

THE WELCOME MAN

There's a man in the world who is never turned down
Wherever he chances to stray,
He gets the glad hand in the populace town
Or out where the farmer makes hay.
He's greeted with pleasure on deserts of sand
And deep in the aisles of the woods:
Wherever he goes there's a welcoming hand, he's
The man who delivers the goods.

The failures of life sit around and complain
The gods haven't treated them right
They've lost their umbrellas whenever there's rain
And they haven't their lanterns at night.
Men tire of failures who fill with their sighs
The air of their own neighborhood,
There's a man who's greeted with love lighted eyes, he's

One fellow is lazy and watches the clock
And waits for the whistle to blow
And one has a hammer with which he will knock
And one tells a story of woe.
And if one is requested to travel a mile
Will measure perches and roods,
But one does his stunt with a whistle and a smile, he's
The man who delivers the goods.

One man is afraid that he will labor too hard,
The world is not yearning for such;
And one man is ever alert, on his guard,
Lest he put in a minute too much.
One has a grouch on, a temper that's bad,
And one is a creature of moods
So it's me for the joyous and rollicking lad, for
The man who delivers the goods.

MICHIGAN TRADESMAN

Forty-seventh Year

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Group Banking Comes To Grand Rapids.

Local financial circles were somewhat disturbed last week by the attempt of the Guardian-Detroit Group, Inc., to obtain a controlling interest of the Old Kent Bank by an exchange of stock which would enable stockholders of the local bank to realize about \$140 per share (par \$20) for their holdings. Instead of the overtures being made direct, they were conducted through a third party who happened to be a large holder of stock in the local bank. Although the proposed purchasers made it very plain that there was no intention on their part to displace the present officers and directors of the Old Kent, the method of approach and the proportion of the stock it was proposed to acquire did not strike the officers of the Kent Bank with sufficient favor to justify them in entertaining the overtures and the proposal was quietly but firmly declined.

As soon as this action was made known the officers of the First National Bank of Detroit came forward with an offer of \$150 per share in cash for 15 per cent. of the capital stock of the Old Kent. This proposition was accompanied by the statement that no representation on the board would be expected; that the proposed arrangement contemplated nothing more than a close alliance for mutual understanding and good will. Such an arrangement had already been consummated with the Hackley National Bank of Muskegon and the Bank of Saginaw. This offer was also given careful consideration and was accepted by the officers in behalf of those stockholders who wished to avail themselves of an opportunity to realize on a small portion of their holdings. No coercion was used in consummating the transaction. Each stockholder was personally informed of the opportunity to dispose of some of his holdings, but no effort was made to assist him in reaching a conclusion in the matter.

He could sell or retain his stock without prejudice. The transaction was conducted quietly and, apparently, to the satisfaction of all concerned. The first transfer check was handed Joseph Brewer, who received \$750,000 for 5,000 shares of the Old Kent stock. It is understood the stock was owned jointly by himself and Mr. Waters.

When the Guaranty Group failed to interest the Old Kent Bank in their undertaking they turned their attention to the Grand Rapids National Bank and started brokers on an active and aggressive buying campaign. This very naturally had a bullish effect on the stockholders, who saw the market price of their holdings advance about \$200 per share inside of two days. How much stock the brokers succeeded in obtaining the Tradesman has no means of estimating. The Union-Commerce organization also made strenuous overtures to obtain a commanding interest in the stock of the same bank. Pending the return of President Waters from Europe, the future attitude of his bank is apparently in statu quo. From the fact that Mr. Waters is a close personal friend of Mr. Frank W. Blair, chief factotum of the Union Trust Co., it is assumed by those who are familiar with the situation that he will look with favor on an alliance with the organization of which the Union Trust Co. is a part.

Four Inch Addition To Women's Skirts.

With longer dresses already here, some Parisian and American stylists see the beginning of the end of the "all-flapper mode." Dressmakers in Paris are planning to put forth distinct styles for the "perfect thirty-eights" as well as for the very slender which for the last few years has been the only type to which fashion has catered.

"It is still fashionable to be slender and tall," says Miss Mildred Harbeck, stylist in the cotton industry who has recently returned from Paris. "The French dressmakers are making a very definite effort to put forth two distinct styles, one for the flapper and another for the type of women whose proportions, while more ample, are more normal.

"This will be difficult because every one wants to be a 'flapper,'" Miss Harbeck continues in the monthly report of the Style Advisory Board of the National Association of Cotton Manufacturers. Yet with the skirts four inches below the knee for daytime, trailing effects for evening and definite styles for those who shun the diets the reign of the "undernourished" is near the end in the opinion of some of the stylists. Cotton manufacturers estimate that the additional four inches

on the new longer dresses will add at least 3,000,000 or 4,000,000 yards to the sales of American mills.

"The general silhouette is definitely changed from straight-line skirts to flares, except for sports clothes," Miss Harbeck reports. "The jacket suit is growing in importance every day and this means the return to those fine, frilly blouses in dimity, fine piques or handkerchief materials. White will be smart but it is the newest thing to have the waist in a contrasting effect.

"Tweeds are more popular than ever with an indication that weaves are going to be more novel in other fabrics. Plaids are being shown enough to ensure gingham a place in the sun again next season and the tendency, it appears, will be toward larger plaids another year. Printed lawns, dimities, voiles and other combed yarn fabrics have great possibilities for afternoon wear.

"Startling contrasts are among the color schemes for fall. There is a hunter's green with a brilliant bluish tinge, a soft, pinky red and a new royal blue. The browns include cocoa, reddish chocolate and tobacco. There will also be a lot of old-fashioned plum and violet.

"Hats are being turned off the face and this is because of the flared skirts as the mushroom effects are not as good with this type of dress. Belts are being used a great deal, one often sees leather ones on dressy evening gowns. Pocketbooks and scarfs and belts are made to match of gay materials, the brighter and gayer the better."

Late Business Changes in Indiana.

Bloomfield—John Flynn has sold his grocery and meat market to John Keys.

Bloomfield—William H. Radcliff & Sons have purchased the Star Grocery and Meat Market from Charles Cox.

Columbus—Ricketts & Miller have sold their Washington meat market at 637 Washington street to Fred Addison.

Goodland—George G. Buck has sold his grocery-market to Earl Simmons.

Indianapolis—Joe Brodey's delicatessen has been opened at 820 South Meridian street.

Kentland—Lloyd Ford and W. Leslie Strole have taken over the meat market of Mr. Sharp.

Symour—The Osborn Packing Co. has discontinued its meat business at 111 West Second street.

Wilkinson—Chas. Gates has purchased the grocery stock and meat market of Herman Cook.

Winchester—The Winchester Packing Co., located North of this city on the Deerfield Road, will enlarge its plant to double its present size. It ex-

pects to slaughter about forty head of cattle and 150 hogs per week and ship meats into other states. A Government inspector will be on the job.

Wyatt—The Wyatt Hardware Co. has been organized here by C. V. Hall & Joseph Bendit.

Terre Haute—W. Ed. Armstrong, 1209 Wabash avenue, is remodeling and expanding his hardware store.

Zionsville—C. C. Ryan & Son has taken over the business of H. E. Hill Hardware Co.

Should Watch Shoe Sizes.

Much of the trouble which shoe retailers and managers of shoe departments in large stores are having in making a profit in women's footwear could be avoided if more care were taken to prevent accumulation of "end sizes." Loss on one pair of that type is likely to offset profits on a half-dozen pairs sold at the present narrow net margin on which the retail shoe business is being done.

The problem of checking "end size" losses is especially hard for shoe departments because of the need of carrying a wide assortment of sizes to meet the demands of customers. The shifting type of their trade makes it difficult not to get caught with certain extreme widths and lengths. The specialty shoe store, particularly the "neighborhood" shop, has the advantage in this respect. Its trade is more stable and the retailer is more able to estimate correctly the need of stocking unusual sizes.

The cure was said to lie in keeping a record showing the number of each size and width sold, basing it on 4-B. This will indicate definitely the number of pairs of each "end size" sold in comparison with the sale of the basic standard size. Once well established, such a record will prevent disproportionate purchases.

Hothouse Versus Farm.

Is the greenhouse going to take the place of the farm as the main source of our future supply of vegetable foods? This might be inferred from remarks by the president of the Vegetable Growers Association of America. According to this authority, the human race need not worry, for a while at least, about the earth's capacity to provide food, for if the farms give out, if weather is unfavorable to crops, all the producer need do is build hothouses. Then by artificially regulated heat and light, the sterilization of soils to kill off insect enemies and the stabilization of labor the producer of vegetables can assure the public of an unfailing supply. This intensive industrialization of food production is in line with certain scientific dreams.

Profits are to be found by research.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Blankets that are not composed wholly of wool, but were made in part of a material other than wool, were advertised by a blanket manufacturing corporation with labels containing the words "Fine Wool" or "Wool." The company signed a stipulation with the Federal Trade Commission agreeing to discontinue misrepresentation of its blankets in this manner.

A corporation manufacturing all-steel shears known to the trade as "Alligator Shears" for the cutting of scrap iron, signed a stipulation that its products contained special exclusive features not to be found in the shears of competitors, when such was not the truth.

Among the representations were the following:

That all castings are massive in design and strongly reinforced at points subject to greatest strain—scientifically designed. That castings will not spring or bend.

That all shafts and gears are large and well proportioned—gear ratio greater than in most shears—shafts larger and require less power to operate to capacity.

That all main bearings, including King Pin and Pitman Pin are Phosphor Bronze Bushed with large bearing surface, making for easy replacement, eliminating unnecessary wear on shear parts proper.

That shears are double geared and made of all-steel throughout.

That figuring capacity for capacity, these shears are heavier than any competing machines on the market—and, after all, the backbone of any shear is its weight.

That all shears are fitted with ale-mite high pressure lubrication at all wearing points.

The company agreed also to cease and desist from orally representing or circulating advertising matter in which it represented that one or more of the foregoing special features are peculiar only to the company's product, or until such time as the aforesaid features are exclusive or peculiar to the product of the company and are not included in the products of competitors.

Although it did not own, operate or control a mill or factory wherein were manufactured products sold by it in interstate commerce, a corporation selling and distributing flannels, canvasses, sheetings, drills and similar commodities used the words "mills" as part of its corporate name on stationery.

The company signed a stipulation with the Federal Trade Commission agreeing to discontinue these misleading uses of the word "mills."

Pins designated "Silk Pins" for years have been universally known as pins made of brass wire which may or may not be plated with nickel, and which will not rust when subjected to dampness, which is considered an ad-

vantage over iron or steel pins. A corporation importing novelties, including pins from Germany to the United States, caused pins so imported and sold in the United States to be labeled "Silk Pins." The fact was, these pins were not manufactured of brass, but rather of a metal other than brass so that it could not be accurately designated by the words "Silk Pins."

The company signed a stipulation agreement with the Federal Trade Commission to cease and desist from this form of misrepresentation. Another stipulation containing the same provisions was entered into between the Federal Trade Commission and co-partners engaged in the sale and distribution of novelties and pins.

Analysis of the Great Influence of John Wanamaker.

The power and influence of John Wanamaker as a pioneer in department store advertising was outlined in an address made to delegates attending the International Advertising Association by Joseph H. Appel, executive head of the New York store, and for many years director of publicity of both Wanamaker stores.

The late "Merchant Prince's" contributions to the art of advertising might be summed up under four headings, Mr. Appel declared, and they are:

John Wanamaker showed the way to make business articulate so that it could establish confidence and good will between buyer and seller, consumer and producer.

John Wanamaker's example showed to manufacturers the use of advertising in effecting mass distribution, which demanded enormous mass production, with accompanying high wages, efficiency in manufacture and the great material prosperity of the United States.

The advertising by other stores and by manufacturers which followed when John Wanamaker "showed the way" resulted in the enormous volume of advertising that makes possible America's great newspaper and magazines, whose income is derived more than two-thirds from advertising and less than one-third from paid circulation.

John Wanamaker showed the way through advertising to give storekeeping and business a personality; during the decade between 1912 and 1922 he wrote 5000 business editorials—"these little pieces in the corner," he called them, which are still being published over his signature in Wanamaker advertising and being read with interest by the public.

"It was this money-back origination of John Wanamaker that really established one price in American storekeeping," Mr. Appel continued. "If goods could be returned prices had to be fixed, and they had to be the lowest possible prices—or the merchant would be swamped with returned goods."

"From the first, Wanamaker sought not only to make volume but to build volume into a growing business by establishing confidence—to have people come back and buy again. In 1868 he said to his salesmen: 'What we adver-

tise we must do. Tell the customer the exact quality of the goods, if he does not know it. And don't let him be satisfied with a poor fit or with a style that is manifestly unbecoming. Don't you see that his women folk will make him dissatisfied? Then he won't come back. Why am I advertising?' And not trusting even his own salesmen, still steeped in the old ways of doing business, to tell the facts, he ticketed his merchandise, first, second or third quality, marking goods seconds if they were imperfect."

"In 1873 he wrote and published this classic in advertising, a classic because in simple, plain language he states the basis of all advertising—confidence and good will:

People often wonder how it is that Wanamaker & Brown (the firm name of John Wanamaker's first store) do so much business when other houses are dull. There is nothing strange about it.

1. We advertise what we have for sale.
2. We have for sale what we advertise.
3. The people come and see that it is so.
4. The people buy our clothing because they are pleased with the guarantee we make.
5. The people are satisfied that they get full value for the money they leave with us and they come again and send their friends.

John Wanamaker's advertising language from the earliest days was always human, frank, straight to the point. "Talk things over with the people," he would say, "take them wholly and sincerely into your confidence, tell the facts—and business will come, if your merchandise and service warrant it."

Home Owned Stores Report From Jackson.

The membership payments did not go to fifty as I expected, but since last Friday twelve dues for the coming year were received. With the next Bulletin we will have a list compiled of the membership paid up to August 30, so if you want your name on that list send in your dues this coming week.

New member this week—Prestler Roofing & Shingle Co., 300 East Pearl street. Fourteen years in business in Jackson.

Through the courtesy of William Risheill, who was chairman for the noon luncheon of the Conopus Club last Tuesday, a talk on the Home Owned Stores Association activities was given by your secretary. This is the way to put your problems before the public and if more of our members would interest themselves in suggesting to various organizations the idea, I will be more than pleased to fill in at any time and tell the story of your Association.

Along this same line I want to inform you that this fall and winter it is planned, at the suggestion of the board of directors, that every labor organization be given a talk. This goes along with the past work which will be continued, and as soon as the vacation

period is over the different clubs will be approached and talks given to them.

The following are extracts from the report of W. B. Margerum, chairman of the board of directors, National Retail Meat Dealers' Association, at the convention held in Detroit:

We in this Nation are reaching a high point of monopoly and high finance which the little merchant should oppose. Unless something is done to stop it, this will in time be a nation of gigantic mergers even to the control of the press. What we need is a study of methods of other nations that have for hundreds of years survived freedom in business and prevented the accumulation of the wealth of the nation in the hands of a few.

We know the profits in retail distribution are not handsome and large; we question whether gigantic corporations can distribute as economically all things being considered. A recent study by one of our universities showed that a large corporation that had all the advantages of buying power, capital and administration undersold the individual by only 2 per cent.

The saving to the individual consumer on each sale is infinitesimal when compared to that which it may destroy; that of far greater value, the freedom of action for our youth which develops initiative and destroys fear.

What a difference and what a great change it would make, were all the delegates to this convention, who today enjoy freedom of speech and assembly, made subservient to some great corporation. The possibilities are, there would be no convention of this kind. All we ask is an equal chance for all, which the little retailer now does not have.

I think this statement is true and that this feeling is becoming more evident as the chain stores increase. You must realize that your help is needed and we want your support in our efforts to create better business conditions for Jackson merchants.

It is a noticeable fact, in my traveling around to the various stores, that much has been accomplished by the individual merchant in the changes made in store arrangement. Now the merchant is a better merchant; let us now make better customers. It will work and is working. This last week three merchants stated that the increase in their business was remarkable. This Association is doing everything possible to keep Jackson business good. James A. Andrews, Manager.

Corporations Wound Up.

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

H. M. and R. Shoe Co., Detroit.
Glick-Freeman Co., Detroit.
Wool Parts Corp., Detroit.
Heckman Share, Inc., Detroit.
Mt. Clemens Department Store, Mt. Clemens.
Savoy Bakeries, Inc., Detroit.
Dynamic Radio & Television Co., Detroit.
Marriott Flour Co., Detroit.
L. W. Kinnear, Inc., Detroit.
Maring Wire Co., Muskegon.
Green Stores, Inc., Detroit.
Thomas Bros. & Co., Ltd., Detroit.
Realty Specialists, Inc., Detroit.
Trenton Lumber & Supply Co., Trenton.
Mollere Warehouse Co., Grand Rapids.
Sebewaing Prospecting Co., Ltd., Sebewaing.
Milner Arcade Co., Flint.
Sundstrand Oil Burner Co., Detroit.
Elsie Elevator Co., Elsie.
Tusch-Raymar Music House, Grand Rapids.
Austin Investment Co., Muskegon.

THE WAR ON THE MOSQUITO.

Natural Foes of the Pest Are Employed.

Throughout the United States health officials, armed with the most modern appliances, are conducting a wide and varied campaign for the extinction of the mosquito. Carefully laid plans fostered and carried out by mosquito elimination societies bring into play poison gases, birds, fish, oils, acids and powders. According to one conservative estimate, the expenditure throughout the country may reach \$100,000,000 this year.

The campaigns are based on the latest scientific research and the work requires thousands of men. Swamps and marshes are being drained and oiled. A great deal of literature is being distributed, seeking to win the co-operation of the households of the Nation in disposing of refuse so as to prevent the pests breeding. Radio talks and motion pictures have also been enlisted in furthering the work.

In New York the Health Department is conducting a widespread campaign against the pest. The tentative use of the trench system here has resulted in the digging of more than 2,500,000 feet of ditches in the draining of pools and swamps. The trench system, when completed, is expected to amount to about 650 miles. The city has appropriated \$100,000 for the use of the mosquito fighting army, numbering hundreds of men. In Queens alone more than 100 breeding places have been removed.

Mosquito extermination societies and sanitary experts are devising new methods of attack, bringing into play some of the latest inventions. One of the methods recently evolved has proved simple, economical and yet very effective. It involves the use of a portable blower fan, similar to fans used for ventilating homes and offices, to spray a mixture of paris green and powdered lime over swamps and lakes where mosquito larvae are found. The entire "dusting" outfit, including a gasoline driven generator, may be installed in a rowboat with an outboard motor. Only one man is needed to accomplish the "dusting." Sanitary officials have used this method economically in places where no other method of larval control has been found feasible. The nozzle velocity of the blower is 1,500 cubic feet a minute and moves forty-five cubic feet of dust-laden air a minute. It retains its effectiveness up to 525 feet.

Over very large tracts the airplane is similarly used. While the airplane reaches a wider area, the rowboat does the work more thoroughly, it is said, in plots up to 100 acres in extent. Recently the success of airplane "dusting" was demonstrated in Haiti and Nicaragua. Both these countries are continually fighting malaria because of their mosquito-infested areas. Marine Corps officials found that dusting areas with strong mixtures of paris green and lime has almost eliminated the mosquito and greatly reduced the number of malaria cases.

Science has also enlisted the mos-

quitos' natural enemies. Birds, fish, lizards, bats and frogs have been used, together with other insects and plants, in an effort to stem the breeding. The greatest destroyer of the mosquito larvae is the dragon fly, which feeds on them. Bladderworts, plants that live in the marshes, trap the larvae in large numbers. The Azolla Caroliniana is another plant deadly to the mosquito.

Several varieties of fish are used in furthering the cause of the mosquito fighters. The Gambusia, better known as minnows, are great destroyers of larvae. They have been known to eat as much as fifty-six times their weight in larvae in one hour. Gold fish and pollywogs are others known as destroyers of the mosquito's offspring.

Even the lowly and despised bat has been brought into the war. Experiments showed that, when placed in a mosquito-infested area, bats restricted their diet to the pest. Examinations of the stomachs of bats showed that they were capable of eating nearly 1,000 mosquitos in a single night.

The use of the cannibal, or French, mosquito, while not widespread, has also met with considerable success. The cannibal feeds on the common mosquito and has a great antipathy for humans. Federal officials have frowned on their use, however, fearing that after the other mosquito is exterminated the cannibal may lose its present distaste for man.

A great deal of oil is used in disinfecting stagnant pools and marshes where the mosquito lays her eggs. Thousands of barrels of crude oil are being sprayed over such places, much of the work done by airplane.

Decline in Apple Crop Said to be General.

Wells A. Sherman, specialist in charge of the Fruit and Vegetable Division of the Department of Agriculture, declares that the reduction in the apple crop this year is evenly distributed over the country. The exceptions are New England, Michigan and Virginia, which promise to have more apples than last year.

"There seem to be no more apples in sight than the markets ought to take at relatively good prices," said Mr. Sherman, "but there may be too much speculation and the early winter price may be set at too high a level. The public may not buy freely and if there is any considerable slowing down of consumption, we shall have a surplus which is likely to be sold with heavy losses for somebody."

Mr. Sherman said this appeared to be a season when it is good policy to sell at least half the crop for what it will bring in the fall. He also warned apple growers against planting more trees, other than those needed for replacements. There are too many apples now, he said, when all sections have good crops.

A crooked competitor isn't the one to worry about.

Front-wheel drives are coming to the front.



FOR PARTNERS An Insurance Trust

Men whose businesses are organized on a partnership basis will find many features of the modern insurance trust arrangement particularly fitted to their situation.

For instance, the death of a partner sometimes brings an awkward situation in the necessary settlement. Such situations can be handled with the least disturbance to the business and the greatest satisfaction of the heirs through an insurance trust agreement. We will gladly explain the advantages of insurance trusts to you.



THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Burlington—Frank Reed will open a grocery and meat market here.

Lake Odessa—J. R. Jordan has sold his meat market to Frank Darling & Son.

Homer—M. R. Mickle & Co. have succeeded to Adams & Mickle, hardware dealers.

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

Wyandotte—The Roosevelt Meat Market has been opened at Eureka and Fifth streets.

Detroit—Bessie Suchotiuski has opened the Sanitary Meat Market at 10332 12th street.

Detroit—Ben Zager has taken over the meat market at 1032 Clay street from Wm. Cohen.

Detroit—J. Golba sold his grocery and meat market at 6003 Toledo avenue to George Hamer.

Sault Ste. Marie—Maloney & Downey succeed Cornelius Downey in the boot and shoe business.

Marshall—The Albion Pastry Co. has been organized with an authorized capital stock of \$2,000.

Muskegon—The Markle Cement & Coal Co. has increased its capital stock from \$20,000 to \$36,000.

Petersburg—The Lyons Lumber Co., has increased its capital stock from \$20,000 to \$125,000.

Saginaw—The Peoples Savings Bank of Saginaw has increased its capital stock from \$100,000 to \$200,000.

Detroit—The Everett-Taylor Co., at 21732 Grand River avenue, is the successor to Jenks & Everett, hardware dealers.

Detroit—Louis Kaufman, who is in the meat business at 2293 Glynn court, will erect a store building on Essex avenue.

Manistique—Lauerman Bros., Co., of Marinette, Wis., have purchased the boot and shoe stock of Neville & Raredon.

Sault Ste. Marie—The Soo Hardware Co., 300 Ashmun street, has increased its capital stock from \$66,830 to \$85,000.

Brown City—G. J. Terry has purchased the Muma meat market in this city from Frank Hill, who has conducted it for several years.

Detroit—The Paint & Wall Paper Stores, Inc., 514 Shelby street, has changed its name to the Arrow Paint & Wall Paper Stores, Inc.

Detroit—Chas. Keeps is the proprietor of the meat market at 1303 Michigan avenue, having purchased same from Chas. E. Moskovitz.

Ann Arbor—W. P. Purfield, 123 East Liberty street, is closing out his stock of boots and shoes at special sale and will retire from trade.

Flint—Publix Stores, Inc., 317 South Saginaw street, dealer in women's wearing apparel, has increased its capital stock from \$25,000 to \$50,000.

Lansing—Edgar W. Glasgow, who had been engaged in the dry goods business here many years, is dead. He had been in poor health several years.

Wayland—Ben James, who recently purchased the Wayland Hotel, has sold it to Joe Pierson, of Fennville

and Chicago, who has taken possession.

Detroit—Harry Weitzman, who is in the grocery and meat business at 321 West Lafayette boulevard, will erect a store building on South Fort street.

Kalamazoo—J. Stanley Brothers has engaged in the art. antiques, fine oil paintings, etc., business 718 West Michigan avenue, under the style of the Michigan Shop.

Detroit—The Arrow Plumbing & Heating Co., 1603 Gladstone avenue, has been incorporated with an authorized capital stock of \$1,000, \$700 being subscribed and paid in.

Paw Paw—The Paw Paw Ice & Fuel Co. has sold its ice business to Carl German. The company will continue its fuel business under the style of the Paw Paw Fuel Co.

Grand Rapids—An addition will be constructed in a short time to the sausage making factory building of Herrud & Co. on Grandville avenue. J. & G. Daverman have the plans.

Detroit—The York Credit Clothes Shop, 1205 Griswold street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,200 paid in in cash.

Detroit—The Skrzycki Baking Co., 5801 Grandy street, has been incorporated with an authorized capital stock of 10,000 shares no par value, \$10,000 being subscribed and paid in in cash.

Detroit—The Great Lakes Drug Co., 3000 Union Trust building, has been incorporated with an authorized capital stock of 1,000 shares at \$20 a share, \$1,000 being subscribed and paid in in cash.

Grand Rapids—Lehman's, Inc., 223 Monroe avenue, has been incorporated to deal in women's wear, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Detroit—The Helberg Coal Co., 2740 Putnam avenue, has been incorporated to deal in fuel, with an authorized capital stock of \$10,000, \$7,200 of which has been subscribed and \$1,000 paid in in cash.

Detroit—The Lakeside Smoked Fish Co., 1337 Winder street, has been incorporated to deal in fish at wholesale and retail with an authorized capital stock of \$5,000, all of which has been subscribed and paid in, \$1,500 in cash and \$3,500 in property.

Norway—The Norway Farm Bureau has been incorporated to deal in farm supplies, implements and commodities at wholesale and retail with an authorized capital stock of \$10,000, \$2,090 of which has been subscribed and paid in in cash.

Detroit—The Detroit Pipe & Supply Co., 1371 Gratiot avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$200,000, \$115,000 of which has been subscribed and paid in in property.

Detroit—The Acme Drug Co., 3568 Second avenue, has been incorporated to deal in drugs and drug sundries at wholesale and retail with an authorized

capital stock of \$10,000, all of which has been subscribed and paid in, \$3,000 in cash and \$7,000 in property.

Detroit—The Hoover Linen Supply Co., 3466 Penobscot building, has been incorporated to engage in the linen rental service and laundry business with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Middleville—M. E. Thompson has sold his meat market here to Arthur Genkes, of Byron Center. Thompson had conducted a meat market here twenty-three years. He has no definite plans for the future but expects to spend next winter in Florida.

Saginaw—James W. Myers, formerly engaged in trade at Gladwin, but for several years engaged in the dry goods, furnishing goods and shoe business at 2706 South Washington avenue, died in a Detroit hospital, Aug. 20. The funeral was held in this city Aug. 22.

Lansing—Issuance of \$35,000 worth of stock, by the City Baking Co., has been authorized by the Michigan Securities Commission. The new company was recently incorporated with William J. Burgess, president; and Andrew A. Scott, Earl Brown and Clare A. Lamoreau, all of Lansing, as stockholders.

Tecumseh—The Bidwell stock farm, owned and operated until recently by Herman Hanewald, has been sold by Mr. Hanewald to the Ternes Coal & Lumber Co., of Detroit, of which A. P. Ternes is president and manager. Their plans have not as yet been made public. Mr. Hanewald has purchased the meat market of O. A. Haarer, at Manchester, and will move his family there.

Chesaning—The boards of directors of both the Chesaning State Bank and the First National bank have unanimously voted to consolidate the two banks. Uniting the assets of both will result in a bank of \$70,000 capital and surplus several thousand in a reserve fund, deposits of over \$1,800,000 and total resources of over \$2,000,000, making the Chesaning State Bank the largest and strongest bank in this section.

Kalamazoo—Gilmore Brothers have reached the 48th year of active and continuous business. This retail concern was established Aug. 20, 1881, by the late John Gilmore. Together with Mrs. Gilmore he opened a little shop in South Burdick street. The structure, a wooden one, stood on the site of the present Music Shop. The Gilmores used less than half the floor space, selling embroidery silks and yarns. A few years later John Gilmore was joined by his brother, the late James F. Gilmore, and the concern was known as Gilmore Brothers. It moved to the East side of Burdick street and expanded to two full store fronts. Thirty-one years ago the D. B. Merrill block was bought and the erection of the present department store begun. The growth and expansion program has gone forward steadily, until now it is the largest department store in Kalamazoo, with branches at Benton Harbor and Battle Creek.

At present extensive improvements are being made on the Kalamazoo store.

Manufacturing Matters.

Grand Rapids—The Economy Furniture Shops, 8 Pearl street, N. W., has changed its name to the Cash E. Naylor Co.

Detroit—The Peerless Tool Co., 253 Vinewood avenue, has merged its business into a stock company with an authorized capital stock of 5,000 shares at \$10 a share, \$40,000 being subscribed and paid in in property.

Grand Rapids—The Motor Camshaft & Parts Corporation, with business offices at 244 Houseman building, has increased its capital stock from 7,500 shares no par value to 75,000 shares no par value.

Detroit—The Detroit Uniform Supply Co., 2240 Junction avenue, has been incorporated to manufacture and supply uniforms for commercial work with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Howard City—The Michigan Miller Co., of Grand Rapids, has sold its elevator here to B. F. Brunke, of Fountain, who conducts a chain of elevators in this section of the State. William Fassold, of Sand Lake is the manager of the plant here.

Detroit—The Ring Screw Works, 2176 East Milwaukee avenue, manufacturer of screw machine machinery and products, has been incorporated with an authorized capital stock of 10,000 shares no par value, \$6,600 being subscribed and paid in in cash.

Flint—The Acorn Nut Co., East Court street, has been incorporated to make and deal in tools, machine work, etc., with an authorized capital stock of \$250,000 common and 45,000 shares no par value, \$75,600 of which has been subscribed and paid in in cash.

Wayne—Miller's Potat-O-Chips, Inc., 716 North Washington avenue, has been incorporated to make and deal in food products with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in, \$1,500 in cash and \$1,500 in property.

Detroit—The D. G. and M., 670 East Woodbridge street, has been incorporated to manufacture internal transmission gears and parts of automotive and other vehicles, with an authorized capital stock of \$1,000,000, \$1,000 of which has been subscribed and paid in in cash.

Eleven New Readers of the Tradesman.

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

J. D. F. Pierson, Kenton.
Oliver Franklin, Midland.
Knee Heating Co., Grand Rapids.
Lewis T. Van Winkle, Grand Rapids.
Geo. Towers, Grand Rapids.
Van Elst Dry Goods Co., Grand Rapids.
R. C. Shumway, Glenn.
L. P. Adams & Son, Charlevoix.
S. A. Morman, Grand Rapids.
George Den Hartog, Grand Rapids.
L. F. Maloney, Grand Rapids.

All can't amass through mass.

Essential Features of the Grocery Staples.

Sugar—The market on refined is the same as a week ago. Jobbers hold cane granulated at **5.85c** and beet granulated at **5.65c**.

Tea—The week started off with a pick-up in business on the local tea market in spite of the near approach of a holiday. Leading are the useful qualities of Indian, Ceylon and Java teas. Formosas are on fair call in certain quarters, while Japan and China greens continue to move on about the same scale as heretofore. Prices on all kinds remain unchanged from their previous quotable levels.

Canned Fruits—In the California fruits, bookings have been light, although in peaches a large volume of business has been done, with prices well sustained. Grapefruit sales have also been contracted in heavy volume and Hawaiian pineapple, of course, was sold up long ago. The present outlook is for a pineapple pack slightly larger than last year's but below earlier estimates, which forecast an increase of 4 to 5 per cent. The canning season has passed its peak and shipments of new packed fruit are being made in good volume. Future Northwest and Michigan fruits and berries are very strong, with many items withdrawn, as a result of rather disappointing crop yields. Production of R. S. P. cherries in Michigan has been estimated at 70 per cent. of last year. The New York State pack has shown considerably better promise, however.

Canned Vegetables—There are no noteworthy changes this week. Tomatoes have held steady and have sold fairly well from the South. Corn is a little firmer in some items, but buying has been slow, and the market quiet. Wisconsin peas have shown greater firmness. There has been a shortage this season in smaller siftings, with large standards and extra standards in corresponding abundance. The total Wisconsin pack is estimated at between 9,000,000 and 10,000,000 cases. This pack will come onto a closely cleaned up market, as compared with last year, when there was a carryover of about 5,000,000 cases in first hands, which means that there will be much less peas available than there was in 1928. It was learned this week that a packer had put up his quotation on No. 10 standard sweets 5-sieve from \$5 factory to \$5.25. The pea pack in New York State has been estimated at 70 per cent. of last year. **BUY TOMATOES.**

Dried Fruits—The spot dried prune market has seen little action in the past week or ten days, and price levels have remained unchanged for about that length of time. Previously, however, activity in California prunes was so intense and price advances were so frequent, that the movement experienced here brought stocks down to a very low point and at the same time put values so high that a slackness in demand resulted. Meanwhile, the Coast market was exceptionally active, with values on the ascent, and with spot stocks sharply decreasing. Sup-

plies of old crop prunes, says a report from California, are so small that they may no longer be considered a factor. Values have also been rising on new crop fruits. Prunes have been moved up sharply several times since the opening, and apricots and peaches have recorded small advances. Packers are still inclined to move up their quotations on new crop California prunes, as growers' prices are tending steadily higher as crop developments lately have been discouraging, a decline in prospects being reported in the latest review of the situation by the Government, indicating a world shortage of around 75,000 tons as compared with last year's output. In Oregon and Washington, prune production does not appear to be so large as earlier indicated. Prices on figs were named some time ago by California packers, and they are high in spite of an estimated large crop. Quotations on Adriatics show a much less differential than usual under Calimyrnas and sweat-box prices on figs to growers have been rapidly advancing lately. There is quite an active demand for fig paste and bakers throughout the country are in this market here for this commodity, which has gone up half a cent recently.

Rice—New crop early Prolific rices are beginning to arrive and, in view of the very light supply position here, disappearance into consumptive channels is expected to take place at a very rapid rate. Replacement as well as new buying is, in some quarters, counted upon in sufficiently large volume to exhaust the relatively small new crop supply of Prolifics before new Blue Rose will be available and on the basis of such a development and the high prices which mills are either forced to pay for rough rice or risk having nothing to mill a renewed upturn in prices is being forecast. At this time of the rice year opinion in this respect is bound to be divided, however, at least in so far as the short term outlook is concerned.

Nuts—The last Government report on the California almond crop estimated the yield at about 37 per cent., while a private forecast recently made gives the estimated tonnage as only 29 per cent. of last year. Cables on new foreign shelled almonds have been advancing and some fair buying activity has been seen among local importers. Stocks of domestic shelled almonds are apparently large enough to care for near future needs, though the exchange says that if the present demand is sustained stocks will be cleaned out in two weeks. Supplies of foreign almond meats are very small as are stocks of all other shelled nuts. Filberts are looking particularly strong. Cables and advices from abroad have been exceedingly bullish and factors here seem to expect sharp spot advances. Nuts in the shell have ruled quiet lately with prices steady. Brazils continue to show strength and pecans have had a little flurry and are firmly quoted.

Pickles—General sentiment in the pickle market is bullish with crop reports all over the country indicating a

short production of pickle cucumbers. Many sizes are already unobtainable, and manufacturers have withdrawn offerings on salt stock. Spot movement has continued heavy with a large consumer demand. **BUY PICKLES.**

Salt Fish—Reports from Norway state that fishing centers are beginning to get fall mackerel with the run of hook and line fish smaller than was earlier anticipated. A light run of shore fish is also reported. Production in Ireland is said to be practically nil. There have been no important arrivals of mackerel on the local market recently and spot stocks are running quite short. Early arrivals of American and Norwegian fish have been sold up and assortments are very much broken at present with a good seasonal demand noted and prices holding steady but unaltered.

Review of the Produce Market.

Apples—\$1.75@2 per bu. for Duchess, Transparent, Red Astrachan and sweet fruit.

Bananas—6½@7c per lb.

Beets—40c per doz. bunches.

Butter—The market has declined 2c per lb. Jobbers hold prints at 43c and 65 lb. tubs at 42c.

Butter Beans—\$2.25 per bu.

Cabbage—\$1.75 per bu. for white and \$2 for red.

Carrots—40c per doz. bunches.

Cauliflower—\$2.25 per doz.

Celery—40@60c per bunch.

Cherries—\$3.25 per box for Calif.

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

Cucumbers—\$1 per doz. and \$2 per bu.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$9.25

Light Red Kidney ----- 9.00

Dark Red Kidney ----- 9.25

Eggs—Local jobbers pay 36@37c for strictly fresh, candled.

Garlic—23c per lb.

Grapes—Thompson Seedless and Calif. Malaga are held at \$2.25 per lug.

Green Corn—35c per doz. for white and 40c 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, per crate ---- \$4.00

Imperial Valley, 5s, per crate -- 5.00

Garden grown, per bu. ----- 1.20

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 10x10, \$2 for 12x12 and \$2.50 for 14x14.

Parsley—50c per doz. bunches.

Peaches—Elbertas from Illinois and Indiana command \$2.50 per bu.; home grown peaches—yellow and freestone in excellent quality—command the same price.

Pears—\$2.50 per bu. for Clapp's Favorite and Bartlett.

Pieplant—\$1.25 per bu.

Plums—\$3.25 per 4 basket crate for Calif.; home grown Burbanks fetch \$2.25 per bu.

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—Home grown command 65c 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.

Grand Rapids Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

FOOD MERGER MOVEMENT.

Expected To Leave Prices Unchanged To Consumer.

Methods of financing the progress of food products from their origin to their delivery to the ultimate consumer are undergoing as revolutionary changes as ever developed in the marketing of essential materials. On the one hand, the producers of foodstuffs, under the auspices of the Farm Relief Board, are entering gigantic co-operative selling organizations to obtain better prices and better conditions for the marketing of their output. On the other hand, the owners of plants for the processing of foodstuffs and the selling organizations which are their outlets also are merging, but with the different idea of reducing costs by the elimination of duplication in effort and the general economies that can be effected by efficiency of management.

Opinion is widely divided among executives in the food business as to exactly what the outcome of the present merger movement will be. One authority, who is attending negotiations for the consolidation of two large companies, said, discussing the general tendency:

"The one danger is that we may overdo the merging of companies. The advantages of merging concerns in allied lines, through the savings in cost of distribution and in other ways, is very obvious, but the economies which obviously would result are never fully realized."

It seems to be the consensus that at neither one end nor the other will the additional profits which appear to be obvious be fully realized, but that the addition in the costs of food resulting from more profitable sales by the original producers will be offset by savings in the costs of manufacturing and distribution that will be effected by the mergers in these lines, so that the changes will not result in any increase in prices to the ultimate consumer, and may actually result in a reduction. It is generally agreed by those who have been analyzing the situation that the public will be a gainer in the service and sustained quality of products.

General Foods Corporation, which is one of the largest of the functioning mergers in the manufacturing and distributing end, has the management through ownership of numerous companies, the products of which have been known for years. Through the combination of efforts it has delivered to the public a consistent supply of goods of recognized quality with a smaller increase in the retail price than has been general in the foodstuffs that have followed the conventional lines of trade.

This company has been operating nearly thirty years, although its expansion through mergers was not begun until about four years ago. This year, however, it has been more active in this direction than almost any other company except possibly the Borden Co. and National Dairy Products in the milk, cream, ice cream and allied lines.

General Foods was originally the Postum Co., Inc., manufacturer of coffee substitutes and cereals. Its first expansion outside of these lines was in 1925, when the Jell-O Co. was acquired. In 1926 Inglehart Brothers, manufacturers of Swan's Down flour and other products, and the Minute Tapioca Co. were added to the list of companies owned by Postum. In 1927 the consolidation policy was pursued on a wider scale by the acquisition of Walter Baker & Co., Ltd., makers of chocolate and cocoa products; the Franklin Baker Co., desiccated coconut; the Log Cabin Products Co., manufacturer of table syrups, and Richard Hellman & Co., makers of mayonnaise. The Cheek-Neal Coffee Co., manufacturer of Maxwell House Coffee; La France Manufacturing Co., maker of laundry tablets and powders, and the Calumet Baking Powder Co., were absorbed in 1928, and this year, in which the concern's name was changed from the Postum Co. to the General Foods Corporation. Certo Products, manufacturer of concentrated fruit products; the General Foods Co., owner of a group of patents and patent applications covering the Birdseye process and apparatus of quick freezing of food products; the Diamond Crystal Salt Co. and the North Atlantic Oyster Farms, Inc., were added.

Recently the company announced the formation of the General Foods Sales Co., Inc., to handle the distribution of the products of all the companies in the group, and it is expected that material economies will be accomplished.

Standard Brands, Inc., a development of the last three months, was organized for the express purpose of merging the interests of the Fleischman Co., the Royal Baking Powder Co. and E. W. Gillett, Ltd., a Canadian company, manufacturing yeast and baking powder. With this merger accomplished, negotiations for the acquisition of other companies have been

reported, but none has been confirmed by Standard Brand interests.

A third company also has appeared under the name of Grocery Stores Products, Inc. It has acquired four manufacturing companies engaged in lines described by its name. In its initial announcement it stated that numerous other companies in allied lines would be acquired. The fact that the interests associated with this new company are the same as have just taken control of the United Cigar Stores Co. has led to the report that this company also will invade the retail field, instead of confining itself to the manufacturing and wholesale distributing of foods.

While these mergers have been going on, an even more intensive concentration of control of companies has been accomplished in the dairy and allied fields. The Borden Co. and National Dairy Products have been especially active in acquiring dairy, ice cream and cheese companies, as well as companies which have been engaged in the distribution of these products.

The retail end of the foods business has not been idle while the manufacturing and wholesale companies have been merging. While the mergers have not been so widespread, the expansion of established grocery store chains, the consolidation of interests in companies purveying cooked foods and drinks and restaurants has been extensive during the last year.

All of these companies are negotiating for further interests and there have been reports of new companies for the merger of important foodstuffs companies.

New Lover's Delight.

On an oblong dish place two heart-shaped wafers. On one place a cone of vanilla ice cream and cover it with chocolate dressing and sprinkle with nut meats. On the other place a cone of coffee ice cream and cover it with whipped cream and sprinkle with decorates. Top each cone with a candy heart.

More Independents Than Chains Started.

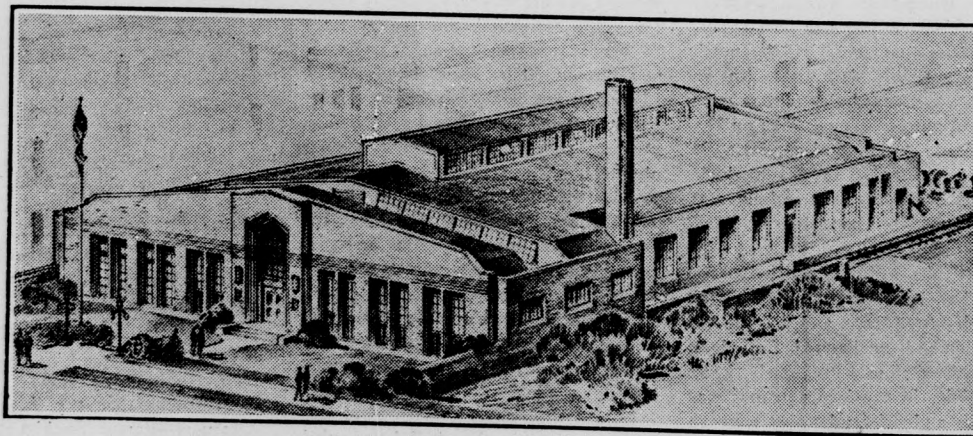
During July the Commercial Service Company, Inc., of New York and Chicago, reported the proposed establishing of 3766 new independent stores, twenty-eight new chain-store organizations and 813 branches by existing chain-store organizations. This company also reported twenty-one discontinuances of chain-store branches during this period and 709 discontinuances of independent stores.

Some 1500 correspondents, in all sections of the country, were used in gathering these data, which were also checked against the news items regarding new stores and changes as issued by practically all newspapers.

The greatest increase in chain-store branches is in the department, general, variety and dry goods field and the greatest mortality among independent merchants was also in these lines. On the other hand the greatest increase of independent dealers were, respectively, in automotive, restaurant, grocery and meat lines.

In considering this information it is interesting to note that there are approximately 1,300,000 retail establishments of all kinds in the country of which about 100,000 are chain stores. E. F. Simons, of the United States Department of Commerce, states that the business attributed to independent stores rose from 65.5 per cent. in 1927, to 67.5 per cent. in 1928. Unit stores and department stores did 84 per cent. of the retail business of the country during 1928, chain stores doing 12 per cent. and mail-order houses 4 per cent.

Lots of people borrow trouble without thinking of the difficulty of getting rid of it.



PROPOSED MICHIGAN BELL GARAGE-WAREHOUSE

This structure will be erected, at a cost of approximately \$180,000, on the West side of Division avenue, South of Stevens street, on a site 137 by 617 feet. It is expected to be ready for occupancy early in 1930.

BUILDING THE GRIFFON.

First Vessel To Sail the Great Lakes.

If ever there was a dreamer of dreams such a man was Robert Cavalier de la Salle. By a series of adventures he obtained a grant of Fort Frontenac which was built to command the entrance of the St. Lawrence. In a year he had it transformed into one of the most prosperous colonies of its day. Then La Salle dreamed out a great enterprise of an empire of New France on the Mississippi which Marquette and Joliet had discovered, and somehow connecting this development with the fur trade of the great lakes. All this he proposed to bring about with two vessels, one upon the great lakes and one upon the Mississippi. By making a trip to France he secured the assistance and official approval of Frontenac, then minister of war, and returned to work out his gigantic plans.

It was unfortunate that La Salle could not have had the organization of modern promoters of great enterprise and surrounded himself with specially trained advisers in each portion of the great enterprise. His day had no such organizations. No man ever met more defeats than did La Salle. In spite of them all he never acknowledged defeat. When he went up against insurmountable difficulties he simply backed up a bit, took a new tack and went at it again. That insurmountable spirit of his was never downed.

When La Salle returned from France with his commission to put his great scheme into operation he proceeded to raise funds by mortgaging Fort Frontenac and borrowing all he could from relatives and friends. This gave him enough to build and equip his two vessels. The securing of a crew was not quite so easy a matter and the thirty-five laborers who made up the party were a somewhat motley crowd of men from several nationalities. Two men who accompanied him when he finally started were especially interesting characters. One was Fr. Hennepin, a Recollect priest who had been stationed at the fort. He became the historian of the party, but so much of his writings are now known to have been utterly impossible that Parler calls him "the most gigantic of liars." Only by the most careful study can it be sorted out and compared with other reports to secure the real story of what actually happened. Henry de Tonti, on the other hand, was a most reliable lieutenant and co-worker.

Four small vessels had already been constructed for traffic on the St. Lawrence. These were promptly chartered to carry supplies and the required outfit for the new vessel up the St. Lawrence River, and as near as possible to such a site as should be selected above Niagara Falls, where the new vessel was to be constructed. The place finally fixed upon was near the mouth of Gauga creek. The landing place was about twelve miles distant, down the river. All the supplies and material for the new vessel had to be literally carried by the crew over this distance

which included among the trail through the wilderness heretofore unbroken, the toiling up what is now known as Queenstown heights. Another element to increase the difficulties was the fact that they were then in the territory of the dreaded Iroquoise Indians who hung around the place and very strongly indicated their hostility to the idea of the French building the necessary buildings for their workshops and shelter. Tonki and Fr. Hennepin made a trip to the leading village where the chiefs assembled and heard their arguments, accepted their presents but sent them back without any promises. La Salle made a trip to the Indian headquarters, however, and returned with the necessary promises, somewhat reluctantly given.

The real work of building, too, was a stupendous undertaking, as all the required lumber had to be sawed out by hand after the necessary trees had been cut and logged.

Another serious difficulty was met when one of the four vessels which was taking supplies to them was wrecked in a storm and only the anchors for the new vessel, with a few chains, were saved, requiring the securing of a new supply and greatly discouraging some of La Salle's crew.

From the time the new vessel's framework began to take shape the Indians were suspicious. A squaw told Tonti that they had decided to watch their opportunity and burn it and the utmost care was necessary to guard their work every minute.

During the building it became necessary for La Salle to return to Quebec after supplies which had been lost in the shipwreck of one of the chartered vessels. When he returned he brought the news that the ever present pessimists had circulated stories which greatly magnified the enormous difficulties which really confronted them and his creditors had become convinced that his scheme was so tremendous an undertaking that he could not succeed. They had levied on his property at Fort Frontenac and he must succeed or be penniless. When he arrived at the scene of activity Tonti, who had been left in charge, had the new vessel launched. It was already christened the Griffon. Five small cannons were aboard and mounted. August 7, 1679, the crew went aboard and the vessel left her anchorage. The total number then on board was thirty-four. The twenty days which followed can scarcely be described. One point after another was discovered. A serious storm was encountered on Lake Huron. August 27 they dropped anchor at St. Ignace, the first vessel to sail the Great Lakes.

Before starting La Salle had dispatched fifteen men to that region to buy furs and have a cargo ready when they arrived. These men had centered at Green Bay and there the vessel went to take on her cargo. The shipment is commonly spoken of as of ten thousand dollars in value. The captain and the crew were sent back with instructions to sell this cargo and make payment to La Salle's creditors, and then return. The vessel was seen to go through Mackinac straits ahead

of a squall and was never seen afterward. La Salle believed that his crew wrecked it and sold his cargo, but there was never any proof. The crew might have mutinied or the Indians who were always averse to the whole affair might have been the real cause.

There are two wrecks known in these days which may one of them be all that is left of Michigan's first sailing vessel. One of these wrecks is on the Canadian coast. The other is in the bottom of Lake Soletude, near Tawas. Between this lake and Lake Huron there is quite a ridge of ground which has, no doubt, been thrown up by some kind of an earthquake and the lake was sometime a bay off Lake Huron. It is claimed that this wreck compares as nearly as can be ascertained in every way with details of the Griffon. An interesting story of this wreck is that a diver who examined it some years ago brought to the surface an old French saber which he found running through a skeleton. This saber is said to bear a date which was so badly rusted that it was difficult to decipher it positively, but it is believed to be a few years just previous to the time of the Griffon. A. Riley Crittenden.

Splendid Bid For the Undertaker.

Just last week, I called at two different stores in my community for purposes of purchase. Just out of curiosity, I asked both merchants whether they were subscribers to the Michigan Tradesman.

One said he was not, because he didn't have time to read it. The other

said that he was; but he seldom read it because he was too busy.

I was amused at these answers; and I want to let you in on the joke. I think it is rich. The first one was just working a crossword puzzle when I came in; the other was engaged in telling Scotch stories to the man next door when I entered, and continued the pastime while I was making ready to depart.

Some merchants who are "too busy" to attend to the most vital needs of their business have an economic vision which reminds me of a certain Scotchman who had so many gas-saving devices on his automobile that he had to stop every hundred miles to bail out his gasoline tank.

The merchant who is "too busy" to read his trade paper is almost always the fellow who has time for everything else but attention to business. He may be a fairly good clerk or an exceptionally fine errand boy, but I haven't met one yet who showed the first earmarks of a good merchant. And I meet several hundred every year, right in their own stores. The really busy merchant, I find, is the one who has little time for loafing during business hours, but who has just enough time to read up on what is going on while he is busy at his own work. Neglect of proper reading is to business what neglect of health is to life—a splendid bid for the undertaker's attentions. W. H. Caslow.

Money may possibly be filthy lucre, but it all comes out in the wash.

If You Leave No Will
Who will inherit your estate
Can your wife continue
to keep her present
home

?

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

CONTINUOUS PERFORMANCE.

A few years ago, in the Middle Ages, as you might say, before the kaiser's war, summer holidays were supposed to come automatically to an end in the closing days of August. When the first traces of autumnal haze were over the cornfields — we have had glimpses of them already — the rich and the poor would be making for home to rest and recuperate and receive whatever medical attention they needed after their bitter travail in search of recreation and joy. By October 1 summer vacations were definitely at an end. Survivors were almost themselves again. And by November human affairs had settled easily and restfully into their old, smooth channels.

All this has been changed. Although the traditional period of summer vacations will end in a few weeks, a second season is just about to begin. The new fashion requires two or three or even four holiday periods annually for those who can afford such happy indulgences. For many people the rest season of travel and aimless exploration doesn't begin until "the crowd has gone home." There is an increasing multitude that goes off to the resorts in the hot weather only with the thought of resting and acquiring vim for long autumnal outings. And these September and November vacations are organized and directed with a view to a storing up of strength for the enjoyment of the Christmas season of rest and diversion.

Christmas activities, social and otherwise, are elaborate and often trying. Inevitably one goes to California or Florida to recover from them and be ready to enjoy the early spring vacations that are now becoming a great rage. So, though you will see much in papers before long of the homeward rush from Europe and the summer resorts, the vacation season will not have ended in the United States. It is continuous.

BUSINESS PROSPECTS GOOD.

Most of the forecasts now being made of business prospects for the remainder of the year agree that activity on a growing scale is to be expected. This theory of the outlook is based on the high momentum in industry, improved agricultural conditions, the fair state of employment and purchasing power, absence of any advance in commodity prices and, for the time being, some reassurance on the question of money and credit.

From the canvass of opinion among retailers serving the farming districts, it appears that excellent fall trade is in prospect. This information has been obtained at the market weeks held in various wholesale centers. The retailers attending these events have backed up their notion of future conditions by giving liberal orders.

Where the basic lines of industry are concerned, little change is observed. Steel operations continued at a high rate, although backlogs have been somewhat reduced. Automobile production continues to run at such a record rate that forecasts of the year's output have been revised upward to

near the six million mark. In building, the temporary upturn last month has been succeeded by the same lag that has characterized most of the year. The construction field offers the one weak spot in major activities.

The showing made by industry, therefore, is counted most satisfactory. Less satisfaction is taken in the security outlook and in both the domestic and the international credit situation. From what direction reaction may come in the future is more vague than it has been in recent years. Possibly the merger movement may over-step itself and make readjustments necessary, and then again it may be the loss in employment forced by the introduction of machinery on a basis too sudden and too extensive.

WHOLESALE PLAN MERGER

Plans for the merging of a number of leading dry goods wholesalers, which were made public during the week, again fastened attention on the steps which this branch of distribution has taken or is considering to meet the problems which it faces. Soon after the formation of the Wholesale Dry Goods Institute it was thought likely that the dry goods jobbers might align themselves in much the same fashion as the grocery jobbers had done. More than sixty of the grocery wholesalers adopted a plan whereby they served as distributors to almost 20,000 independent retailers and provided the latter, for certain concessions, with a service on merchandising which has attained marked success.

The Dry Goods Institute studied this undertaking and has done considerable work along the line of advising smaller retailers on methods best calculated to enable them to operate more efficiently. However, no attempt has yet been made to organize the retailers as established outlets for the wholesale houses in the membership. Instead, an actual merger of some of the largest jobbers is expected, to be followed by organization of a retail chain. The usual operating economies are cited as the advantages to be derived.

Whether such an enterprise will achieve all that is anticipated remains to be seen. Buying advantages will doubtless be obtained and yet specialized service may be reduced, as it generally is under combined management. An opportunity for the exchange of individual experience, such as comes when separate policies are compared, is lost. This is one of the prime shortcomings in mergers that wipe out separate managements.

TARIFF DICTATOR UNLIKELY.

About the best thing that can be said of the revision that the Senate Finance Committee majority has made of the House tariff bill is that it leaves small chance of having the Treasury Department set up as the supreme authority in tariff matters. The attempt to establish this dictatorship by allowing no appeal to court has properly failed in so far as the Senate measure is concerned.

On the other hand, the proposal to substitute United States for foreign

valuation is to be urged on the Senate. From the start this has been a prime issue, and perhaps the ridiculous increases contained in the House bill were adopted chiefly to mask the main drive for the valuation change. The Senate committee majority is for United States value, but will have Congress and not the President act on the ad valorem rates which the Tariff Commission is to fix on the new basis.

As pointed out here when tariff legislation began, the cart was put before the horse. All the rate proposals mean nothing so long as the valuation basis is not decided. To get the horse into proper place it is proposed to convert the rates to the basis of United States valuation so that the amounts of duty will be the same as collected during the period from July 1, 1927, to June 30, 1929.

What has been gained by all the work on new rates when this arrangement is suggested passes all understanding—unless the country is to be asked to choose between two absurdities—extreme increases to prosperous industries or an unworkable valuation scheme.

LITTLE AID FROM PROPHETS.

An interesting phase of the style question now troubling those who produce and deal in women's apparel is the apparent lack of certainty exhibited by all factors despite the great increase in the number of experts engaged in the last year or two to forecast exactly what a manufacturer should produce or what a store should sell. One might imagine that operations for the new season would go forward with full confidence, and yet the story from all quarters is that developments will have to be watched very closely to see how the changes in the mode take hold.

Perhaps here and there a stylist, as the new craft designates itself, may know exactly what is going to happen when women do their fall shopping, but there is ample proof in the cautious orders given by the stores so far that this knowledge is not being accorded a great deal of weight.

No doubt it is a little unfair to point out that the stylists are not equal to the present emergency, but the fact is that in fashions, as in economies or in guessing what the stock market will do, an exact forecast is impossible. Too many elements are involved. Once a real movement develops the outcome may be visualized. Before the actual trend makes itself clear the prediction is usually plain guesswork. A little pulling in of sail by those who have exaggerated the possibilities in fashion and other forecasting will do no harm. The stylist has a service of profit to offer within certain bounds. Beyond those limits, venturing is unsafe.

DRY GOODS AND CLOTHING.

In retail trade the usual pre-holiday lull is discernible, and not much is expected in the way of real activity until after labor day. Clearance sale results have been spotty. The best reports come from departments and stores handling men's clothing and

furnishings. Stimulated by further price reductions, business in these lines is finishing up quite briskly and in contrast to the comparative lack of interest shown in sale merchandise for women.

An early business was done in women's apparel this summer, and the style changes introduced for fall have had the effect of slowing down purchases until the extent of the innovations is known. On the other hand, there are sections of the country which have reported good results on special cloth and fur coat offerings, so that the average response is difficult to judge.

In merchandise circles it is held likely that the new styles may be slow in taking hold, but will afterward yield an excellent increase in business. However, very careful testing out of the new modes is advised, so that future profits may not be reduced through early mistakes.

The wholesale garment market is for the present marking time on the outcome of these trials. Initial orders have been held down by retailers. A heavy reorder business is therefore indicated. Other merchandise lines, not disturbed by wide style changes, have been quite active. A price advance by one of the leading rug manufacturers is promised for next month.

PANAMA CANAL PAYS.

Figures compiled by the Bureau of Statistics for the Panama Canal show that after fifteen years of operation the tolls collected from commercial vessels amount to \$223,751,682, a sum nearly equivalent to the cost of constructing the canal. During the same period the excess of total earnings over total operating expenses is approximately \$119,000,000. Allowing for depreciation at 2 per cent. and interest at 3 per cent., the canal will have paid for the original investment at the end of a round one hundred years.

It is already becoming apparent that the time will come when the Panama Canal will be unable to cope with the rapidly increasing flow of traffic between the Atlantic and the Pacific Oceans, and common sense suggests that the contingency should be anticipated. The building of a second canal through Nicaragua will no doubt be an enormously costly undertaking, but the experience of fifteen years' operation of the Panama Canal shows that the cost will not be prohibitive.

There is no reason why the Nicaragua canal should not be as successful in an economic way as the Panama Canal has provided itself.

Detroit—The Delmar Grocery Co., 507-11 Monroe street, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, \$5,700 of which has been subscribed and paid in.

Belding—T. A. Vie has sold his stock of furniture, etc., to Hall & Cichy, who will consolidate it with their own furniture business. Mr. Vie has been in trade here for the past sixteen years and will now remove to Florida.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

With South Haven as an objective, the first stop was naturally Grandville, where the new store of P. J. Hoekzema received minute inspection. Mr. Hoekzema has created a grocery establishment which would be a credit to any town ten times the size of Grandville. With steel shelving, electric refrigeration, toilets for patrons of both sexes, closet for garments of employer and employe, storage for goods in rear warehouse, basement and a second floor, the store is a model one and must be seen and inspected to be properly appreciated. Mr. Hoekzema is evidently banking on the gradual growth of Grandville to a town of 10,000 people. I believe he will live to see the accomplishment of his expectation. Mr. Hoekzema has two chain store competitors across the street, but their existence never causes him any annoyance, because he has demonstrated that an independent merchant can outsell any chain store ever established by dealing fairly with his customers, giving them value received and service and treating them like human beings, instead of cogs in a wheel.

Many new homes are being erected on the South side of Black Lake. In most cases the surroundings are being landscaped in keeping with the homes. Particularly noticeable is the fine home and rock garden of Con. DePree, the Holland manufacturer of chemicals.

Much improvement and many new houses are in evidence as one turns South on US 31 en route to Saugatuck, which also displays evidences of progressiveness. New streets are being graded and many new buildings are being created.

I was told that the Methodist church at Ganges, which was recently destroyed by fire, will shortly be rebuilt. Cement blocks, instead of wood, will be used for the outer walls.

The resort development along the highway North of South Haven is remarkable. More new hotels and cottage groups have been created this season than in any previous season within the scope of my remembrance. And I have been familiar with the history of South Haven and environs for a good many years.

No visitor to South Haven who can spare a half hour should fail to cover the hard pavement on old M 11, South of the city. It follows the line of the lake shore for a considerable distance and is very attractive. As I recall it, the only stretches of lake road which excel it are the lake shore road South of St. Joseph and the marvelous lake shore road from Harbor Springs to Cross Village, which is one of the finest scenic thoroughfares in this country.

Made a brief call on Mr. George J. Monroe, President of the First State

Bank. I formed this habit when Mr. Monroe's father, Hon. Chas. J. Monroe, was President of the bank, and find it easy to resume the habit. Mr. Monroe does not agree with me as to proper disposal of relicted lands and I am going to ask him to write an article for the Tradesman, setting forth his ideas on this much-disputed subject.

I am always glad to visit South Haven because of the cordial reception I invariably received from her merchants, who certainly rank high as purveyors of goods required by the buying public.

People who live along the line of US 31 and who cater to the trade of tourists by wayside stands and temporary locations certainly have an exalted opinion of the ability of their customers to pay fancy prices for products of the farm and garden. Last Saturday they were asking 25 cents apiece for very ordinary muskmelons. They had everything else they offered for sale, priced in the same proportion. Of course, regular customers patronize the regular dealer and thus save themselves these extortionate charges, but the transient purchasers evidently assume that they are saving money by buying direct from the producer—with the usual result.

A visit to the Getz farm disclosed many changes since last year. The number and variety of animals have been greatly increased. The show grounds have been considerably enlarged. The walks have been expanded so that visitors may get near views of the garden spots and flower beds. No one can visit this wonderful beauty spot without coming away with an expanded mind and a heart full of gratitude for the wonderful man who provides such a remarkable treat for the public enjoyment at his own expenses. Mr. Getz has devoted much of his time for the past twenty-five years to the development of this great project and as he nears the time when he must, in the nature of things, Go Hence, he undoubtedly gives the future disposal of his development careful consideration. As his sons—for whose enjoyment and education the project was originally created and carried into execution—do not care to maintain it after the father's death, it is thought that Mr. Getz will dispose of the animals by gift or sale to public zoos in American cities. When this time comes—and let us hope the occasion for such action may not arise for many years—Western Michigan will lose one of the most wonderful features ever conceived and worked out by a man of consummate genius and large vision, whose ideas have been put into practice with a large pocket book and a ten times larger heart.

As I sat in a shady nook while thousands of happy visitors passed by I could not help noticing that about one man in a hundred was smoking a cigarette, in violation of the rigid rule which was everywhere in evidence

prohibiting smoking on the grounds. Every pathway was lined with cigarette stubs, proving that the violation was not peculiar to the day I happened to be at the Getz farm. I could not help wondering what there is about a cigarette which causes a person who is addicted to the vice to defy the ordinary rules of conduct in this manner.

I hope every reader of the Tradesman within 500 miles of Black Lake can make it convenient to visit the Getz farm before the close of the 1930 season and see for himself the wonderful changes Mr. Getz has made in his exhibition since the close of the season last year.

E. A. Stowe.

Some Physicians of the Early Days.

Grandville, Aug. 27—The pioneer doctor was an institution worthy of all honor. A more hard working, conscientious person never lived among the pines. Muskegon and Grand Haven furnished some of these, not forgetting at a somewhat later date Casnovia and Newaygo.

From the latter place went Dr. Leonard into the Union army, seeing army service throughout the latter half of the civil war. Dr. N. M. Massey was also an army surgeon and medicine dispenser, coming from thence into the North woods where, at Newaygo, he put out his shingle and began a very successful career as a man of medicine.

We had the circuit riders among the clergy, and also those of the medical persuasion. Dr. Massey rode a swift-footed young horse since travel in this way was far more expeditious than by wheeled rig. The saddlebags of the woods doctor held his medicine case and such instruments as were necessary in the pursuit of his calling.

At one time Grand Haven was the nearest point where a doctor could be reached, a distance of five and thirty miles away. To get the doctor one must send a messenger on horseback since the roads were in such wretched condition travel by vehicle was not to be thought of.

Dr. Massey was one of the very successful physicians of the pines, and when notified did not let grass grow under his nag's feet until he reached his patient. How welcome was the sight of that horse and rider to the watcher at the side of a sick bed as they came flying down the long hill leading into the clearing. Never a step did that horse walk after the doctor was in the saddle. Now and then a doctor in the woods neglected his patients to gratify some selfish motive, not so Dr. Massey. His reputation for success was equal to the best.

There was a Dr. Tatman in Newaygo, an earlier comer, who had his hands full caring for the injured and ailing inhabitants of the pines. At Muskegon was a Dr. Brooks who won considerable renown for his skill.

A small child was ailing at a lumberman's home and a millman was at once dispatched for the doctor at Grand Haven. This was nearly an all day's ride, the doctor not getting to his patient until some time late the next night. A big dose of calomel straightened the little patient out, the after effects of which were anything but encouraging. Calomel was one of the standbys of the medical profession of that day. Not so with Dr. Massey, however, who was of a different school and tabooed mercury in any form.

One of my early recollections was mounting a horse at the supper hour, 6 o'clock p. m., and riding twenty miles after a doctor for a sick man who had been suddenly stricken. The doctor came soon after midnight but the messenger who went for him did not get back from that forty mile ride until near morning.

We had Muskegon and Newaygo doctors in plenty, and now and then one summoned on a difficult case from forty miles away Grand Rapids. I recall that young Doctor Shepard, also Doctor Brigham were once, summoned to our settlement to look after an unusual case of illness.

Doctors were even more necessary to the health and well being of the backwoodsman than were the circuit riders of the religious persuasion. It was not all honey and good cheer with the pioneer man of medicine. His extensive trips through the woods on horseback were sometimes very tiresome, especially when the physician had been at work all day and his call to a long distance patient came at night.

A scourge of diphtheria visited the lumber towns one year which tried the patience and endurance of the men of medicine to the limit. No less than fifty odd children died of the disease in two townships. Far worse was it than a raid of small pox. Never since that day has this scourge been so fatal.

Casnovia furnished two very successful doctors in the early days; the two doctors Koon—Sherman and Chauncy. There were numerous other doctors located in isolated spots who did not come under the observation of your scribe.

The early time Michigan doctor was as much thought of as a parent by his children. Of course there were favorites with the various families, although not one of the many physicians but had about all he could do looking after the health of his brood.

Sometimes two messengers would arrive at the same time seeking the doctor. The one who opened the gate first usually got his man. The trade, if I may call it that, of the physician is one of the noblest in the world, and no finer specimens of the profession ever lived than those hardy sons of the pines who rode incessantly from place to place in the early settlements to mitigate the ills of suffering humanity.

All honor to the church circuit rider, and equal honor to those other ministers to the public health who rode the woods trails, both by night and by day, seeking to allay the suffering of their fellow men.

American pioneering is mostly in the past, and pioneer doctors are no longer in evidence. Hospitals and homes for the sick and needy fill the land so that the hardships of old time members of the profession are no longer in evidence.

We crown the pioneer doctor as one of nature's noblemen, and here and now drop a wreath of forget-me-nots on the monument reared to his memory.

Old Timer.

Twelve To One.

"Well, I suppose that a lot of people think that, being a boss, I should have the privilege of taking my lunch hour when I choose instead of from 11 to 12," says Tom Borton, a successful hardware merchant of Sterling, Ill. "The fact is that I do have my choice of lunch hour, and that I've voluntarily changed mine from 12 to 1, to 11 to 12. And, as you have undoubtedly suspected, there is a reason—an excellent one. You see, it's like this: my eyes are always open for good plans of promoting business. Thus, I've discovered that at least 80 per cent. of the merchants in our town take lunch from 12 to 1. I know most of these fellow retailers and I like to see them occasionally. I've found that many of these men drop into the store during the noon hour; and, they usually ask for me."

What Lack of Co-operation Does.

During the week ending August 24 I called on the retailers in a town, the name of which I will purposely omit, as it may be embarrassing to some and, as a matter of fact, the name of the town is immaterial, as the existing conditions are what are to be considered.

While employed as specialty salesman about five years ago, there were approximately twenty individually owned stores, if my memory serves me correctly, in the town referred to. They were all doing a nice business on the average.

To-day there are six prosperous appearing syndicate stores and nine service stores.

I made personal enquiry regarding a few of the retailers I remembered and was informed that one, who was considered a very competent retailer by those who knew him quit business outright, completely disgusted. Another occupies a suicide grave and some of the remaining stores have the appearance of being slated for the skids, unless some timely action prevents.

This is one of those towns where retailers are different and consumers are indifferent. Co-operating and working together is impossible, according to the retailers in the town. This is not the only town where retailers make similar statements, for I have heard it so often I have become accustomed to the remarks.

What a snap for the well-organized systematic syndicates to come right in and walk away with the business among a disorganized, fault finding lot of individual retailers, who advertise their invaders by their fault finding and do absolutely nothing to retain their local prestige.

No doubt conditions of this character are what prompted the Government to conduct the Louisville Survey, but what good will any survey be which points out the pitfalls, when the retailers refuse to heed the warnings and are too selfish to have a part in any movement that may help their neighbor.

Human nature is the same the world over. So it is with retailers as well as consumers. Organization requires leadership and if leadership is lacking among the retailers, it is the individual duty of every retailer in the community to summon assistance, apply the initiative and set an example to the others.

In the Tradesman each week, under the heading Retail Grocer, in large bold type is a list of the State Association officers and trustees, as well as their addresses. Any appeal made to any of these officers or trustees will receive proper attention and every assistance will be extended. All that is necessary is a sincere desire to become organized, so as

to enjoy the benefits of constructive discussions of your business affairs collectively and to make it possible to correct and plan methods of meeting foreign competition, which, as a matter of fact, should be at a disadvantage if retailers will but apply themselves.

On Monday, August 19, Tuesday, August 20, and Wednesday, August 21, the Ohio State convention was held in Cleveland and was attended by Mr. and Mrs. M. C. Goossen, of Lansing, trustee of the State Association, and Mr. Gerritt VanderHooing, of Grand Rapids, First Vice-President of the State Association.

No doubt valuable ideas will be presented to the Michigan board of directors by these worthy officers of the State Association, who so generously gave their time and money for the benefiting of their fellow retailers. By so doing they are, incidentally, broadening their own vision and increasing their own efficiency, which will be reflected in their respective successful places of business.

Herman Hanson, Sec'y.

Celebration of Annual Fiesta at Santa Barbara.

Los Angeles, August 23—The other day I went to Santa Barbara to help the old settlers celebrate an annual "fiesta" or, as we of Michigan, would call it, "homecoming." The wide main street of this historic town was gorgeous with decorations and pageantry. The celebration lasted several days, but we were there at the opening, which was viewed by countless thousands. Every year they are said to improve on the preceding one, but I am pretty sure they have reached the limit in ideas.

In this pageant was unfolded the vivid, soul-stirring history of California from its discovery by Juan Rodriguez, down through the days of horse cars and buckboard buggies, to the automobile and airplane.

Nothing, after all, is so impressive as pageantry if done well—and this pageant was in the best traditions and up to the highest standards of what I would call a much-abused art. Two considerations made it great—the intelligence and discernment with which it was directed and the whole-hearted enthusiasm of the participants.

There was a deep thrill in it at the very start as an old, gray man of battle appeared with wavering step carrying Old Glory with its silvery stars and stripes of flame in his deathlessly loyal hands, a veteran of the long-gone civil war, his head white with the snows of more than eighty winters. Flanking him on either side were a graying soldier of the Spanish war and a young stalwart service man of the last great war tragedy, all evidences of that spirit of our own countrymen which never grows old.

In pageantry as in all the mimic arts, the important thing is to start it with a thrill, and the planners of this particular celebration knew this.

It was nothing less than fascination to watch California's glamorous story unfold. Down the street came the Indians, who were the first native sons and daughters. Then Portola and his Catalonian leather jackets accompanying the Franciscan mission padres.

Soldiers of the sword and soldiers of the cross bearing in their strong brown hands the white man's religion and civilization to a heathen land. The Conquistadores flinging the daring

banner of Spain upon strange winds. The brown-robed brothers of St. Francis under whose sandals the rose bloomed in desert lands. Came then, each in his turn, those who builded the empire of the sun. Under four flags the calvacades or caravans moved

in kaleidoscopic colors. The matchless horsemen of the Mexican era, the covered wagons of '49; Fremont and his rangers in motley array, the troopers of General Kearney, the flags of Spain Mexico, the California Republic and the United States. It was the



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whole great story lived over again in flesh and blood.

Two of the outstanding features of the pageantry were the mounted caballeros and the section portraying the old happy life of the Spanish Californians before the "gringo" came. The mounted caballeros were surely magnificent. The horses, bred as horses were bred in the olden times, pranced and stepped in a way calculated to stir up a man's blood such as could be accomplished in no other way. The riders did vast credit to their famous ancestors who rode horses as few men know how to ride them now in our days of "horseless" everything. One almost felt that the historic old Dons were once more in the saddle.

Santa Barbara is still the stronghold of the old Spanish California traditions. The descendants of the descendants of the Dons still live and have their being here, and they were all in the parade. There were natural señoritas of marvelous comeliness, riding in aristocratic coaches that bore their ancestors to church and fiesta. It is a pretty and instructive custom which encourages patriotism, and I am glad the Santa Barbarians have the good taste to repeat it each recurring year.

Successful farming depends as much upon the individual as upon the soil. One of the researchers in the Department of Agriculture cites the circumstances that in a Midwestern State there are two farmers whose lands are side by side. Each has eighty acres and the soil and planting are exactly the same. Yet when the figures for the year were completed it was found that while one had a net profit of \$1,750 the other was \$198 to the bad. Is this the difference between diligence and dullness? If so, then the recently inaugurated farm bureau, besides appropriating funds to ameliorate the condition of the husbandman, may also find it necessary to establish a mental survey annex to ascertain if establishing prices is the only necessary proceeding to bring in the bacon to everyone.

When the Mt. Wilson observatory was selected as one of the best places in the whole country to establish such an institution, in 1904, it was isolated and nobody dreamed that it would ever get over its wild and woolly environment. Now a 200 inch telescope is being constructed and the stargazing professors are in doubt as to whether the same Mt. Wilson is the proper place to install it. The trouble is that the entire surrounding country has been built up in excess of the anticipation of any of the optimists of that day and age. There are a hundred cities which now reflect their electrical achievements on the sky, and this situation gives the learned professors the "willies," so to speak.

They tell me that in 1904 an occasional coal oil glim and a few fireflies constituted the only illuminations with which they had to combat. Now the same territory looks like a section of the milky way. If they have to go out to the Sierra Madre mountains to avoid the Great White Way, it is going to prove a bitter pill to Los Angeles boomers, especially the real estate men, who are more directly responsible for the changed conditions.

But the star gazers have to be considered and such a thing as a portable 200 inch lens is not to be thought of.

Sometimes I wonder if we are not getting back to the good old days which preceded those when "big business" began to sit up and take notice.

Then each man owned his own business. If he was a cobbler, carpenter, tailor or mason, he owned his own shop and tools. Then all at once consolidations became an accepted fact. The corporation owned the shop, the tools and the business, and the former

proprietor became dependent on someone else for a job. Then came along the consolidation of the small stores, so that, instead of a hundred different institutions there was the department store, which owned its own delivery system, had its own window trimmer, did mass advertising, went into the business even of feeding the public and a thousand and one other things.

But from my personal observation and what I have had told to me by chain store operators there is a possibility that consolidation has out-consolidated itself. Quite likely specialization became such a force that even some of the biggest concerns are beginning to realize that it is much better to devote one's energies to some one thing and let specialists handle other lines.

It has really got so far along that when a delivery truck comes to your door with the name of some great mercantile institution gaudily painted on its sides it may not mean anything at all. The truck may be owned by a private express company who is performing this service on a contract. If you eat lunch or drink an ice cream soda at a drug store fountain, you may not be patronizing the drug store at all, but you may be really enriching the coffers of some catering establishment. The cigar counter where you buy your cigar may be controlled by another lessee.

A new, very large Los Angeles department store I know of is really but a community of small dealers who sublet certain space for bartering their own wares. If you buy haberdashery you are simply patronizing a small shopkeeper and the same may be said of shoes and even toilet appliances. This is very often apparent when one looks over the display advertising of many of the so-called department stores, and notices the lack of coordination in exploitation.

In a general way, however, the effect on the patrons is about the same, but it makes a vast difference with the managers if they are in reality handling their own affairs, even if they are following a fashion set by someone else. Sometimes it is a good plan to accept the advice of the other fellow, especially if he has been educated in the school of actual experience.

It is worth the while of the average small merchant to occasionally take an inventory of himself in order to make sure that he is not subjecting himself to handicaps which ought not to be tolerated.

Frank S. Verbeck.

Watch Lights the Keyhole.

A watch that illuminates the keyhole for late homecomers has been designed by a French inventor. Instead of placing luminous paint upon the hands, he has coated the dial and left hands black so that their position can be seen against the glowing background in the dark, says Popular Science Monthly. A key ring is attached to the watch. The dial is said to give sufficient light to enable the right key to be selected from the ring and placed in the keyhole without undue fumbling.

Ferndale—The Cabinet Ventilator Corporation, 22823 Woodward avenue, has been incorporated to manufacture and deal in cabinet ventilators and household appliances, with an authorized capital stock of \$45,000, all of which has been subscribed and paid in.

The less a man knows, the longer it takes him to find it out.

Mistakes are only funny when they don't hurt.

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YOUR LAST CHANCE THIS YEAR TO CELEBRATE

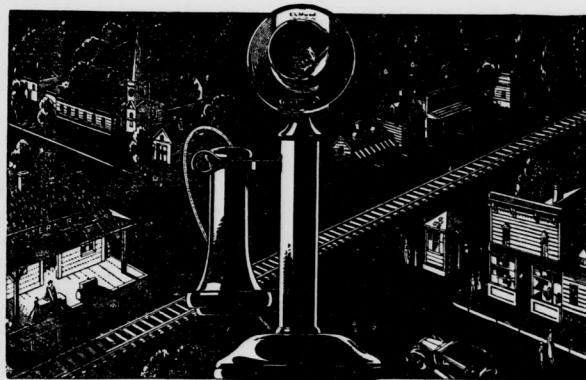
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STRANDED yet he kept both engagements



While upstate on business, recently, an automobile official missed his train connections and was stranded for the night. Two important appointments loomed ahead—in Lansing and in Detroit.

In that emergency, he turned to the telephone. The two cities were called and his business completed so satisfactorily that it was unnecessary to visit either place.

The telephone always is ready to serve you, either in emergency or in the regular conduct of business.

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FINANCIAL

Have Returned To Traditional Central Bank Policy.

Any attempt to forecast the course of the stock market over the next several months must recognize as one important factor the probability that if security borrowings maintain substantially their present volume interest rates will continue high, declare G. M. P. Murphy & Co. in their Fortnightly Review.

In an article, "Some Observations on the Money Market," the brokers say that the higher bank rate has raised the question of the possible effect of the monetary situation on the current stock market.

"It is obvious," they say, "that the Federal Reserve authorities are interested primarily in the avoidance, so far as may be, of a strained position in the member banks and even more concerned with maintaining a position in the Federal Reserve Banks calculated to enable them to perform the function of assisting the member banks in periods of unusual demand."

"The statistics of the member banks appear to furnish a real basis for Federal Reserve concern as expressed first in the rediscount actions in early 1928, in the 'warning' of February, 1929, and in the recent rediscount rate increase."

"Not since the inflation days of 1920 have the loans, both security and commercial, of the reporting member banks been so high relative to demand deposits as during the past two months."

"Since active fall business generally results in an expansion of loans from the midsummer level it is possible that the strain on the banking system may be still further increased, barring exceptional Federal support or liquidation of stock market credit."

"Through the sale of investments, which is one of the principal reasons for the present condition of the bond market, the member banks have avoided, at the expense of some liquidity, any situation resembling 1920, while the well-fortified condition of the Federal Reserve itself lends an important safety factor to the situation."

"The international aspects of Federal Reserve policy were the prime causes for its desire to avoid an unusual strain on the foreign exchanges and to stimulate American export trade during the fall of 1927, which resulted in the establishment of the 'easy money' policy."

Commenting on the National outlook the brokers say: "The considerations of banking policy favor an extension of credit sufficient to accommodate business during the active fall season but insufficient to provide for abnormal conditions of credit which would later require a radical deflation."

In summarizing the article says that "while seasonal considerations may have suggested some temporary relaxation in central bank policy in line with the practice of recent years, the situation has not evidenced an eventual lesser demand for credit or any signs of reduction of loans previously incurred."

"For these reasons and in view of the fact that domestic business scarcely requires a stimulating influence the Federal Reserve authorities appear to have returned to a traditional central bank policy leaning toward firm money in situations such as at present."

F. J. W.

[Copyrighted, 1929.]

Production Output Fattens Net Earnings.

For the seventh consecutive month in 1929 to date industrial production in this country has risen to a new record high for any corresponding month in history but on a 10.4 per cent increase in output American industry has been able to swell its net profits 40.3 per cent. When the situation finally is understood it probably will be found that the 1929 stock market is explained partly by the relatively large increase in profits earned by our corporations on a relatively small increase in the volume of business.

At 134.3 the index of industrial production for July computed by the Standard Statistics Company, Inc., not only established a new record for that midsummer month but rose above the June level. It compares with 119.5 for July, 1928. With 116.3 for July, 1927. What makes last month's expansion in industrial activity interesting once more is not the particular gains of two or three industries but the sweeping improvement shared by virtually all of the major groups.

Specifically Standard's July index this year for the iron industry rose to 133.4 from 109 in the same month a year ago. Steel to 147.7 from 122. Motors to 200.2 from 163.5. Tires to 236.8 from 197.5. Cotton goods to 115.7 from 93.6. Wool to 99.8 from 91.6. Silk to 169.9 from 144.9. Shoes to 123.8 from 120.1. Electric power to 19.5 from 171.6. Bituminous coal to 97.2 from 90.5. Crude petroleum to 191 from 165. Paper pulp to 118.8 from 110.8. Gasoline to 275 from 236.1. Sugar to 109.6 from 97. Chemicals to 141.2 from 118.2. Copper to 128.9 from 119.6. Lead to 115.3 from 103.2. Zinc to 129.7 from 121.4.

Only three groups in the tabulation reveal a poorer condition as regards output than a year ago. The meat industry fell to 92 from 93.7 a year ago. Cement to 169 from 177.2. Lumber to 100.4 from 107.6.

If the stock market is awaiting a definite downturn in business before it breaks these figures on a long list of representative industries provide no basis for expectation of any substantial bear movement soon. Instead they confirm the view that industry throughout the country is still running strong. They do more. They bear out the significant conclusion that from a small growth in industrial output our corporations have been able to grind out a larger and larger profit. Beyond a certain point unit costs become relatively small and net earnings relatively large.

Paul Williard Garrett.

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16 CONVENIENT OFFICES

Chances Only Even in the Stock Market.

Every now and then sober-minded observers find it necessary to point out that this great bull market is not the one-sided affair it seems. A vast amount of corrective selling has been taking place even this month when the tide of prices seemed everywhere to be sweeping upward.

Actually the man who bought stocks blindly on July 31 to make his killing in a possible August bull market had no better than an even chance. About as many listed stocks have gone down as up. The man who picked U. S. Steel, American Telephone and Telegraph, General Electric and International Telephone and Telegraph issues for an August rise has been indeed fortunate. The man who picked any one of 327 listed stocks that sold both on July 31 and August 21 has made money. This number represents 50.1 per cent. of all the stocks that sold on the two days. Consequently purchasers at random had only a 50-50 chance to make money in the spectacular bull market of recent weeks.

For simultaneous with the impressive advance in selecting stocks has come a downward movement in 292 issues, or 44.7 per cent. of the total. Thirty-four stocks, or 5.4 per cent., have neither advanced nor declined.

Once more the spirited rise in the stock averages to record high levels this month has created an illusion of advancing quotations not confirmed through a study of individual issues, even the Standard Statistics Company's weighted index of 90 representative stocks has risen 13.3 points during the period under survey. The public utility stocks are up 18.2 points. Industrials 12.3 points. And rails 5 points. All of the accepted averages show a rapidly advancing market for August since necessarily the averages must be computed from the movement of the quality stocks. A 40-point rise in Steel common and the advance in Standard Oil of New Jersey, General Electric and American Telephone stocks has given life to the averages.

Perhaps one reason that the market has not run into more corrective downward adjustment than the averages indicate for this summer's bull market is that the averages do not tell the full story. They obscure rather than reveal the very substantial declines occurring in important sections of the list. Whatever the movement of the market leaders may suggest buyers have not gone into the market this summer in an indiscriminating manner. They have been constantly examining the lists before buying. They have done more. They have been selling the poor ones to make room for good stocks.

Paul Willard Garrett.
[Copyrighted, 1929.]

Basic Improvement in Farm Buying Power.

Dreams of increased purchasing power turned into reality for the farmer present one foundation for 1929 prosperity that becomes impressive when reduced to cold figures on recent crop estimates.

Frequently the benefits either of an increased production in agricultural products or an increased price are lost through a simultaneous decline in one or another element figuring in computations on what the farmer will make. Thanks to an increase in prices the farmer this year will get an indicated value of 8.3 per cent. more for his grains than a year ago, and thanks largely to an increased crop the cotton grower will get 28.8 per cent. more than a year ago for his product. Looking at the country's four leading grain crops as a whole and also the cotton crop the indicated value on the basis of recent Government estimates and current market prices is \$5,840,000,000. That compares with \$5,179,000,000 a year ago. It presents the probability of a 12.8 per cent. increase over last year.

Into this computation is figured an increase in the indicated value of the corn crop of 12 per cent. Wheat 1.6 per cent. Oats 5.4 per cent. Rye 12.2 per cent. But too much attention to these detailed figures obscures the important conclusion suggested by them when viewed generally. What they mean really is that what was a faint hope late last spring in the agricultural regions has become a reality or nearly so. It is too early to say that an increase of 12.8 per cent. in agricultural purchasing power is assured but that is the present indicated increase in the value of the crops and it is not too early to say that farm purchasing power for 1929 will abundantly exceed that of last year.

Time was when agricultural prosperity in this country was considered an essential to an improvement in general conditions. With the growth in such major industries as the motor, building and steel groups, and the drift in our rural population to the cities, not so much emphasis is given to this aspect of prosperity as formerly. Yet its contribution cannot be minimized.

Fortunately for general business and for agriculture itself the work of the Administration's new farm board has been made substantially easier by the summer improvement in conditions. While the larger purchasing power of the farmer will benefit the mail order and agricultural implement companies especially the advantages reflected in the crop values reach far beyond the interests of any narrow group of industries.

Paul Willard Garrett.
[Copyrighted, 1929.]

Speculating About Rayons.

There is quite a little speculation among handlers of cottons regarding the extent to which all-rayon fabrics are going to cut into sales of the former during the next twelve months. It is pointed out that the increasing demand for rayons from the men's underwear trade is threatening the future of nainsooks (pajama checks) used for that purpose. Whether they would supplant the latter to the extent they have taken the place of muslins and other fine cottons in women's underthings was said to be problematical, but there is no question of the competition they are offering. Rayon-

filled goods, especially rayon flat crepes, are also regarded as strong contenders against all-cotton fabrics.

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The Clerk Adds It Up.

Some grocery clerks, not excepting proprietors, who are efficient in every other respect seem slow and hesitant when adding up a customer's account—the list of purchases. The number of stores where each clerk adds up the buyer's account, receives the money and makes change is on the decrease, but in many groceries where the number of clerks is too small to employ a cashier for that work alone or in connection with answering telephone calls, each clerk completes the deal with each customer.

Many a customer patiently waits for the announcement of the sum which he or she has computed in one-half the time, while others impatiently wait for a chance to be served. An adding machine would help these hesitant uncertain clerks and pay for itself in saving of time. It must be a small business that could not profit by the use of an adding machine.

The computing scale is indispensable in a grocery, but it cannot be used in all transactions. The grocer buys various farm products of his customers in varying quantities and units and he uses pencil and paper to multiply. Now there are short cuts which every one should know and become adept in their use.

Examples of short cuts may be shown here: Never multiply by nine, 19, 29, 39 or any number ending with 9. Multiply by 10, 20, 30, 40 and so on and then deduct once the multiplicand. Nine times 16 is 10 times 16 is 160, minus once 16, or 144; 29 times 37 is 30 times 37, or 1110, minus once 37, equals 1073. Adopt this one short cut and practice on it until it becomes a fixed habit. Then take up others.

Never multiply by 25 nor multiply 25 by any other number, because 25 is one-fourth of a hundred; 25 cents is a quarter of a dollar. Divide by 4 instead. For example, a grocer buys 25 quarts of berries at 13 cents a quart, or he buys 13 quarts of raspberries at 25 cents a quart. One-fourth of 13 is $3\frac{1}{4}$ —that is dollars—\$3.25, in either case.

Look at it another way: An article costs 25 cents. Each one represents a silver quarter. Stack the total number up on the counter by fours. Every four is a dollar, just the same as if the buyer stacked up four quarters for each four packages.

And another thing: Whether footing up a customer's bill or at work on your account book, never carry a figure to the next column as we were instructed in school long years ago. If the total of the cents column is 61, we will say, put down 61, not just the 1 and carry the 6 to the head of the column. If you are interrupted part way down a column you won't have to think back and wonder what figure you brought up to start adding that column. The total of cents, tens, dollars are each one complete at the foot, and you never have to start all over if you have left it ten minutes or ten days.

E. E. Whitney.

Martin Goossen Attends the Ohio Convention.

Lansing, Aug. 27—I thought it might be of interest to your readers to know that Mrs. Goossen and myself

attended the State of Ohio convention of retail grocers Aug. 19, 20, 21 and 22. We also had the pleasure of meeting our State president, Mr. Vanderhoning, of Grand Rapids, at the convention. We certainly enjoyed the enthusiasm of the delegates from the State of Ohio. We feel wonderfully grateful to the officers of the Ohio association and especially to Walter Nichols, their secretary. He was so pleased to have us all as guests and he turned our registration fee of \$5 saving the association was very much pleased with the visit and that we were welcome to all the good times that were planned. They had special lady committees, who made my wife feel pleased with their attention. A boat ride on Lake Erie, the visiting of wholesale houses and manufacturers of candies, bottling of olives and fruits and visiting the art gallery, etc. The Ohio ladies are wonderful workers with their husbands. They have their regular meetings as well as the men in the interest of the business. We were also pleased to meet our National president, E. S. Berthiaume, who gave a wonderful address Tuesday afternoon, Aug. 20. The Ohio association has its own meeting offices with printing department, lodge rooms, etc. They have six people on the payroll in their office and printing department. Property valued at \$12,000 with equipment—and all paid for. Michigan boys will have to get their skates on and prepare for greater work. We now have Herman Hanson. He has some fine ideas and only wants co-operation. He is giving time and attention and by giving him the necessary help, it will only be a matter of time when every grocery and meat dealer will see that to join the local and State association will create for the merchant untold benefits. The Ohio office turns out much printing for their members and sends out circular letters weekly, as I understand, to many homes for a reasonable charge, so what will our association do for full co-operation? Will any lag behind or will we inspire the men at the head of our organization so that the National association will feel we are among the best of the leaders?

M. C. Goossen.

Sidelights on Life at Charlevoix.

Charlevoix, Aug. 27—Adams & Son, who have charge of the distribution of newspapers in their store, informed me that a commercial traveler came in their place yesterday and said that he admires the decoration in their store and that he read about it the day before. Adams asked him where he noticed it and he said while he was at a Traverse City hotel he read the item in the Tradesman. Adams promised to try to get some new subscribers for you.

In passing the Mrs. Bridge Shop this morning, I noticed that Fred Leighton, of 619 North Michigan avenue, Chicago, had an exhibit of Indian goods there and I thought it to be an opportune time to show my collection of Seminole Indian pictures there. They accepted my offer, which will give the local people a chance to note some of the Seminole Indian life as seen and photographed by me.

L. Winternitz.

Probe of Shirting Design Piracy.

At the request of the Shirtings Fabrics Association, investigators for the Federal Trade Commission are being sent to New York to investigate complaints of piracy of design. Intervention of the Government was asked last week following an investigation by the Association into protests by its members against the activities of two companies in the industry. The complaints are the first upon which the Association has taken such action in over a year.

Sees Rayon Shortage Ahead.

A virtual shortage of rayon stocks in the market by Nov. 1 is predicted by S. A. Salvage, president of the Viscose Company. The demand from consuming trades, he said, has been steadily broadening and orders booked are absorbing output at firm price levels. The new tariff schedule on rayon, Mr. Salvage added, meets in the main the desires of the trade, although its terms provide more benefit to the larger producer than to the smaller one. The recent readjustment in domestic prices has lessened the competitive difference on imported yarns, he said.

Felt Hats Being Pushed.

With clearance of straw hats dwindling, both retailers and manufacturers are pushing lightweight felts. Fair success is reported in consumer reception of these efforts, which are on a larger scale than last year. The delicate shades are being stressed in the offerings, particularly the pearl grays and light tans. Regulation felts, it was said yesterday, will be displayed early in September with emphasis placed on snap brim styles. More formal headgear will feature roll brim and Homburg types. Expanded sale of derbies as an "extra hat" is anticipated.

Concessionaire Goods Selling.

Not for many years have orders been so heavy for the various types of goods sold by concessionaires at the Summer parks and beaches. The almost unbroken run of clear weather has produced patronage for them that has been extremely profitable. Starting with light stocks as a result of their experience during the last two or three years, many of the game men have been short of "prizes" during most of the season. Requests for rush deliveries in anticipation of labor day crowds are the rule in the orders placed.

Dogs Become Giftware Motif.

The dog motif is being given much attention in new lines of china and pottery gift items. All sizes and breeds of dogs from small bull pups to large, graceful wolfhounds are being featured in colors and in modernistic or novelty treatment. Many of the items are designed purely for decorative purposes, but others stress utility as desk weights and ash trays. Imported soap dogs are also being offered and promise to take well in Fall gift ware lines. Wholesale prices on the range of dog items is from 20 cents to \$5 each.

Color Still Dominates Kitchen.

Dealers in the cutlery and kitchenware field are much interested in the attempt on the part of some retailers to "bring back the white kitchen." They express doubt, however, that substantial progress will be made, asserting that the housewife continues to favor colored effects strongly. Orders being placed for colored merchandise, they add, far exceed those for white. The cutlery demand continues to stress stainless steel items, while the call for aluminum and new

pewter effects is outstanding in cooking utensils.

Push Silk Shirts For Holidays.

The men's shirt trade will seek to expand commitments in holiday shirts immediately following labor day. Additional trips will be made by road representatives, who will present numbers added to the earlier lines. The belief is expressed that silk shirts will meet with a demand greater than that of last year, and efforts will be made to develop a better advance business. Jacquard effects on white and colored grounds comprise the bulk of these offerings. Better-grade broadcloths will also be pushed in both collar-attached and collar-to-match styles.

Mirror Demand Is Gaining.

Recent trends in home decoration have favored an increasing use of mirrors, and manufacturers look forward to a Fall and Winter business ahead of last year. In addition to hanging mirrors, the plateau type for table use is coming back. These are shown in new designs which feature a gold or silver inlay effect in floral or modernistic patterns. When the greater part of the mirror is silvered, the inlay is of gold color, with the inlay of silver when the gold shade dominates. The plateaus are of various sizes and wholesale from \$4 to \$8 each.

Glove Style Chart For Clerks.

A style chart of women's Fall and Winter gloves in a form suitable for insertion in the salesbooks of glove clerks for ready reference when advising customers about gloves for various occasions has been prepared by the Associated Glove Crafts. Styles and colors are indicated for gloves for tailored, afternoon, formal, motoring and Winter sports wear. Copies of the chart will be furnished free by the organization to glove buyers on application to it at Troy, N. Y., or at 40 Worth street, New York City.

Dahlia To Fore in Colors.

While greens have been featured as likely to achieve much popularity as outstanding fashion novelty shades for Fall, they are being rivaled at the moment by the sudden interest in the purple tones. The shade known as dahlia has come into the limelight strongly, following its sponsorship recently by a leading couturier. It is being stressed not only in ready-to-wear but in many accessories. From a volume standpoint, however, black and browns dominate, the former still retaining a strong lead.

"Zep" Flight Spurs Map Call.

Round-the-world aircraft travel has increased the call for geographic globes and maps. It has also prompted manufacturers to bring out novelties featuring the map idea. One of the latest for children is a large size beach or handball on which is shown a well detailed map of the globe. The ball is of the usual type with rubber bladder and outer covering, the map being printed on the latter. The seas are outlined in blue and the land in yellow. Colors are said to be fast. The balls wholesale at \$25 a dozen.

MUTUAL FIRE INSURANCE

Changes in Stock Company Operations.

An article by Alfred M. Best, who is known to every insurance man, appeared in the Weekly Underwriter, which contains information of much interest to every student of present-day insurance affairs. In the article by Mr. Best, entitled "Will Fire Insurance Develop Along Changed Lines?" Mr. Best singles out two striking developments in the stock fire insurance business during the last thirty years. They are:

1. The great increase in the size and strength of the leading companies.
2. The concentration under the control of a small number of company groups of a large percentage of the total business transacted.

In his article, Mr. Best points out that thirty years ago, there were only five American stock companies which had as much as \$5,000,000 combined capital and surplus. To-day there are fifty such companies. At the end of 1898, there were 247 American stock fire and marine insurance companies. At the end of 1928 there were 354, and it is of particular interest to note that 74 of these companies began business since January 1, 1926. This is a striking illustration of the profits which many investors receive in the fire insurance business, or rather we should say, in the banking or investment end of the fire insurance business, because as Mr. Best points out further in his article, five years ago premium writings were one-third more than the combined capital and surplus of all companies. To-day, combined capital and surplus amount to 155 per cent. of premium writings. The change has been due to the immense amount of money invested in both old and new companies in the last few years, amounting to over \$38,000,000 in 1928 alone. Mr. Best goes on to say:

The influx of new funds, coupled with the trend of the stock market, has strongly emphasized the importance of the investment policy, which, as regards the leading American fire insurance companies, has been both shrewd and successful. In recent years spectacular increases of assets and surplus have been made by a number of companies, due almost wholly to increases of security values; but what the future holds for the stock market is beyond my power to guess. It is certain, however, that the general investment policy of the companies has changed in recent years, so that stock market movements are vastly more important to them now than ever before.

To the intelligent insurance man, no elaboration of this statement is required. Mr. Best's article contains other figures which are interesting from a comparative standpoint. In 1898 the 247 companies had a total combined capital and surplus of \$161,247,487. Their total net premium income was but \$93,656,551. To-day the three largest companies have combined capital and surplus greater than

that of the entire 247 companies thirty years ago, and their combined premium income for 1928 was nearly ten million dollars larger than the premium income of all the American companies in 1898.

This is indeed a day of opportunity in the stock fire insurance business.

Heed This Advice.

Promote fire prevention and protect your property and family.

Last year over \$1,000 worth of property was burned every minute and a life was lost every 35 minutes.

Clean, property seldom burns—do away with rubbish and junk.

Careless smokers burned \$30,000,000 worth of property last year.

Keep matches in metal boxes where children cannot reach them.

Don't keep ashes in wooden boxes or deposit them against wooden buildings or partitions.

Don't change your electric wiring without consulting a competent electrician.

Don't hang electric light cords on nails.

Be careful with electric flatirons and always use with signal light.

Use metal protection under all stoves and protect woodwork where stoves or furnaces are close to walls.

Don't pass stove pipes through ceiling, roofs or wooden partitions.

Have all flues cleaned, examined and repaired at least once a year.

Every open fireplace should have a screen.

Don't connect gas stoves, heaters or hot plates with rubber hose.

Don't use gasoline or benzine to cleanse clothing near an open flame, light or fire. Use noninflammable cleaner.

Don't use kerosene, benzine or naphtha in lighting fires or to quicken a slow fire.

Don't use liquid polishes near open lights. Many such compounds contain volatile inflammable oils.

Don't go into closets with lighted matches or candles.

Remember that there is always danger in the discarded cigarette and cigar stub.

Trying the Same Old Gag.

North Dakota has a state fund for carrying fire insurance on state owned buildings. Insurance Commissioner Olsness, who has charge of the fund, made arrangements to reinsure with the Implement Dealers Mutual, doing the business direct without the intervention of agents. Now several agents have brought a suit to prevent the superintendent from consummating the deal on the ground that it is a violation of the law, in that it constitutes engaging in private business by the state. The bogey of possible assessments is also held up as a positive bar to the state's carrying mutual insurance. These North Dakota agents ought to read the clear cut and convincing opinion of the Pennsylvania Supreme Court in the Erie school board case, from which they will learn what the standing of a policy holder in a mutual company really is, and also what the liability to assessments

means. The Pennsylvania decision hits the old "gag" squarely on the head and ought to effectually squelch it.

A Business Man's Philosophy.

The heads of many of us are filled with vague notions which we have never undertaken to formulate.

The notions crop out in conversation in the form of half-finished, almost meaningless sentences, usually ending with the phrase, "I can't just express what I mean."

I had heard this so often from one woman that I suggested she sit down some day and write just what she did think, taking plenty of time for the task. I intimated that she might find that her ideas were not so startling

after she had reduced them to plain prose.

I discussed this thought with a lawyer and was pleased to win his agreement. He told me that the hardest task of the lawyer is to reduce the windy expressions of his clients to precise language. From the bulbous dough of exclamatory lung-thinking and resounding desk-pounding a modest loaf of digestible English must be produced. The relation of the final document to the vocal fireworks is as the pop of a toy pistol to the boom of a Big Bertha. William Feather.

A temptation is ten times as easy to see and to grasp as an opportunity.

Many a man borrows trouble who doesn't pay his debts.

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Music of the Cowbells Still Linger in Memory.

Grandville, Aug. 21—"Koling, kolang, kolingle, far down the dusky dingle the cows are coming home."

No sweeter sound ever greeted the ear of a pioneer boy than that cowbell serenade made by a squad of bossies treading the forest trail on their homeward march. Not even the thought that he must milk several of the forest rangers spoiled his happiness.

Koling, kolang, kolingle! Did you ever listen to that sort of music, dear reader? If you never did you have missed one of the most solacing bands of music that ever echoed down the aisles of Time.

Cowboys seventy years ago in Michigan, at least in the lumber country, were not akin to those of a far Western habit who fought Indians and grizzly bears, Indians also, but for a wonder our bears and redmen were of a docile nature and never needed killing to make them peaceable and kindly.

In all my boyhood wanderings after cows or with gun and dog seeking game in the great pine forest, I never saw but one real, live bear and he soon disappeared in the dim distance, not caring to make trouble for a boy with a gun.

Nearly all my pleasant adventures among the pines came of my cow hunting. At one time, near the hour of midnight, as I was driving home a line of brindled beauties, a terrific screech or scream almost directly overhead nearly took me off my feet. The cows did not heed it and later the screecher, an owl, sped away in the distance leaving cows and boy to tread on homeward in quietude.

Such sounds in the depth of a dark forest at near midnight are far from pleasant even though one knows the alarmist is nothing but a small specimen of the owl family.

Usually when the cows were corraled and started down the trail there was no trouble in getting them to the home yard. I recall but one instance in all my cowboy career in which the cows refused to make their way homeward after being started, and that was the time when my little six-year-old brother and I found them moored in a small marsh miles from home. Since I have told that story I will not repeat it here. Will say, however, that said little brother is now a Pacific Coast lumberman well along in years.

The sound of a cow bell has a fascination for the ear of a pioneer boy which no other music under the sun can surpass.

The early Michigan pioneers were a cheerful lot, seldom discouraged by the numerous obstacles which obstructed their way. Lumbering was a business full of romantic situations. The tough man of the woods often tramped a hundred miles to meet and try out the strength of another border giant who claimed to be the best man in the woods.

Wrestling was often a sport that attracted crowds. There was a colored wrestler, his name forgotten, who won fame as a wrestler, and who was in demand at many social functions among the pines. Once a large barn I remember to have been filled to capacity to witness a wrestling match between this colored champion and a white wrestler who came to our settlement all the way from Grand Haven, a distance of nearly forty miles.

I think the white man was defeated, but haven't a sure thought on the subject. With a few other boys, I climbed into the haymow where we could look down on the wrestlers and it cost us not a cent. Square hold, collar and elbow was the method, the later catch-as-catch-can not being considered. In fact, the latter was a mere rough and tumble and not considered wrestling.

Some very pleasant evenings the youngsters passed lighting bonfires on

the newly cleared lands, where, by the light of the fires, boys and girls mingled their songs and stories. Often we entertained our girl New England school teacher with our wonderful stories of the Wild West.

However, of all the reminiscences of the past none are more pleasing than those of the cow bell days when the far away kolingle of a dozen bells fretted the evening air for miles around.

Not until the outbreak of rebellion in the South were the pleasant pioneer days broken in upon by serious disturbances. Partisan feeling ran high and many a fistcuff encounter came from the rude politics of the hour. One man who vowed he would die fighting on his own doorstep rather than shoulder a gun to go South lost his defiant feeling when the draft caught him in its toils.

A neighbor calling at the time found the man and his wife both in tears over the terrible fact that he had been drafted. His courage oozed out of his finger tips and a more docile subject for Uncle Sam's army was never known.

All in all, the lumber country nearly a century ago gave homes and employment to as hardy and honest a set of men and women as were ever born into the world. Young folks to-day imagine they are enjoying themselves far more than did their ancestors, but it is doubtful if this is so.

The kolang, kolingle of old cow bell days will linger in the heart and soul of the early pioneer until the last trumpet sounds calling him home. Old Timer.

Waning of the Resort Season.

Traverse City, Aug. 27—Tourists and resorters are homeward bound. Highways running South, West and Eastward are crowded with motor vehicles. Reservations must be made early for seats and berths in railroad coaches. The season has been a short but lively one for all who provide living accommodations and food for health and pleasure seekers. Northern Michigan is most attractive during the months of September and October. Efforts made to extend the resort season in the past have failed to interest the people outside of the State of Michigan.

A careful study of the license plates attached to vehicles reveals the fact that fully one-half of such plates were provided by the State of Michigan—that Michigan people are patronizing the resorts of Northern Michigan, owned by Michigan people. They are spending vast sums for recreation within their own State. While all the states of the Union are represented in the caravans which travel this section, Ohio, Indiana and Illinois, in the order named, supply a majority of the non-residents to the transient population of the commonwealth.

Hotels of this city have enjoyed a

prosperous season. Manager Holden, of Park Place, has not been able to provide lodgings for all who sought them. Sam Farrow, of the Whiting, says that his business has been much in excess of that of last year. Hans Anderson, of the Anderson Hotel, says he is satisfied with the patronage the traveling public has given him this season. Desirable rooming houses have been filled every night since the middle of July. Merchants, restaurant keepers, taxi owners and, in most instances, owners of roadside provision shacks have been patronized liberally. Barrels of money have been distributed throughout the district. Prosperity and contentment prevail.

John R. Santo, one of the owners of the popular Indian Trail Lodge and cabins, says the Lodge has been obliged to turn away many applicants for accommodations this season. Mr. Santo's hotel and cottages at Omens have been fully occupied. Mr. Santo has been a citizen of Traverse City many years. He has contributed materially to its development. He has served the municipality as its mayor, member of the city commission, president of the chamber of commerce and also as its representative in the State Legislature.

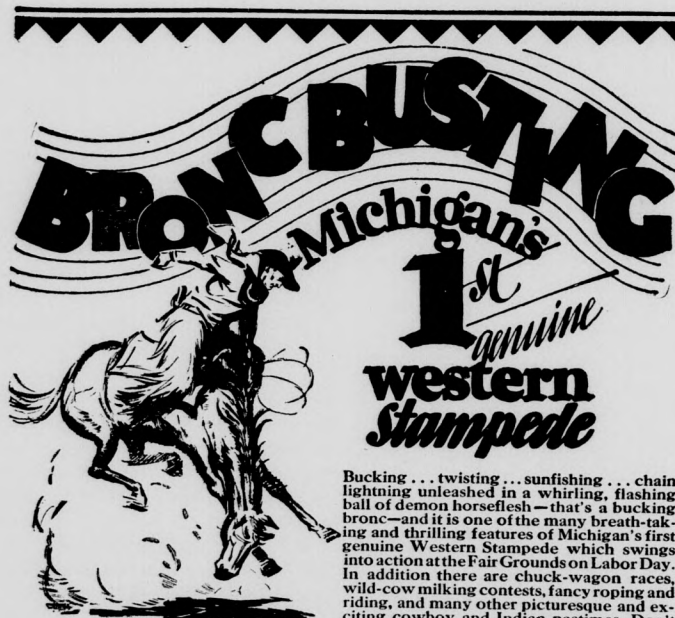
A considerable number of cottages are under construction in the Edgewater district. Others will be undertaken later this year.

The State camping ground on East Bay has been occupied largely by the "tin canners" this season. The grounds are level, nicely shaded by natural trees, convenient to the bay. Conveniences for cooking and serving meals, swings, revolving slides and balancing boards for the pleasure of children are provided by the State.

Arthur Scott White.

Children's Furniture Call Grows.

In the growing volume of business in children's furniture, table and chair sets in a variety of colors continue outstanding. These sets are intended for breakfast room or nursery use. Diminutive dressers, beds and clothes hangers are in good request. They feature pastel enamel colorings and frequently are decorated with fairy-tale characters or scenes. Among the specialty items recently introduced are a miniature telephone stand and a book rack of juvenile height.



Bucking... twisting... sunfishing... chain lightning unleashed in a whirling, flashing ball of demon horseflesh—that's a bucking bronc—and it is one of the many breath-taking and thrilling features of Michigan's first genuine Western Stampede which swings into action at the Fair Grounds on Labor Day. In addition there are chuck-wagon races, wild-cow milking contests, fancy roping and riding, and many other picturesque and exciting cowboy and Indian pastimes. Don't fail to see it. It's a thriller from start to finish.

80TH ANNIVERSARY MICHIGAN

STATE FAIR

September 1 to 7

Detroit

SEVEN DAYS — SEVEN NIGHTS

AN UNUSUAL COLLECTION SERVICE

We dig up your
Lost Money



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

REFERENCES:

Any Bank or Chamber of Commerce, Battle Creek, MR. STOWE of THIS PAPER, Michigan Retail Dry Goods Association.

For your protection we are bonded by the Fidelity & Casualty Co. of New York City.

Give us a trial on some of your accounts now.

Merchants' Creditors Association of U. S.

Suite 304, Ward Building, Battle Creek, Michigan

Brief History of the Grand Rapids Leader.

D. R. Waters, born, reared and educated in Pennsylvania, a farmer, whose home in Michigan was in the region of Spring Lake, was employed by M. H. Clark for a brief season to write editorial articles to be published in the Democrat. Waters was a firm believer in the wisdom of tariff protection. He greatly admired Samuel J. Randall, the Philadelphia occupant of the speaker's chair, in the National House of Representatives, also a Democrat protectionist. In the Democratic party there were many advocates for free trade and many others who favored a tariff for revenue. Clark was of the latter class. Waters did not remain on the Clark payroll very long. However, he put one over on Clark which caused much amusement in the Democrat party. The National Democratic convention had assembled in St. Louis for the purpose of nominating Samuel J. Tilden, as its candidate for President. Tilden had been an efficient Governor of the State of New York and had broken up the Tammany ring of grafters. His nomination for President at St. Louis was a foregoing conclusion. Waters hated Tilden as greatly as his Satanic majesty hates holy water. Waters subjected Clark to many specious arguments against the plan to nominate Tilden and finally persuaded him to write and dispatch by wire the following telegram to the Michigan Democratic delegation to the National convention:

"Tilden could not be elected. If nominated for the office of President the Grand Rapids Democrat will not support him."

Shortly following the adjournment of the convention, Waters returned to his farm. Clark supported Tilden.

Clark sold the Democrat to Messmore & Stevens, in 1878, and started a daily newspaper captioned the Evening Enquirer. The paper supported the demand of the greenback party for a repeal of the specie resumption act, passed by Congress. It was not well received by the business interests, nor by the general public. A few months after the initial number was issued, William T. Powers, C. C. Comstock and Julius Houseman, who had supported Clark financially, refused to supply the coin needed to keep the Enquirer going and the plant was turned over to Mr. Powers, who, acting for his associate endorsers, engaged D. R. Waters and W. B. Weston to continue the publication of the paper under the name of the Evening Leader. Weston was a successful business manager and an able contributor to the columns of the sheet. Waters' work was discreet and well directed. Cleveland was elected President in 1892 and Waters received an appointment as United States Marshal for the Western district of Michigan. Weston continued to edit the Leader, ownership of which he gradually acquired from his associates, most of whom gave him their stock holdings because of their admiration for the man and his steadfast purpose to maintain the paper at as high a stan-

dard as possible considering the patronage it received. When the Booth publishing syndicate invaded the Grand Rapids field through the purchase of the Morning Press from the owners who had found the Press to be a losing venture, Weston sold the Leader to them for \$10,000. He was offered the option of cash or stock in the Booth Publishing Co. He decided to accept cash. If he had taken stock instead and retained possession of it, his holdings would have been worth more than \$200,000 when he died, about ten years ago.

During his ownership of the Leader, Weston was ably assisted in the editorial department by Henry M. Rose, L. G. Stuart, Fred Adams and William M. Hathaway. Arthur Scott White.

Death of Leading Merchant at West Branch.

The greatest of all tributes, that of the final respects of his fellow associates, his lodge brothers and his friends, was paid Archie C. Irons, at funeral services held in the home here Tuesday afternoon.

Mr. Irons died at his home on Birdsell street Sunday morning, after an illness which had endured for several months and which had brought him to the borderline of life several times, during the past year. Courage and a fighting spirit were not sufficient to overcome the long ravages of a combination of ailments, and death came peacefully at 5 o'clock on the Sabbath day, following a stroke of apoplexy suffered the previous Thursday.

For many years engaged in the grocery business, from the days when West Branch was a lumbering town, he called every man and woman friend and around his bier in the last hour were those whom he had befriended in their time of need; because for him they entertained only a feeling of love and respect.

Gathered there to honor his memory, too, were members of the Independent Order of Oddfellows, and many friends who had no claim to fraternal association except in that camaraderie which exists between friends.

It was a group of personal friends who bore his body to the grave. Rev. Leonard Sanders, pastor of the Methodist Episcopal church, spoke words of consolation for the mourners and praise of the departed—words intended to aid in bridging over the gap left in the ranks of his friends and relatives.

Burial was made in Brookside cemetery.

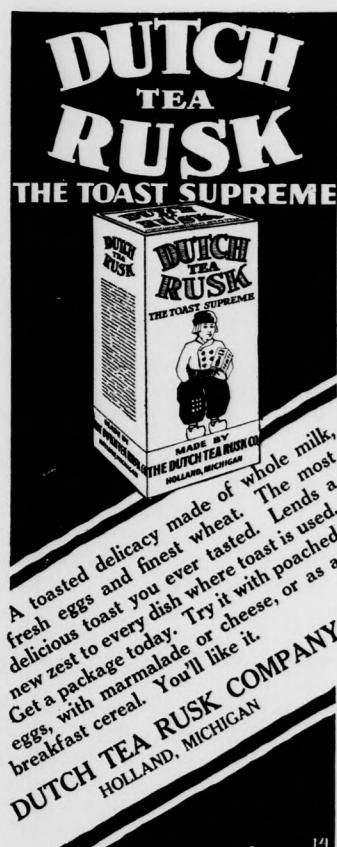
Archie Carlisle Irons, was born in Romeo, Michigan, September 29, 1852. He received his education in the public schools and in the high school at Flint. For a time he lived with his mother on the farm and while yet a young man he left the soil to enter the grocery business. Ill health brought him to West Branch over forty years ago. Here he established a meat market and general store. His integrity in the business matters was reflected in his every day life. His loyalty and generosity being widely known. He was always counted upon

with absolute certainty, as one from whom needed help could be obtained. During his many years of service to the community he served on the board of education for a period of twelve years.

At Osage, Iowa, he was united in marriage to Miss Marian Hopkins, June 10, 1897.—Ogemaw Herald.

"Thank You" Checks Create Good Will.

A Chicago grocer has a rubber stamp reading, "Thank You." He stamps all checks he receives from his customers. When these are returned by the bank the patron is certain to see it, all of which helps create good will.



DUTCH TEA RUSK
THE TOAST SUPREME

A toasted delicacy made of whole milk, fresh eggs and finest wheat. The most delicious toast you ever tasted. Lends a new zest to every dish where toast is used. Get a package today. Try it with poached eggs, with marmalade or cheese, or as a breakfast cereal. You'll like it.

DUTCH TEA RUSK COMPANY
HOLLAND, MICHIGAN

Michigan State Normal College

Opened in 1852

Educational Plant

Campus of one hundred acres. Eleven buildings with modern equipment. Training School, including Elementary and High School Departments.

Certificates and Degrees

Life Certificates on completion of Three Years' Curricula.
A. B. and B. S. Degrees on completion of Four Years' Curricula.

Special Curricula

Home Economics, Kindergarten, Physical Education, Public School Music, Music and Drawing, Drawing and Manual Arts, Commercial, Rural, Agriculture, Special Education.

Normal College Conservatory of Music offers courses in Voice, Piano, Organ, Violin, Band and Orchestra.
Fall Term begins September 24, 1929. Write for Bulletin and list of rooms. Rooming houses for women students offer a single bed for every girl.

C. P. STEIMLE, Registrar
Ypsilanti, Michigan.

Do You Want Big Volume, New Customers, Large Profits, Brisk Future Business?

Or If You Want To Retire From Business
—Then You Want a Jos. P. Lynch 10 Day Sale.

A large immediate increase in sales, no drastic mark-downs, and hundreds of new customers at practically a normal advertising cost. That is what a Joseph P. Lynch 10 day sale can do for your store.

Furthermore — a Jos. P. Lynch sale tones up store morale, and actually creates tremendous good will which results in larger future business.

May we furnish definite, convincing proof of how the Jos. P. Lynch 10 day sale achieves success in any store, large or small, regardless of where located, or local business conditions? Write today For Full Details. There is no obligation.



Nationally known merchandising expert, whose original, dignified and high class sales methods have won the endorsement of hundreds of leading stores from coast to coast.

The
JOSEPH P. LYNCH
SALES CO.
3rd Floor Home State Bank Bldg.
GRAND RAPIDS, MICH.

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.

Handkerchiefs in Larger Sizes.

The new handkerchiefs for evening and sports clothes are made quite large and of the sheerest materials. They are, in some instances, larger than the men's, especially the chiffon, georgette and lace ones. These latter, however, are not considered quite so attractive as the larger linen ones. They are made with almost invisible rolled hems. Some with white centers have novel borders in one and two colors. Those in solid colors, too, have attractive borders, often a broken up design with white lines and spaces. These handkerchiefs are quite expensive, for they are difficult to dye and require great skill in preventing the colors from running into the white spaces.

Ombre borders are also used on the handkerchiefs in the red, brown and blue, green and purple shades. The borders range in widths from two to three inches and are often marked off by black lines, a row of dots or even small squares. To carry with the gray tweed suits, there are some with gray backgrounds and an all-over confetti design in black and red. This same pattern is repeated on other grounds and in other colors. Some of the handkerchiefs in the solid colors, for contrast, have exquisite monograms or simulated monograms in two contrasting colors. These are about three inches long and very graceful in effect. Cutwork is also used in the corners and applique work in some of the hems.

The all-white handkerchief with a bit of lace, a finely hemstitched hem, or a rolled hem with a touch of hand embroidery in the corner, or lace set in the corners or as part of the border are still considered by many as the most appropriate handkerchief for the formal afternoon costume. White or an ivory tint also is thought to be the best ally for a black or brown suede handbag.

Evening handkerchiefs are soft, full and fluttering affairs and have deep hems of real or imitation lace. Those with the lace borders are seen in solid colors and those of printed chiffons use solid colors for the borders. In some cases, also, a two-tone border is used.

Handbags To Match Costumes Are Innovation.

Handbags made of tweed and in envelope and pouch styles are trimmed with leather, metal and wood. One bag, with a half-way flap, has a wooden edge, with inlay work in the tweed colors. Another bag in pouch style has a natural wood frame with a braided strap handle of tan leather. The body of the bag is of a beige and brown tweed mixture. With the idea of having hat, bag and even shoes matching one's costume, many dress designers are being besieged to sup-

ply an extra length of material for making these articles. The hats are made of strips of the tweed and fitted to the head snugly. Many of the shops meet the problem by showing bags, hats and even shoes of tweed in neutral shades.

One of the well-known fabric houses in New York is advancing the following three colors, in conjunction with the Paris openings for wear next Fall. They are a soft cucumber green, a rich brown on the tone of a coconut shell, and a plum with more rose in it than purple.

Narrow collars that form yokes and may be sewn into one's dress come in different styles to suit the needs of the new frocks. For the dress that has a drooping neckline for example, an uneven yoke would be selected. The circular neck, with the front cut a little deeper, is well suited to the lace yokes that have some sort of jabots or lace ties. Also, there are the collar and vestee sets, which are easy to adjust, and which do much to brighten up a dark dress. Some of the vestees extend to the waistline, others allow for slight blousing.

Paint Creates Goodwill.

Paint is an invitation. The public is invited to look, to inspect, and to come in, if a business building. The grocer paints his store a pleasing color so the buying public will be pleased with the appearance of his store front and will enter to buy. Paint has made a good impression that has returned a cash value to his business.

Paint creates good will. A nicely-painted store is one that will long be remembered. The impression has been created that the merchant who has a nicely-painted store is a superior merchant. He has made an effort to be different. In recent months the color craze that has invaded every line of merchandise has been utilized for store fronts. Tints that would have been thought too flaming only a few years ago are now used, and the only result is a brighter main street. Undoubtedly the painting-up of the local stores in towns and villages has had a lot to do with the swing back to retail merchants. The almost universal painting of store fronts in brighter colors has been a factor in building up retail trade in the smaller business towns and villages.

Fall Sports Clothes.

New and special materials play a leading role in making sports clothes look different this Fall, and new lines back them up. Jane Regny, who is famous for exclusive sports clothes, is making her ensembles of an exclusive knitted tweed known as "tweed-tricot." Her skirts are considerably longer, being fully five inches longer than the knees, and most of them are gored and flared from the knees. The persistent normal waist-line and the tucked-in bloused waists and sweaters of Regny make her sports dresses look decidedly different. Knitted tweed coats belted at the normal waist line achieve a similar silhouette.

The regulation pull-over sweater has very little place in the sports mode at

Regny's or elsewhere. Blouses of tricot or silk replace it. Marcel Rochas whose sports suits have cape coats and skirts of tweed, likes tailored coats or jersey blouses with men's collars and four-in-hand ties of tweed to match the suit.

Dress Production Costs Rise.

Higher costs on the new Fall models incorporating longer skirts will make competition between the higher and lower-price garments in the popular-price field less severe than for some time. The greater yardage required to make the new styles, it was added, will make it difficult for manufacturers of \$3.75 to \$10.75 garments to offer the good values they have in recent seasons. Adding four to six inches to the length of a skirt means adding from eight to twenty-four inches in the yardage used in a dress, it was pointed out. When thousands of dresses are cut this is no small factor. The additional labor required to make the new styles is also increasing production costs.

Paint and Varnish Sales Ahead.

Prolonged dry weather this Summer has made the season more productive to paint manufacturers than for many years. The result is that the slump in business which resulted from stormy weather during the late Spring has more than been made up. This is particularly true of business received from suburban districts, where painting of small homes during April and May was at a very low level. Contract work in the metropolitan district is increasing with the approach of the Fall renting season, and this is aiding both paint and varnish sales. Paints for wall stippling in greens, tans, creams and other shades are selling very well.

Jewelry Matches Fall Necklines.

Orders for novelty jewelry are steadily increasing, with deliveries to retailers of lines recently offered beginning early in September. Designs of many of the new necklaces are in harmony with the varied neckline treatments of Fall dresses. They feature stone and metal combinations, with much use of gold and silver finishes. Pearls and crystals continue in marked favor and are expected to be active through the season in both choker and longer lengths. Baguette crystals are emphasized in better grade merchandise. There is a general trend toward the use of semi-precious gems in items set with stones. Earrings are now gaining.

Pipe Styles on the Increase.

Smokers of pipes are steadily increasing in number, and at the same time are becoming more discriminating. Not only must the modern pipe meet the requirements of coolness, "balance," but it must have lines which make it distinctive. In other words, it is said, pipe smokers are becoming more "style conscious," and new types or adaptations of old ones must be introduced frequently. Particular play will be made to the collegiate element this Fall, for it is among men of the college age that an excellent

field for sales expansion lies. Increasing smoking by women is expected to stimulate late pipe sales among college men considerably.

Delay Women's Wear Spring Lines.

Few, if any, openings of women's wear fabrics for Spring are being scheduled before the middle of October. From time to time there may be offerings of certain classes of goods for both immediate and Spring use, but showings of regular lines will be uniformly delayed. The action being planned meets to some degree the wishes of the garment trade for later openings. But, it was said yesterday, showing lines in October is somewhat earlier than is liked. This is particularly the case this Fall, it was said, in which deferred seasonal buying now will mean a very active October period in wholesale garment lines.

Says High Waistlines Will Take.

Little question of the acceptance of the higher waistlines sponsored by Paris should exist in the minds of buyers. There is one angle, however, that should not be overlooked. That is that the new silhouette is more acceptable to young women and small women than to women of more matronly figures. Advance business done in sizes 16 to 20 prove this, as does the hesitancy of buyers to take up the new models in sizes 38 to 42. Whereas the new silhouette gives a desirable "grown up" look to young women and small women, the higher waistline brings the upper figure of larger women into prominence.

Shorts Invade Pajama Field.

A development this Summer in the men's pajama field that may be of marked importance for next year is the use of regulation "shorts" with the pajama coat. During the warm spells many consumers found it cooler to discard the pajama trousers, substituting the shorts for wear while sleeping. While this was noticed fairly late in the wholesale season, some manufacturers capitalized on it by offering shorts which matched the pajamas. More producers will do so in their next year's lines, it was said, with the possibility that the pajama outfit will become a three-piece ensemble, including shorts.

Meet Sept. 6 on Silk Practices.

Considerable headway has been made in the joint survey being made of trade practices in the silk trade. The preliminary standards are to be set up and will be discussed at a meeting on Sept. 6 in the office of the Silk Association of America in New York. In attendance will be representatives of the joint trade relations committee of the National Retail Dry Goods Association and the executive committee of the broad silk manufacturers' division of the Silk Association. The standards of practice to be set up will deal with the relations between retailers and manufacturers with a view toward eliminating sources of friction.

There's just one emblem of liberty that all races and times understand. It is a fat purse.

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.

How Shoe Department Helps Hosiery

The Hecht Reliable Stores, Baltimore, Md., is successfully exploiting its footwear department to increase its business in its hosiery department. During the past year, its hosiery business has been ten times greater than in previous years, and indications are that the coming year will witness an even greater increase.

Experience had shown that most women, if not all women were in the market for a new pair of hosiery when they purchased a new pair of shoes. The customers of the shoe department either asked for hosiery or it was suggested to them by the shoe sales persons. No hosiery was carried in the shoe department and the first question women in the market for a pair of hosiery, would ask was: "Where is the hosiery department?" They were told it was on the second floor. Some would go up to the hosiery department, but a good many would not. The latter did not feel inclined to make the effort to go out of their way, just a little, to buy hosiery. They would rather go out of the shoe department and step into another store where they could buy their hosiery needs on the first floor.

It was seen that many hosiery sales the store should have had were being lost. Something had to be done. For while the hosiery sales in the hosiery department located on the second floor were going ahead, each year witnessing an increase over the preceding year, still it was but too evident that the volume of business in hosiery could be considerably increased by getting all, or virtually all, shoe customers to buy hosiery in the store.

Since the shoe customers would not go up to the hosiery department on the second floor, there was but one thing to do, and the Hecht Reliable Department Store did it. That was to bring the hosiery department down to the customers. The store was determined that no longer would hosiery sales be lost because the shoe customers were disinclined to take the trouble of going upstairs to make the necessary purchase or purchases.

However, in order to play safe and see that having a hosiery department would be an asset rather than a liability, the store at first decided to open only a small hosiery section. From the very start, business was good in this section. Sales mounted every day. The many sales that were lost for lack of a hosiery section were lost no more. Soon it was found that the small hosiery section was inadequate to take care of the hosiery business, so it was enlarged.

The hosiery business increased proportionately. Again the hosiery section adjoining the shoe department was enlarged. And again hosiery sales increased. Soon it was found that the volume of hosiery business

in this section was greater than in the regular hosiery department on the second floor.

Do Your Salesmen Do This?

In one Illinois shoe store every salesman has a record of his personal customers and the particular shoe that they wear. This has been found particularly valuable in the men's department.

Whenever a sale is to be held the salesmen go over the records about a week in advance and note down every customer whose favorite shoe is to be on sale. A day or two before the sale begins the salesmen use a telephone canvass something like this:

"Mr.—? This is Mr. Blank at the Hub Shoe Store. How did you like that last pair of shoes I sold you? Well, we're having a sale next week and I just noticed that those same \$10 shoes are going to be on sale at \$7.50. I have a record of your size and if you want in on a good bargain I'll lay a pair aside right now and send them out the day the sale opens."

This approach sells a surprising number of shoes. And it does more than this. It makes lasting friends for the store, for every man who is called feels that the store has a personal interest in his business. You know how you appreciate the opportunity to get in on a good thing!

The Children Certainly Liked This Idea.

Last year we heard of a shoe retailer who had a new idea to exploit his School Shoe Week. He secured several Shetland ponies from a local man who was willing to rent them out for a week.

Every boy and girl who visited the store during the week was given a ticket good for a free pony ride. The ponies were kept on a vacant lot near the store, in charge of boys, and each ticket entitled the holder to a ride around the block. The ponies were led by boys so even the smallest tots could ride.

The idea scored a tremendous hit, and when the shoe man saw how it was going over he gave a book of ten tickets with every sale of children's shoes during the week. The ponies had a busy week and the shoe store got a lot of unusual publicity from the stunt. It's these out-of-the-ordinary things that often prove the biggest sales builders.

Changing Methods in Laying Stones.

Building operations are carried on more expeditiously and perhaps more economically than was thought possible a few years ago. Costs of building materials and the demands, often wrongly conceded, of organized labor have hampered the industry. Machinery and improved tools have been introduced and employed to do work which was formerly done by hand labor. The old stone mason of the past was an artist. To watch him while engaged in shaping and placing field stones in a wall was an interesting experience. With stones of irregular sizes and shapes he would construct a substantial wall with perfectly square

corners, pleasing to the eye and expressing the purpose of the designer.

Brick and mortar for buildings were conveyed to the masons at work on the walls in hods on the shoulders of laborers. An Irish hod carrier, when asked about his employment, responded: "Oi convey bricks and mortar on my shoulders up one hundred feet on a ladder and place them before a man who does all the work."

The freight elevator was introduced and many Pats and Mikes lost their hods. Bricks and mortar are now lifted in a wheelbarrow by steam or electric power to the platform upon which a man does all the work.

A slow and expensive undertaking formerly was the erection of a cut stone building. Great stones shaped at the quarries were handled laboriously by common workmen. Small two-wheeled trucks were available. When a large heavy stone, such as required the strength of five or six men, had been loaded it was pushed along over a platform erected for the purpose and lifted bodily to the wall under the direction of a stone setter.

The swinging crane and the eleva-

tor now used by builders have simplified the task of the workmen.

Contractor Richardson used three swinging cranes, operated by a steam engine, while engaged in constructing the city hall. Stones of varying sizes, numbering several thousand, were lifted to the walls and placed in position with the aid of the cranes. One man handled all the stones contained in the building. Many of the stones are small. Richardson complained that the cost in time of handling them was as great as in handling the big ones.

The Godfrey-White-Aldrich building, composed of large cut stone, was constructed without the aid of machinery.

Several old houses, located on East Fulton, Jefferson and Scribner avenues, attest the skill of the old-time stone cutters.

Arthur Scott White.

Tights For Men.

The Men's Dress Reform Movement that is being agitated in England has spread to Germany. The other day a group of German professors appeared in public wearing tights and embroidered jackets. They wore colored sandals and Shakespearian hats.

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av., Grand Rapids, Mich.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS

CASH ASSETS

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

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

\$380,817.91

for
Information write to

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

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

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

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

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

Differences All Right If Justified, But Not Otherwise.

A few months ago I attended the Massachusetts State Grocers convention in Bedford. Incidentally, I feel like an old timer when I recall that my Massachusetts experiences with conventions dates from one in Stoughton in 1915. I met with men I have known for fifteen years or more. Of course, those are the wheel horses, needed and found in every live association of any kind.

I was especially interested to note how certain younger men spoke with vigor and feeling about the "tricks" the chains play on the consumer through the offering of loss leaders to "fetch people into their stores so they can sell them profitable items after they are in." For this stuff is the most ancient history to men who, like myself, date back half a century. "Loss leaders" were not discovered by chains, believe me.

But this other game of the pot calling the kettle black is also ancient. It is the game of finding the mote in our neighbor's eye while unable to see the beam in our own. For every grocer has offered loss leaders, consciously or unconsciously, many times—and does yet. But much more serious is the lack of anything like science in pricing his goods or having any regard for real values, percentages or equities in said pricing; opportunism being his one guide. Let me illustrate again from outside the counter.

We are in Catskill, New York, where we buy supplies as we need 'em. Here is a highbrow meat market, at which I got a first-class chicken the first call. What price? I do not know—never do know when I get value. Having got good value that time, I went again when I wanted a fine steak. I remember that I paid \$1.45 for the steak, and we are two people. Why do I remember the cost? Because the meat was absolutely flavorless, without food value, really unfit for sale as food. Next time I bought a smaller steak at the A. & P. for 45c, and it was good, fairly flavorful meat. I have not returned to the highbrow butcher.

That is the consumer's side; and believe me, the consumer is not going to take much trouble to report such things. I have an intimate, distinct, long-standing interest in the grocer, otherwise I'd not report this either. Where is the trouble?

The trouble is the highbrow butcher does not take proper pains to get the right beef. What he sold me was undoubtedly the flesh of an outworn milch cow from which the nourishment and juices had been extracted with her milk until nothing was left

but the fiber. He got the price, but gave no value. I should have said nothing, and would have gone back to him rejoicing had he sold me a bit of young steer beef that had nourishment and flavor in it.

Note that I do not make such conditions. I report what I find. I know that the law of economics will not play favorites. To get a price—and a living—the merchant of the future must know values and give values in goods and service.

Sliced bacon in the meat market aforesaid is 60c per pound. I find an equally good article for 33c in the A. & P. What is the difference? Where the justification? Assume anything you like about purchasing power and the individual could sell his for 38c or 39c, and at that no consumer who cared for individual service would object. The difference is 13 per cent. plus to nearly 16 per cent. Skillful merchants can play even on less differences than that; but the point is they must not only be able to do it—they must do it.

In this village I find the old-timers among merchants recommend other old-timers. One says to me: "Shoes? Yes, you go to Franklin. You'll find him middle next block—and he's a white man; not one of them other fellows that's come in lately." Well, that is neighborly and natural, so far as it goes. The failing is that in our country color of skin and origin are not elements of preference or stigma. Performance of our duties as good citizens is all that matters.

Therefore, if I find poor steak in the shop of a man said to be "white"—and whose name, incidentally, plainly shows European origin of date much more recent than that of Columbus, the native of Genoa in Italy—and get excellent meat in a "dago" market, shall I take much stock in the color of either man's skin? No. "Handsome is as handsome does." In business performance is the only touchstone from the consumer's standpoint; and it is from her standpoint that I write these lines.

I hasten to add that the older Massachusetts grocers who talked at the convention advanced ideas which were economically sound. The trade schemes they related and the use whereof they advocated were based on accurate knowledge of values, of merchandise, of display and of economics.

I have long observed, too, that New York grocers—and I now speak of the State in general, omitting such little pockets of ancient ways and traditions as Catskill—ask no odds. Those who are in the forefront in Rochester, Po'keepsie, Buffalo or Hudson are simply good grocers who know their business and the obligations entailed thereby.

Let such men get into convention and discuss things and they are certain to stick to the economics, the facts and what can be done by wakeful merchants to cope with conditions now, even as others of us coped with conditions in 1879. They make no special pleas. They ask no odds. They seem to know that trade belongs to him who

(Continued on page 31)

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

ROLL TOP — STENOGRAPHERS — FLAT TOP

Single or Double Pedestal Desks.

Complete line office, restaurant, and store fixtures. New or Used.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

Cantaloupes, Peaches, "Yellow Kid" Bananas, Oranges, Lemons, Fresh Green Vegetables, etc.

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

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

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

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

ABE SCHEFMAN & CO.

COR. WILLIAMS ST. AND PERE MARQUETTE RY.. GRAND RAPIDS

MEAT DEALER

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

Should Frankfurters Be Called Hot Dogs?

What's in a name?

The question which Shakespeare raised several centuries ago concerning the rose is being raised to-day by manufacturers, venders and others concerning the proper nomenclature for the appetizing frankfurter. The term "red hot" has its advocates. The term "hot dog" likewise has its advocates and also its opponents.

Opinions as to the relative merits of these two terms differ, even among advertising men.

In a recent issue of Printer's Ink, Jack W. Speare maintains that names of products mean nothing. He also infers that the great increase in the use of frankfurters came with "every last one of them advertised, purchased and smackingly consumed under the affectionate name of 'hot dogs.'"

On the other hand, a large manufacturer of frankfurters in New York State is so thoroughly convinced that the term "hot dog" is detrimental to the industry as a whole and that in many ways it reflects upon the quality of the frankfurters and tends to restrict their sale that he conducted an active campaign among his customers to substitute for the opprobrious name the term "red hot."

This company maintains that "the selling term 'hot dog' is unappetizing and misleading, while, on the other hand, 'red hot' sounds more appetizing and will actually attract more customers than the former term, which is really degrading."

Casings Disinfection Declared Permissible.

An additional method which may be used as an alternative to that described in Circular Letter 1501 for the disinfection of animal casings imported without certificates is explained by J. R. Mohler, Chief of the Bureau of Animal Industry, in Circular Letter 1629 to inspectors in charge of meat inspection and proprietors of casings establishments. The letter, which is dated August 5, follows in full text:

"Referring to Circular Letter 1501, issued November 26, 1927, the following method for disinfecting animal casings imported without certificates may be used until further notice as an alternative for the method described in Circular Letter 1501:

"Disinfect the casings for 15 hours by submerging them in a solution containing 4 pounds of pure hydrosulphite of soda, containing at least 84 per cent. of sodium hydrosulphite (Na₂S₂O₄), dissolved in 30 gallons of water. Only newly opened packages of sodium hydrosulphite shall be used.

"Not more than 150 pounds of casings shall be treated in each 30 gallons of the solution.

"After removing the casings from this solution, they shall be submerged

for 3 hours in running water to remove the disinfectant, which will complete the operation."

Meat Consumption in the Year 1522.

An idea of per capita meat consumption in the year 1522 may be gained from the following list made out in that year by Henry VIII providing for the daily rations of a lady of honor:

1. Every morning at breakfast a sirloin of beef at our kitchen, one loaf at our pantry bar, and a gallon of ale at our buttery bar.
2. At dinner a piece of beef, a stroke of roast, and a reward at our said kitchen, and a gallon of ale at our buttery bar.
3. At afternoon a loaf of bread at our pantry bar and half a gallon of ale at our buttery bar.
4. At supper a mess of porrage, a piece of mutton, and a reward at our said kitchen, a loaf of bread and a gallon of ale.

Burglar Steals Ham, Sends Back the Bone.

What looked like a great compliment to the palatability of ham was paid recently by a burglar in Columbus, Indiana.

It seems that John Plummer of that town bought a ham, paying \$4.25 for it. Shortly afterwards, it was stolen, and insult was added to injury when he received a package by parcel post a couple of days later, neatly tied, in which was found a ham bone. The ham had been boiled and every scrap of meat removed from the bone.

The burglar, it appears, was so pleased with the flavor that he chose this method of showing his appreciation.

Amphibian Porker Swims Mississippi.

A pig capable of swimming quite a distance is the general topic of conversation around Nauvoo, Ill., according to news stories from that place.

It seems that a farmer, J. L. Johnson, missed a porker from his herd, tracked it to the Mississippi river and gave it up as lost. Later a farmer on the opposite side found the prodigal paddling around in the water. He pulled him ashore. Johnson identified the animal and took him home in a crate. He claims the long distance swimming title for the pig and is thinking of entering him to swim the English channel.

Changing Opinion Concerning Salad.

The origin of the word salad is said to be "sal" or something salted. The word "sal" comes from the Latin word meaning salt. During the very early times, the poor people dipped their chicory or lettuce in salt and ate it that way.

The rich were most scornful of those who ate this kind of food, and the doctors of the time condemned green foods as being "dangerously indigestible." Our ideas have changed much since then, and the question now is whether we do not value salads too highly at the expense of equally necessary protein food.

Flying apparently has come of age.

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES OF THE BAKER'S ART



for every occasion



Heikman Biscuit Co.
Grand Rapids, Mich.

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

Don't Say Bread

— Say

HOLSUM

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.

Suggestions For the Hardware Dealer in September.

In the month of September the hardware dealer has much wider scope for his energies than the summer months offered. Householders return from the summer resorts, farmers begin to market their crops, sportsmen get ready their shooting tackle, and the man who realizes the value of fall painting looks up the material the hardware dealer sent him.

In all these and many other directions the hardware dealer will find profitable outlets for his energies.

In preparation for fall trade, it is essential to have the stock in good shape. By this time the summer leftovers should be pretty well cleaned out. If hot weather lines have not sold out in the ordinary course of business, a midsummer clearing sale has reduced the extent of the leftovers very materially. Seasonable fall goods should be in stock by now and everything in readiness for fall trade.

Country fairs, harvest festivals and similar events are usual in September in the rural districts; and the small town dealer who caters largely to rural trade can do his store a great deal of good by taking an active part in the promotion of such events. If there is an exhibition held, he can occupy a booth and show his goods. It may be advantageous to donate a prize for some special event in a sports meet or some special line of exhibits at a fall fair.

It is often a good idea to place your store at the disposal of fall fair and other committees for meetings. This is, of course, a matter of individual store policy, and no set rule can be laid down applicable to all stores, merchants or communities; but the shrewd merchant unquestionably does find, in many cases, that it is worth while to identify himself with these activities. It helps materially to popularize the store.

Whether or not to advertise at the fall fair is another question for each individual dealer to settle for himself. It cannot be denied, however, that many hardware dealers have found fall fair exhibits worth while. It is worth remembering that, in most cases, these exhibits reach both town and country folk; though it is desirable to make them appeal especially to the rural people, who are less closely in touch with your store and who see your window displays less frequently.

Space in the main building at a fall fair costs money. The time at the merchant's disposal for realizing on this outlay is decidedly limited. A three day fair with one really good day; a four day fair with two good days—in most small communities this represents the limited opportunity for reaching a very considerable public. It is up to the dealer to make the very most of this limited opportunity.

If the dealer is to make a lasting

impression on the minds of the passing crowd, he must create interest by convincing display and demonstration. Whatever the article or the line displayed, its merits must be illumined and emphasized by intelligent explanation of what it does, and how it does it. A potato peeler, for instance, can be advertised a great deal more effectively by having a sack of potatoes in the fall fair booth and demonstrating the article. The same principle holds good with every mechanical device, great or small. At the fall fair paints or paint specialties should be not merely shown but demonstrated. In fact, the demonstration is the keynote of the successful fall fair display.

Heaters and ranges are a good line to show at the fall fair. The most popular and appealing models should be featured; and, if possible, a demonstration actually given. Some fall fairs of course do not afford facilities for this; but if a demonstration can be put on, it is worth while. In any event, show your stoves.

Strictly summer goods should have been pretty well disposed of during August. It is now time to feature seasonable fall goods. True, fall business may not show much activity for several weeks. But in pushing seasonable lines, it is good business to start pushing some time before you can reasonably effect sales. With most hardware lines, a certain process of education is required before the prospect can be brought to the purchasing point.

This is particularly true of the lines that run into considerable money. A small article involving a few cents outlay will be purchased on sight; but with paints, stoves, washing machines, and similar items selling involves continuity of effort over a considerable period. You must not merely get after the prospect but keep after him, and refuse to take No for an answer.

In these lines get after the prospect early, and keep after them.

With the approach of the shooting season, the hardware dealer should be thoroughly awake to his opportunities, and should endeavor by every legitimate means to impress on prospective customers the merits of his goods.

To get the business in these lines, it may be necessary to go right out after it. This may not mean an actual personal canvass; but it does mean that the hardware dealer should be personally acquainted with the more influential of his sporting goods prospects, and get and keep in touch with them and their interests. Particularly is this the case where the hardware dealer is just starting to build up a sporting goods department.

Outside work will do more to establish such a department on a firm foundation than anything else. Simply because you stock sporting goods and your stock is always clean and well assorted is no assurance that people will buy from you. You must make a substantial and direct bid for this trade to get it.

With guns, rifles and ammunition go hunting knives, camping outfits and all the other paraphernalia necessary

BROWN & SEHLER COMPANY

Automobile Tires and Tubes
 Automobile Accessories

Garage Equipment
 Radio Sets

Radio Equipment
 Harness, Horse Collars

Farm Machinery and Garden Tools
 Saddlery Hardware

Blankets, Robes

Sheep lined and
 Blanket - Lined Coats
 Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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



Wholesalers of Shelf Hardware, Sporting
 Goods and

Fishing Tackle

Special Reservation Service — "Wire Collect"



In Detroit—the Detroit-Leland Hotel

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

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

DETROIT-LELAND HOTEL

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

Direction Bowman Management

WM. J. CHITTENDEN, Jr., Managing Director

for the chase and the camp. Splendid interior and window displays can be devised of these outfits—displays that will attract a great deal of attention to the store and build not merely present but future business.

Inducements in the way of special sales may not be needed to move these goods; but there is an endless opportunity for novel selling stunts in connection with such outdoor lines. For the sporting goods department, the offering of a prize to the hunter bagging the largest amount of game or to the winning football team in the district is an advertising feature that is sure to bring the store prominently before the public.

Here's a point that should never be forgotten. If you offer, say, a football trophy for just one year, you get a certain amount of helpful advertising. But if your football trophy is a fixture, continued from year to year, it will bring you, in any one year, ten times the helpful publicity that a one-year prize will bring you. Because the regular trophy, offered year after year, is talked of, not merely while the contest is on, but after it is over and before the next one opens; and it is usually in men's mouths wherever and whenever the game is discussed. Here, as in all other forms of advertising, persistent repetition is what counts.

The windows should receive a lot of attention in September. Attractive displays can be made of many seasonable lines. Sporting goods should be given at least one special display. This display can be made very elaborate if you have the space and other facilities; or it can be made quite simple. A hunting or camping scene is always effective. Good window displays can also be made of football and golf equipment and similar lines.

In the household department a model kitchen will serve to show household utensils and cleaning goods to excellent advantage and will provide an excellent setting to display your latest model kitchen range.

The hardware dealer will find his fall interior arrangements much helped by the clearing out of summer stock. The re-arrangement of the store and stock for fall trade should receive attention early in September. The stove department can be enlarged by utilizing the space formerly devoted to such bulky lines as refrigerators, lawn mowers, haying tools, screen doors, and the like.

It is vitally essential to provide ample space for the stoves and heating goods. Sufficient space should be allowed to display each stove to advantage and make it possible to demonstrate to customers. It is harder to sell from a crowded display than from a display where each stove is given a fair amount of space. Crowding is poor economy; and where ground floor space is at a premium, it is often worth while to transfer the stove department to an upper floor.

On the ground floor should be shown a few of the most attractive models; while upstairs the bulk of the stock can be given plenty of room and

demonstrated to prospects without their attention being distracted by other lines of stock. If, however, the main floor provides ample space, the entire line should be shown there.

In early fall paints can be pushed to good advantage. It is desirable to stress the idea of painting early, owing to the uncertainty of weather conditions later in the season. Emphasize the advantage of getting the paint on now in order to protect the woodwork from the inclement fall and winter weather.

In stove and paint selling, individual work with individual prospects counts for a great deal. So does persistence. The hardware dealer can't afford to wait for the prospect to buy; he himself must go out and sell. More than that, the dealer who quits the first time he is rebuffed will not sell many stoves or much paint. The way to sell such things is to keep everlastingly at it. Victor Lauriston.

How Little the Average Buyer Actually Knows.

Lowry & Goebel, furniture dealers in Cincinnati, recently conducted a guessing contest on a dining room suite at the Home Beautiful Show held at Music Hall, Cincinnati. The suite cost \$385 at the factory and was priced at \$512.75 retail. People who attended the show were handed a card and asked to register their guesses as to the retail price. There were 7,111 guesses made on cards filled out by each guesser individually. The actual guesses made, were as follows:

304	under \$100
2330	between 100 to 200
1741	between 200 to 300
1357	between 300 to 400
615	between 400 to 500
261	between 500 to 600
175	between 600 to 700
97	between 700 to 800
85	between 800 to 900
90	between 900 to 1000
24	between 1000 to 2000
6	between 2000 to 4000

It will be noted that 5732 guesses out of the 7111 are under \$400.

Joseph P. Lynch has all the cards on exhibition at his office in the Brewer building, subject to the inspection of any one who might be inclined to doubt the statement that the average shopper or buyer is no judge of values when it comes to buying furniture.

Banjo Clocks Selling Well.

The banjo wall clock continues an outstanding item in the clock trade. It is being well ordered in a variety of colors and ornamentation. Tambour and smaller Gothic shape clocks with chimes are in demand, but principally in mahogany and walnut woods. Color is finding its greatest use in kitchen clocks, with green, red and yellow hues favored. Increased business is reported in novelty numbers such as desk clocks of ship's wheel design and combinations of time pieces and barometers. Manufacturers are looking forward to increased buying activity right after labor day.

All well-done work possesses beauty.

A Water Sheep.

A Manchester firm of engineers recently spent some time in pondering over a latter, written in Greek, which ordered a (literally translated) "water sheep." After some racking of the brains, it turned out to be a request for an "hydraulic ram."

Blood tells—only when you make it.

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES



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

Member of the Federal Reserve
System.

President, Gen. John H. Schouten
Vice President and Cashier,
Ned B. Alsover
Assistant Cashier, Fred H. Travis

**GRAND RAPIDS SCALE
CO.**

Sales Agency Fairbanks Scales.
Repairing. Installing.

652 Fourth St., Grand Rapids, Mich.

FRIGIDAIRE

ELECTRIC REFRIGERATING SYSTEMS
PRODUCT OF GENERAL MOTORS



For Markets, Groceries and
Homes

Does an extra mans work

No more putting up ice

A small down payment puts this
equipment in for you

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

111 PEARL ST. N. W.

Phone 9-3249

WATER COOLING EQUIPMENT

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

When you want good cheese
ASK FOR

KRAFT K CHEESE

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

**NEW ERA
LIFE ASSOCIATION**

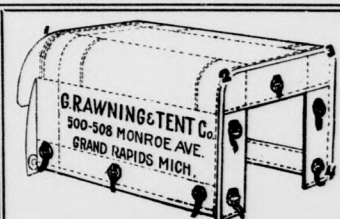
Grand Rapids.

SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

GEO. B. READER

Wholesale Dealer in
Lake, Ocean, Salt and
Smoked Fish

1046-1048 Ottawa Ave., N., Tel. 93569
GRAND RAPIDS, MICH.



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

HOTEL DEPARTMENT

Try Selling Washboards Instead of Food.

Los Angeles, August 23—Out in California a ride in the suburbs in any direction seems like a panorama of "for rent" signs, tacked on buildings which formerly used to be known as wayside restaurants—conclusive evidence of the fact that the catering business is not what it appears to the outsider. Many people get the notion that if somebody praises their coffee or tells them that their pie has the "mother" standard backed to the wall they are especially adapted to public catering and, without investigating to really find out whether they have any business acumen coupled to their capabilities as cooks, they fling their banners to the gentle zephyrs and prepare for the parachute drop.

Operating any catering establishment, whether it be a wayside inn or the dining room in a hotel, may be easily converted into an instrument of destruction if the operator, for example, does not know how to purchase his supplies. The plain facts are that selling food is just the same kind of a transaction as merchandising in other wares. To be sure, in order to create a demand for your output it must be appetizing and palatable, and the service must be adequate, but one might just as well not attempt to attract trade if he is going to operate at a loss.

California is not so different from Michigan, and the times are not radically changing. In my Michigan papers I read of the rise and fall of catering establishments, with many of which I am quite familiar with conditions. There are many which seemingly prospered for awhile, but which later on incurred familiarity with the sheriff, all for the reason that they "didn't know 'twas loaded."

I have no desire to create the impression that there is no money to be made in the catering business. Lots of people are doing just as well in this line as others are in banking, but in such cases they know exactly what they are doing—know just what raw materials and their preparation count in the final appraisal when handed out to their customers. But in most instances they are business men, and sentiment sways them not.

Among my acquaintances here are two brothers, well known in the hotel world as extensive operators, who conduct one of our larger hotels and feed countless thousands daily. They specialize on a half-dollar dinner, and it is a good one. They also make money on this feature. One of the brothers is always to be found in the hotel lobby glad-handing its patrons. The other is never in evidence. He attends to the business of the institution, and he knows his stuff. Naturally the business has grown to such proportions that the actual requisitioning is left to the steward, but the contracts are made by the higher-up. Competitors will tell you his food costs are five per cent. less than those of his competitors. This in itself means a handsome profit on the business which they do.

Don't let anyone influence you to go into the restaurant game just because you know how to make coffee with a flavor or "sinks" which will not sink. Try selling washboards first to ascertain if you have business tact.

Two outstanding affairs in which Michigan hotel men are vitally interested, are to occur in September—the meeting of the Michigan Hotel Association, at Saginaw, and the annual convention of the American Hotel Association, at Detroit. The Michigan Hotel Association is a wonderful investment and every operator in the State should plan to be there. On the

same basis the National convention at Detroit, is within the reach of all Wolverine hoteliers. Aside from the privilege of voting every legitimate operator who presents himself at their portals will be welcomed heartily. It may be some time before Michigan is again honored as the convention place of the A. H. A., which is a sufficient reason for participating in its deliberations. Watch out for it.

The apartment hotel owners of Los Angeles have a very effective local organization, operated on a strictly business basis. Aside from incidentally protection to the operator, they have a peppy committee which undertakes to confer with would-be investors in similar propositions, in order to expose some of the delusions in the investment game, hoping thereby to discourage the building of superfluous establishments, and I am told it is working out satisfactorily.

Frank S. Verbeck.

J. Tupper Townsend, who was formerly manager of the Hotel Whitcomb in St. Joseph, has succeeded Mr. De Murg as manager of the Georgian Hotel, a high class apartment hotel located on Hinman avenue in Evanston, Illinois. He has entirely recovered his health, greatly to the delight of his many friends.

William C. Keeley assumed the position of Special Hotel Representative for the S. W. Straus & Co.'s interests. Some twenty hotels are on the list, among them institutions in Chicago, Cleveland, Detroit and in the State of Texas.

Mr. Keeley joined the Straus organization in March, 1928, when he took over the Southmoor Hotel in Chicago, located at 67th street and Stony Island avenue. He has built up the occupancy rate from thirty-eight per cent.—the rate at the time he took over the hotel—to ninety-three per cent. at the beginning of the vacation period this summer. He feels that much credit for this success is due to his Assistant Manager, S. A. Rogers, and to Mrs. L. M. Richards, Director of Publicity.

Mr. Keeley built his first hotel and managed it when he was twenty years of age and for thirty-five years he has been in the hotel business, so he is well grounded for this new position he is undertaking, which will be along the same lines but in a much broader field.

Foreclosure proceedings naming the Tuller Hotel Co.; William H. Lalley, its receiver, and Lew W. Tuller have been filed by the Detroit & Security Trust Co. The trust company alleges failure to pay interest on a \$3,500,000 mortgage, interest on bonds, income taxes and assessment taxes. The mortgage was drawn January 2, 1926, in accordance with an agreement made September 31, 1925, and was filed with the register of deeds January 8, 1926. Among its specific allegations the trust company sets forth that interest of \$100,500 due on the mortgage July 2 has not been paid. An accounting is asked.

Silence is part of the Eternal. All things that are true and lasting have been taught to men's hearts in the

silence. Amidst the babel of schools we are bewildered and affrighted. Silence teaches no creeds, only that God's arms are round the universe. Listen to the voice of silence, for it is surely the voice of God.

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

"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.

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.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

Lamb Cutting Campaign by Lamb Specialist.

Max O. Cullen, lamb specialist, representing the National Live Stock and Meat Board of Chicago, was in the city during the first three days of this week, conducting a lamb campaign among the wholesale and retail meat dealers, hotels and restaurants, hospitals and the general public.

Mr. Cullen gave demonstrations before wholesalers and salesmen, Monday morning at Swift & Co.'s branch house; representatives from hotels, restaurants and hospitals, Monday afternoon at Ryskamps market; Monday evening at Swift & Co.'s branch house for the A. & P. employees; the Fanatorium building was the scene of a giant meeting of retail meat dealers Tuesday evening. Wednesday afternoon two cutting demonstrations were given at the fair grounds for the general public. Mohrhardt's market also received the new ideas on cutting lamb and Kroeger employees witnessed the interesting demonstration Wednesday night at Wilson & Co.'s branch house.

The meetings are part of a National



Max O. Cullen.

campaign being conducted all over the United States by the National Live Stock & Meat Board for the National Wool Growers Association and the lamb feeders of Colorado and Nebraska.

The Michigan State College and the Michigan Wool Growers Association, in co-operation with the local Grocers and Meat Dealers Association, were responsible for bringing Mr. Cullen to the city.

The new cutting methods advocated in the practical cutting demonstrations are the result of several years' extensive study and experimentation, based upon the needs of the retailers for time-saving ideas in cutting, together with the constantly changing demands of the consuming public for smaller and more attractive pieces of meat. Each part of the carcass is used for that purpose for which it is best suited, thereby insuring more satisfactory cuts of meat for the housewife.

Most people think of lamb in terms of loins and chops. They have forgotten all about the forequarters, which can be put to a dozen and one at-

tractive uses. The forequarters are most abundantly supplied with flavoring substances and if properly prepared will be just as tender and delicious as the more popular cuts from the hindquarters. By utilizing the forequarters to the best advantage an economic service is performed for the meat industry. Economy and variety are two features of importance to the housewife in using the less demanded forequarter cuts.

For instance, lean, delicious looking slices may be cut from the neck. They are not to be confused with chops for broiling, but are to be roasted or cooked en casserole. When properly prepared they will be just as tender as fowl.

Rolled breasts of lamb are made by removing the bones and rolling the shank and breast meat. This roll is a very delicious, medium sized roast which will meet the demands of the person who wishes to exercise a little economy in the purchase of her meat.

Another very unusual and attractive roast from the forequarters is the mock duck, very similar in appearance to the bird after which it was named. It will create some real excitement upon the family dining table. It is practically boneless and will carve readily after it is cooked.

Lamb is a most healthful meat, more delicate than mutton and quite different than beef or pork. It is one of the first meats to be included in a convalescent's diet or the diet of a young child, which certainly proves its value for the daily dining table.

As a feature of the lamb cutting demonstration before retailers, a boneless breast rolling contest is usually promoted. These contests have been conducted in cities throughout the country. The fastest time in rolling the breast of lamb has been one minute and twelve seconds.

It remained for two of our local boys to break that National record. The contest for A. & P. employees, Monday night was won by M. B. Welton, 29, in 57 seconds. A close second was made by Kenneth Eistedt, 21, in 62 seconds. Both boys are to be congratulated in the work they did in setting a new record.

New Malt Tax Now in Effect.

The Legislature provided a tax of five cents per pound on malt syrup and extracts and 25 cents a gallon on wort. The interpretation of the Department of State will mean that wort will be taxed on the basis of its so-called solid content. A five-gallon container will be taxed 30 cents instead of \$1.25. Analysis of wort containers has shown that a five-gallon can contains only six pounds of solids, termed "malt extract" by Schulte.

Detroit has been given a stamp distributing agency, but other cities have not been provided for except for the order blanks which they have received. Manager Gilleland, of the Worden Grocer Co., who was in Lansing yesterday, brought back 35,000 new malt stamps of 12½c and 15c denominations, the tax being 5c per pound on malt sold by retailers to consumers. For the stamps Mr. Gilleland gave the

Secretary of State a check for \$5,000, and Grand Rapids merchants may obtain the stamps to-day from the Worden Grocer Co. Two men have been hired, Mr. Gilleland said, to dispense the stamps to local merchants.

Recent Mercantile Changes in Ohio.

Cincinnati—Melville Fernberg will open a modern delicatessen on Burnet avenue.

Cleveland—Sam DeVita has opened a grocery and meat market at 12206 Kinsman road.

Dayton—Nick Vitale has opened a grocery and meat market at 2225 Rosemont boulevard.

East Conneaut—Charles Seibert has sold his meat market to Raymond Laughrey.

Toledo—G. H. Beetsch has discontinued his meat business at 1007 Starr avenue.

Waynesville—Barnard & Son will open a grocery and meat market here.

Michigan Pickle Industry Menaced by Cucumber Wilt.

East Lansing, Aug. 27—The worst infestation of cucumber wilt in a decade was reported for Southern Michigan by Ray Nelson, plant pathologist at Michigan State College. Unless immediate control methods are employed, the infestation will menace the pickle industry of the State.

Nelson recommended that infested plants be burned and buried. A dust is advised for remaining plants. The dust should be 5 per cent. calcium arsenate in reground gypsum. Thirty-five to fifty pounds are necessary for an application.

The wilt beetle is injurious, not only to the cucumber but to squash and other vine plants.

Hat Plan To Include Retailers.

Plans are proceeding for an industry-wide campaign to promote men's headgear, according to Warner Smith, director of the Hat Institute. The campaign, which, Mr. Smith said, will probably involve an amount in excess of \$100,000, will not be put into effect for the Fall season. It will enlist, he added, not only manufacturers of hats but retailers as well. The campaign is planned to extend over a period of four years.

Why Grocers Have Headaches.

One of the boys who reads this department sent this in.

A grocery store received the following complicated order:

Dere Gentlemens: Please send me 5 pound: of coffee and some molasses and my folks is well but my wife gave birth last week to a baby boy and a 5 pound hunk of bacon also one can of tomatoes and two boxes of matches. Yours truly, Hank and charge it.

HOTEL FOR SALE — Michigan

Hotel Roselawn, Bay View Resort, Petoskey, Michigan, 200 feet from and overlooking Little Traverse Bay. European plan—56 rooms—dining room and cafeteria. Car sheds, cottage for help quarters, store building. Located on M-131 and U. S. 31. Also five blocks to depot, Penn. & Pere Marquette R. R.'s. Hotel surrounded by about 300 cottages. Here is the best buy in northern Michigan for anywhere near the price. Hotel is operating at capacity at this time. Hotel, furnishings and equipment, \$22,500.00 for quick sale. Terms to responsible party. See or write Ben J. Brubaker, owner and manager.

BIDS WANTED

For \$200,000 Issue of School Bonds, Petoskey, Michigan

SCHOOL DISTRICT known and designated as The Public Schools of Petoskey, County of Emmet, State of Michigan, desires to receive bids on Two Hundred Thousand and no/100 Dollars, (\$200,000.00) school bond issue at 1:30 o'clock P. M. Eastern Standard Time on September 3d, 1929 at the High School, Petoskey, Michigan.

Bids are desired at Five Percent (5%) interest with premium, and at Four and Three-quarters Percent (4¾%) interest with premium, bonding company to pay accrued interest, print bonds and pay for legal opinion; sealed bids to contain certified check for Five Percent (5%) of the amount of the bid.

The right is reserved to auction bids if desired and to reject any and all bids.

Assessed valuation of the School District is \$5,675,500; \$15,000 bonded indebtedness; acreage approximately 4,600 and population approximately 8,000.

Bonds are to mature as follows:

\$5,000	the 1st day of August, A.D. 1932
\$5,000	the 1st day of August, A.D. 1933
\$5,000	the 1st day of August, A.D. 1934
\$5,000	the 1st day of August, A.D. 1935
\$6,000	the 1st day of August, A.D. 1936
\$6,000	the 1st day of August, A.D. 1937
\$6,000	the 1st day of August, A.D. 1938
\$6,000	the 1st day of August, A.D. 1939
\$7,000	the 1st day of August, A.D. 1940
\$7,000	the 1st day of August, A.D. 1941
\$7,000	the 1st day of August, A.D. 1942
\$7,000	the 1st day of August, A.D. 1943
\$7,000	the 1st day of August, A.D. 1944
\$7,000	the 1st day of August, A.D. 1945
\$7,000	the 1st day of August, A.D. 1946
\$7,000	the 1st day of August, A.D. 1947
\$7,000	the 1st day of August, A.D. 1948
\$7,000	the 1st day of August, A.D. 1949
\$8,000	the 1st day of August, A.D. 1950
\$8,000	the 1st day of August, A.D. 1951
\$8,000	the 1st day of August, A.D. 1952
\$8,000	the 1st day of August, A.D. 1953
\$9,000	the 1st day of August, A.D. 1954
\$9,000	the 1st day of August, A.D. 1955
\$9,000	the 1st day of August, A.D. 1956
\$9,000	the 1st day of August, A.D. 1957
\$9,000	the 1st day of August, A.D. 1958
\$9,000	the 1st day of August, A.D. 1959

Signed, R. D. ENGLE,

Secretary, Board of Education,
Petoskey, Michigan.



HOTEL BROWNING

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

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, Crowell.
Treasurer—P. W. Harding, Yale.

Trapping the Trade of Travelers.

While touring along one of the much advertised scenic and historic highways of the East last summer, I noticed an artistic signboard, advertising the confectionery and fountain service of a druggist. This sign was swung from a post, much as the signs of some old taverns were swung from posts at the side of the road. The signboard itself, above the advertising inscription, bore a brightly colored painting of a coach and four, the top of it being cut out in silhouette, showing the horses and the passengers outlined against the background of sky—for the sign was intentionally placed where it stood out against the sky, rather than against a scenic background.

This was the sort of sign to appeal to the best class of tourist, the people who would notice and appreciate a sign that was unusual and in keeping with the region.

By the time I had passed three of these sign posts, I was impressed with the thought that "Gordon's Fine Ice Cream and Candy," meant something to me and when we rolled down the main street of the country town, the duplicate of those signboards swung out in front of a drug store, halted us and Gordon took in our money.

I will say this for the druggist: his ice cream was fine and his candy stock was well selected and most attractively displayed. His whole place carried out the impression received from his signboards.

The sides of many state roads are plastered with signboards, especially along the approaches to towns and cities. Many of these are of the cheapest construction, flimsy, badly lettered, quickly rendered unsightly by the elements. Unfortunately, some of

these cheap signs are the representatives of reliable drug stores offering satisfactory service. But the tourist does not know anything about the store save what is indicated by the sign, and the sign indicates more than merely what the words on it say.

A good drug store that I don't care to criticize by name, erected a few years ago a splendid sign on the outskirts of the town, where no traveler could miss it. The wording was catchy and easily read and the sign brought business to that store. But evidently the druggist gave no more thought to the sign after once placing it in position, for after going through two winters, that sign became anything but a credit to the owner. The paint had faded and the whole sign had tilted and it reminded one of a weatherbeaten and dilapidated building. It was and is to-day a discredit to the store, but it still sands there bearing the store name in legible letters, in effect a warning to travelers that it represents a badly managed, out-of-date drug store. The drug store is still a good one, but the manager has forgotten that sign and it is turning people away from his fountain to that of a confectioner whose new sign indicates up-to-date efficiency.

I know of stores that are getting tourist candy and fountain trade simply by sheer volume of appeal. They use cheap water-proofed paper signs along the highways, or cheap painted boards nailed to trees, and they put up so many of them that the traveler simply cannot ignore their presence. He may not like their looks and they may weary his eyes, but he sees them and, if he is not very fussy about his source of supply he probably stops at that store when he finally reaches it. That sort of advertising, however, is for the cheaper shop that pretends to no "class." The druggist who likes to see the Rolls Royce and the Packard and the Cadillac stop in front and a chauffeur open the door for the travelers is not going to try for that trade with a cheap type of roadside advertisement.

The best class of tourists do not want to experiment with refreshment places that are of unknown standing. They seek for those that are obviously up to a satisfactory standard. Something can be determined about a place by the brands of merchandise it car-

ries. There are certain confectionery manufacturers who habitually seek distribution through shops of the better class. There are ice cream manufacturers who follow a similar plan. Given highway advertising of a store naming well known brands as its stock, the traveler knows at least what quality of products he will get there, whether the store itself is ideal in arrangement and management or not.

In referring almost exclusively to highway advertising as the kind to be used to reach the touring public, it is admitted that there is no other equally satisfactory and effective means of getting results. Good highway advertising brings results with limited initial cost and negligible upkeep expense.

It must be remembered that the roadside sign, however, is receiving official and unofficial condemnation in many cases. State laws are being passed that leave such signs no rights upon highway property, that will even eventually make it a misdemeanor to erect them on public property. The roadside sign has been relegated to the other side of the fence. It must, in most states, be placed on private property in order to be safe from destruction. Further than that, after getting permission from property owners for the erection of signs, a wise advertiser refrains from locating a signboard where it will cause criticism by interfering with or spoiling a beautiful view. He will choose commercial locations. He will, of course, keep his signs in good condition, in order that they may have the best influence and in order that they may not add to the disorderly appearance of many roadside lots. Condemnation of roadside signs by the public comes in large part from the erection of unseemly signs and from leaving good signs uncared for until they become unseemly. Untidiness about a merchant's roadside signs is just about as poor advertising as untidiness about his store, and more people see it out beside the road.

I have referred to the use of a unique sign, duplicated in front of the store to complete the hook-up. This may automatically secure results when the store is located on the main line of through travel, when the tourist, in passing through the town is going to go right by the store, the advertisement of which he sees out beside the

road. When the store is located on another street the proposition is more difficult.

It may be that the location of the store is such as to make it practically impossible to direct people to it easily by a roadside sign. The location may be too far from the route and too difficult to find. If the dealer is sure he is out of it for such reasons, he may as well turn his efforts in other directions. But it often happens that the off-Main street location is not difficult of access. It may happen that to the through tourist, willing to avoid the traffic of the main artery, the round-about way, through a side street or two, will seem better.

Along the following lines, signs have indicated the way to tourists, in the hope of alluring them past a store on Main street:

"Parking space on Gardner Place, just off Main St. Weber's Candy & Soda."

"Garland's for Class ice cream. Turn right on Elm. Shortest route through Northport."

"Take third left to avoid city traffic. Stop at McLyn's for candy and soda."

"Through traffic turn right on 2nd St. Harby's Wonder ice cream at 222."

"Pause for ice cream and candy at Pawl's. 3 doors from Main on Pearl. Less traffic by that route to Middletown."

"Drive around the Public Square and stop at Whipple's for Velvet ice cream and ———'s candy."

"Confectioner's light lunches at Park & 4th. Turn on Maine at 4th. No parking limit there. Mr. Greene will welcome you."

"Park by the park. 1 hr. allowed. Bray's candy & ice cream 3 doors up Adam St."

"Stranger! Fine ice cream and candy at Brown's. 18 steps off Main on 3rd."

"Avoid traffic lights by turning left on River St. Fine ice cream & candy & route information at Freeman's, 43 River."

A little co-operation with hotel people or with private houses that cater to tourists may help the fountain trade. Arrange to post in the store a list of suitable stopping places, places that have been investigated and that you know you can recommend. Tell their proprietors that you are doing this and ask them if they are willing, in reciprocation, to put up somewhere in



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS
SHOWCASE CO.**

Succeeding



**WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**
*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**
*Planned to make every
foot of store into
sales space.*

their premises a card advertising your store. Usually there will be no trouble in arranging this. The druggist may even go so far as to advertise on a board out on the highways, "For information About Good Stopping Places for Tourists, Visit Blank's Drug Store," or "Tourists' Information Bureau at Blank's Drug Store."

Similarly certain prominent filling stations or service stations may be willing to co-operate, where they do not also handle soft drinks and candy. The druggist who is looking for co-operation may make a friend of some filling station proprietor located in a strategic point for directing trade his way, by buying his own gasoline and oil at that station, becoming a good customer there in order that trade will be sent him when opportunity offers. Frank Farmington.

Sugar Now in Novelty Form.

Sugar is being introduced in a new guise for both table ornamentation and eating purposes. This particular sugar is in the form of crystals and is available in four colors, comprising pink, yellow, violet and green. The colorings are said to be obtained through harmless vegetable dyes, the sugar itself being derived from pure cane. The sugar is packed in novelty boxes and is being stressed as a good item for bridge prizes or gift purposes. Wholesale prices are \$6.75 a dozen boxes.

Peach Nectar.

Lay a slice of fresh peach ice cream (brick) on a plate, cover this with fresh crushed peaches and pour over them a creamer of rich cream; on this place a slice of vanilla ice cream and then top with a little of the crushed peach and a cherry nested in it.

Iced Chocolate or Coffee.

The base of these drinks is strong

coffee or chocolate syrup. Fill glass two-thirds full with fresh milk, add a small scoop of vanilla ice cream, and mix on machine until the syrup, milk and ice cream are beaten to a smooth, thick liquid. An egg may be beaten into the mixture.

Sir Walter Raleigh is credited by many with introducing tobacco in Europe, but the fact remains that his French competitor for the honor, Jean Nicot, is more closely linked to the history of the now universal plant, since it was from him that the name "nicotine" was derived. Nicot, says one story, was French Ambassador at Lisbon in 1560, when he heard that the French queen, Catherine de Medici, was suffering from chronic headaches. He sent her a packet of tobacco to be used as a "cure," and her approval of the practice soon popularized smoking throughout France.

The Old Settler's Sunset.

I could call a shack a home
Truly home if but within
I could find my fair
Lovely lady once again
Waiting for me there:
 Waiting as she used to do
 Waiting with a hear so true
 It enthralled my own anew
Where lady made the home.

Fancy builds a castle-home
By the sunny shores of seas
Far from curious crowds
Or where mountains catch the breeze
Up among the clouds
Staging habitation there
With which shacks would not compare
Yet what tongue could ever dare
Say castles made a home.

Chiseled lintels are not home
Though by skillful craft designed
For man's comforting;
Never yet have they defined
What old hearthstones bring
For a fireside has a glow
Brighter than its embers show
And was present—that I know
Where lady made the home.

But my numbered sunsets come
Rich with memories of yore
When was welcomed night
As within the bolted door
By a candle light
There a husband and the wife
Found a full contented life
For such happiness was rife
Where lady made the home.

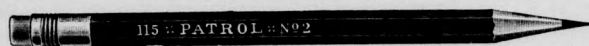
Charles A. Heath.

SCHOOL SUPPLIES



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

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



Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed	1 35@1 50	Belladonna	2@1 44
Boric (Powd.)	9 @	20	Cubebs	5 00@5 25	Benzoic	2@2 28
Boric (Xtal)	9 @	20	Eugenol	4 00@4 25	Benzoic Comp'd	2@2 28
Carbolic	33 @	40	Eucalyptus	1 25@1 50	Buchu	2@2 16
Citric	58 @	70	Hemlock, pure	2 00@2 50	Cantharides	2@2 52
Muriatic	3 1/2 @	8	Juniper Berries	4 50@4 75	Capsicum	2@2 28
Nitric	9 @	15	Juniper Wood	1 50@1 75	Catechu	2@2 28
Oxalic	15 @	25	Lard, extra	1 55@1 65	Cinchona	2@2 16
Sulphuric	3 1/2 @	8	Lard, No. 1	1 25@1 40	Colchicum	2@1 80
Tartaric	52 @	60	Lavender Flow.	6 00@6 25	Cubebs	2@2 76
Ammonia			Lavender Gar'n	1 25@1 50	Digitalis	2@2 04
Water, 26 deg.	07 @	18	Lemon	6 00@6 25	Gentian	2@1 35
Water, 18 deg.	06 @	15	Linseed, raw, bbl.	@1 04	Gualac	2@2 28
Water, 14 deg.	5 1/2 @	13	Linseed, boiled, bbl	@1 07	Gualac, Ammon.	2@2 04
Carbonate	20 @	25	Linseed, bld less 1	1 14@1 27	Iodine	2@1 25
Chloride (Gran.)	09 @	30	Linseed, raw, less 1	1 11@1 24	Iodine, Colorless	2@1 50
Balsams			Mustard, arifil. oz.	@ 35	Iron, Clo	2@1 56
Copaiba	1 00@1 25		Neatsfoot	1 25@1 35	Kino	2@1 44
Flr (Canada)	2 75@3 00		Olive, pure	4 00@5 00	Myrrh	2@2 52
Flr (Oregon)	65@1 00		Olive, Malaga,		Nux Vomica	2@1 80
Peru	3 00@3 25		yellow	3 00@3 50	Opium	2@5 40
Tolu	2 00@2 25		Olive, Malaga,		Opium, Camp.	2@1 44
Barks			green	2 85@3 25	Opium, Deodor'd	2@5 40
Cassia (ordinary)	25@30		Orange, Sweet	10 00@10 25	Rhubarb	2@1 92
Cassia (Saigon)	50@60		Origanum, pure	@2 50	Paints	
Sassafras (pw. 60c)	@ 50		Origanum, com'l	1 00@1 20	Lead, red dry	13% @14%
Soap Cut (powd.)	20@30		Pennyroyal	3 00@3 25	Lead, white dry	13% @14%
Berries			Peppermint	5 50@5 75	Lead, white oil	13% @14%
Cubeb	@ 90		Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Flsh	@ 25		Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Juniper	11@20		Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75		I.	10 50@10 75	Red Venet'n Eng.	4 @ 8
Extracts			Sassafras, true	1 75@2 00	Putty	5 @ 8
Licorice	60@65		Sassafras, art'l	7 50@7 75	Whiting, bbl	@ 4 1/2
Licorice, powd.	60@70		Spearmint	7 00@7 25	Whiting, 5 1/2 @	10
Flowers			Sperm	1 50@1 75	L. H. P. Prep.	2 55@2 70
Arnica	1 50@1 60		Tany	7 00@7 25	Rogers Prep.	2 55@2 70
Chamomile (Ged.)	@ 50		Tar USP	6 50@7 75	Miscellaneous	
Chamomile Rom.	@ 75		Turpentine, bbl.	@ 62	Acetanalid	57 @ 75
Gums			Turpentine, less	69 @ 69	Alum	06 @ 12
Acacia, 1st	50@55		Wintergreen,		Alum, powd and	09 @ 15
Acacia, 2nd	45@50		leaf	6 00@6 25	Bismuth, Subni-	
Acacia, Sorts	35@40		Wintergreen, sweet		trate	2 25@2 52
Acacia, Powdered	35@40		birch	3 00@3 25	Borax xtal or	
Aloes (Barb Pow)	25@35		Wintergreen, art	75@1 00	powdered	05 @ 13
Aloes (Cape Pow)	25@35		Worm Seed	3 50@3 75	Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75@80		Wormwood	20 00@20 25	Calomel	2 72@2 82
Asafoetida	50@60		Potassium		Capsicum, pow'd	62 @ 75
Pow.	90 @1 00		Bicarbonate	35 @ 40	Carmine	7 50@8 00
Camphor	90 @ 95		Bichromate	15 @ 25	Cassia Buds	38 @ 45
Gualac	@ 60		Bromide	69 @ 85	Cloves	40 @ 56
Gualac, pow'd	@ 70		Bromide	54 @ 71	Naik Prepared	14 @ 16
Kino	@ 60		Chlorate, gran'd	23 @ 30	Chloroform	53 @ 66
Kino, powdered	@1 25		Chlorate, pow'd		Chloral Hydrate	1 20@1 50
Myrrh	@1 20		Or Xtal	16 @ 25	Cocaine	12 85@13 50
Myrrh, powdered	@1 15		Cyanide	30 @ 90	Cocoa Butter	60 @ 90
Opium, powd.	19 65@19 92		Iodide	4 35@4 60	Corks, list, less	30-10 to
Opium, gran.	19 65@19 92		Pernanganate	22 1/2 @ 35		40-10%
Shellac	65 @ 80		Prussiate, yellow	35 @ 45	Copperas, Powd.	03 @ 10
Shellac	75 @ 90		Prussiate, red	35 @ 70	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@1 75		Sulphate	35 @ 40	Corrosive Sublm	2 25@2 30
Tragacanth	2 00@2 35		Roots		Cream Tartar	2 @ 20
Turpentine	@ 30		Alkanet	30 @ 35	Cuttle bone	35 @ 45
Insecticides			Blood, powdered	40 @ 45	Dextrine	4 @ 50
Arsenic	08 @ 20		Calamus	35 @ 85	Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@18		Camphane, pwd.	25 @ 30	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/4 @ 17		Gentian, powd.	20 @ 30	Emery, Powdered	@ 10
Bordea. Mix Dry	12 @ 26		Ginger, African,		Epsom Salts, bbls.	@ 03 1/4
Hellebore, White			powdered	30 @ 35	Epsom Salts, less 3 1/2 @	10
powdered	15 @ 25		Ginger, Jamaica,	60 @ 65	Ergot, powdered	@ 4 00
Insect Powder	4 1/4 @ 60		powdered	45 @ 60	Flake, White	15 @ 20
Lead Arsenate Po.	13 1/4 @ 30		Goldenseal, pow. 7	50 @ 80	Formaldehyde, lb.	13 1/2 @ 35
Lime and Sulphur			Ipecac, powd.	4 50@5 00	Gelatine	80 @ 90
Dry	08 @ 22		Licorice	35 @ 40	Glassware, less 55%	
Paris Green	24 @ 42		Licorice, powd.	20 @ 30	Glassware, full case 60%.	
Leaves			Orris, powdered	45 @ 50	Glauber Salts, bbl.	@ 02 1/2
Buchu	@1 05		Poke, powdered	35 @ 40	Glauber Salts less 04 1/2 @	10
Buchu, powdered	@1 10		Rhubarb, powd	@1 00	Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30		Rosinwood, powd.	@ 50	Glue, Brown Grd	16 @ 25
Sage, 1/4 loose	@ 40		Sarsaparilla, Hond.		Glue, White	27 1/2 @ 35
Sage, powdered	@ 35		ground	@1 10	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75		Sarsaparilla, Mexic.	@ 60	Glycerine	19 @ 40
Senna, Tinn. pow.	30 @ 35		Squills	35 @ 40	Hops	75 @ 95
Uva Ursi	20 @ 25		Squills, powdered	70 @ 80	iodine	6 45@7 00
Oils			Tumeric, powd.	20 @ 25	Iodoform	8 00@8 30
Almonds, Bitter,			Valerian, powd.	@1 00	Lead Acetate	20 @ 30
true	7 50@7 75		Seeds		Acce	@1 50
Almonds, Bitter,			Anise	@ 35	Acce, powdered	@1 60
artificial	3 00@3 25		Anise, powdered	35 @ 40	Menthol	8 00@8 00
Almonds, Sweet,			Bird, ls	13 @ 17	Morphine	13 58@14 33
true	1 50@1 80		Canary	10 @ 16	Nux Vomica	@ 30
Almonds, Sweet,			Caraway, Po.	30 25 @ 30	Pepper, black, pow	57 @ 70
imitation	1 00@1 25		Cardamom	2 50@3 00	Pepper, White, pw.	75 @ 85
Amber, crude	1 00@1 25		Coriander pow.	40 30 @ 25	Pitch, Burgudy.	20 @ 25
Amber, rectified	1 50@1 75		Dill	15 @ 20	Quassia	12 @ 15
Anise	25 @ 50		Fennel	35 @ 50	Quinine, 5 oz. cans	@ 59
Bergamont	8 00@8 25		Flax	8 1/2 @ 15	Rochelle Salts	23 @ 40
Cajuput	2 00@2 25		Flax, ground	8 1/2 @ 15	Sacharine	2 60@2 75
Cassia	3 00@3 25		Foenugreek, pwd.	15 @ 25	Salt Peter	11 @ 22
Castor	1 65@1 80		Hemp	8 @ 15	Selditz Mixture	30 @ 40
Cedar Leaf	2 00@2 25		Lobelia, powd.	@1 60	Soap, green	15 @ 30
Citronella	75 @1 00		Mustard, yellow	17 @ 25	Soap mott cast	@ 25
Cloves	4 00@4 25		Mustard, black	20 @ 25	Soap, white Castile,	
Cococanut	27 1/4 @ 35		Poppy	15 @ 30	case	@15 00
Cod Liver	1 50@2 00		Quince	1 00@1 25	Soap, white Castile	
Croton	3 00@3 25		Sabadilla	45 @ 50	less, per bar	@1 60
			Sunflower	12 @ 18	Soda Ash	3 @ 10
			Worm, American	30 @ 40	Soda Bicarbonate	3 1/4 @ 10
			Worm, Levant	6 50@7 00	Soda, Sal	02 1/2 @ 08
			Tinctures		Spirits Camphor	@1 20
			Aconite	@1 80	Sulphur, roll	3 1/2 @ 10
			Aloes	@1 56	Sulphur, Subl.	@ 1/2 @ 10
			Arnica	@1 50	Tamarinds	20 @ 25
			Asafoetida	@2 38	Tartar Emetic	70 @ 75

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

Bulk Dill Pickles

AMMONIA

Quaker, 24-12 oz. case 2 50
Quaker, 12-32 oz. case 2 25
Bo Peep, 24, sm. case 2 70
Bo Peep 19 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, 12-38 oz., doz. 3 35

BAKING POWDERS

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

K. C. Brand

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

BLUING



JENNINGS

The Original

Condensed

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

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

BEANS AND PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White H'd P. Beans 11
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

DECLINED

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep, No. 224 ----- 2 70
Pep, No. 202 ----- 2 00
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
Kaffe Hag, 12 1-lb. cans ----- 7 30
All Bran, 16 oz. ----- 2 25
All Bran, 10 oz. ----- 2 70
All Bran, 1/2 oz. ----- 2 00

Post Brands.

Grape-Nuts, 24s ----- 3 80
Grape-Nuts, 100s ----- 2 75
Instant Postum, No. 8 5 40
Instant Postum, No. 10 4 50
Postum Cereal, No. 0 2 25
Post Toasties, 36s ----- 2 85
Post Toasties, 24s ----- 2 85
Post's Bran, 24s ----- 2 70
Pills Bran, 12s ----- 1 90
Roman Meal, 12-2 lb. ----- 3 35
Cream Wheat, 18 ----- 3 90
Cream Barley, 18 ----- 3 40
Ralston Food, 18 ----- 4 00
Maple Flakes, 24 ----- 2 50
Rainbow Corn Fla., 36 ----- 2 50
Silver Flake Oats, 18s 1 40
Silver Flake Oats, 12s 2 25
90 lb. Jute Bulk Oats, bag ----- 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 65
Triscuit, 24s ----- 1 70
Wheatena, 18s ----- 3 70

BROOMS

Jewell, doz. ----- 5 25
Standard Parlor, 23 lb. 8 85
Fancy Parlor, 23 lb. 9 85
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fcy. Parlor 25 lb. 10 00
Toy ----- 1 75
Whisk, No. 3 ----- 2 75

BRUSHES

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. 12.1
Plumber, 40 lbs. ----- 12.8
Paraffine, 6s ----- 14 1/4
Paraffine, 12s ----- 14 1/4
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 40
Apple Sauce, No. 10 7 50
Apricots, No. 2 1/2 3 40@3 90
Apricots, No. 10 8 50@11 50
Blackberries, No. 10 7 50
Blueberries, No. 10 ----- 15 00
Cherries, No. 2 ----- 3 25
Cherries, R.A., No. 2 1/2 4 30
Cherries, No. 10 ----- 13 00
Peaches, No. 10 Pie 7 20
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. ----- 3 10
Peaches, 10, Cal. ----- 10 40
Pineapple, 1 sil. ----- 1 45
Pineapple, 2 sil. ----- 2 65
Pineapple, 2 br. sil. ----- 2 35
Pineapple, 2 br. sil. ----- 2 40
Pineapple, 2 1/2, sil. ----- 3 20
Pineapple, 2 cru. ----- 2 65
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 75
Raspberries, No. 2 blk 3 25
Raspberries, Red, No. 10 11 50
Raspb's Black, No. 10 ----- 11 00
Rhubarb, No. 10 ----- 4 75
Strawberries, No. 2 ----- 3 25
Strawb's No. 10 ----- 13 00

CANNED FISH

Clam Ch'der, 10 1/2 oz. 1 35
Clam Ch., No. 2 ----- 2 75
Clams, Steamed, No. 1 3 00
Clams, Minced, No. 1 1/2 2 25
Finnan Haddie, 10 oz. 3 80
Clam Bouillon, 7 oz. 3 50
Chicken Haddie, No. 1 3 75
Fish Flakes, small ----- 1 25
Cod Fish Cake, 10 oz. 1 55
Cove Oysters, 5 oz. ----- 1 75
Lobster, No. 1/2, Star 3 90
Shrimp, 1, wet ----- 2 00
Sard's, 1/2 Oil, Key ----- 6 10
Sard's, 1/2 Oil, Key ----- 5 75
Sardines, 1/2 Oil, k'less 5 25
Salmon, Red Alaska 3 25
Salmon, Med. Alaska 2 40
Salmon, Pink Alaska 2 25
Sardines, 1/2, ea. 10@25
Sardines, 1/2, ea. ----- 25
Sardines, Cal. ----- 1 35@2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/2, Curtis, doz. 3 80
Tuna, 1/2, Blue Fin ----- 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, CoCrnd 3 50
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua., all 1 65
Beef, 3 1/2 oz. Qua., all 2 15
Beef, 5 oz., Am Sliced 2 90
Beef, No. 1, B'nut, all 4 60
Beefsteak & Onions, s 3 70
Chili Con Ca., 1s ----- 1 75
Deviled Ham, 1/2 ----- 3 30
Deviled Ham, 1/2 ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/2 Libby 52
Potted Meat, 1/2 Libby 92
Potted Meat, 1/2 Qua. ----- 90
Potted Ham, Gen. 1/2 1 45
Vienna Saus., No. 1/2 1 45
Vienna Sausage, Qua. ----- 1 45
Veal Loaf, Medium ----- 2 25

Baked Beans

Campbells ----- 1 15
Quaker, 18 oz. ----- 1 05
Fremont, No. 2 ----- 1 20
Snider, No. 1 ----- 1 10
Snider, No. 2 ----- 1 25
Van Camp, small ----- 90
Van Camp, med. ----- 1 15

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 2 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 65@2 25
W. Beans, 10s ----- 8 00
Green Beans, 2s 1 65@2 25
Green Beans, 10s ----- 8 00
L. Beans, 2 gr. 1 35@2 05
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. 25
Mushrooms, Sur Extra ----- 50
Peas, No. 2, E. J. ----- 1 35
Peas, No. 2, Sift. ----- 1 85
Peas, No. 2, Ex. Sift. ----- 2 25
Peas, E. J. ----- 2 25
Pumpkin, No. 3 1 60@1 75
Pumpkin, No. 10 5 00@5 50
Pimientos, 1/2, each 12@14
Pimientos, 1/2, each ----- 27
Pimientos, 1/2, each ----- 27
Swt Potatoes, No. 2 1/2 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 3 80
Spinach, No. 1 ----- 1 25
Spinach, No. 2 ----- 1 60@1 90
Spinach, No. 3 ----- 3 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 Co., 24, 5c 15
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 20
Snider, 8 oz. ----- 2 20
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 25

OYSTER COCKTAIL.

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

CHEESE.

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

CHEWING GUM.

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

COCOA.



Droste's Dutch, 1 lb. ----- 3 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. ----- 6 50
Chocolate Apples ----- 4 50
Pastilles, No. 1 ----- 12 60
Pastilles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. 2 00
Delft Pastilles ----- 2 15
1 lb. Rose Tin Bon ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
13 oz. Creme De Cara-que ----- 13 20
12 oz. Rosaces ----- 10 20
1/2 lb. Pastilles ----- 7 80
1/4 lb. Pastilles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

Baker, Caracas, 1/2s ----- 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. ----- 3 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
Carolene, Tall, 4 doz. 3 50
Carolene, Baby ----- 3 50

EVAPORATED MILK

Quaker, Tall, 4 doz. ----- 4 10
Quaker, Baby, 8 doz. 4 00
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
Hemeter Champion ----- 37 50
Canadian Club ----- 35 00
Robe Emmett ----- 75 00
Tom Moore Monarch ----- 75 00
Webster Cadillac ----- 75 00
Webster Astor Foll. ----- 75 00
Webster Knickerbocker ----- 95 00
Webster Albany Foll ----- 95 00
Bering Apples ----- 95 00
Bering Palmitas ----- 115 00
Bering Diplomatica ----- 115 00
Bering Delos ----- 130 00
Bering Favorita ----- 135 00
Bering Albas ----- 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

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

Lozenges

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

Hard Goods

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

COUPON BOOKS

50 Economic grade 3 50
100 Economic grade 4 50
500 Economic grade 26 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 ----- 25
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 20

Citron

10 lb. box ----- 40

Currents

Jackages, 14 oz. ----- 30
Greek, Bulk, lb. ----- 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 s'dless blk 08 1/2
Thompson's seedless, 15 oz. ----- 09 1/2
Seeded, 15 oz. ----- 11

California Prunes

60@70, 25 lb. boxes ----- 13
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 40
9 oz. package, per case 2 40

Bulk Goods

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

Pearl Barley

Chester ----- 4 25
Moo ----- 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	3 30
Imitation, 30 lb. pails	1 75
Pure, 6 oz., Asst. doz.	90
Pure Pres., 16 oz., dz	2 40

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE

Van Westenberg Brands	
Carload Distributor	



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20 1/2

Wilson & Co.'s Brands

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 bx	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
Filberts, Sicily	22
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	20
Pecans, Mammoth	20
Walnuts, Cal.	30 3/5
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

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

MINCE MEAT

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

OLIVES

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

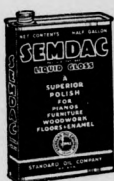
ISO-VIS MOTOR OILS

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



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

PICKLES

Medium Sour	
5 gallon, 400 count	4 75

Sweet Small

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

Dill Pickles

Gal. 40 to 1 in. doz.	9 60
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 75
32 oz. Glass Thrown	2 40
Dill Pickles Bulk	
5 Gal., 200	4 75
16 Gal., 600	9 25
45 Gal., 1200	20 25

PIPES

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

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

POTASH

Babbitt's, 2 doz.	3 75
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FRESH MEATS

Beef	
Top Steers & Hef.	25
Good St's & H't 15 1/2	23
Med. Steers & Hef.	21
Com. Steers & Hef. 16 1/2	20
Veal	
Top	24
Good	22
Medium	20
Lamb	
Spring Lamb	23
Good	26
Medium	24
Poor	20
Mutton	
Good	14
Medium	13
Poor	11
Pork	
Light hogs	16
Medium hogs	16
Heavy hogs	15
Loin, med.	28
Butts	24
Shoulders	20
Spareribs	15
Neck bones	06
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00
Dry Salt Meats	
D S Bellies	13-20@18-19
Lard	
Pure in tierces	14
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	13
Compound, tubs	13 1/4

Sausages

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

Smoked Meats

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

Beef

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

Liver

Beef	17
Calf	55
Pork	10

RICE

Fancy Blue Rose	05 1/2
Fancy Head	07

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

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

COD FISH

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

HERRING

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 20
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16
Lake Herring	
1/2 bbl., 100 lbs.	6 50
Mackerel	
Tubs, 60 Count, fy. fat	5 75
Pails, 10 lb. Fancy fat	1 75
White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

2 in 1, Paste, doz.	1 35
E. Z. Combination, ds.	1 35
Dri-Foot, doz.	3 00
Bixbys, Doz.	1 35
Shinola, doz.	30

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 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
54 Stove Enamel, dz.	2 30
Vulcanol, No. 5, doz.	1 35
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/4	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 00
50, 3 lb., per bale	2 55
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



Per case, 24, 2 lbs.	2 40
Five case lots	2 20
Iodized, 24, 2 lbs.	2 40

SORAX

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

SOAP

Am. Family, 100 box	6 80
Crystal White, 100	4 20
Big Soap, 60s	4 75
Fels Naphtha, 100 box	5 50
Flake White, 10 box	4 20
Grdina 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, 124	5 00
Pummo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	3 10
Grandpa Tar, 50 lgs.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 55
Fairbank Tar, 100 bx	4 00
Tribby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	45

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd, 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
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
Wyandotte Deterg's, 24s	2 75

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@23
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochinchina	@35
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-1 10	@59
Pepper, Black	@46

Pure Ground in Bulk

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

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Ponsetty, 3 1/2 oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	20
Marjoram, 1 oz.	90
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH

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

Gloss

Argo, 48, 1 lb. pkgs.	3 60
Argo, 12, 3 lb. pkgs.	2 62
Argo, 8 5 lb. pkgs.	2 97
Silver Gloss, 48, 1s	11 1/4
Elastic, 64 pkgs.	5 25
Tiger, 48-1	3 30
Tiger, 50 lbs.	00

Late News From the Michigan Metropolis.

Petitions for the nomination of Milton R. Palmer for city treasurer are being circulated by Mr. Palmer's friends and some local business organizations. As a member of the State Legislature during the last few years, Mr. Palmer has always been actively engaged in fighting for the interests of the business men. When an attempt to force through a bill to repeal the garnishment law was made Palmer's efforts were largely responsible in heading it off. His work in putting through the itinerant vendors law was recognized as a noteworthy piece of work. In recognition of this the local association of retail jewelers, numbering 175, are among those most active in securing his nomination. Palmer is no stranger to business, having acted as correspondent for various trade journals including a jewelry magazine and a boot and shoe publication and at one time editor of the Dry Goods Optimist, published by Burnham, Stoepel & Co. For three years he served under David Heineman as deputy city controller. He has also been engaged in various business ventures of his own.

Clarence D. Blessed, secretary of the First National Co., and Hamilton Haddon, vice-president and director of the company's New York office, have been named vice-presidents of the First National Co.

Edward A. Martin, well-known local business man, has been made general manager of Martin Motors, Inc., new Chrysler and Plymouth dealers in Detroit. Show and sales rooms of the new organization are located on Washington Boulevard at State street.

Trans-Atlantic telephone service from Detroit to Ireland was opened here this week. Ireland is the twentieth foreign country to be connected with the United States by international telephone service, according to Lou Burt, Detroit commercial superintendent of the Michigan Bell Telephone Co.

W. J. K. Hunt has been appointed sales manager in charge of the sales promotion activities in certain areas of the country by the Copeland Products, Inc. Mr. Hunt has been connected with the electric refrigeration industry since 1912. He will make his headquarters at the factory offices on Lycaste street.

Joseph W. Kennedy, formerly of Cleveland, where he was vice-president and trust officer of the Midland Bank, is now a member of the business extension department of the Union Trust Co.

William H. Allen, former Detroit and well known in Michigan, where he won fame as one of the leading chemists in the country, died at Port Lambton, Ont., last week, aged 73 years. Mr. Allen founded the department of pharmacy of the Detroit College of Medicine, a department that later became a part of the Detroit Institute of Technology. A native of Ireland, he came to Detroit in 1886 to take charge of the department of fluid extract and elixirs for Frederick Stearns & Co. In

1888, associated with W. C. Johnson, he founded the firm that now is Nelson Baker & Co. While chief chemist for a Detroit firm, he won the gold medal for the best tanned leather exhibited during the World's fair at St. Louis in 1904. He was a member of the American Pharmaceutical association and of the Detroit branch of the American Chemical Society, of which he was a past president. When ill health forced him to give up his work, he was chief chemist for the Carl E. Schmidt Tanning Co.

More than 100 members of the Detroit Radio Dealers Association attended a golf and horse shoe-pitching contest at Knollwood Golf and Country Club last week. This was the last outing preceding the International Radio Exposition, which is to be held in Olympia from Sept. 9 to 15.

A party of five business executives arrived in Detroit by airplane, coming from Richfield, California. After completing their business in Detroit, the party will leave for New York by rail. The party consisted of Bradford M. Malvin, of the Richfield Oil Co.; Harris M. Hanshire, Fokker Aircraft Corp.; James A. Talbot, Richfield Oil Co. and the Fokker Aircraft Corp.; A. S. Gunn, Bethlehem Ship Building Co., of Los Angeles, and Philip H. Philbin, of the Mid-Continent Air Express Co.

About seventy Oakland-Pontiac automobile salesmen were entertained at the Glenoaks Golf Club, this week by the Oakland Motor Car Co., to celebrate their achievement in qualifying for membership in the "52" Club, membership which is limited to those who have sold 52 or more automobiles within twelve months.

J. E. McLarty has been appointed sales promotion manager of the Hudson Motor Car Co. Mr. McLarty has been associated with the company for a number of years and has worked his way up to his present position.

Plans for what will be the first trade promotion trip of the Wholesale Merchants' Bureau of the Board of Commerce for the Fall season are being completed by E. E. Prine, the secretary. The trip is to be held on Sept. 10, with Royal Oak as the scene of the festivities. Dinner will be served at 6:15 p. m. in Weitzel hall, 912 North Main street, at which the wholesalers will be hosts and retailers of Royal Oak and contiguous territory the guests.

Retailers from Pleasant Ridge, Berkley, Birmingham, Hazel Park, Ferndale, Clawson, Big Beaver, Oak Ridge and Royal Oak will be entertained. Arrangements have been made with the Red Run Golf Club for those who wish to play golf or entertain their customers at the Red Run Club in the afternoon, by paying the greens fees of \$2.

This trip was worked out at the request of the Royal Oak merchants who are attempting, at this time, to revive their Merchants Association. Every wholesaler selling merchandise in Royal Oak should take advantage of this invitation, as it is now four years since the last trip to that city.

Production schedules at the auto-

mobile manufacturing plants at the present time are heavy, due to the fact that orders are being received in increasing numbers from practically every section of the country.

During the past week there has been a slight increase in commitments for motor cars from the South and Southwest. According to the factories, this is due to the fact that cotton poundage will be heavier this year than last and that business conditions in those sections are excellent this month.

A visit to motor plants during the week brought forth from several executives predictions that the output for August would be much greater than that of the same period a year ago. Conditions in all lines are far brighter and, while executives do not want to appear over-optimistic, they feel confident that business this year will far exceed that of last.

Announcement that the United States Rubber Co. would transfer all its tire manufacturing business to its plant in Detroit, from New York and Hartford, Conn., was made during the week. The company has a large building facing on East Jefferson avenue with the rear on Detroit River. It is one of the largest and most complete factory buildings in the city, fully equipped for the manufacture of tires.

Motorists coming to Detroit are informed that it is the practice of the police department to tow away cars which are parked contrary to traffic ordinances. James M. Golding.

Chain Store Memberships Destroy Chambers of Commerce.

A few weeks ago the Tradesman saw fit to publish an article of mine in constructive criticism of the Chamber of Commerce which solicited or even accepted memberships of chain stores or other outside-operated trade institutions in its community. It was my contention that public identification of such a place of business as a member of the local Chamber of Commerce only gives it a civic pose to which it is not entitled by any legitimate means.

Another reason for my stand, which I believe I did not mention, is this: I cannot see any real business reason why any chain store or other outside syndicate operator might have for wanting to be a member of the local Chamber, other than the purpose of compromising the Chamber and mak-

ing it embarrassing for the Chamber to be a party to any movement which might result in making it hard for the chain to retain its public good will. It is suggestive that the J. C. Penny managers, for instance, are not only generally members of the local Chamber, but are in a great number of instances members of the retail committee, in which position they are able to make any anti-syndicate activities difficult if not impossible in the community, at least with the support of the Chamber.

On several occasions, since the publication of the article in question, secretaries of Chambers have accused me of being mistaken in my attitude. Perhaps I am. Nothing I say or do can possibly be above question. However, I gain considerable encouragement to cling to my claims, after reading the report made to President Hoover by investigators sent out to make a survey of syndicate activities in the local community and the results to be found.

President Hoover was advised by this report that in certain California communities where chain stores actually had gained control of the business on Main Street to an extent dangerously near the 100 per cent. mark, it was in every instance impossible to maintain a local Chamber of Commerce; and, in some instances, the community was absolutely unable to maintain a village council.

Perhaps, then, there is some basis in fact for the contention that a local Chamber of Commerce should think twice before taking in outside operators who are bleeding the community rather than contributing to its stability. I would like to know whether there is a place in Michigan where the Chamber of Commerce can show a syndicate membership replacement to cover every membership lost through local stores being forced to discontinue business because of the operation of such syndicates. If there is such a case on record, I should be interested in securing the facts. W. H. Caslow.

More Sweets To the Sweet.

As a rule, women like their beverages and foods a little sweeter than men do, and for this reason more top dressing, soda foam and sweetening generally should be allowed for feminine trade.

WANTED: Three Dry Goods Salesmen

For territory adjacent to Flint. Prefer men with acquaintance and selling experience in that territory. Exceptional opportunity for men with good selling ability. Apply to

or
C. J. FARLEY & CO.
22 Commerce Ave.
Grand Rapids, Mich.

A. A. ROOZE, Mgr.
at 415 Water St., N.W.
Flint, Mich.

Differences All Right If Justified, But Not Otherwise.

(Continued from page 20)

can get it—profits belong to him who can make them—business gravitates to him who can and does handle it and remains where it gets real values in prices and collateral services. The public is always disposed to pay adequately for values. It will not pay for pretenses or specious pleas for anybody.

Along about thirty years ago I associated much with Dana Corbin, of Corbin, May & Co., Chicago, an old-time house whose reputation for values and square dealing never has been bettered by any business institution. I referred to somebody in business in Chicago, saying that if they wanted to give service they'd have to revise some of their methods.

Dana laughed and answered: "They are not in business to give service. They are in business to make money." That time was still in the era of "Let the buyer beware," so Dana was reflecting Chicago's spirit of around 1890 accurately. But the fact is that the house referred to continued in business only a short time. Opportunism did not make a solid foundation there. It makes a less stable foundation now.

The grocer who, indifferent to obligations to his customers, goes on the theory that it is good business to get while the getting is good holds a splendidly water-tight umbrella for 1929 competition to enter and dislodge him from his trade. Men who take 20 per cent. on staples like cooking fats simply because there are no chain units will awaken some day with competition they cannot meet because they have not used their hours of golden opportunity to line their business according to the science of 1929. "Take pains or suffer pains" holds good as ever. The wakeful merchant does not forget that. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 13. On this day was held the first meeting of creditors in the matter of C. Lawrence Paul, Bankrupt No. 3854. The bankrupt was present in person and represented by attorney Edgard G. Burleson. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Milton R. Thyng, 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 Morton Fitzgerald, Bankrupt No. 3834. The bankrupt was present in person and represented by attorney Charles H. Lillie. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. 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 Jacob Shrier, Bankrupt No. 3856. The bankrupt was present in person and represented by attorney Ed. J. Anderson. No one claim was proved. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, 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 Percy Slough, Bankrupt No. 3850. The bankrupt was present in person and represented by attorney Joseph S. Folz. One creditor was present in person. 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.

Aug. 12. On this day schedules, adjudication and order of reference were filed in the matter of Harry L. Secore, Bankrupt No. 3875. Bankrupt is represented by Willard McIntyre, Grand Rapids. Assets are scheduled at \$250 and liabilities at \$2,678.64. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 12. On this day schedules, adjudication and order of reference were filed in the matter of George C. Hennes, Bankrupt No. 3873. The bankrupt's occupation is that of a plumber. He is represented by Albert D. Wing, attorney of St. Joseph. Liabilities are listed at \$1,365.75, and no assets listed. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 12. On this day schedules, adjudication and order of reference were filed in the matter of Joe George, Bankrupt No. 3874. The bankrupt is a laborer and is represented by Willard G. Turner, Jr., Raymond J. Engle and R. Burr Cochran, of Counsel. Assets are scheduled at \$115 and liabilities at \$988. Funds as indemnity for expenses having been received, first meeting of creditors will be called at an early date.

Aug. 12. On this day schedules, adjudication and order of reference were filed in the matter of Roscoe Barnett, Bankrupt No. 3872. The bankrupt is a factory worker and he is represented by Myrten W. Davie, attorney, of Muskegon. Assets are scheduled at \$235 and liabilities a \$1,677.78. Funds as indemnity for expenses having been received, first meeting of creditors will be called at an early date.

Aug. 12. On this day was held the final meeting of creditors in the matter of Frank F. Peury, Bankrupt No. 3619. The bankrupt was not present or represented. The trustee was not present. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first final dividend to creditors of 10 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.

On this day also was held the final meeting of creditors in the matter of Albert S. Smaglinski, Bankrupt No. 3623. The bankrupt was not present or represented. No creditors were present or represented. The trustee was present in person. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no funds on hand for the payment of dividends to creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Aug. 12. On this day was held the final meeting of creditors in the matter of E. Leon Knight, Bankrupt No. 3635. The bankrupt was not present or represented. Claims were proved 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 13 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.

On this day also was held the final meeting of creditors in the matter of Isreal Goldman, Bankrupt No. 3622. The bankrupt was not present or represented. No creditors were present or represented. The trustee was not present. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the payment of preferred claims. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Aug. 14. On this day schedules, adjudication and order of reference were filed in the matter of Bert S. Thatcher, Bankrupt No. 3876. The bankrupt is represented by Eldred & Genuend, attorneys of Ionia. No assets are scheduled except insurance policies of \$762 which are claimed as exempt; and liabilities scheduled at \$3,825.23. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 17. On this day schedules, adjudication and order of reference were filed in the matter of Wallace A. Shroll, Bankrupt No. 3877. The bankrupt is a salesman and is represented by T. Roger Lyons. Assets are listed at \$378 and liabilities at \$1,865.87. Have written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

In the matter of Claud E. Drake,

Bankrupt No. 3543, the trustee has filed his final report and account, and a final meeting of creditors was held Aug. 2. There were no appearances. One claim was proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors whose claims were proved, of 100 per cent. and interest. 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 Charles Kooistra, Bankrupt No. 3865. The funds have been received and the first meeting of creditors has been called to be held Sept. 5.

In the matter of Howard Harner, Bankrupt No. 3863. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Reinhardt P. Ritz, Bankrupt No. 3869. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Roscoe Barnett, Bankrupt No. 3872. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Joe George, Bankrupt No. 3874. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Andrew Gilder, Bankrupt No. 3858. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Lewis H. Bice, Bankrupt No. 3868. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of George A. Grady, Bankrupt No. 3708. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of Tony Shlob, Bankrupt No. 3853. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of Claude E. West, Bankrupt No. 3859. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of Venaard's Pharmacy, Bankrupt No. 3617, the trustee has filed his final report and account, and a final meeting of creditors was held Aug. 2. There were no appearances. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends for creditors. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Matter of Pride Instead of Price.

Monday morning I chanced to call at the store of a Grandville avenue jeweler, here in Grand Rapids. Knowing my anti-syndicate sentiments and being acquainted with my work along this line, he began talking about developments as he has witnessed them behind the counter. Listen to his statements:

"There is no doubt in my mind that a change of public sentiment is taking place toward the chain stores, mail order houses and peddlers. We hear it right along from people in our community, who were once very keen for the chain store, but who now talk differently. Most of those who still patronize them are not bragging about it as much as they did a year ago."

I asked him, what in his opinion, was the cause for the noticeable change.

"Public education, and nothing else," was his instant reply.

"Don't you believe that the price-cutting independent merchant was responsible for convincing the public that they could do as well with the local dealers as with the syndicates?" I asked.

"Not a bit of it," was his denial. "When the syndicates were popular, people wanted to trade there. Why, a year or two ago, I knew of people who were almost ashamed to have it known that they still traded with the local grocer. To-day, they are be-

ginning to speak up. It isn't price but pride that tells folks where to trade."

I pass that last sentence on to the reader as a maximum mouthful of merchandising philosophy. Believe it or not, it is the truth.

W. H. Caslow.

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.

Auction Sales to reduce or close out your stocks entirely is the efficient way. Write for terms. E. E. Todd, Merchandise Auctioneer, 2645 N. Fairfield Ave., Chicago Ill. 142

Wanted — Groceryman. Only store building. Illinois station, with two big new corn shellers. Can make \$4,000 to \$6,000 annually many years. Hustlers investigate, quick. Geo. W. Langford, Pontiac, Ill. 143

FOR SALE — One of the best and cleanest stocks of workmen's clothing, furnishings and shoes in America. Best location in town, good business and reasonable rent. This stock must be seen to be appreciated. M. Kahn, 306 Center Ave., Bay City, Mich. 144

ROPE SALESMEN WANTED in all territories — 100 PER CENT MANILA ROPE 17c lb. basis. FAST SELLING SIDE LINE, five per cent commission. UNITED FIBRE COMPANY, 82 South Street, New York City. 145

FOR SALE—MACHINE SHOP IN HOLLY, MICH. Small machine shop, equipped to do die, tool and general machine work. Must sell on account of death of owner. Bargain to interested party. Reasonable rent, with lease. Terms. Mrs. Truman L. Dilly, Holly, Mich. 146

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. 147

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

CASH FOR MERCHANDISE

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

I OFFER CASH!
For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone
L. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

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.

The THINKER Says:

"Why spend money educating your boys and girls; if conditions will not allow them to become owners of their own business.

"Independent Retailers prop open the doors of opportunity to young men and women.

"Monopolistic chains bar the doors to individual success and condemn posterity to a hireling's life."

The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

**Look for the RED HEART
On The Can**

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

WORDEN GROCER COMPANY
The Prompt Shippers

Tell Your Customers About

QUAKER Evaporated Milk

An Every Day Necessity

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

THE MICHIGAN TRUST COMPANY, Receiver.



**Fill up those gaps
on pantry shelves**

Here are four items in the Beech-Nut line that belong on every pantry shelf. Tell your customers about the advantages of keeping these delicious essentials handy, ready for instant use, and you lay the ground work for stable repeat business.

Beech-Nut
FOODS OF FINEST FLAVOR

Note: Beech-Nut is on the air. Every Friday morning, over 19 stations of the Columbia Broadcasting System, Mrs. Ida Bailey Allen talks to the best homes about Beech-Nut Food Products. Tune In!

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the
**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group
\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

AMERICAN COMMONWEALTHS POWER CORPORATION

Comparative Earnings Statement For the Twelve Months Ending July 31

	1927	1928	1929
Gross Earnings—All Sources.....	\$5,360,646.76	\$17,638,073.82	\$20,606,819.26*
Operating Expenses, Including Maintenance and General Taxes	3,187,428.63	10,907,132.16	11,985,311.67
Net Earnings	\$2,173,218.13	\$ 6,730,941.66	\$ 8,621,507.59*
Interest Charges—Funded Debt—Subsidiary Companies..	801,947.65	3,259,357.82	3,559,015.77
Balance	\$1,371,270.48	\$ 3,471,583.84	\$ 5,062,491.82
Dividends—Preferred Stocks—Subsidiary Companies....	437,737.18	1,292,089.23	1,529,970.35
Balance Available—American Commonwealths Power Corporation and for Reserves.....	\$ 933,533.30	\$ 2,179,494.61	\$ 3,532,520.97
Interest Charges—Funded Debt—American Commonwealths Power Corporation.....	270,000.00	515,000.00	754,280.00
Balance Available for Dividends and Reserves.....	\$ 663,533.30	\$ 1,664,494.61	\$ 2,778,240.97
Annual Dividend Charges—First Preferred Stock—American Commonwealths Power Corporation.....	70,000.00	534,996.00	534,996.00
Balance	\$ 593,533.30	\$ 1,129,498.61	\$ 2,243,244.97
Annual Dividend Charges—Second Preferred Stock—American Commonwealths Power Corporation.....	95,977.00	95,977.00	95,977.00
Balance Available for Reserves, Federal Taxes and Surplus	\$ 497,556.30	\$ 1,033,521.61	\$ 2,147,267.97

* NOTE: The above Statement for the twelve months ended July 31, 1929 does not include any Earnings from the investment in American Commonwealths Power System of Massachusetts, which now approximate \$1,000,000 of Gross Earnings and \$300,000 of Net Earnings. This organization has no Funded Debt nor Preferred Stocks outstanding—therefore, when included, will add approximately \$300,050 to Balance Available for Reserves, Federal Taxes and Surplus.

Capitalization

At July 31, 1929

25 Year 6% Gold Debentures, Due February 1, 1952.....	\$4,000,000.00	
25 Year 5½% Debentures, Due May 1, 1953.....	5,000,000.00	
20 Year 6% Convertible Gold Debentures, Due May 1, 1949.....	3,988,000.00	\$12,988,000.00
First Preferred Stock, \$7.00 Dividend, Series A, No Par, outstanding.....	25,000 Shares	
First Preferred Stock, \$6.50 Dividend Series, No Par, outstanding.....	55,384 Shares	80,384 Shares
Second Preferred Stock, \$7.00 Dividend, Series A, No Par, outstanding....		13,711 Shares
Common Stock, Class "A", No Par, outstanding.....		952,344 Shares
Common Stock, Class "B", No Par (Voting), outstanding.....		388,647 Shares

Dividends on both Classes "A" and "B" Common Stock are payable at quarterly intervals at the rate of 1/10 share (10%) annually, in Class "A" Common Stock on each share of Class "A" and/or Class "B" Common Stock outstanding. The next quarterly dividend is payable on October 15, 1929 to Stockholders of record at the close of business October 1, 1929.

The Dividend-Paying Preferred and Common Stocks of the Corporation are traded in on The Chicago Stock Exchange and The New York Curb Exchange. These Stocks can be acquired through any responsible dealer in investment securities.

For information about the Corporation
address Secretary

American Commonwealths Power Corporation
Grand Rapids National Bank Bldg.
Grand Rapids
120 Broadway
New York