, Grand Rapids.
F. F. Raniville, Grand Rapids.
Earl W. Munshaw, Grand Rapids.
A. G. Anderson, Lansing.

Passing Prairies.

Riding prairies
Nothing varies
Morning until night
Schooners follow
On—nor hollow
Hiding one from sight.

Miles of acres
Calling takers
To the novel plain.
Quite surprising
No cliff rising
Echoes back again.

Winter, summer,
Summer, winter,
On their cycles go:
Cold will strengthen
When days lengthen
Harvests follow snow.

Aero busses
Cockpits, trusses
Now o'er plain appear:
Riding prairie's
Plane—so varies
From the pioneer.
(Charles A. Heath.)

COME ON ALONG!

Never before have such exhibits and entertainment been offered the people of Michigan.

Educational, colorful and entertaining, this twenty-third Annual West Michigan Fair outranks all previous Fairs in splendor, size and features.

Don't Fail To See It

WEST MICHIGAN FAIR
AUG. 26 TO 30 INCL.
GRAND RAPIDS

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—Claude C. Jones, Battle Creek.
Vice-President—John J. Walters, Saginaw.
Secretary—R. A. Turrell, Crosswell.
Treasurer—P. W. Harding, Yale.

Resolutions Adopted By Michigan State Pharmaceutical Association.

Resolution I.

Whereas—In order to prevent the operation and existence of hurtful trusts, combinations and monopolies in this country, it has been necessary to enact certain so-called anti-trust laws by the Congress of the United States, and

Whereas—The courts have gradually, by their interpretation of these enactments sought to prevent and do prevent economic and orderly distribution of indentified merchandise by business men of the country who have neither purpose nor ability to constitute a monopoly, and

Whereas—As a result of such interpretations, merchants and manufacturers have against their will been driven to a state of ruthless uneconomic and wasteful methods of distribution which have resulted in vast damage and loss to all branches of our trade and commerce, obviously enhancing costs of distribution and creating a situation not paralleled in any other civilized country, and

Whereas—It is our opinion that there should be remedial legislation looking towards the correction of present conditions; Therefore be it

Resolved—That the M.S.P.A., in convention assembled respectfully urges upon our National Congress that consideration be given at the earliest possible moment to legislation giving relief to the industry of this country; and be it further

Resolved—That we heartily and unreservedly endorse the Capper-Kelly bill, now pending (H.R. 11 and S. 1418), known as the fair trade bill, legalizing the right of any producer of identified merchandise who is in fair and open competition with other producers of similar or competing merchandise, to enter into enforceable contracts, at wholesale or retail, or both, for the protection of resale prices upon his own identified merchandise.

Resolved—Further, that copies of this resolution be transmitted to the President of the United States, to the presiding officer of the United States Senate, to the speaker of the House of Representatives, to the Attorney General of the United States, to the Secretary of Commerce and to the individual members of the United State Senate committees on the judiciary and on interstate commerce and to the individual members of the House of Representatives committees on judiciary and on interstate and foreign commerce; and be it further

Resolved—That a committee of this organization be appointed forthwith by the president and that said committee be, and hereby is empowered and directed to join with like committees appointed by the American Fair Trade Association and other industrial bodies with the view of making most effective the resolutions adopted by our convention and to do any and all lawful things to make effective these resolutions.

Resolution II.

Whereas—From every consideration, those who constitute the Army of the United States and their families are entitled to a pharmaceutical service fully equal in efficiency and safety to that assured by State laws to those in civil life, and

Whereas—All available information indicates that such adequate pharmaceutical service and protection is not now afforded those in the Army and their families; therefore be it

Resolved—That the M.S.P.A. go on record as endorsing the bill to amend the National defense act by providing for a pharmacy corps in the Medical Department, United States Army, as introduced in the second session of the Seventieth Congress and as pledging its best efforts to secure the enactment of this necessary legislation by the Congress at the earliest possible date in the interest of the Army and of the public.

Resolution III.

Whereas—Michigan has not been honored with the annual convention of the National Association of Retail Druggists for a number of years, and

Whereas—The Michigan members of the organization are enthusiastic about having the next National convention in our State, and

Whereas—Detroit, Michigan's world-famous city, is centrally located for this meeting, being within an overnight ride of over 70 per cent. of the population of the United States, therefore be it

Resolved—That the Michigan State Pharmaceutical Association extend a cordial invitation to the National Association of Retail Druggists to hold the 1930 convention in Detroit.

Resolution IV.

Whereas—The N.A.R.D. has continued its untiring work in behalf of the druggists of the United States, be it hereby resolved that we continue our united support of the said organization, and that we endorse their efforts in behalf of the Capper-Kelly fair trade bill now pending in Congress and being sponsored by the N.A.R.D.

Whereas—We have in the Senate and House of the State of Michigan several registered pharmacists members who have been very loyal in their efforts in behalf of Michigan druggists, be it hereby resolved that we extend to them our hearty thanks for their efforts during the past year.

Resolution V.

Whereas—The program and entertainment at the convention just past has been above the average, be it resolved that the secretary be instructed to extend our thanks and appreciation to all speakers who have appeared

on the program and to all those who have so generously contributed to our entertainment and education.

Whereas—The M.S.P.A. and M.P.T.A. convention just finished has been a complete success and in a large measure the success of the same has been largely due to the efforts of the members of the Battle Creek Druggist Association and to the efforts of the ladies of the Battle Creek Auxiliary, be it hereby

Resolved—That the whole hearted thanks and appreciation of the M.S.P.A. be extended to the Battle Creek Druggists Association and that we express an extra measure of appreciation to the Battle Creek Ladies Auxiliary.

Whereas—The success of the past years work of the M.S.P.A. has been due to the untiring efforts of its officers, committee chairman and members of the several committees, be it hereby

Resolved—That our thanks and appreciation be extended to all retiring officials.

Resolution VI.

Whereas—It is a matter well known to all that a large part of the success of the drug business in general, and of all conventions of the M.S.P.A. and especially the one just closing, is due to the splendid support of the M.P.T.A., both of the individual members as well as the Association as a whole, therefore be it

Resolved—That we extend our sincere thanks to that splendid organization, the M.P.T.A., and be it further

Resolved—That we co-operate in any manner possible toward helping to maintain that organization and that we do all in our power to continue the present pleasant relations.

Resolution VII.

Whereas—Alcohol is essential for the manufacture of medicine and no less than 5,000 different articles in interstate commerce; and

Whereas—An increase from one-sixth of 1 cent to 4 cents per gallon in the duty on non-edible blackstrap molasses, the basic material for the manufacture of alcohol, which would materially increase the cost of alcohol to druggists and other consumers of alcohol for medicinal and industrial purposes, is being urged before the Senate Finance Committee; and

Whereas—An increase in the duty was rejected by the House because it would not help the farmers by encouraging the use of corn in making alcohol, but would subsidize manufacturers of synthetic alcohol using chemicals and gases; therefore

Resolved—That the Michigan State Pharmaceutical Association, in annual convention assembled at Battle Creek, Aug. 6-8, 1929, hereby expresses its commendation of the valuable services rendered retail druggists and drug store patrons in this and every other State by the Michigan members of the House who voted down any increase in the duty on blackstrap molasses; further

Resolved—That this Association would greatly appreciate the valuable assistance of Senators Arthur H. Vandenberg and James Couzens, particu-

larly Senator Couzens, as a member of the Senate Finance Committee, in preventing any increase in the existing duty on non-edible blackstrap molasses provided in the House bill; and further

Resolved—That a certified copy of these resolutions be sent by air mail by the Secretary of the Association to the members of the House and Senate from Michigan and be given to the public press.

One of Michigan's Finest Show Places

One of the most interesting experiments in rural establishment is the wonderful farm of Dr. Wm. E. Upjohn, the Kalamazoo pharmaceutical manufacturer. Starting in business as a young man as a retail druggist at Hastings, Dr. Upjohn soon developed an adjunct to his business in the manufacturing of pharmaceuticals. Within a short time his business expanded to such an extent that the retail store was disposed of and the manufacturing department removed to Kalamazoo, where the Upjohn Co. now enjoys a rating in excess of a million dollars. It employs 300 traveling salesmen and sells its product in every state in the Union and every country on the globe.

About thirty years ago Dr. Upjohn felt the necessity of having some restful place where his traveling representatives could spend their summer vacation with their families. In pursuance of this idea he bought 500 acres of land a few miles North of Augusta containing a rapid running stream of water, on which a creamery had been conducted for several years. The purchase was largely influenced by the high hills surrounding the lower levels, which enhanced the natural scenic beauty of the situation. The purchase was made twenty-eight years ago and in the meantime Dr. Upjohn has dealt out money with a lavish hand in creating one of the finest and most exquisite spots in America. A wonderful home has been created on the site of the creamery, filled with the most beautiful furniture, rugs, pictures, statuary and bric-a-brac which cultivated taste and discriminating judgment could assemble.

The 300 traveling men are cared for during the summer season in tents which are ample to house them and which are provided with all the creature comforts. Cooking and dining are conducted in a large pavilion ample to accommodate 500 people at one sitting. Fruit, vegetables and milk are provided by the generous employer, who is made very happy by the presence of the men who serve him so well and faithfully.

The floral embellishment of the place is superb beyond description. Dr. Upjohn is a noted authority on peonies and has 1200 different varieties in his garden.

Dr. Upjohn takes great pride in his herd of cattle, which is regarded as one of the finest in America.

With due regard as to their effect on the landscape, Dr. Upjohn has planted on the high hills surrounding his home large quantities of conifers,

which add greatly to the scenic beauty of the place.

The wonderful results above described and many others which must be seen to be appreciated have been created by Dr. Upjohn and his wife under the watchful care and thoroughness of his faithful assistant "John," who has given the situation the best he knows how for twenty-eight years.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 20.—The rain we had for several days last week has put the road bed on M 2 in bad condition, but the detour from Pickford via Kelden is in good condition, so it does not deter the tourists from making the Soo. Last week was our largest week for tourists this season. They seem to be increasing each day. The hotels and cafes are doing a rushing business and everybody is happy.

Arthur Holton, who has been conducting a grocery at Donaldson for several years, has sold out to A. C. Johnson, who will take possession Sept. 1. Mr. Holton expects to leave for Texas to engage in road contracting work.

The blueberry crop in the Upper Peninsula is unusually light this season, and as a result, the berries are commanding good prices in the market. Frost and extreme cold weather in the spring, followed by an extended dry spell this summer, are blamed for the shortness of the crop.

The many friends of Mrs. Spencer Hill were surprised to hear of her death last Monday. Mrs. Hill for many years conducted the summer resort at Albany Island, which was popular with our Soo people, also many resorters from various parts of the State. The place was famous for its fish and chicken dinners. She was stricken with heart failure at Goetzville while en route to the Soo.

The Chippewa county fair will be held Aug. 20 to 24. Everything points to a most successful affair. The merchants are letting the clerks have a half holiday on Aug. 21. The following attractions have been booked: The Three Montfort sisters, singing and

dancing act; Frank Burt, acrobat and comedian; Three Kirkillos, acrobats. The Fort Brady troops are putting on an elaborate sham battle Thursday night. They are also to have a carnival and if we have nice weather it should be a record breaker attendance.

Something nice about living on the American side of the river after all, as we find that the Canadians have raised the price of bread to 13 cents per loaf.

Airplane views of Les Cheneaux island will be taken next week by the A. C. E. Airplane Corp. Heretofore the tourists have only been supplied with photograph views.

James Catel's new bowling alley and billiard parlor, which will be known as the Recreation, received the finishing touches last week with the installation of a modern electric soda fountain and the arrival of the new electric sign, which will decorate the establishment. The new soda fountain is an eight foot complete mechanical electric carbonic frigidaire machine and has compartments for four different kinds of ice cream, measuring pumps and compartments for flavoring liquids and sanitary arrangements for the holding of utensils used in the preparation of fancy dishes of ice cream. This is one of the most complete places of its kind in Cloverland.

"Man reaps what he sows unless he is an amateur gardener."

William G. Tapert.

Silk Squares Lead in Mufflers.

Fair advance business has been placed in men's mufflers for fall and holiday delivery, the orders for better grade merchandise showing up well by comparison. Manufacturers have been following a more cautious policy of production than last year. Because of this, buyers going into the market late are apt to find a shortage of stocks similar to that which developed in certain items of men's summer clothing recently. Cut silk squares lead in the new season mufflers, with tan, white and gray the outstanding colors. Patterns include both large and small effects.

WHOLESALE DRUG PRICE CURRENT

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

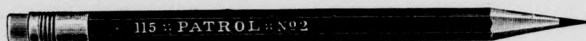
Acids		Cotton Seed		Belladonna	
Boric (Powd.)	9 @ 20	Cubeb	1 35@1 50	Benzoic	@1 44
Boric (Xtal)	9 @ 20	Eigerson	5 00@5 25	Benzoic Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubeb	@2 76
Ammonia		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25	Gentian	@1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@1 04	Gualac	@2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, boiled, bbl.	@1 07	Gualac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld less	1 14@1 27	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	1 11@1 24	Iodine, Colorless	@1 50
Balsams		Mustard, arilif. oz.	@ 35	Iron, Clo	@1 55
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Flr (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Flr (Oregon)	65 @1 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 00@3 25	yellow	3 00@3 50	Opium	@5 40
Tolu	2 00@2 25	green	2 85@3 25	Opium, Camp.	@1 44
Barks		Orange, Sweet	10 00@10 25	Opium, Deodor'd	@5 40
Cassia (ordinary)	25 @ 30	Origanum, pure	@2 50	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, com'l	1 00@1 20	Paints	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 00@3 25	Lead, red dry	13 1/2 @14 1/2
Soap Cut. (powd.)	20 @ 30	Peppermint	6 50@7 00	Lead, white dry	13 1/2 @14 1/2
Berries		Rose, pure	13 50@14 00	Lead, white oil	13 1/2 @14 1/2
Cubeb	@ 90	Rosemary Flow	1 25@1 50	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Sandelwood, E.		Ochre, yellow less	@ 3 @ 6
Juniper	11 @ 20	I	10 50@10 75	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, true	1 75@2 00	Red Venet'n Eng.	@ 8
Extracts		Sassafras, art'l	7 50@8 00	Putty	@ 5 @ 8
Licorice	60 @ 65	Spearment	7 00@7 25	Whiting, bbl	@ 4 1/2
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	Whiting	5 1/2 @10
Flowers		Tany	7 00@7 25	L. H. P. Prep.	2 55@2 70
Arnica	1 50@1 60	Tar USP	65 @ 75	Rogers Prep.	2 55@2 70
Chamomile (Ged.)	@ 50	Turpentine, bbl.	@ 62	Miscellaneous	
Chamomile Rom.	@ 75	Turpentine, less	69 @ 99	Acetanalid	57 @ 75
Gums		Wintergreen,		Alum	66 @ 12
Acacia, 1st	50 @ 55	leaf	6 00@6 25	Alum. powd and	@ 9 @ 15
Acacia, 2nd	45 @ 50	Wintergreen, sweet	3 00@3 25	ground	09 @ 15
Acacia, Sorts	35 @ 40	Wintergreen, art	7 50@1 00	Bismuth, Subnitrate	2 25@2 52
Acacia, Powdered	35 @ 40	Worm Seed	3 50@3 75	Borax xtal or	
Aloes (Barb Pow)	25 @ 35	Wormwood	20 00@20 25	powdered	05 @ 13
Aloes (Cape Pow)	25 @ 35	Potassium		Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Calomel	2 72@2 82
Asafetida	50 @ 60	Bichromate	15 @ 25	Capsicum, pow'd	62 @ 75
Pow.	90 @1 00	Bromide	69 @ 85	Carmine	7 50@8 00
Camphor	90 @ 95	Bromide, gran'd.	23 @ 30	Cassia Buds	38 @ 45
Guaiaac	@ 60	Chlorate, powd.	15 @ 25	Cloves	40 @ 50
Guaiaac, pow'd	@ 70	or Xtal	15 @ 25	Naik Prepared	14 @ 16
Kino	@1 25	Cyanide	30 @ 30	Chloroform	53 @ 66
Kino, powdered	@1 20	Iodide	4 36@4 60	Chloral Hydrate	1 20@1 50
Myrrh	@1 15	Permanganate	22 1/2 @ 35	Cococa Butter	60 @ 90
Myrrh, powdered	@1 25	Prussiate, yellow	35 @ 40	Corks, lnt, less	30-10 to 40-10
Opium, powd.	19 65@19 92	Prussiate, red	@ 70	Copperas	03 @ 10
Opium, gran.	19 65@19 92	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Shellac	65 @ 80	Roots		Corrosive Sublim	2 25@2 30
Shellac	75 @ 90	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Tragacanth, pow.	@1 75	Blood, powdered	40 @ 45	Cuttle bone	40 @ 50
Tragacanth	2 00@2 35	Calamus	35 @ 35	Dextrine	6 @ 15
Turpentine	@ 30	Elecampane, pwd.	25 @ 30	Dover's Powder	4 00@4 50
Insecticides		Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Ginger, African,		Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 08	powdered	30 @ 35	Epsom Salts, bbls.	@03 1/2
Blue Vitriol, less	09 1/2 @17	Ginger, Jamaica,	60 @ 65	Epsom Salts, less	3 1/2 @ 10
Bordea, Mix Dry	12 @ 26	powdered	45 @ 60	Ergot, powdered	@ 4 00
Hellebore, White		Goldenseal, pow.	7 50@8 00	Flake, White	15 @ 20
powdered	15 @ 25	Ipecac, powd.	4 60@5 00	Formaldehyde, lb.	13 1/2 @35
Insect Powder	47 1/2 @ 60	Licorice	35 @ 40	Gelatin	80 @ 90
Lead Arsenate Po.	13 1/2 @30	Licorice, powd.	20 @ 30	Glassware, less 55%	
Lime and Sulphur		Orris, powdered	45 @ 50	Glassware, full case 60%.	
Dry	08 @ 22	Poke, powdered	35 @ 40	Glauber Salts, bbl.	@02 1/2
Paris Green	24 @ 42	Rhubarb, powd	@1 00	Glauber Salts less	04 @ 10
Leaves		Rosinwood, powd.	@ 50	Glue, Brown	20 @ 30
Buchu	@1 05	Sarsaparilla, Hond.		Glue, Brown Grd	16 @ 22
Buchu, powdered	@1 10	ground	@1 10	Glue, White	27 1/2 @ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Mexic.	@ 60	Glue, white grd.	25 @ 35
Sage, 1/4 loose	@ 40	Squills	35 @ 40	Glycerine	19 @ 40
Sage, powdered	@ 35	Squills, powdered	70 @ 80	Hops	75 @ 95
Senna, Alex.	50 @ 75	Tumeric, powd.	20 @ 25	Iodine	6 45@7 00
Senna, Tinn. pow.	30 @ 35	Valerian, powd.	@1 00	Iodoform	8 00@8 30
Uva Ursi	20 @ 25	Seeds		Lead Acetate	20 @ 30
Oils		Anise	@ 35	face, powdered	@ 1 50
Almonds, Bitter,		Anise, powdered	35 @ 40	Menthol	8 00@9 00
true	7 50@7 75	Bird, ls	13 @ 17	Morphine	13 53@14 33
Almonds, Bitter,		Canary	10 @ 16	Nux Vomica	@ 20
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 30@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	@ 59
Amber, rectified	1 50@1 75	Flax, ground	8 1/2 @ 15	Rochelle Salts	23 @ 40
Anise	1 25@1 50	Foenugreek, pwd.	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.	@1 60	Selditz Mixture	30 @ 40
Cassia	3 00@3 25	Mustard, yellow	17 @ 25	Soap, green	15 @ 20
Castor	1 55@1 80	Mustard, black	20 @ 25	Soap mott cast	@ 25
Cedar Leaf	2 00@2 25	Poppy	15 @ 20	Soap, white Castile,	
Citronella	75 @1 00	Quince	1 00@1 25	case	@15 00
Cloves	4 00@4 25	Sabadilla	45 @ 50	Soap, white Castile	
Cocanut	27 1/2 @ 35	Sunflower	12 @ 13	less, per bar	@1 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 @ 06
Aconite	@1 80	Aconite	@1 80	Spirits Camphor	@1 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
Asafetida	@1 38	Asafetida	@1 38	Tamarinds	20 @ 25

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

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

Cheese
Matches
Prunes

DECLINED

Smoked Hams

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. -----
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 ca. 2 70

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White Kidney Beans ----- 11 00
Col. Lima Beans ----- 19 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
Fep, No. 224 ----- 2 70
Krumbs, No. 424 ----- 2 70
Bran Flakes, No. 624 2 45
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. ----- 2 70
Rice Krispies, 1 oz. ----- 1 10
Kane Hag, 12 1-lb. cans ----- 7 30
All Bran, 16 oz. ----- 2 25
All Bran, 10 oz. ----- 2 70
All Bran, 3/4 oz. ----- 2 00

Post Brands.

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

BROOMS

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

BRUSHES

Solid Back, 3 in. ----- 1 50
Solid Back, 1 in. ----- 1 75
Pointed Ends ----- 1 25
Shaker ----- 1 80
No. 50 ----- 2 00
Peerless ----- 2 60

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. ----- 12 1
Plumber, 40 lbs. ----- 12 3
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 40
Apple Sauce, No. 10 ----- 7 50
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 50
Blackberries, No. 10 ----- 7 50
Blueberries, No. 10 ----- 3 25
Cherries, No. 2 ----- 4 30
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. ----- 3 10
Peaches, 10, Cal. ----- 10 40
Pineapple, 1 sil. ----- 1 45
Pineapple, 2 sil. ----- 2 65
P'apple, 2 br. sil. ----- 2 35
P'apple, 2 br. sil. ----- 2 40
P'apple, 2 1/2, sil. ----- 3 20
P'apple, 2 cru. ----- 2 65
Pineapple, 10 crushed ----- 12 00
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 75
Raspberries, No. 2 blk ----- 3 25
Raspb's. Red, No. 10 ----- 11 50
Raspb's. Black, No. 10 ----- 15 00
Rhubarb, No. 10 ----- 4 75
Strawberries, No. 2 ----- 3 25
Strawb's. No. 10 ----- 11 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 2 ----- 2 75
Clams, Steamed, No. 1 ----- 2 00
Clams, Minced, No. 1/2 ----- 2 25
Finnan Haddie, 10 oz. ----- 3 30
Clam Bouillon, 7 oz. ----- 2 80
Chicken Haddie, No. 1 ----- 3 75
Fish Flakes, small ----- 1 35
Cod Fish Cake, 10 oz. ----- 1 55
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/4, Star ----- 2 90
Shrimp, 1, wet ----- 2 00
Sard's, 1/4 Oil, Key ----- 6 10
Sard's, 1/4 Oil, Key ----- 5 75
Sardines, 1/4 Oil, k'less ----- 5 25
Salmon, Red Alaska ----- 3 25
Salmon, Med. Alaska ----- 2 40
Salmon, Pink Alaska ----- 2 25
Sardines, 1m. 1/4, ea. ----- 10 25
Sardines, 1m., 1/4, ea. ----- 35
Sardines, Cal. ----- 1 35@2 25
Tuna, 1/2, Curtis, doz. ----- 4 00
Tuna, 1/4s, Curtis, doz. ----- 3 20
Tuna, 1/2 Blue Fin ----- 2 25
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT

Bacon, Med. Beechnut ----- 2 70
Bacon, Lge. Beechnut ----- 4 50
Beef, No. 1, CoCrnd ----- 3 50
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua., sil. ----- 1 65
Beef, 3 1/2 oz. Qua., sil. ----- 2 15
Beef, 5 oz., Al. Sliced ----- 2 90
Beef, No. 1, Brunt, sil. ----- 4 60
Beefsteak & Onions, s ----- 3 70
Chili Con Car., 1s ----- 1 35
Deviled Ham, 1/4s ----- 2 20
Deviled Ham, 1/4s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 52
Potted Meat, 1/2 Libby ----- 92
Potted Meat, 1/2 Qua. ----- 90
Potted Ham, Gen. 1/4 ----- 1 45
Vienna Saus., No. 1/4 ----- 1 46
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 1 05
Fremont, No. 2 ----- 1 25
Snider, No. 1 ----- 1 10
Snider, No. 2 ----- 1 25
Van Camp, small ----- 90
Van Camp, med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green ----- 4 50
W. Beans, cut 2 1 65@2 25
W. Beans, 10 ----- 8 00
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 8 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked ----- 1 25
Red Kid. No. 2 ----- 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 45@2 35
Corn, No. 2, stan. ----- 1 15
Corn, Ex. stan. No. 2 ----- 1 40
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 ----- 8 00@10 75
Hominy, No. 3 ----- 1 10
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Mushrooms, Hotels ----- 32
Mushrooms, Choice, 8 oz. ----- 35
Mushrooms, Sur Extra ----- 50
Peas, No. 2, E. J. ----- 1 35
Peas, No. 2, Sift. ----- 1 85
June ----- 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 ----- 13 14
Pimentos, 1/2, each ----- 27
Sw't Potatoes, No. 2 1/2 ----- 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass ----- 2 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 2 25@3 50
Spinach, No. 10 ----- 6 50@7 00
Tomatoes, No. 2 ----- 1 60
Tomatoes, No. 3 ----- 2 25
Tomatoes, No. 10 ----- 7 00

Bar Goods
Mich. Sugar Ca., 24, 5c ----- 75
Pal O Mine, 24, 5c ----- 75
Malty Milkies, 24, 5c ----- 75
Lemon Rolls ----- 75
Tru Luv, 24, 5c ----- 75
No-Nut, 24, 5c ----- 75

CATSUP.

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

CHILI SAUCE

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

OYSTER COCKTAIL.

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

CHEESE.

Roquefort ----- 45
Kraft, small items ----- 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, sm. tins ----- 2 25
Camembert, sm. tins ----- 2 25
Wisconsin Daisy ----- 26
Wisconsin Flat ----- 26
New York June ----- 34
Sap Sago ----- 42
Brick ----- 31

CHEWING GUM.

Adams Black Jack ----- 65
Adams Bloodberry ----- 65
Adams Dentyne ----- 65
Adams Calif. Fruit ----- 65
Adams Sen Sen ----- 65
Beeman's Peppin ----- 65
Beeman's Wintergreen ----- 65
Beeman's Peppermint ----- 65
Beeman's 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. ----- 5 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 3 50
Droste's Dutch, 5 lb. ----- 60
Chocolate Apples ----- 4 50
Pastilles, No. 1 ----- 13 60
Pastilles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastilles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-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, 1/4s ----- 37
Baker, Caracas, 1/4s ----- 35

CLOTHES LINE.

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

COFFEE ROASTED

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

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 10
Quaker, Baby, 8 doz. ----- 4 60
Quaker, Gallon, 1/2 doz. ----- 4 00
Carnation, Tall, 4 doz. ----- 4 35
Carnation, Baby, 8 doz. ----- 4 25
Oatman's Dundee, Tall ----- 4 35
Oatman's D'dee, Baby ----- 4 25
Every Day, Tall ----- 4 25
Every Day, Baby ----- 4 25
Pet, Tall ----- 4 35
Pet, Baby, 8 oz. ----- 4 25
Borden's Tall ----- 4 35
Borden's Baby ----- 4 25

CIGARS

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

Worden Grocer Co. Brands
Alredale ----- 35 00
Havana Sweets ----- 35 00
Hameter Champion ----- 37 50
Canadian Club ----- 35 00
Robe Emmett ----- 75 00
Tom Moore Monarch ----- 75 00
Webster Cadillac ----- 75 00
Webster Astor Roll ----- 75 00
Webster Knickerbocker ----- 95 00
Webster Albany Roll ----- 95 00
Bering Apollos ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Dellosas ----- 120 00
Bering Favorita ----- 125 00
Bering Albas ----- 150 00

CONFECTIONERY

Stick Candy Pails
Standard ----- 16
Pure Sugar Sticks 600s ----- 4 00
Big Stick, 20 lb. case ----- 18
Mixed Candy
Kindergarten ----- 17
Leader ----- 13
X. L. O. ----- 12
French Creams ----- 15
Paris Creams ----- 16
Grocers ----- 11

Fancy Chocolates

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

Gum Drops

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

Lozenges

A. A. Pep. Lozenges ----- 15
A. A. Pink Lozenges ----- 15
A. A. Choc. Lozenges ----- 15
Motto Hearts ----- 10
Malted Milk Lozenges ----- 21

Hard Goods

Lemon Drops ----- 18
O. F. Horehound dps. ----- 18
Anise Squares ----- 18
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. Mallovs ----- 15
Handy Packages, 12-10c ----- 80

COUPON BOOKS

50 Economic grade 2 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, 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 ----- 22
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 20

Citron

10 lb. box ----- 40

Currants

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

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 16 1/2

Peel

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

Raisins

Seeded, bulk ----- 10
Thompson's seedless blk ----- 08 1/2
Thompson's seedless, 15 oz. ----- 09 1/2
Seeded, 15 oz. ----- 11

California Prunes

60@70, 25 lb. boxes ----- 12
50@60, 25 lb. boxes ----- 14
40@50, 25 lb. boxes ----- 14 1/2
30@40, 25 lb. boxes ----- 16
20@30, 25 lb. boxes ----- 19
18@24, 25 lb. boxes ----- 24

Hominy

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

Macaroni

Mueller's Brands
9 oz. package, per doz. ----- 1 30
9 oz. package, per case ----- 2 80

Bulk Goods

Elbow, 20 lb. ----- 08
Egg Noodle, 10 lbs. ----- 14

Pearl Barley

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

Sage

East India ----- 10</

GELATINE

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

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucua, 1 lb.	21
Nucua, 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 50
*Reliable, 144	3 65
*Federal, 144	4 75
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

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

Salted Peanuts

Fancy, No. 1	14
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Shelled

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

MINCE MEAT

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

OLIVES

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

PARIS GREEN

3/4 lb.	34
1 lb.	32
2 and 5 lb.	30

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	
8 oz., 2 do. in case	
15 lb. pails	
25 lb. pails	

PETROLEUM PRODUCTS.

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

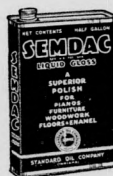
ISO-VIS MOTOR OILS

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 "P"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8.3
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to 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	
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PLAYING CARDS

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

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	25
Good St's & H's 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	16
Loth, med.	24
Butts	24
Shoulders	20
Spareribs	16
Neck bones	06
Trimmings	14

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	16
Loth, med.	24
Butts	24
Shoulders	20
Spareribs	16
Neck bones	06
Trimmings	14

PROVISIONS

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

Lard

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

Sausages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@39
Hams, Cert., Skinned	
16-18 lb.	@30
Ham, dried beef	
Knuckles	@46
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45
Mixed Hams	@21
Bacon 4/6 Cert.	24 @34

Beef

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

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/4
Fancy Head	07

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

Middles	20
Tablets, 1/2 lb. Pure	19 1/4
doz.	1 40
Wood boxes, Pure	30 1/4
Whole Cod	11 1/4

HERRING

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

Lake Herring

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

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
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 60
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,	3 85
20 oz.	3 85
Sanl Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 40
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 35
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.	2 40
Five case lots	2 30
Iodized, 24, 2 lbs.	2 40

BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Napha, 100 box	5 50
Flake White, 10 box	4 20
Grma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 12s	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Triby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

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
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 60
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,	3 85
20 oz.	3 85
Sanl 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 30
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	@22
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

Some Early Muskegon River Indians.

Grandville, Aug. 20.—The Indian race in America may be said to be a thing of the past. Indians, catamounts and bears that once ruled the wilds of Michigan are no more. The expression so often heard among settlers, "Honest Injun," was not meant to carry the idea that the red man was honest, but quite the contrary.

As an early day merchant I had an opportunity to study the characteristics of the aborigines and certainly failed to find them as uniformly honest in their deal as some writers on early America have done.

One of the best known Indians on the Muskegon sixty years and more ago was called Indian Bill. He was a true Indian every inch of him. One of the greatest hunters in the woods, he seldom went on the deer trail without bagging his game.

Although long associated with white people Bill never became anything else than a typical redman of the woods. As to his honesty there was no questioning that. Very frequently he came into the store and wished a supply of food, ammunition and tobacco. I never refused him, even though he had no "shuniaw" to settle the bill.

In time he was sure to come in with the money and pay up. I think he was about the only native American I could safely trust. "Injun no pay, put Injun in jail," some were given to say and such fellows were never known to pay a store account.

Despite his long association with white people Bill did not assimilate readily; he remained an Indian to the day of his death. A strongly built man, with the red tinge of his race flushing his features, he carried his Indianhood proudly.

He was fond of telling of his hunting adventures and sometimes interested a store full of customers with his delineation of how he crept upon his prey.

He carried a large hunting knife strapped to one hip, and this he sometimes drew forth and flourished while describing his method of trapping the game. He would crouch low and creep across the floor, then suddenly bound upright with a whoop and pretend to shoot.

"Me crep' up a little furdur off" meant that he crouched and crept silently upon his game. A man of stalwart frame, utterly fearless, few white men cared to try titles with Indian Bill. I do not recall what became of him, only that it was reported that he was killed by a street car in Muskegon. If this was true doubtless his body lies buried in the Indian cemetery in that city.

Bill's one failing was his love for the white man's firewater, of which he consumed large quantities, and sometimes landed in jail because of disturbing the peace.

There were many other natives who were classed as Indians who were in reality only half breeds, and these cut quite a swath in the society of Western Michigan in that early day.

There was Indian Pete (his surname I do not recall), who was a pilot of renown among the lumbermen. He piloted many rafts down through the winding course of the Muskegon and was very much respected by his white neighbors. A raft under Pete's guidance seldom if ever went on the snags.

Indian Pete also patronized the white's firewater, but usually he did his best work when strictly sober. I think that Indian Pete often worked on the big Muskegon drive. Indians in general were not friendly to hard labor, yet a few made names for themselves at various jobs along the river.

Indian Lixv was another well known riverman. He had sons who acted as raft pilots on occasion. Lixv's real name was Alexander St. Peter, and he

was a very reliable and intelligent man. At the time of the threat of an Indian uprising the whites sent Lixv among the Northern Michigan Indians to learn what their intentions were. There was no Michigan outbreak after all, although a decided scare flared over the border.

Then there was Indian Jim, a very worthy redman, who became a priest and administered at funerals and weddings among his people. I think his full name was James Tagwason, and he was well regarded by the white settlers.

Michigan was fortunate in her Indian inhabitants since, after the days of Pontiac and the early settlement at Detroit and the Soo, there was no outbreak of Indian savagery.

There was an old Indian who lived near Bridgeton whose name I have forgotten. A very superior Indian he was, too, and often made trips in his big canoe to Muskegon, bringing back groceries and various necessary household articles. This fellow was strictly honest and well liked by all his white neighbors.

The greatest enemy the Muskegon river Indians encountered was a disease in the nature of tuberculosis which proved even more fatal to the redman than to the whites. A large number of Indians contracted this disease, despite the fact that they lived an outdoor life which has always been thought favorable for health.

Indian George was another comparatively well known Indian of a somewhat later date. I think, however, that he tarried but a short time in the river country, departing after a short sojourn to the far West.

Muskegon River Indians got along splendidly with their white neighbors and their final extinction through emigration and disease was a sad ending to the happy relations long existing between the two races. Old Timer.

Greeting From Quality Grocery of Shelby.

Shelby, Aug. 19.—We are glad to renew our subscription to the Tradesman, because the paper is of great value to us in our business.

We are enjoying one of the best summers for trade we have had in several years and are more and more convinced from day to day that the independent store has a great future before it if we only cater to the people.

I have made several trips and try to visit as many stores in my line of business as possible.

I find many stores where you are not spoken to at all, which I think is a great mistake.

No clerk can stay in my employ who does not speak to people the moment they come into my store.

Sometime ago I visited a city along the lake shore and visited five chain stores and was only greeted in one of them. In the same city I visited three independent stores and was recognized in one of them.

You will note by the heading of this letter that my store is equipped to take care of my customers in every way and the accommodations are kept clean. I invite you to visit my store any time you are up this way.

Orin L. Wilson.

Price Rivalry On Wane.

That the day of extreme price competition in retailing is rapidly passing is the contention advanced during the week by a well-known retail executive. Featuring of original merchandise is already beginning to take the place of matching wits on price, according to this executive. The former method means profit, he said, while no store can continue to make money out of price competition.

"Stores are finding that the best way to meet competition is to avoid it" this executive went on. "The trend is markedly toward purchase of merchandise on specification, so that purchases may be confirmed. Retail skill is tending to develop a line of best sellers, which are a little bit different and a little bit better than what competitors offer."

"In this effort use of fashion knowledge must be tied up with the actual market operations. There must be advance planning and fewer post-mortems."

Corporations Wound Up.

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

Wacoba Motors Co., Detroit.
Bangor Co-operative Association, Bangor.
Dubois-Munn Co., Grand Rapids.
Try Me Bottling Co., Grand Rapids.
Best Built Homes Co., Detroit.
Ever Ready Coat & Towel Co., Detroit.
Sand Brothers, Detroit.
Walnut Land and Realty Co., Detroit.
Storek Baking Co., Detroit.
Cadillac Silver Black Fox Co., Cadillac.
Monroe Piers & Park Resort, Detroit.
Burkley Motor Bus Co., Burkley.
Pye Bus Co., Birmingham.
Electric Depot Co., Highland Park.
Superior Garment Co., St. Johns.
Detachable Rubber Sole Co., Detroit.
Woodward - Highlands Corporation, Detroit.
Joseph N. Smith & Co., Detroit.
Republic Electric Co., Detroit.
Rainbow Grocery Co., Lansing.
Gladwin Farm and Cattle Co., Detroit.
Security Investment Co., Adrian.
Landstra Realty Co., Grand Rapids.
Western Newspaper Union, Detroit.

Drugs For All the League.

The greatest drug store in all Europe is not where you would expect to find it, in London, Paris or Berlin, but in the comparatively small city of Geneva, population 125,000. It probably is the largest drug store under a single roof in the world, since it employs more than 400 people.

The Pharmacie Principale was founded by three brothers in 1914. By adding perfumes and other modern drug-store articles, by wide advertising, low prices and mail-order service the store has built a \$1,000,000-a-year business. It has 700,000 customers scattered over Switzerland and all Europe, and prints a mail-order catalogue in both French and German.

Mergers Face Test From Keen Minds Now Idling.

Competition that will test the mettle of the many industrial and trade mergers effected recently was forecast for the next five years by a noted economist. Many of the keenest business minds in the country are now "on vacation," he explained, because their successful organizations have entered combinations.

"Some of these men," he said, "have retired temporarily but if human nature follows its usual course they will be back 'in harness' again in a few years with independent companies which will make it warm for the big combinations."

Secretary Mellon is not the quitting kind.

Window Glass Orders Gain.

With greater activity being shown by the jobbing trade, the outlook in the window glass industry, viewed from the manufacturer's standpoint, would seem more reassuring. While demand for this commodity is below normal, decidedly so for mid-August, the volume of new orders has evidenced a fairly substantial increase during the past ten days. The seasonal demand for plate glass continues heavy and factories working in this branch of the flat glass industry are operating virtually at capacity in supplying trade requirements.

Business.

A certain mother reproved her young son for always coming to her for his spending money. "Willie, dear, why don't you earn some money yourself?" she said.

The same afternoon, the mother, looking out the window, saw Willie surrounded by a group of boys all having a grand time, judging by the whooping and yelling going on. Out of curiosity she went over and saw tacked on a tree, under which her son was busily engaged, the following sign:

Willie Beasley Will Eat—

1 small worm for -----1 cent
1 large worm for -----2 cents
1 butterfly for -----3 cents
1 caterpillar for -----3 cents
1 hop toad for -----5 cents

Willie's mother heard quite a little money jangling in her son's pockets as she led him home for further advice.

A Simple Solution.

An angler had a four hours' tussle with a huge salmon before he was able to land it. When at length he had made sure of his catch, he took it home and related his triumph to his maiden aunt. He made as much of his adventure as possible, and put special stress on the time it took and the immense energy he had to expend before he could secure the salmon. When he had finished he waited anxiously for praise.

For some moments there was silence, and then, with a puzzled expression his aunt looked up from her knitting.

"But, my dear Arthur," she said, "why didn't you cut the string and get rid of the brute?"

Nothing on earth can smile but man! Gems may flash reflected light, but what is a diamond-flash compared to an eye flash and a mirth-flash? Flowers cannot smile; this is a charm that even they cannot claim. It is the color which love wears, and cheerfulness and joy—these three. It is a light in the windows of the face, by which the heart signifies it is at home and waiting. A face that cannot smile is like a bud that cannot blossom and dries up on the stalk. Laughter is day, and sobriety is night, and a smile is the twilight that hovers gently between both—more bewitching than either.—Henry Ward Beecher.

Overproduction is America's chief industrial menace.

Electricity is even now only in its infancy.

Analyses Applicable Everywhere To Any Store.

(Continued from page 20)

of these correspondents, they are really unusually efficient merchandisers. For many years they have been consistent and intelligent advertisers, so I almost feel that to write what I now write is superfluous.

Advertising and sales should always be centered on the main thought of raising the average grade of sales. Another effective way to do this is always to quote all prices from the top down. Do not say "30c, 55c and 90c." Say "90c, 55c, and we also have one at 30c," letting the voice fall and enthusiasm wane as you drop the quotation downward.

This may seem like a little thing, but it is a most potent sales force. It is additionally potent because as yet so few merchants are on to it. Let yours be a forward-looking, progressive store in this respect. Take pains to quote prices that way yourselves always. Hold meetings to drill your clerks the same way. Show them and tell them constantly. Carry the scheme through every department.

If you follow out this plan you will be gratified to find a steadily increasing proportion of your sale running into the finer, more profitable lines.

I hope these few halting suggestions may help and I assure you that I shall be fully rewarded if they do.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 6. On this day was held the first meeting of creditors in the matter of Clarence Finstrom, individually and as Finstrom Bros. and also as Finstrom Motor Sales, Bankrupt No. 3845. The bankrupt was present in person and represented by attorney W. H. Yearnd. Creditors were present in person and represented by Corwin, Norcross & Cook, attorneys and by G. R. Credit Men's Association. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Aug. 6. On this day was held the first meeting of creditors in the matter of George W. Fox, Bankrupt No. 3851. The bankrupt was present in person and represented by attorney C. G. Turner. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Fred A. Towner, Bankrupt No. 3842. The bankrupt was present in person and represented by attorney Willard J. Turner. No creditors were present or represented. Claims were filed. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Charles F. Reide and Fred T. Brockhaus, individually and as copartners as Ionia Baking Co., Bankrupt No. 3839. The bankrupts were present in person and represented by attorneys Eldred & Genuend. Creditors were present by attorneys Watt & Colwell and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupts were sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

Aug. 6. On this day schedules, adjudication and order of reference were filed in the matter of Fred Becker, Bankrupt No. 3871. Charles B. Blair appointed temporary receiver. Bankrupt's occupation is that of merchant and baker. His attorneys are Rarden & Rarden, Greenville. Assets are scheduled at \$2,963 and liabilities at \$3,888.86. Chester C. Woolridge appointed custodian. First meeting of creditors will be called at an early date and note of same made herein. Creditors are as follows:

Greenville State Bank, Greenville	\$375.00
Charles L. Hecox, Greenville	350.00
National Life Insur. Co., Chicago	90.00
Grance Life Ins. Co., Lansing	244.00
National Discount Corp., Grand R.	75.00
Armour & Co., Chicago	16.00
Fleischmann Co., Grand Rapids	152.55
Swift & Co., Lansing	58.18
Forris Coffee House, Grand Rapids	26.20
Kalamazoo Paper Co., Kalamazoo	9.48
Supply Co., Grand Rapids	26.00
Voight Milling Co., Grand Rapids	598.61
Ralston Purina Co., Detroit	9.63
C. B. Gallagher, Grand Rapids	90.00
Star Paper Co., Kalamazoo	14.43
Becker Bros., Grand Rapids	226.75
Worden Grocer Co., Grand Rapids	17.00
Wolverine Spice Co., Grand Rapids	10.35
Edwin Fallas, Lowell	12.00
Perkins Co., Grand Rapids	12.00
Alton Flour Mills, Mosely	20.00
Michigan Produce Co., Carson City	5.00
Otsego Wax Paper Co., Otsego	169.00
Joseph Church, Greenville	9.40
Tower Iron Works, Greenville	17.80
E. A. Kemp & Son, Greenville	97.95
Montcalm Creamery Co., Greenville	105.11
Independent Press, Greenville	47.45
Wm. Bradley's Son, Greenville	74.30
Reliable Hardware Co., Greenville	40.13
Central Market, Greenville	33.53
Grow Vulcanizing Shop, Greenville	11.97
Fred J. Cole, Greenville	69.80
Greenville Gas Co., Greenville	10.00
Albert F. Johnson, Greenville	305.25
Martin V. Cook, Greenville	10.00
A. D. Vin'g, Greenville	90.05
S. T. Metzgar	300.00
Antonio Olivero	60.00

Aug. 6. On this day schedules, adjudication and order of reference were filed in the matter of E. F. Mulligan, Bankrupt No. 3866. Charles B. Blair appointed temporary receiver. The bankrupt's business is restaurant keeper and printer. His attorney is A. A. Keser, Ludington. Assets are scheduled at \$1,306 and liabilities at \$2,831.61. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called. Creditors are as follows:

City of Ludington	\$ 14.00
A. W. Hamel, Ludington	57.61
Dursna & Hollinger, Ludington	35.00
Rudolph Kraft, Ludington	300.00
Louis Elissohn, Ludington	525.00
J. G. Ackersville Co., Ludington	1,800.00

Aug. 6. On this day schedules, adjudication and order of reference were filed in the matter of Edward Surdick, Bankrupt No. 3867. Bankrupt is a laborer and his attorney is Clair S. Beebe, Kalamazoo. Assets are scheduled at \$100 and liabilities at \$996.70. First meeting will be called at an early date and note of same made herein.

Aug. 6. On this day schedules, adjudication and order of reference were filed in the matter of Lewis H. Bee, Bankrupt No. 3868. The bankrupt is a laborer and is represented by Watt & Colwell, Ionia. Assets are scheduled at \$250 and liabilities at \$826.05. Letter was written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 6. On this day schedules, adjudication and order of reference were filed in the matter of Harry A. Smallidge, Bankrupt No. 3870. The bankrupt is a farm laborer and is represented by George H. Bookwalter, Benton Harbor. Assets are scheduled at \$559.19 and liabilities at \$3,084.22. Letter has been written for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 5. On this day was held the first meeting of creditors in the matter of Kenneth F. Tubbs, Bankrupt No. 3853. The bankrupt was present in person and represented by attorney Lucien F. Sweet. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The bankrupt was ordered to pay the filing fee on or before Oct. 15. Upon receipt of the filing fee the case will be closed and returned to the district court, as a case without assets. The first meeting, as adjourned, adjourned without date.

In the matter of Red Mallett Walker, bankrupt No. 3454, the trustee has filed his final report and account, and a final meeting of creditors was held June 7. The bankrupt was not present or represented. The trustee was present and represented by attorney J. M. Harris. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 8.19 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Westlund Lumber Co., Bankrupt No. 3458, the trustee has filed his final report and account, and a final

meeting of creditors was held June 10. The bankrupt was not present or represented. The trustee was present in person. Two creditors were present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, and a first and final dividend to creditors of 17.73 per cent. 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.

Aug. 12. On this day was held the adjourned first meeting of creditors in the matter of Roy Gilbert, Bankrupt No. 3827. The bankrupt was not present or represented. The creditors were not present or represented. No trustee was appointed. The adjourned first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of George W. Cartwright, Bankrupt No. 3806, the trustee has filed his return showing that there are no assets in said estate over and above exemptions and liens, and the case has been closed and returned to the district court, as a case without assets.

Aug. 13. On this day was held the first meeting of creditors in the matter of Charles J. Roguszka and Joseph Roguszka, doing business as Quality Wood Turning Co., Bankrupt No. 3836. The bankrupt partnership was present by Charles J. Roguszka and represented by attorney Roman F. Glocheski. Creditors were present in person and represented by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Milo Heath, Bankrupt No. 3855. The bankrupt was present in person and represented by attorneys Rodgers & Dunn. No claims were proved and allowed. One creditor was present in person. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

Orders at Cost Refused.

There is an increasing disposition on the part of manufacturers to resist proposals made to them by retailers in which the stores offer a large amount of business but ask it be taken at cost, according to views expressed recently. The retailers' argument is that acceptance of the business offered will cut down overhead on other orders. In some cases the retailer cites figures purporting to show what the manufacturer's overhead is.

In an instance related recently a local furniture manufacturer turned down \$250,000 worth of business of this type. In his refusal the manufacturer said: "I am entitled to at least \$1.05 for merchandise costing me a dollar to produce. You say this business will cut down overhead on other orders. I don't need any one to figure my overhead for me. Should I ever do so I will hire your buyer and pay him a salary commensurate with his ability to function properly."

New Washable Gloves Offered.

Something new in American-made leather gloves has been brought out for fall and winter wear in the shape of washable deerskin. The gloves are made of genuine deerskin, which has been tanned by a process that makes it washable without resultant roughness or hardness. Even snow water and perspiration do not hurt them. The leather is dip-dyed, which makes it fast color and impervious to crocking or dusting, and neither exposure to the weather nor frequent washing is said to fade it. Slate, sand, ash, cream and white are the shades in which the gloves are offered. Medium and heavyweights are available in all the popular styles.

A Capable Clock.

A clock that tells, simultaneously, the time all over the world was recently installed in the new subway station at Picadilly Circus, London. Originally it had been planned to install separate clocks for each country using different time. This new time-piece is in the form of a map of the world with a band moving from East to West along the equator. On the band are marked the various hours.

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.

WANTED—Experienced ready-to-wear salesman, for Michigan territory, to sell our popular line of ladies' afternoon frocks and aprons. Strictly comm. Richardson Garment Co., Kalamazoo, Mich. 134

To Exchange—Income property and cash for stock of shoes, clothing, or general stock. Address No. 135, c/o Michigan Tradesman. 135

FOR SALE—Jorgensen's hotel and cafe, centrally located. Excellent business place for right party. John L. Jorgensen, Jorgensen Hotel, Cadillac, Mich. 136

OLD ESTABLISHED DRY GOODS STORE FOR SALE—On account of pressing outside business, I offer my stock and fixtures for sale. Both will inventory \$15,000, but can be reduced to \$10,000 if necessary. This business has been established many years and is in prosperous condition. Will rent store at reasonable figure. Samuel Falls, Spring Lake, Mich. 137

FOR SALE—Good business, 28 miles from Detroit on beautiful lake. General stock, groceries, meats, dry goods, rent's furnishings, shoes, and rubber goods. Gas, ice cream, soft drinks. J. R. Brown, Walled Lake, Mich. 138

FOR SALE—Strictly private lake farm; lake is deep with hard shores. Land is high, rolling, and scenic. Bessie Graham, owner R. F. D. Lavee, Mich. 139

For Sale—RESTAURANT and confectionery. Ill health reason for selling. Terms: D. J. McInnis, 311 Main St., Midland, Mich. 140

For Sale—The only implement business in town. L. H. contract, 1928 sales \$35,000. Rent \$25 per month. Good town, good school and churches. \$5,000 will handle. For information write Hugh Anderson, Anderson Implement Co., Deer Trail, Colorado. 141

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—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. 122

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.

E. W. Glass, proprietor of three drug stores in this city, has purchased the fourth store owned by the late Joseph Mathes at 8201 Twelfth street. Glen Moss, formerly with the Hy-Pure organization, is manager of the new Glass store.

Tom Baird, formerly with the advertising department of the Detroit Steel Products Co., is now editor of the Big Rapids Pioneer. Joining with the Adcrafter, official Adcraft Club magazine, we, too, "hope Tom makes the Pioneer the best town daily in the State."

The Frank V. Martin Co., advertising agency, formerly of 206 Grand River, E., has moved its offices to 1019 Fox theater building.

Through an error in a report of an accident in this column, Fred H. Payette, of the Payette Neckwear Co., was the name given instead of Fred H. Payette, who is a relative, but not connected with the neckwear company. Mr. Payette has entirely recovered from his injuries.

L. G. Peed, general salesmanager of the DeSoto Motor Corporation, and other officials of the corporation, acted as hosts to the prize winning DeSoto Six salesmen who gathered in Detroit last week. A program of entertainment and instruction was given the men culminating in a banquet at the Detroit-Leland hotel.

E. J. Schmidt, president of the Traugott-Schmidt & Sons Co., Detroit, furriers, last week was elected for the post of vice-president of the National Association of the Fur Industry by members of the 1929 convention committee. Mr. Schmidt has been active in the work of the local branch of the National Association and was instrumental in winning the 1929 convention of the Association for this city.

James Vernor, Jr., has been elected president of the Central Trust Co., succeeding U. Grant Race, who becomes chairman of the board of directors. Julius H. Moeller has been made executive vice-president. Mr. Vernor has been a member of the board of directors of the Central Trust Co. since its foundation. Mr. Vernor is head of the company manufacturing Vernor's ginger ale, at Woodward avenue and Woodbridge street.

The annual outing of the employees of the Finsterwald's Fintex Stores was held last Sunday at Tashmoo Park with more than 300 employees from the Detroit, Hartford, Conn., Toledo, and Providence, R. I., stores in attendance. Adolph and Miles Finsterwald arranged the affair.

Carr Whipple has been appointed advertising manager of Kern's department store, succeeding T. J. Twentyman, who has moved to San Francisco, Cal.

Gerald Stedman, formerly with C. C. Winningham, Inc., advertising counsel, and Knott & Garlius, manufacturers of health machines, has resigned and joined the Cramer-Krasselt Co., advertising agency of Milwaukee.

Dean S. Farley, formerly sales promotion manager of the Silent Auto-

matic Corporation, has joined Preferred Oil Burners, Inc., of Peoria, Ill., in a similar capacity.

The fourth annual dance for Frank & Seder's department store employees was held last week. The affair at which more than 1,000 couples attended was held in the Spanish ballroom at Jefferson Beach, one of this city's many attractive resort spots.

Plans for the removal of the Eastern activities of the tire department of the United States Rubber Co. to Detroit have been announced by F. B. Davis, Jr., president and chairman of the board of directors of the company. The executive, sales and office staffs of the tire department will be moved from New York to Detroit within the next few weeks, according to Mr. Davis' announcement, to be followed later by the transfer here of the manufacturing operations now carried on at Hartford, Conn. Ultimately, several thousand employees will be added to the payroll in Detroit, Mr. Davis said. The United States Rubber Co. occupies the site of the old Morgan & Wright rubber plant, on the river front. Thirty years ago the company was the leading manufacturer of bicycle tires in the world. The United States Rubber Co. moved here from Chicago in 1906, when it became apparent that Detroit was to become the automobile center of the world.

The many friends of Walter P. Jacobs will be pleased to hear of his promotion from assistant cashier to assistant vice-president of the National Bank of Commerce. Mr. Jacobs has made many friends throughout the State as a member of the Wholesale Merchants Bureau of the Detroit Board of Commerce. He accompanied this body on many of its trade promotion trips throughout Michigan.

Walter E. Miller, associated with the traffic department of the Graham-Paige Motors Corporation for the last fourteen years, has been appointed traffic manager of the Graham-Paige body plant at Evansville.

The opening last week of the new sales and service building of the E. H. Cook Motor Sales, 6666 Van Dyke avenue, Oakland-Pontiac dealers, has been announced by Harry A. Grubb, Detroit branch manager of the Oakland Motor Car Co. The new store has a 40 foot frontage on Van Dyke avenue and consists of showrooms and offices.

Mark B. Peck, vice-president of the National Bank of Commerce of this city, has resigned to become assistant vice-president of the Bank of America in New York City. Mr. Peck will take up his new duties in New York on Sept. 15. The Bank of America is affiliated with the Bank of Italy and the Bank of America in California and other institutions through the Transamerica corporation controlled by A. Giannini interests.

Kendall Morgan, owner of three restaurants conducted under the style of "Coffee Dan's" has opened a fourth restaurant in the Olympia building at Grand River avenue.

Charles A. Mason, at one time a member of the advertising firm of Batchelor, Mason & Brown, has be-

come associated with the Harry Suf-frin stores, retailers of men's clothing, in the capacity of advertising manager. Mr. Mason's headquarters are at the main store 1131 Shelby street.

Charles E. Grenier, who is well known in Detroit shoe circles through his having been associated with A. E. Burns & Co. in an executive capacity for a number of years, has opened a retail shoe store in the David Stott building, at Griswold and State streets, under the name Grenier's. His principal line in the new store is the Matrix shoe.

After an association with the Book-Cadillac Hotel since its opening, William Hamilton, for the last year resident manager of the house, has resigned to accept the position of general manager of the entire chain of Schroeder Hotels, nine of which are in Wisconsin with headquarters in Milwaukee. Mr. Hamilton began his hotel work with the Waldorf-Astoria, and under George C. Boldt, and the famous maitre d'hotel, Oscar Tschirky, he acquired a comprehensive knowledge of the business.

Three new retail stores in the heart of industrial Detroit mark the next step in Sears, Roebuck and Co.'s expansion program in this city. One new store will be in Highland Park, at 15933-15935 Woodward avenue, almost directly across from the ford plant; another will be established at 10917 East Jefferson avenue, not far from the Chrysler plant; and the third is to be established at 12040 Joseph Campau avenue in Hamtramck. The stores will handle tires and tire accessories, automobile supplies, sporting goods, radios, washing machines, and many other items of household use.

James M. Golding.

The Measured Tread of Ordinary Men

History turns frequently on the trembling of a leaf. The true destiny of empires is often concealed in events which seem trivial and commonplace. Nations have crumbled, not alone by earthquakes. Sand, seeping away slowly, has caused many a proud structure to totter. And the quiet song of dripping water has worn away many a huge boulder.

But we live in the age of the loud speaker. We read only in headlines. Children talk of millions as easily as their fathers talked of dollars. And vast armies of men are beginning to believe that the important thing is that which happens only with a thud and a roar. We have talked so much of "genius" and "master minds" that we have left little room for the steady, dependable, ordinary men, who go on each day looking after the fires of civilization.

When Napoleon declared that a marshal's baton rested in the knapsack of every soldier of France, he was thinking, not of the blazing glory of sensational heroism, but of the steady, relentless power which comes from the measured tread of ordinary men.

There was a time in our country when young men marched out to meet life with definite fundamentals. Suc-

cess rested on a high mountain top toward which one climbed slowly and laboriously. It was out of the discipline, the training, the knowledge and strength he acquired in that climb, that he knew his turn would some day come.

But to-day with billion-dollar mergers screaming in headlines—with flashing tales telling of millions made by men without work—young men look with suspicion on the old rules. "Short cuts to fame and fortune" is the new quackery, come to woo the workers in the fields of commerce.

But before these young men buy the bright new package it is well for them to ponder on some of the inexorable laws of life. The great runner is not always the man who hurls his body forward with a violent pace under the glistening sun. Many a record has been shattered by the man who set his pace and held it. The record-breaking flights across ocean wastes are filled with inspiration and courage. But the quiet, day by day steady flying in storm, rain and sleet, will be the real groundwork for travel by air.

The champion is not the man we see in action on the night of his flourishing victory. Inside of him is the real man, born out of the unseen years which went before, in the steady, silent training, in the hardening and discipline, which prepared him for his victory.

The work of the world is done, not by flashing genius but by millions of average every-day men. Out of their performance, out of their dependability, is the real heroism and romance of Life written.

It is time to turn from the headlines. It is time to remember that long after many a star has exploded, the steady plodder comes home with the order. It is time to turn from the blare and trumpet of colossal deals and remember again the importance of every-day average men. In their hands is the future of the world and from their ranks will its true leaders come.—The Shaft.

Recent Mercantile Changes in Ohio.

Athens—C. C. Van Dyke has opened the State meat market at 1 West State street.

Cleveland—August Buescher will open a meat market at 3717 Payne avenue.

Cleveland—Laub Brothers will move their meat market to 3361 East 140th street.

Portsmouth—J. W. Winter has opened a meat market at 748 Sixth street.

Tiffin—John E. Duffy is sole proprietor of the grocery and meat market which was formerly owned by Duffy & Saukey, Mr. Duffy having purchased the interest of his partner.

Uhrichsville—J. B. Maurer & Sons are reported to have discontinued their grocery and meat business here.

Morrice—The Morrice State Bank, successor to a private bank owned by A. L. Beard, will open next month with a capital stock of \$20,800.

Smith-Winchester Company

Jobbers of
Shelf and Heavy Hardware

Jackson, Mich., Aug. 17, 1929.

Michigan Tradesman,
Grand Rapids.

Gentlemen:

The writer was interested a few days ago to receive notice that Montgomery Ward & Co. were going to pay the postage and the freight. Yesterday the writer received a new M. W. & Co. catalogue and on the front page it says, "We pay the freight."

I am going to make two comparisons to show conclusively "who pays the freight." The previous issue of the catalogue had 8D nails priced at \$3.35 per keg. The new catalogue just received prices 8D nails at \$3.90 per keg. Another item is barbed wire. The previous catalogue price for an 80 rod spool of 12½ gauge 4 point wire was \$3.20. The new price for the same is \$3.47, with a price in zone No. 2 of \$3.90.

I have made a number of comparisons of prices in the two books and find that in most cases the freight has been added. Therefore, it looks to me as though the dear public was paying the freight just the same.

C. J. WATTS,

Mgr. Smith-Winchester Company.



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

and its associated companies

COMBINED ASSETS OF GROUP

\$62,147,342.79

COMBINED SURPLUS OF GROUP

\$24,791,128.22

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

SAVINGS MADE

Since Organization