

SUCCESS NO EASY MASTER

Without work no amount of talent, no amount of influence, will carry a man very far in this world. I am amazed at the point of view of some modern young men. They look at the successful men of the day as if they supposed success to be an easy matter—giving rich gifts and requiring little in return. I wonder what they would think if they could see the average day's program of one of the men they envy. Theodore Roosevelt left a correspondence that of itself involved more work than the average man does in his active life. Yet it represented only a small part of his activities.

The higher men climb, the longer their working day. And any young man with a streak of idleness in him might better make up his mind at the beginning that mediocrity is to be his lot. Without immense, sustained effort he will not climb high. And even though fortune or chance were to lift him high he would not stay there. For to keep at the top is harder, almost, than to get there. There are no office hours for leaders.

CARDINAL GIBBONS



You will not only be safe when
you sell

MUELLER PRODUCTS

but your customers will be satisfied
when they buy them.

C. F. MUELLER CO.
JERSEY CITY NEW JERSEY



**Packed in sealed tins
since 1878. A nation-wide
fame and distribution
for fifty years**

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



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

STRENGTH

ECONOMY

THE MILL MUTUALS AGENCY

Lansing

Michigan

Representing the

**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



Combined Assets of Group

\$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE—ALL BRANCHES

Tornado—Automobile—Plate Glass

WORDEN GROCER COMPANY

The Prompt Shippers

You Can Guarantee

**Morton House
COFFEE**

We Stand Back of Every Package

WORDEN GROCER COMPANY

Wholesalers for Sixty-one Years

OTTAWA AT WESTON - GRAND RAPIDS

THE MICHIGAN TRUST COMPANY, Receiver.

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 4, 1929

Number 2398

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

Entered September 23, 1883, at the Postoffice of Grand Rapids as second class matter under Act of March 3, 1879.

JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Pertinent Words on Stock Control.

I have been requested by a reader of the Tradesman and an officer of our Michigan State Association to write an article on stock control.

A few years ago, the relegating of commodities featured by the syndicate stores by removing them from sight and keeping same under the counters, was sponsored by former Secretary, Mr. Gezon, and was the subject of much discussion at conventions and for a time received considerable comment, but it soon dawned on the average retailer that his available space under the counter was being overtaxed while the shelves assumed the appearance of a store on the wholesaler's C.O.D. List.

Successful retailers to-day are featuring popular brands at popular prices, realizing the human element which requires the handling of merchandise the consuming public demand.

A certain Grand Rapids retailer sometime ago at one of our Association meetings told of a lady driving up to his store in a high powered car driven by a chauffeur and asked for a certain popular brand of canned peaches at 19 cents, which was a trifle below his actual cost, but happened to be the price quoted by the syndicate stores and neighbors on all sides of his store.

I am inclined to believe the average retailer in a similar position would endeavor to explain the reason why he was unable to sell same at the price and he would be justified in so doing ethically, but the retailer referred to answered readily "Yes, Ma'am, How many?" and when she left his store her car carried \$42 worth of merchandise, while the retailer's cash register showed \$42 cash received and he assured us same

did not all represent canned peaches at 19c per can.

It is, in my opinion, good business to handle the popular brands at popular prices as a comparison and a line of real quality merchandise for profit items, for the average person prefers the best and will buy the best when his ability permits.

In the selection of the quality merchandise for profit items, I believe it behooves the retailers to avoid whenever possible the lines which have been absorbed by gigantic syndicates, for in the elimination of competition there is a real alarming danger and competition should by all means be encouraged.

The real job for every retailer in serving his customers satisfactorily is to accomplish same without too many duplications in the various commodities, which prevents rapid turnover, requiring a larger investment and in many instances is the cause of stale merchandise which destroys business, rather than creates same.

In discussing stock control, package coffee is always a glaring example which every retailer fully appreciates. It is not unusual for retailers to handle ten to fifteen brands and stale coffee cannot be avoided with so many conflicting brands.

Just how this can be remedied I know is on the chest of most every retailer. We all know what happens to rotten eggs, sour milk or stale bread caused by overbuying, so why buy coffee, knowing it will deteriorate and become stale and cause more or less dissatisfaction with the customers.

I sincerely believe if Mrs. Jones, for example, was politely informed, she is the only customer you are carrying a certain brand coffee for and being obliged to buy a reasonable quantity to justify shipping, she is not getting coffee at its best, which means fresh roasted coffee, and suggest a brand you always have in fresh stock, with a guarantee to please or money refunded, I believe she would respect and appreciate the action of the retailer.

A goodly number of items are duplicated in most every store for which there is no good reason and in most cases are due to lack of consideration of one's own best interests or possibly due to sympathy for the salesmen handling same.

Stock control should be very carefully considered by every retailer and is equal in importance

to the discounting of bills. Stocks of fewer items are more easily kept. Very advantageous in buying, because it enables the retailer to buy in larger quantities which often means a lower cost; results in more rapid turnover which reflects creditably on the income tax return and in short merely requires the retailers careful study of their stock requirements, and the good will of his customers.

Herman Hanson, Sec'y.

Wider Tourist Travel.

France no longer dominates the tourist trade as it has done in previous years since the war. Paris is not this summer reaping the harvest of dollars which it expected. European tours are spreading out to cover the whole Continent and not so much time is left either for the French capital or for the provinces.

One of the reasons advanced for this change is that the battlefields are no longer the great attraction which they were immediately after the war. It may be that we are in the midst of a revival of war interest as far as books and plays are concerned, but this enthusiasm does not seem to embrace any general desire to visit the actual scene of the late hostilities. Travelers are willing to forego the battlefields in favor of tours farther afield—Central Europe, the Baltic states, the Balkans and even Russia.

The motives which take Americans abroad are as varied as the individuals themselves. They range from a desire to enjoy a gay vacation unrestricted by the annoyances of prohibition to an earnest program for "studying European conditions." And France has something to satisfy every taste. No matter what may come, Paris will remain the Mecca of thousands and thousands of tourists every year. Nevertheless France should not expect to maintain a monopoly on travel abroad. If Parisian hotels and shopkeepers have been taking the past few years as an example of something to be counted upon indefinitely, it is high time they revised their estimates. Now that all Europe is beckoning to the traveler and every nation on the Continent from Albania to Latvia is making its bid for a share of the tourist trade, Americans will be back at their old tricks. They will want to see everything and no one place can hope to hold them very long.

The Institute Idea.

Application of the institute idea to retailing, which will be tried out at Boston this week, has much to commend it. The prime object of this conference, it is explained, is not the usual convention plan of discussing the "How" of things but the "Why."

In this respect it compares somewhat like pure and applied science. All the progress attained by applied science has been achieved first through the discoveries in pure science.

To the merchants of the country will be brought the significant viewpoints of the college theorists, the bankers, the engineers and marketing experts from the field of production. There will probably be not an instance cited which the store executive can translate immediately into a definite profit of dollars and cents, but there will be many facts and notions presented to him which should set him on his inquiry and lead to methods of great ultimate profit.

That the scientific approach to retailing is not the vague and impractical procedure that many in its ranks conceive it can be at once proved by the astonishing success of the leading chain organizations. Proper checks on all store operations will at once show where losses can be avoided and profits made. Inexact methods carry their own penalties and they will be discouraged, it is to be hoped, through just such undertakings as this Boston conference typifies.

Merger of Three Potato Houses.

Plans have just been completed for the consolidation of the business and properties of Albert Miller & Co., of Chicago, Albert Miller & Co. (Michigan) of Grand Rapids, and the A. M. Penny Co., of Waupaca, Wis., with assets aggregating \$800,000. The three firms are among the pioneers in the purchase, warehousing and distribution of potatoes throughout the Middle West. Over 350 warehouses will be owned and operated in Michigan, Wisconsin, Minnesota, North Dakota, Nebraska, Wyoming and Idaho, with a volume of over 15,000 carloads of potatoes annually. The firm also finances and successfully markets the output of numerous farmers companies at country points.

This is the first consolidation of any nature to take place in this business. The company intends to expand its volume further in the near future. Albert Miller & Co. has for a long period of time been the largest exclusive handlers of potatoes in the United States.

E. Percy Miller, who served under President Hoover in the Food Administration, will be President of the consolidated concern which will operate under the name of Albert Miller & Co. with general offices in Chicago.

Aim straight at the job you want; work hard to attain that goal; study hard after you have reached it; and play fair with everyone with whom you come in contact.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The prolonged drought this season reminds me of the great drought which visited Michigan in 1871—fifty-eight years ago. That was the worst dry spell within my memory. I think it was the most disastrous drought Michigan and other Northern states ever experienced. There was a small snow fall the winter before and very little precipitation during the spring and early summer. The drought started about July 1 and continued until November. There were no equinoctial storms that year. During October, Chicago, Oshkosh, Peshigo and Holland burned. The air was so charged with smoke that many people went blind and remained so until the smoke situation cleared up. The wells and streams—even those fed by springs—mostly all dried up. Lakes receded to levels never before recorded in the records of the old settlers and the traditions of the Indians. Farmers in Northern Michigan killed their oxen and converted them in jerked beef by cutting the flesh into strips and hanging them on the roof boards of their log cabins to dry. During the following winter they lived on jerked beef, with basswood gravy and mince pie in which turnips took the place of apples. The men mostly worked in the lumber woods during the winter to obtain enough funds to replace their oxen in the spring.

The drought that year, coupled with the crop failures the same season in the Western states, were primarily responsible for the remarkable growth of the grange (Patrons of Husbandry) movement which swept the country like a hurricane in 1872 and 1873—which last year saw the beginning of the greatest panic this country has experienced during the past sixty years. Organizations of farmers under the guise of the Grange sprung up like magic. Every town of any size saw the creation of a grange store. In many cases the grain elevators were taken over by the farm organizations. Within a year the stores began to dwindle, because of inexperienced—and, too frequently, dishonest—management and inside of a half dozen years hardly an evidence of the grange movement, so far as distribution and shipping were concerned, remained. The Grand Rapids store continued until about 1883 and the Allegan store a few years longer, although it lost its identity as a grange store in everything but name.

The happiest man I met last week was Charles S. Jandorf, the local baker and caterer. Two months ago he sailed for Europe, which he left about forty years ago as a steerage passenger. He had not been back to the place of his nativity since. The day before he left he was offered fifty shares of the old stock in the Old Kent Bank at \$400 per share. He hurriedly negotiated a \$20,000 loan and took the stock over. Now he re-

turns to find that he has 250 shares of the new stock, with a market value of \$150 per share or \$37,500. His holdings of American Light and Traction, United Light & Power and Cities Service have also moved upward at a rapid rate, so he is \$35,000 better off, financially speaking, than he was two months ago. He has about decided that he ought to make a trip to Europe every year.

I have frequently had occasion to commend the genius of Mr. Jandorf in feeding large numbers of people in an acceptable manner. Whether he is handling 200 or 2,000 people the genius of the man is clearly in evidence. His soup and coffee are always hot and his ice cream is always cold. Both food and service are dispensed with such precision and satisfaction as to leave little to be desired.

When Claude Hamilton went to Europe last winter he bought ten shares of stock in the Bankers Trust Co. of New York at \$900 per share. On his return, ten weeks later, the stock had advanced to \$1,900 per share, showing a clear profit of \$10,000 on the transaction. It might not be a bad idea for Mr. Hamilton to take a trip to Europe every winter.

Gen. John H. Schouten sold his holding in the Michigan Trust Co. last week to Noyes L. Avery. It comprised 400 shares and the sale price was \$500 per share. A portion of the proceeds of the sale were immediately invested in stock in the Chase National Bank of New York.

When the American National Bank was organized, only a few months ago, the stock was sold at \$150 per share. It is now in strong demand at \$170 per share, with every indication of a higher market in the near future.

Carroll F. Sweet, formerly Vice-President of the Old National Bank, has spent the summer season at his home on Walloon Lake. In order to keep busy he has undertaken to connect a number of country banks with a leading financial institution of Detroit, with what success I am unable to state.

The action of the directors of the Industrial Bank in changing its name to the Union Bank of Grand Rapids and adding a commercial department is in keeping with the trend of the times. The new bank—or the old bank under a new name—will have a capital stock of \$500,000 and a surplus of the same amount. All of the stock, with the exception of the qualifying shares of the directors, will be held by the Industrial Co., which will continue to function as a stock and bond selling house. In the official announcement of the change of name and scope, it is expressly stated that another name may be substituted for that of Union Bank a month or so hence. Among the names under consideration are:

Union Savings Bank

Union State Bank

Union Trust Co.

Union Trust and Savings Bank.

The new bank will, of course, be under the direct management and control of John E. Frey, who has been the dominant figure in the institution ever since it was organized as the Morris Plan Bank ten or a dozen years ago. The Morris alliance was subsequently eliminated and two or three years ago the name was changed to the Industrial Bank of Grand Rapids. Included in the assets of the bank will be the building recently purchased from the Aldrich estate and which is admirably adapted to the banking business, both in appointments and location. The fixtures which were installed by the old State Bank of Michigan will be overhauled and modernized by the Grand Rapids Store Equipment Corporation. If necessary, the book-keeping department, can be removed to the second story. The building and land were purchased for \$300,000 and have advanced fully 50 per cent. since the purchase was accomplished. In reducing the rate of interest paid on savings deposits a few years ago from five to four per cent., the bank suffered the loss of a million dollars in deposits, but this loss has been more than made up in other ways through the energy and aggressiveness of Mr. Frey and his associates. In adding a commercial department to the bank it will be necessary to create an organization familiar with commercial banking. This, Mr. Frey will undertake to do with as little delay as possible. It has been currently reported that Carroll F. Sweet would associate himself with the bank under the new regime, but Mr. Frey says he has had no negotiations with Mr. Sweet and has received no overtures from that gentleman.

A Grand Rapids man recently called on William H. Anderson at his office in the Building and Loan building. During the conversation the caller stated: "I presume you know I am now worth a million dollars. What do you think about it?"

"I have never given the matter much thought," replied Mr. Anderson, "but this much I am glad to say: I would rather have Charley Garfield's good name in this community than all the money in Grand Rapids."

It is reported that the Union-Commerce organization of Detroit has secured \$100,000 of the \$1,000,000 capital stock of the Grand Rapids National Bank and that no further effort will be made to increase the holding for the present. Half the stock which was secured by the Detroit purchasers was acquired from Messrs. Baldwin and Tuttle, who received \$500 per share for their fifty shares. It is understood that all of the stock was purchased on that basis except a small quantity, for which \$505 was paid. Interest in the stock has evidently revived again this week, because the brokers are offering \$510 per share for the stock to-day. E. A. Stowe.

Wolves in Sheep's Clothing.

There is, in Grand Rapids (and other places too numerous to mention) a community newspaper which has capitalized on the "Trade-at-Home" idea as a whiplash to corral the local merchants in the advertising columns. Lengthy editorials, put out by a Chicago "boiler-plate" manufacturer, written for Elmira, Kokomo and Timbuctoo, are the sole features designed to convert the local reader to local patronage. It is all just about as new as crossword puzzles, as interesting as the Congressional Record and as impressive as a mosquito operating on the nose of Pike's Peak.

But that is not my point. As I said before, this local paper finds in the "Trade-at-Home" slogan a very fruitful windfall for its cash register.

Then another stunt comes along. A special sales sheet. Occupying one of the best locations, but taking one of the smallest displays, is the Great Atlantic & Pacific Tea Co. On the front page, center space, is an editorial, also. This one, however, was written locally, because the Chicago house had nothing that would fit it. The editorial was confined to one short paragraph, because editorial space is an "overhead," and must therefore be brief. It ran something like this:

"The advertisers appearing in this display have made its publication possible. Patronize them, first.

You write the rest of this article. I just haven't the vocabulary to do it justice. W. H. Caslow.

Will Someone Come To the Rescue?

West Branch, Sept. 3—God bless you for your kind letter, that so warmed my heart, when I was almost collapsing from the double shock of finding my husband in a huddled heap out in the yard under a tree and of his unexpected death so suddenly, less than two days later.

It was his wish "to die in the harness" and I know it best that he went as he did and when he did, before he crashed financially, although it leaves the whole burden of settling up on my heavily burdened shoulders, without resources to fall back on that are not taxed the limit. It seems beyond my reach.

I wonder if you might not know of someone who will take over the contents of stores, and deal honestly with the owner. The stock is run down, so the fixtures and all included are valued at less than a thousand dollars by the two appraisers here.

Some honey, cookies and bacon are about the only perishable stuff, except a little candy left in store. No flour, except pancake in sacks. Tinware, thread, pins, towels, combs and notions are in the stock. I tell you this that you may have an idea of the general stock and notions left. A safe, cash register, clock, etc., besides the accumulations of hundreds of old sacks and stuff of many years was included in the appraisers estimate, plus wagon, harnesses and bobs.

I am not strong enough to stay in the store and sell out slowly. I tried it yesterday and didn't take in fifty cents and was too tired to sleep at night, so felt it would be best to sell it all out to someone who would deal honestly with me in settlement; and I would certainly appreciate any help you can give me along this line.

Mrs. Marion H. Irons.

By the time you're able to boast about how well your hens lay you find that everybody's hens are laying.

In millions of coffee cups, lies the convincing reason for MAXWELL HOUSE "Turnover"

Why doesn't this super-
lative coffee cost more?

IF coffee cost were always in proportion to coffee flavor, this fine old Southern blend would doubtless be the highest priced coffee in the 48 states. Why then is the price of Maxwell House Coffee so moderate?

Because Nature does not charge for flavor—and bountifully does she endow the rare and special blend which a Tennessee gentleman served to privileged friends long, long ago.

The unique, matchless quality of this famous blend—backed up by the largest advertising campaign ever put behind any coffee—has made Maxwell House the largest selling packaged coffee in the world. No wonder that Maxwell House brings extraordinarily rapid coffee turnover whenever it is featured.

MAXWELL HOUSE *Coffee*



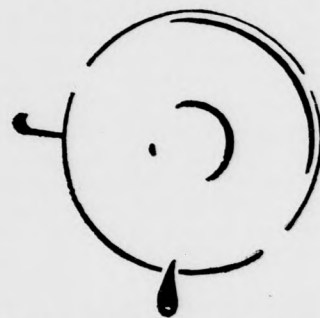
GOOD



to the



LAST



DROP

MOVEMENTS OF MERCHANTS.

Sturgis—The Citizens State Bank has increased its capital stock from \$100,000 to \$150,000.

Pontiac—The Miller-Gauss Baking Co. has changed its name to the Gauss Baking Co. of Pontiac.

Jackson—Edgar W. Glasgow, who had been engaged in the dry goods business here many years, is dead.

Detroit—The American Dry Milk Co., 414 Walbridge street, has changed its name to the Michigan Dairy Products Co.

Howard City—William Smith has assumed the management of the hotel at Croton, owned and conducted for several years, by his mother, Mrs. William Kappler.

Chassell—C. H. Worcester has sold the plant of the Worcester Lumber Co. to E. A. Hamar, who has been secretary and manager of the company since its organization.

Otsego—Roy Hofaker, who recently purchased a store building on West Allegan street of the Stoughton estate, has redecorated it and opened a radio and electric appliances and fixtures store.

MassThe Stella Cheese Co. has been incorporated with an authorized capital stock of \$10,000 common and \$40,000 preferred, of which amount \$1,500 has been subscribed and paid in in cash.

Iron Mountain—A. B. Braoco, former proprietor of the Central Drug store, has purchased the American Security Bank building for \$16,000. It is believed he will occupy it with a new drug stock.

Holland—Louis Lawrence, druggist at the corner of Thirteenth street and Maple avenue, has sold his store building and stock to Lawrence Wade, recently of Muskegon, who has taken possession.

Ironia—Wilbur Fate has been promoted to the managership of the People's Cash Market, 343 West Main street to fill the vacancy caused by the resignation of Claude Sutton, who has engaged in the meat business at Big Rapids.

Detroit—The Ross Equipment Co., 1315 Michigan avenue, has been incorporated to deal in machinery and contractors equipment with an authorized capital stock of \$7,500, all of which has been subscribed and \$2,000 paid in in cash.

Detroit—Doctor Roger's Optometrists & Jewelry Co., 1151 Griswold street, has been incorporated to conduct a jewelry and optical business with an authorized capital stock of \$6,000, all of which has been subscribed and paid in in cash.

Lansing—The Modern Kitchen, Inc., 226 South Capital avenue, has been incorporated to deal in kitchen equipment and utensils with an authorized capital stock of \$25,000, \$5,500 of which has been subscribed, \$3,000 paid in in cash and \$2,500 in property.

Detroit—The Famous Shirt Distributors Corporation, 3605 Woodward avenue, has been incorporated to deal in men's furnishings, clothing, etc., with an authorized capital stock of \$5,000, \$3,000 of which has been subscribed and paid in in cash.

Battle Creek — The Sanitarium Equipment Co., 48 North Washington avenue has merged its business into a stock company under the style of the Sanitarium Equipment Sales Co. with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Lincoln Park—Johnson & Duhring, 1125 State street, have merged their plumbing and heating business into a stock company under the style of Johnston & Duhring, Inc., with an authorized capital stock of \$10,000, \$6,000 of which has been subscribed and paid in in property.

Kalamazoo—The Service Tire Co., 401 East Michigan avenue, has merged its tire and auto accessories business into a stock company under the same style with an authorized capital stock of \$10,000, \$3,400 of which has been subscribed and paid in, \$2,400 in cash and \$1,000 in property.

Kalamazoo—The Richardson Garment Co. will open a retail store at 160 Portage street, under the style of the Apparel Shop. It will be under the management of Mrs. Bert Anway.

Detroit—The Interstate Tool Co., 19636 Mitchell street, has increased its capital stock from \$25,000 to \$75,000.

Nashville—The Nashville State Bank has been organized as a merger of the Farmers & Merchants and State Savings banks. The new institution has a capital stock of \$65,000, with clear assets of \$1,249,190. Hon. C. L. Glasgow will serve the new organization as President, which is a sufficient guaranty that every one will be given a square deal.

Ishpeming—Clifford L. Finch, who for the past four years has been the Negaunee-Ishpeming representative of the P. C. Monday Tea Co., Milwaukee, will assume the duties of district manager for the entire Upper Peninsula. This promotion is given to him because of the successful manner in which he has built up the company's business in the local territory. He will continue to make his home in Ishpeming. Clarence Anderson, of Negaunee, will succeed him in the two towns.

Kalamazoo—Five dollars "conscience money" was received by William Bestervelt, South Burdick street grocer, the other day from a man who attended a revival service last Sunday. Three years ago, this man, under the influence of drink, purchased meat for his family and offered a \$5 bill in payment and received change for \$10. He considered himself fortunate, until recently being converted, the matter preyed upon his mind, resulting in his returning the money, much to the surprise of Bestervelt. Early Monday morning Bestervelt was confronted by a regular customer at the store, who extended to him 500 pennies, with the explanation that three years before he had received too much change.

Grand Rapids—Fred A. Castenholz (Hazeltime & Perkikns Drug Co.) took the place of the Southern Michigan traveler for his house last week on account of the illness of the latter. He happened to be in Centerville when the Graf Zeppelin was over the village and got a good view of the great flyer.

Most of the people in the village hastily repaired to the state line between Michigan and Indiana in the belief that the airship would pass further South on its way to Detroit and Cleveland. This is usually the result when people leave home to seek enjoyment or special entertainment. Nine times out of ten they miss the thing they crave, while if they had remained at home they would be completely satisfied.

Manufacturing Matters.

Sturgis—The Posture Chair Co., \$20,000 capital, is building a small factory at Sturgis and will make a line of metal office chairs.

Saginaw — The Hardwood Block Flooring Corporation, Carrollton Road, has been incorporated with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—The C. G. Spring & Bumper Co., 2550 East Grand boulevard, has been incorporated with an authorized capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Pontiac — The Wolverine Mosaic Flooring Co., R.F.D. 5, has been incorporated with an authorized capital stock of 5,000 shares at \$1 a share, of which amount \$2,000 has been subscribed and paid in.

Detroit—The Kent-Moore Organization, Inc., 3044 West Grand blvd., has been incorporated to design and construct engines with an authorized capital stock of \$100,000, all of which has been subscribed and paid in.

Holland—The Hart & Cooley Co., which recently completed a large addition to its plant here, will add another link in its expansion program with erection of a building, 100x160 feet, one story, at a cost of about \$30,000.

Grand Haven—The Bastian Blessing Co., maker of soda fountains, will build a factory addition 77 by 161 feet, brick and steel, and will install a new heating plant. At present the factory employs 150 men, and the force will be increased.

Detroit—The Lincoln Tool & Die Co., Inc., 1498 23rd street, has merged its business into a stock company under the same style with an authorized capital stock of \$40,000, \$25,000 of which has been subscribed and paid in in property.

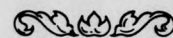
Hastings—The Hastings Piston Ring Co. has been incorporated to manufacture and deal in mechanical appliances with an authorized capital stock of 20,000 shares of A stock at \$10 a share, 10,000 shares of B at \$5 a share, 15,000 shares of C at \$5 a share and 70,000 shares no par value, \$325,000 being subscribed and \$125,000 being paid in in property.

Our business in life is not to get ahead of others. but to get ahead of ourselves. To break our own record, to outstrip our yesterday by our today, to do our work with more force and finer finish than ever; this is the true idea; to get ahead of ourselves.

In order to increase in learning, get some learning to increase.

HAVE YOU Protected Your Life Insurance?

By arranging a Life Insurance Trust, you can afford your family the fullest possible benefit from your insurance funds.



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

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.

Canned Fruits—Cherries have been delivered in full, as a good pack was experienced. The Bartlett pear condition has been quite bad and packers are inclined to accept little additional business. Trading in canned foods on the local spot market was quiet last week, and there were no special changes in prices on any line. The tone of the market was steady to firm. The trade did not take the \$13 price on 1929 Maine blueberries in gallon tins without a struggle, and many buyers still refuse to pay that price. Packers have been holding firm, however, and report that they are not greatly concerned, because conditions warrant that quotation.

Canned Vegetables—Many of the smaller pea canners report a thoroughly sold-up condition, and some of the big packers are carrying only limited quantities. The trade here has covered its needs fairly well, but many jobbers have had to shop elsewhere to find a good assortment to fill their requirements for the future, and it is becoming increasingly hard to locate good offerings in the South and Middle West, with prices firm and inclined to advance on many grades and sieves. Western New York State growers of green and wax beans report a great need of rain for their coming crops, as in the Fredonia section, for instance, they have not had a drop in six weeks, and under present conditions, it looks as though there would be many packers who will not be able to deliver more than 50 per cent. against their contracts, if that much. The anticipated heavy pack of beans, as it looks now, may not materialize. The tomato crop also looks disappointing in the Western part of the State. Ketchup packers have nothing to offer. A report from Rochester says that cabbage plants look fair considering conditions, but a large pack is not generally expected.

Canned Fish—Salmon has shown little change. Offers of tall pinks have been heard of at \$1.75. Columbia River Chinook salmon is going to be very hard to buy, apparently, as most of the leading packers have reported short deliveries. One-pound flats are extremely short, while in halves, deliveries will average not more than 25 per cent., according to advices. **BUY SALMON.**

Dried Fruits—Prices on spot dried fruits have held generally firm this week, with an upward tendency in prices, but few actual advances being made. In some items jobbers have made fractional price advances, but on the whole levels have been no more than well maintained at previous quotations. California prunes have continued in good request, jobbers selling their goods on arrival from the coast. Brokers find, however, that many of the inland jobbers have not been so willing to buy at prevailing list prices. The situation is even stronger, however, and the consensus of opinion is

that next week will show further advances in prices on California prunes, as stocks are light, and it appears that supply will not be able to meet demand in the months to come before new crop is available here. Shipments of 1929 prunes are not expected to arrive until about the first of November, as compared with previous years, when Oct. 15 found arrivals well under way. Prices on new pack have advanced from $\frac{1}{4}$ @ $\frac{1}{2}$ c per pound during this week, and with growers on the coast holding their fruit for higher prices, additional advances are looked for by packers in the near future. Spot dried apricots have been in only moderate demand, but the market has been firmly sustained, with no quotable change during the week under review. Peaches have also held firm. First arrivals of new crop Blenheim apricots are expected next week. California packers have announced opening prices on 1929 dried pears. As was to be expected, they were high. Stiff competition from canners in buying raw fruit, and other generally bullish factors offer reasonable explanation for the high prices being asked. Spot raisins have been selling steadily but not in really heavy volume. The market holds firm, with sentiment much improved regarding this year's crop, which looks small enough to warrant good prices. The tendency of the Coast market has been definitely toward higher levels on 1929 crop.

Nuts—There has been considerably more activity in spot nuts this week, both shelled and in the shell, and prices have gone up sharply throughout the list. Almonds, shelled and unshelled, have been in keen request, and values have advanced steadily. The market on domestic shelled almonds has advanced several cents per pound under heavy buying, and prices on imported meats have risen accordingly. California operators have been in the local market for all the domestic and foreign almonds they could lay their hands on. Quotations on new crops abroad have ruled strong, with an upward trend. Shelled and unshelled filberts have been very active and prices have gone up. An operator attempting to gain control of the market, was said to have been able to purchase only about a hundred bags of shelled filberts this week. Importers' stocks have reached almost to bare floors, and some are now selling only as an accommodation to particular customers. Shelled walnuts have ruled firm and price advances are anticipated in the near future on spots. The same holds true of pecans. The market on Brazil nuts in the shell has been steadily maintained, but there has not been any great activity, and values have remained stable.

Pickles—The market has been quiet this week, but prices have remained firm. Packers have withdrawn offerings. Bottled pickles have sold in remarkably heavy volume this season. Certain varieties of pickles have had to be cut out by manufacturers on account of lack of supplies. This applies particularly to large pickles by the cask and midgets in bulk. There will be no change in the situation until

after the present crop is cured. The season is about two weeks late, and it appears that unless very favorable weather is experienced, there will be a very short production.

Sauerkraut—Bulk kraut is closely cleaned out of first hands. New kraut is being offered at high prices, due to increased values of green cabbage. The market is unchanged over last week.

Vinegar—Movement continues brisk, and will be until the end of summer. Quotations are firm and unfluctuating.

Review of the Produce Market.

Apples—Duchess, Red Astrachans and Wealthy command \$1.50@1.65; Strawberry, \$2@2.25.

Bananas— $6\frac{1}{2}$ @7c per lb.

Beets—40c per doz. bunches.

Butter—The market has advanced 2@3c per lb. Jobbers hold prints at 46c and 65 lb. tubs at 44c.

Butter Beans—\$2.50 per bu.

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

Carrots—40c per doz. bunches.

Cauliflower—\$1.75 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 ----- \$8.75

Light Red Kidney ----- 9.00

Dark Red Kidney ----- 9.00

Eggs—Local jobbers pay 35c for strictly fresh candled.

Garlic—23c per lb.

Grapes—Calif. Malaga are held at \$2.25 per lug; home grown Wordens, 75c per 20 lb. basket.

Green Corn—25c per doz. for white and 35c 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—\$2.50 per crate.

Lemons—Long continued hot weather has caused the price to ascend to an unprecedented level. Prices this week are as follows:

360 Sunkist ----- \$20.00

300 Sunkist ----- 20.00

360 Red Ball ----- 20.00

300 Red Ball ----- 20.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ---- \$4.50

Imperial Valley, 5s, per crate ---- 5.00

Garden grown, per bu. ----- 1.29

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 \$1.75 for yellow.

Osage Melons—Benton Harbor grown commands \$1.50 for 10x10, \$2

for 12x12 and \$2.50 for 14x14; Colo. Rockfords command \$1.50 for flats.

Parsley—50c per doz. bunches.

Peaches—Elbertas Michigan grown command \$2.50@2.75 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; Calif. \$4.25 per box.

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 \$1.50@1.60 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 60c per $\frac{1}{2}$ bu. basket.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 23c

Good ----- 19c

Medium ----- 16c

Poor ----- 12c

Watermelons—40@50c for Florida.

Whortleberries—\$5 per 16 qt. crate.

Moire Shoes Well Regarded.

Strong interest has been shown in the offering of moire shoes for fall daytime wear and expectations are that they will meet with a growing consumer demand from the middle of September. These shoes are being featured in pump and plain oxford styles, with brown, black and blue the outstanding shades. It is not believed that the moire vogue will affect the popularity of lizard or suede shoes, which are headed for an active season. Initial business on these types has started well and heavy reorders are figured on by the end of September.

More Retail Mergers in Prospect.

The trend toward more mergers in the retail dry goods field has by no means exhausted itself. Negotiations in several important directions are said to be under way now, following a period in which action was stopped. The names of prominent stores are mentioned, but definite confirmation of the reports has been lacking as yet. The belief prevails, however, that before the fall season is well advanced several new and important linkings of department stores will be worked out.

Friendship carries into the future whatever was best and truest in our past relationships; whatever could be detached from the perishable forms in which our lives express and manifest themselves. Each year adds to the accumulations of the past, and levels still more those invisible walls which separate us. The solitude of life is known to us all; for the most part we are alone, and the voices of friends come only faint and broken across the impassible gulfs which surround every human soul.

THE EMPIRE IN BUSINESS.

Cheapness and Economy Are Not Sole Requisites.

Pardon the egotism of one whose academic equipment has been confined largely to "The Three R's" (without the Orange Front.) but there is something about the half-way reasoning of the pro-syndicate economist which brings my smile of ignorance to the surface, in spite of all attempts to be serious when dealing with a serious question.

Almost daily, I am obliged to lock horns with some commercial mathematician who believes absolutely in the abiding virtue of mass distribution, chain store trickery, mail order bombast and all the mergers, combines and trade alliances which go with the so-called trend of the times.

Having read some article or other with my name attached, he feels duty bound to show me the error of my way by dragging me into a maze of arithmetic, algebra, geometry and evolution to show that centralized management means reduced overhead, buying power means cut costs and, of course, the general public is supposed to be the sole and only beneficiary.

Even local merchants will try to picture their cause as hopeless under the independent scheme of things. Even they preach the doctrines of the syndicate in their sermons delivered orally over the counter or published in manuscript form in advertising displays. Everything is Price—Price—Price! As if there were no economic values which cannot be expressed, in the ten numerals to which all reports and balance sheets are limited.

Now, as I see it in my unschooled way, the elaborate claims of the pro-syndicate advocate in all their shades, flavors and perfumes, are to be boiled down to these two heads:

1. The syndicate is superior to the independent because it is more efficient.

2. The syndicate is winning over the independent because it sells for less.

Now, just to be a good sport, I am going to absolutely grant, for the moment, that these claims are absolutely true. I concede, for the sake of argument, that the chain store is always more efficient than the independent; and I will also admit, to make it more interesting for the reader and easier for my opponent, that the mail order is always cheaper than the local dealer. Now, let's go. See if it will work out satisfactorily to everyone, if we discard the independent and embrace the syndicate, simply for these two reasons, alone.

So far none of these syndicate-sympathizing mathematical experts have been able to disprove the charge that the syndicate system operates along precisely the same lines, employing exactly the same principles of physical operation, in business, as the empire does in government.

The syndicate is distinguished for its centralization; so is the empire. It is known to make all local enterprise absolutely dependent upon headquarters;

so does the empire. It makes all local representatives mere satellites of the crowned head, subject to recall, transfer or discharge without any entertained objection in order, either from the victim or the public; so does the empire. It turns all net profits (the tax toll of business) into the home coffers, without placing any enforceable obligation upon the home office to contribute definitely to the local need, except as it may suit said home office; so does the empire. It rules by bulletin, edict and decree, backed up by force; so does the empire. It employs the secret chamber and the sound-proof door for its execution of intrigues and secret agreements; so does the empire. It respects only those of superior resources, while it holds weaker rivals in utter contempt, buying out those whom it cannot stamp out by cheaper means; so does the empire. It knows no sentiment, has no heart, recognizes no virtue, when these will interfere in any way with the gaining of its selfish ends of profit, expansion, or elimination of uncomfortable competition; so does not the empire.

In every detail, the structure and functions, as well as the past record and conduct of the syndicate register perfectly with the story of empires in authentic history. On the other hand, the independent system of trade is simply the transposition and expression of democracy in terms of business.

Now, remember, this same syndicate system (the empire in business) is to be embraced, and the independent system (democracy in trade) is to be renounced, simply because it is more efficient and cheaper. For no other reasons is the change to be made.

If that is justifiable, on those grounds, then we must, to be consistent, pursue such a course in government. As far as efficiency is concerned, anyone who has been in Washington on official business and witnessed with impatience the endless reams of red tape which seem to be more or less essential to the working of democracy, will testify that American Government is not the perfection of efficiency, when it comes to giving of service. There is every evidence that in normal times, German imperial efficiency was far superior to American democratic efficiency. Yet when an emergency arose, and American democracy was faced with the necessity of doing the impossible, she did it, to the undoing of superior efficiency. Explain that.

As for so-called economy, think this over:

Figuring the proposition out from a theoretical standpoint, the empire is certainly cheaper to operate, as a government, than a democracy. If you don't believe it, jot these figures down:

We are paying out, in salaries alone, the annual sum of six million dollars for just our President, Vice-President, Supreme Court Justices, Senators and Representatives. Add to this, the upkeep of the Capitol, the White House, all offices and quarters of our executive, judicial and legislative branches. Add to this, all the salaries of all secretaries, cabinet members, their at-

WE RECOMMEND THE PURCHASE OF

UTILITIES POWER & LIGHT CORPORATION COMMON STOCK

Among the public utility companies owned or controlled are:

The Laclede Gas Light Company (St. Louis)
Laclede Power and Light Company
Indianapolis Power and Light Company
Interstate Power Company
Eastern New Jersey Power Company
Derby Gas and Electric Corporation
Newport Electric Corporation
Central States Power and Light Corporation

Among the BRITISH properties owned or controlled are:

The Greater London and Counties Trust, Ltd.
Cookham and District Electric Corporation, Ltd.
East Anglian Electric Supply Company
Edmundsons Electricity Corporation, Ltd.
Oxford Electric Company, Ltd.
Wessex Electricity Company
Western Electricity Supply Company

UTILITIES POWER AND LIGHT CORPORATION and subsidiaries for 12 months ended June 30, 1929, report net income of \$5,999,169 after depreciation, interest, federal taxes and other charges. Company states earnings are equivalent after preferred and Class "A" dividends to \$3.06 a share on average amount of Class "B" and common stock outstanding during the period, and \$2.72 a share on these stocks outstanding at the end of the period against net income in preceding 12 months of \$2,978,490 or \$1.15 a share on average amount of Class "B" and common and 98 cents a share on outstanding shares at end of that period. This shows an increase of nearly 300% in net earnings applicable to the common stock. The Corporation is maintaining a dividend policy of 10% in stock dividends, payable quarterly.

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LINK, PETTER & COMPANY

INCORPORATED

INVESTMENT BANKERS

GRAND RAPIDS.

MUSKEGON.

taches, all assistants, etc. Then add to this the salaries of all the Governors, Senators, Representatives and Justices of the forty-eight states.

Then put over against this gigantic "overhead" an "economical" imperial organization, with only the necessary heads. They could all be paid princely incomes, and yet we could cut our National "overhead" 50 per cent. or more. Isn't that economy? Yet, it hasn't worked out that way. Imperial operation demands huge armies and navies for aggressive policies which offset the "economy" of the system many times, and load a burden upon the masses that is crushing.

Now, I maintain that if cheapness and efficiency are the sole considerations in this materialistic time when a price-tag is placed on everything in sight, then our democracy of government is as antiquated as our democracy in business. What would 120,000,000 Americans say if a referendum were submitted whereby we would revert to imperial government? Would they be as crazy about the empire in government as they have been influenced to be about our empire in business, thanks to the half-truth propaganda of pro-syndicate economists, designed to deceive the half-cocked public mind that acts on snap-judgment? You know the answer. So do I. And so does my worthy opponent.

W. H. Caslow.

Union Musicians Should Buy Wheelbarrows.

Grand Rapids, Sept. 3.—In the Tradesman of Aug. 14 I read an article entitled "The Closed Shop's Fight for Culture," by Frank Briscoe. It does not look to me as if Mr. Briscoe has ever been in very close communion with musicians as a class.

He ridicules the idea of the American Federation of Musicians in giving as their main objection to the introduction of canned music into the movies and talkies the fear that the musical culture of the people may be lowered.

Now, while the fact that many of the theater musicians will not, but have lost their jobs through the adoption of the above innovation—reports place the number all the way from 28,000 to 75,000—still in the main I do not believe that their statement is so far off.

For myself I cannot say I particularly enjoy the blare and noise of the talkie orchestra. It is "canned music" with a rough edge and anyone who has the appreciation of real music in his soul cannot enjoy it as he would an orchestra of live musicians with all the tone qualities and finest points brought out to a marked degree.

To be sure, the patentees of the canned music, voices, etc., have made two blades of grass grow where one grew before by showing a picture, making the characters speak and the orchestra play at the same time, but the quality of the grass is impaired, so where is the progress? Perhaps there will be improvements, which are surely needed.

It is like the chain store and the independent. The talkie people want the whole thing and care little or nothing for what anybody else must suffer for their greed.

Here is another phase. Let us look at the future. These people must have musicians to make their records, but it will be a limited number only and as there will be no call for musicians to speak of, the number is going to grow smaller and smaller as the years go on, until there will not be enough

to do their work, unless there is a radical change made in the program. I am speaking now of real musicians.

As to the matter of musicians of the federation—or for that matter, any other musicians—inventing some new product to replace the "movie ghost music" or "getting jobs as ushers or something," I believe that the people now prefer a real orchestra to the imitation, but what are they going to do about it? If they don't like it they don't have to buy it and that would probably be the quickest way to accomplish the return to real music. This probably will not come to pass, as the public, although fickle, is easily gulled and may continue to walk in the path laid out for it. While I hope that such may not be the case, if it is, the musicians, who will find it difficult to change their occupation, will, I am afraid, have to do that very thing, as suggested by Mr. Briscoe.

W. H. Barlow.

The Tradesman cheerfully gives place to the above communication, because it comes from a long-time friend of the publication.

For union musicians as a class the Tradesman has the utmost contempt, because they are a gang of grafters, incompetents and unreliable. They devote so little time to their business, either in playing or practice that they expend nine-tenths of their time studying up deviltry.

No good musician ever joined a union except under compulsion.

No union of musicians ever entered into a contract and lived up to the letter and spirit of the agreement.

People who have occasion to employ mixed bands for parades invariably specify that no objection will be raised by union bands in marching in parades with non-union bands. Union officials sign such contracts without protest—and then at the last moment almost invariably refuse to go ahead with the contract they have voluntarily entered into unless the non-union bands are shut out of the parade. This has happened so often that the fraternities and secret orders have been obliged to create and maintain their own bands, because experience has demonstrated that the word—or signed agreement—of a union man is not worth 5 cents under any circumstances.

Because the term "union musician" is a byword and a hissing in the estimation of all honorable men there is no place in this world for any man who joins a union organization. He automatically becomes an outlaw and an object of universal detestation.

Floral Designs Lead in Draperies.

Having sampled earlier offerings of draperies by small orders on a large variety of patterns, stores are now sending repeat orders into New York for styles which have proved most acceptable to the public. These orders in most instances are being centered upon floral designs imposed upon modernistic backgrounds of a conservative nature. Colors sought are brighter in hue than those of last year and are chiefly in variations of rose, gold and blue, with some greens. Although reorders are somewhat smaller than dealers hoped for, the fact that the better range of merchandise is being sought is a satisfactory feature.

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THE WORLD HAS CHANGED.

Voyages in the South Seas still continue to have a romantic glamor. The French traveler, Alain Gerbault, has recently returned to France from his solitary trip around the world in a thirty-two-foot cutter, while an American yacht, the thirty-three-ton Chance, is now in Sydney, after voyaging 12,000 miles in the Pacific. It has been calling at such distant isles as the Galapagos group, the Society group, the Marquesas, Tahiti, Samoa and the Fijis.

These voyages, which attract so much attention because of the small size of the vessels in which they are undertaken, recall the period in the history of American commerce when scarcely larger vessels sailed the seven seas bent not on pleasure but on business. One hundred years ago there was scarcely an island in the South Seas which was not visited regularly by sloops and brigs from the Atlantic Coast which boasted little greater tonnage than that of the Chance. Their goal was sandalwood, beche de mer, pearls or birds' nests to exchange at Canton for Chinese teas and silks.

They had no Panama Canal to spare them the dangers of the stormy passage about Cape Horn, they had no accurate charts to protect them from treacherous shoals and coral reefs, they had no auxiliary engines for the long days when the sea lay becalmed beneath the hot glare of a tropical sun. Should they drift ashore or strike a submerged reef off such islands as the Fijis all on board were doomed. Canoes of treacherous natives lay in wait for the unwary, and plunder and massacre were seldom escaped. Many a young American seaman fell into the hands of Fiji cannibals and was never heard of again.

The world has changed. To voyage among the islands of the South Seas no longer holds out the perils of the days of the old China trade. But when an American sailing vessel under one hundred tons, even though it is equipped with auxiliary motors, threads its way among the Marquesas, calls at Tahiti and Samoa, visits Fiji and the Society Islands and finally reaches Australia, we acclaim the exploit as a great feat and speak of "intrepid voyagers." Early in the nineteenth century the Chance would have merited only a perfunctory mention in the shipping notices.

DRY GOODS CONDITIONS.

While the purchase of holiday needs brought some activity in retail trade through the past week, the volume was not much more than is usually done toward the fag end of the summer season. A real gain in trade waits on the sale of fall merchandise which will start up later this month. For the present the preparation for school openings is about the principal feature of consumer buying and will probably continue so for the next week or two.

The figures on department store sales in July, issued during the week by the Federal Reserve Board, were disappointing in that they showed the daily average was only about equal to the same month last year. The aggregate

business went ahead by 3 per cent. because of the extra selling day in the month this year. The best increase was in the San Francisco district, where the increase was 5.6 per cent. In the Minneapolis district a drop of 5 per cent. was reported. The Philadelphia and Atlanta districts also reported declines.

It is interesting to note in this report that, despite the active business which featured the early part of the month and the rather abrupt lull that afterward set in, stocks were well controlled. At the end of the month inventories were somewhat less than a year ago and there were small increases only in the New York and Chicago districts. The conclusion to be drawn is that profits were not cut by having to move burdensome surpluses.

There is still considerable uncertainty about the new garment styles and these will have to be tested out with consumers. The best opinion favors moderation in the purchase and promotion of these features until the actual demand becomes clearer.

REDUCING SLACKNESS.

To account for the unusual activity in industry through the summer period now closing several explanations are offered. One theory advanced is that we have learned not only to smooth out the major movements of the business cycle but also some of the seasonal fluctuations as well. There is some basis for this notion since hand-to-mouth buying and the closer control of inventories have stimulated the effort to work for day-to-day business and to provide new products and to open up new markets for what were formerly dull periods.

Quite a number of manufacturers have added lines which enable them to keep busy the year around and this movement is growing. Similarly, trade interests are no longer satisfied to wait upon the conventional selling seasons but are introducing merchandise which will attract customers at all times. Clearance sales are less popular and the promotion of new merchandise is more intensive.

In addition to these influences, which undoubtedly help to smooth down the ebb and flow in industry and trade, there are other factors present. Security speculation, for instance, has many unfavorable aspects, but at the same time it has also created a ready market for company financing. No longer are companies so dependent on the conservative, and often-times ultra-conservative, judgment of bankers as to the feasibility of expansion or to the addition of new lines of enterprise. The public likes progress and is apparently willing to supply an abundance of funds if profits are likely. Many ill-advised schemes have undoubtedly been foisted on investors, but in the aggregate the spread of investment means the spread of business and a higher rate of activity.

We all know what we should do, but most of us do as we please.

You don't have to know much to know more than most people.

AGREEMENT REACHED.

Acceptance of the Young plan to settle the question of German reparations during the week was a step that probably received only casual attention from the average business man, but one which he is likely to find will have a very direct influence sooner or later upon his interests, no matter how he may be occupied. The agreement, when ratified by the respective Parliaments, means a settlement of many irksome and unsettling questions created by the kaiser's war and will permit industry in Europe once more to carry on without constant threat from muddled national finance.

It has been constantly recognized that the reparations problem stood in the way of real economic recovery in Europe. With that problem out of the way, there are several prospects having an important bearing upon our own progress. A reasonable assumption is that world trade should flourish. We should find better markets even as we find increased competition. But since American production and trade methods have become more or less of a world ideal, the inference is that the adoption of American patterns will lead generally to increased outputs, lifting wage scales, higher purchasing power and greater consumption.

Should this be the outcome, our exporting industries have not so much to fear. On the other hand, there is likely to be a period when the drive of war-freed Europe to push business at home and abroad may result in some losses. The spread of more prosperous conditions throughout the world, however, augurs well for all who sell goods, and it is not probable that this country will lag behind in the division of benefits.

FARMERS AND SELF-HELP.

The doctrine of self-help is exemplified by the United Growers of America, the new \$50,000,000 concern for correlating the hundreds of fruit and vegetable co-operative associations, which has just explained its plan to the Federal Farm Board. It is not asking for a Government loan, although the individual co-operative may do so. But the self-help consists in the fact that this great fruit and vegetable industry is setting up its own stabilization corporation, after the pattern of those the Farm Board is planning for every agricultural commodity.

Representatives of the United Growers say the task of organization has been greatly simplified by the progressive methods of co-operation already in effect in this industry. Producers of fruit and vegetables have been the leaders in this field. So the machinery is at hand for the new giant organization, whose promoters frankly tell the Farm Board it is their hope eventually to "exercise virtual control of the price level" of these products. A prospect which would have been regarded as alarming only a few years ago is tempered by the statement that both consumer and producer are to be protected.

"Stabilization of prices," the aim of the Farm Board, seems a much less ominous phrase, although it also would

formerly have aroused apprehension. There are potentialities not wholly desirable in the programme of the United Growers; but, as members of the Farm Board have pointed out, there is ample law to curb any practices inimical to the public welfare.

IDEAL THERMOMETERS.

It has just been revealed that the thermometers which have been recording the temperature for twenty years in a kiosk maintained by the Department of Agriculture on Boston Common have all that time been exaggerating the heat and the cold. The structure in which they were placed to satisfy the curiosity of weather-minded Bostonians is made of iron and consequently retains the heat in hot weather and the cold in cold weather, thus adding or subtracting a few degrees from the actual temperature at that point.

We suppose scientific accuracy is something that should be held in high respect, but the fussy weather sharp who complained about these thermometers and forced the admission that they gave erroneous readings has only destroyed a harmless illusion entertained by thousands of his fellow citizens. He should have remembered that hardly any one looks at a public thermometer unless the weather is very hot or very cold.

How much more satisfaction is derived from such observations if one's worst suspicions are confirmed, or more so! Now this comfort, slight thought it may be, will no longer be extended to those who pass the kiosk on Boston Common on extremely hot or extremely cold days. They will just have to suffer with the rest of us who never had the benefit of such accommodating thermometers.

HOME BREW AGAIN.

There are signs that enforcement officers must go softly when they deal with hard cider or similar home brews of alcoholic potentialities. A Circuit Court of Appeals in Virginia has reversed the decision of a lower court which ruled that the domestic manufacturer of sixty gallons of wine was in danger of the law. The revised opinion is that such stuff is not intoxicating in fact, or at least not so proved, and that, therefore, the brewer has done no wrong.

This is approximately Dr. Doran's opinion of a few weeks ago. It is an opinion whose probable intention is to avoid a lot of trouble for enforcement officials and to concentrate their zeal on matters of more importance. There is nothing particularly new about it, not even in relation to prohibitory legislation. Long before the Eighteenth Amendment was attached to the Constitution there was hard cider that paid no tax and there were fruit juices that went the way of fermentation without legal license. Their prevalence in country districts did nothing to precipitate Prohibition, and the Volstead act was not designed to deal with them.

Until the bootlegger, the blind pig, the speakeasy and the still are enforced out of existence the cider barrel in the cellar may well be let alone.

THE NEW POTATO LAW.

Attorney General Brucker Clarifies the Situation.

Lansing, Aug. 28—We have this morning received from the Attorney General a copy of his opinion in which he construes Act No. 220, Public Acts of 1929, in its application to the grocer and retailer. I am enclosing you a copy of his opinion.

Mr. Dukeshier, the Director of the Bureau of Foods and Standards, informs me that he will be in Grand Rapids this evening and to-morrow, and that he will be pleased to call on you for the purpose of making your acquaintance, and outline in a general way the Department's understanding of the act, as construed by the Attorney General, and to what extent it affects the grocer or retailer.

M. I. Smith,

Solicitor State Department of Agriculture.

Full Text of the Brucker Opinion.

This Department is in receipt of your letter of August 15, requesting an opinion as to whether Act 220 of the Public Acts of 1929 requires the grocer or other retailer to label a package of potatoes which goes to the consumer with the name and address of the person or persons responsible for the grading and packing, the name of the grade, together with the true net contents.

The title of Act 220 P. A. 1929, is as follows:

An Act to regulate the sale of table stock potatoes commonly known as Irish potatoes; to fix standard grades for potatoes, provide for inspection and penalties for violation thereof, and to repeal inconsistent acts.

It was the intention of the Legislature to protect the public by designating and classifying the various grades of potatoes and by compelling all persons dealing in potatoes to have tags or markers upon the containers of the potatoes so that the purchasers could know what grade of potatoes they were purchasing, and to know that they had been inspected and were free from damage.

25 R. C. L., at page 1017, et seq. states the following:

When a statute is plain and unambiguous in its terms and not susceptible of more than one construction, courts are not concerned with the consequences that may result therefrom, but must enforce the law as they find it. If the meaning of a statute is plain, and its provisions are susceptible of but one interpretation, its consequences, if objectionable, can only be avoided by a change of the law itself, to be effected by legislative, and not judicial, action; the wisdom or policy of the law, the motives that prompted its enactment and the reasonableness or justice of its provisions cannot be taken into consideration by the courts in construing the statute. But when the design of the legislature is not clearly apparent, it is always to be presumed that a statute was intended to have the most reasonable and beneficial operation that its language permits. And when a statute is ambiguous in terms or fairly susceptible of two constructions, the injustice, unreasonableness, absurdity, hardship, or even the inconvenience which may follow one construction may properly be considered and a construction of which the statute is fairly susceptible may be placed on it that will avoid all such objectionable consequences and advance what must be presumed to be its true object and purpose.

One of the established rules for the construction of statutes is that they should have a rational, sensible con-

struction, if their meaning is at all doubtful. When the language of a statute fairly permits, a construction which will lead to an unreasonable result should be avoided.

Where great inconvenience will result from a particular construction that construction is to be avoided, unless the meaning of the legislature be plain.

Black on Interpretation of Laws, at page 102, says:

It is presumed that the legislature never intends its enactments to work public inconvenience or private hardship; and if a statute is doubtful or ambiguous, or fairly open to more than one construction, that construction should be adopted which will avoid such results.

Section 3 of this act provides that it shall be unlawful to pack for sale, expose for sale, or sell, transport, deliver or consign or have in possession for sale, transport, delivery or consignment in interstate or intrastate commerce, potatoes prepared for market which are not graded to meet the requirements of the act.

Section 4 provides as follows:

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

Section 9 provides:

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

It will be noted that Section 4 provides that it shall be unlawful to have in possession potatoes unless the container has been tagged, branded, labeled, etc., "before being removed from the premises where prepared for market with the names and addresses of the person or persons responsible for the grading and packing and the name of the grade, together with the true net contents."

If this act requires the grocer to have the package in which potatoes are sold to the consumer marked and tag-

ged, then they must also have been tagged and marked before being removed from the premises where prepared for the market. The grocer could not sell a smaller amount than what was contained in the receptacle in which the potatoes came, because they must be marked and labeled on the premises where prepared for market. It would prevent the grocer from placing a quart of potatoes in a market bag unless he had potatoes shipped in quart containers properly marked and labeled on the premises where prepared for market. The grocer could not use two or three potatoes in making up his window display.

It does not seem possible that the legislature intended that the regulations of this act could be so far reaching. This act should be interpreted, insofar as the wording permits, to carry out the intention of the Legislature.

"All statutes should be construed reasonably and not in any extreme or impracticable way."—*Waterman Real Estate Exchange vs. Stevens* 71 Mich. 104.

"In construing statutes the courts should seek to give a reasonable meaning thereto."—*Bloomshield vs. City of Bay City*, 192 Mich. 488.

"A construction should not be given a statute which will work a hardship and injustice if it can be avoided."—*Attorney General ex. rel. Common Counsel City of Detroit vs. Marx*, 203 Mich. 331.

"The general terms of a statute are subject to implied exceptions founded on the rules of public policy and the maxims of natural justice so as to avoid absurd and unjust consequences."—*People vs. Chimovitz*, 237 Mich. 247.

I believe that it was the intention of the Legislature that potatoes should be inspected and marked as provided by Act 220, P. A. 1929, just as long as they were for sale. When a grocer sells potatoes to a customer and places them in a bag or container, then they are no longer for sale, but belong to the customer. It is my opinion that the act requires the grocer to keep his potatoes in a receptacle or container properly marked as provided by said act, but does not compel the grocer to mark the package in which he delivers the potatoes to the customer.

Wilbur M. Brucker,

Attorney General.

On receipt of the above opinion the Department of Agriculture prepared the following ruling for the guidance of potato handlers:

1. All potatoes for table use must be graded, unless sold by the producer direct to the consumer.

2. There are three grades of table stock potatoes, U. S. Fancy Grade, U. S. No. 1 Grade and U. S. No. 2 Grade.

3. Potatoes must be graded and stamped on the premises where prepared for markets. Preparation for market means proper grading. When graded on the premises where prepared for market and when legibly and conspicuously labeled, stamped, or tagged with the name and address of the person or persons responsible for the grading and packing and the name

of the grade together with true net contents, and are thus delivered to the grocer or retailer, the grocer or retailer's responsibility then begins.

4. If the grocer or retailer sells potatoes properly graded from a sack or container properly marked and the sack remains in plain view of the purchaser so that such purchaser may ascertain and know that the potatoes are in fact graded and that he may know which grade of potatoes he is receiving and the name and address of the person responsible for the grading the grocer or retailer is not required in such case to label his individual packages or packages going to the consumer. He cannot, however, empty the potatoes from this sack into a bin or other receptacle or mix them with other potatoes. The single instance in which the grocer is released from marking his individual package going to the consumer is when he sells direct from the sack or container already graded and properly marked and in view of the purchaser.

Summarizing the situation, the Tradesman makes the following statement, duly authenticated by an officer of the Department, regarding the status of the retail dealer of potatoes:

1. If he buys his potatoes of a grower or jobber and they are delivered in sacks or any other container on which a tag can be attached, he can break bulk and make sales in smaller packages than the original containers, without attaching a tag to the smaller package, providing the purchaser has his attention called to the fact that the original container is properly tagged.

2. If he buys his potatoes in bulk, the tag must be attached to the wagon box or truck of the farmer. When the vehicle is no longer in evidence, the dealer must tag the packages he sells at retail.

3. If the dealer weighs up packages of potatoes during the quiet hours of the day, so as to be prepared for rush trade later in the day, the purchaser not being present, each container must be properly tagged.

Union Law Defiance.

You may compromise a matter of wages, you may compromise a matter of hours—if the margin of profit will permit. No man may say with certainty that his opinion is the right one on such a question. But you may not compromise on a question of law, or where there is lawlessness or even arbitrariness. Industrial liberty, like civil liberty, must rest upon the solid foundations of law. Disregard the law in either, however good your motive, and you have anarchy. The plea of trade unions for immunity, be it from injunction or from liability for damages, is as malicious as the plea of the lynchers. If lawless methods are pursued by trades unions, whether it be by violence, by intimidation, or by the more peaceful infringement of legal rights, that lawlessness must be put down at once and at any cost.

Louis D. Brandeis,
Justice of United States Supreme Court.

Good humor is good business.

THE LOWLY PEANUT.

Hard Struggle Marked Its Early Climb To Popularity.

America's peanut industry is about to celebrate its semi-centennial. Without peanuts the American scene of today would lose one of its most characteristic details, yet not many years ago one had to raise his own if he wanted them, or at best he had to be acquainted directly or indirectly with some Southern peanut-growing farmer.

Peanuts, native to South America, were first planted in the United States on a commercial scale about fifty years ago. A decade passed before the crop had attained sufficient proportions even to be listed in the census. In 1889 only 204,000 acres were reported planted to peanuts, with a yield of 3,500,000 bushels. In another ten years, however, the acreage had more than doubled, and, thanks to improved methods of cultivation, the yield per acre had greatly increased.

Since then the peanut industry has boomed. Its greatest years were 1918 and 1919, when, in response to the demand for vegetable oils, the peanut crop was pressed into service. Almost 2,000,000 acres were planted and more than 1,000,000,000 pounds were produced each year. Production since then has been only about 50 per cent. of the crop in the peak years; yet from 25 to 30 per cent. more than in previous years.

In no other country of the world do peanuts occupy the place of popular importance than they do in the United States. The Chinese are great peanut users, too; in almost every province peanuts are grown; though commercial production is confined largely to Northern China, and about three-quarters of the 1,700,000,000 to 1,800,000,000 pound crop is consumed at home.

Many parts of Asia and Africa use peanuts largely for animal feed; whereas in the United States direct human consumption and the manufacture of candy overshadow all other uses. Large quantities of peanuts are imported into Europe, into France notably, the predominant use being the manufacture of oil. In England only the poorer children are said to like them, and even they call them, rather disparagingly, "monkey nuts."

The peanuts that regale baseball fans and circus elephants all come from the Southern States or from China. The large, long Virginia type is produced both in Virginia and North Carolina; from further South, mainly Georgia, Alabama and Texas, come the small, round, more oily Spanish variety. Practically the entire farm production, except those consumed on the farm or left in the field for the hogs to root up and fatten themselves in preparation for "Virginia ham," is sold to cleaning and shelling mills.

In these mills they are shot through a sand and dirt reel, a stemming machine and a fanning machine, to emerge as cleaned peanuts in the shell, with the stem, hulls and chaff collected separately. The latter material is used by the mill for fuel or sold to the tin-plate industry for polishing.

The cleaned peanuts are graded by machinery. The Virginia variety is separated into "jumbos" and "fancies," to be powdered, polished and hand picked, and into shelling stock. Spanish peanuts are practically all shelled. After the shelling stock comes from the machine, the kernels, in various grades, are hand-picked and bagged. Only the culls, known as "oil stock," which are unfit for other uses, are crushed for oil.

The others are sold unshelled and roasted or shelled and roasted and salted; or made into peanut bars or peanut brittle, sugar coated or chocolate coated, or put into various candy mixtures; or made into peanut butter, to be used as a "spread," a flavoring or an ingredient in candy manufacture.

The expansion of the peanut industry in this country is traced not only to the increased estimate into which peanuts for many purposes have come and the rapid rise of the peanut oil industry during the World War, but also to the invention of automatic machinery for harvesting and threshing.

Other factors have been the recognition of the value of peanuts as a cash crop in rotation with cotton or tobacco and the discovery of their value as a substitute crop for cotton in areas infested with the boll weevil.

Interesting Events in Early Grand Rapids History.

A recorder's court was provided for Grand Rapids when the village laid aside its toddling garments and assumed the prerogatives, and attendant penalties, of a city, under the provisions of an act of the State Legislature of 1849. Jurisdiction of the court was limited to such cases as the extending and widening of streets and kindred local enterprises. Sessions of the court were infrequent. The judge and court officers were paid only nominal sums for their services.

The most important case tried by the court was an action, brought by the city, against owners of property adjoining and abutting "grab corners" (so-called) for the widening of Monroe avenue and the extension of Canal street. Before action in the case was undertaken, the Pantlind house division of the Old Kent Bank, corner Monroe avenue and Pearl street, was known as No. 1 Canal street. The location of No. 1 was changed from its former site to that of the State Bank for Savings, through the extension of Canal street to a point corresponding with the South line of the latter building.

Capt. Wright L. Coffinbury, the first civil engineer employed by the city, was not unusually accurate in his work. Many mistakes of the captain have been rectified by compromises or through court action since the old soldier (the captain rendered valuable service to the Nation during his civil war) passed on to the reward divine authority accords to just, humane, well behaved and conscientious individuals. Several actions brought by the municipality against owners of property abutting the square failed to meet the approval of the courts on account of the inaccurate descriptions prepared by

Capt. Coffinbury of the lands coveted by the city.

George H. White, an able lawyer, was elected to fill the office of City Attorney in the year 1868. White had studied civil engineering in his youth and learned the importance of accuracy in the practice of that profession. Descriptions of the property needed to open Campau Square, prepared under his direction, stood the test of accuracy when the case was for the third time taken before the court. White's plan to extend Canal street as well as to widen Monroe avenue solved the problem involved in the matter.

A score of years later the Kent Circuit Court became overcrowded with work and needed relief. The Recorder's court was abolished and the Superior Court, with greatly enlarged jurisdiction, was created to succeed it.

George H. White was a collector of books. The greater part of his income from his law practice was expended in the purchase of standard works of noted authors and for those of favorite modern writers. White borrowed many books of friends, some of which he forgot to return, but always meant to.

When White died, upwards of forty years ago, the rooms of his modest little home on North Division avenue were crowded with books. Friends of the Ryerson library endeavored to persuade the wife of the deceased to donate the collection to the public library. She refused to do so. A group of gentlemen offered to purchase such of the books as would be suitable for the library. The lady refused to sell them. "I am burning the books," she said. "I will not need wood or coal during the next three or four years if I keep them."

Col. E. W. Muensch, who succeeded Capt. Coffinbury, was a competent engineer. Many important local improvements undertaken during the years in which the Colonel served the city, were carried through successfully under his direction. Persons on entering the Colonel's office frequently found him seated in an easy chair, his feet perched on the summit of a high stool, a cigar in his mouth, pencil in hand, with which he would cover a pad with mathematical problems in small figures of no significance to the beholder, but of much importance to the Colonel in the discharge of his duties. Colonel Muensch resigned his office and accepted employment at Manistee, where he remained a score of years preceding his demise.

Maps of the city were greatly needed fifty years ago. Capt. John L. Tinkham, a civil engineer, proposed to supply them. Capt. Tinkham had rendered valuable service to the Union during the civil war, upon the conclusion of which he returned to Grand Rapids to reside and resume his former occupation. His services were immediately demanded by promoters of several railroad enterprises. The Grand Rapids, Nawaygo & Lake Shore (at present a branch of the Pere Marquette) was one of the lines which were located by the captain. Although he had commenced drafting a map of the city, he was not able to give the

work more than incidental attention. Five years passed and no maps were furnished.

Bird & Waters, of Philadelphia, were publishers of maps. Mr. Waters, of the firm, learned that a score of years had passed since the maps then in use in the city were printed and decided to supply new ones. Alfred C. Sekell, recently deceased, a capable engineer in the employ of the city as an assistant to Col. Muensch, was engaged to draft a new map. Waters immediately commenced a canvass of the business community for orders at \$10 per map. His efforts as a salesman were substantially rewarded. Mr. Sekell devoted early morning and late night hours at his home to his task, serving the city in the meantime as usual as an assistant engineer. The various sections of the city were drawn on a large scale and the location of all buildings was plainly indicated. Six months later maps were delivered to subscribers.

Capt. Tinkham completed his map eventually, but there were no sales for it. The Star Clothing House purchased the issue and distributed it among customers gratuitously. The Tinkham map was much smaller than Sekell's and not so desirable in several particulars. Arthur Scott White.

Economic Value of Model Retail Store

Results from arranging model retail stores have unmistakably shown their economic value. Business is greater and profits larger. New consumers have been obtained. Perhaps one of the best talking points for such stores is found in a few complaints heard now and then by those who have established such stores, curious as that seems. These complaints have been that business apparently had fallen off and there was much less work for clerks in the stores, a general letting down of activity. The answer was found when some of those complaining were asked to turn to their books and look up the facts. They found that actually they had increased profits! The decrease in work of clerks was found to be due to the arrangement of the model stores. Consumers were enabled to pick out without general shopping what they wanted because everything was in plain sight and readily accessible. The lessened activity was only apparent. There had been greater activity, but it was more orderly, sales were made more quickly and readily. And some dealers have reported that they have found it possible to reduce the clerical force, while at the same time increasing their sales and net income.

Business in the Home.

Cohen and his family sat down to dinner on Sunday. To his three little boys Cohen said: "Now, children, which of you would want a nickel instead of meat for your dinner?"

Each of the three decided in favor of the cash settlement, so Mrs. Cohen put the meat away. Then she brought in the pie and put it on the table.

"Now, my children," enquired Cohen, "how many of you want a nickel's worth of pie?"

PEOPLE KNOW WHAT THEY WANT — AND THEY WANT WHAT THEY KNOW

MOST visitors to New York City want to see the Woolworth Building. Of course, the city has many other large, beautiful skyscrapers, **but no other has been made so well-known.**

People know what they want—and **they want what they know.** Every progressive grocer recognizes the truth of this statement. He has learned that it is much easier to sell his customers goods that they know.

Your Procter & Gamble salesman will be glad to furnish free display material for any of these products:

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CINCINNATI, OHIO

THE BETTER IT'S KNOWN, THE EASIER IT SELLS

FINANCIAL

Is This a Bull or Bear Market?

With the approach of summer's close some statisticians have been counting up their customers' winnings in the great bull market of the last three months and found that the public has not made the killing everybody supposed.

This summer's bull market in the headlines of the newspapers and in the accepted stock averages has been a sensation. It has set new standards in the apparent rate of appreciating values. Exactly on May 27, the bottom of the long spring decline was reached. Then the market started up. Over fifty-five points had been added through the market to the Standard Statistics Company's weighted index of ninety carefully selected stocks up through Saturday's close. Not many summers in all history have provided such an exhibition of mounting values.

Yet even when viewed from the lowest level of the spring reaction—and it must be remembered that the industrial stocks reached their poorest position for the year to date on May 27—the summer's market seems overwhelmingly bullish only when examining the averages. Actually the trader who went into the market on May 27 to benefit from a possible summer bull market was making no sure bet. It turns out that even then he had only about a three-to-five shot. From the standpoint of the buyer May 27 was the most advantageous day on which to purchase stock to benefit from the great bull market this summer. Yet not all of the 516 listed stocks that sold on that day have gone up. Three hundred and sixty-six of them have gone up but the remaining 150 have gone down. That is to say 70.9 per cent. have risen; 29.1 per cent. have fallen.

It is the same old story. The sweeping advance of 55 points in the averages reflects what has happened to the stocks included in the various compilations. As with a study of the market during August, an illusion of rapidly advancing prices has been created in the averages by concentration on the quality issues. The spectacular performers this summer have been the stocks of widely recognized merit. The man who bought American Telephone & Telegraph, Allied Chemical & Dye, General Electric, U. S. Steel and Consolidated Gas was indeed wise. No such rewards have come to the man who went into the market blindly on May 27 and took a gambler's chance.

What this emphasizes is that the stock market more than ever has become a selective affair notwithstanding the country's widespread prosperity. Most groups of American industries have been making money this year but the market has favored the quality stocks. A growing number of American investors have come to see that in the long run the best stock, even though it be the highest priced at the moment, usually turns out to be the cheapest in the end. Formation of investment trusts in vast numbers

during the last three months has accelerated the rise in quality stocks since the managements of all conservative portfolios desire to affiliate themselves with the leaders in various industrial groups.

Paul Willard Garrett.
[Copyrighted, 1929.]

What Will Signalize a Decline?

For two full years prophets of the financial district have been rubbing the crystal ball for a sign of the time when the stock market will drop but it is becoming a question whether the sign will be recognized as such when it appears.

Up to early 1929 the authorities were pretty well agreed that the approach of bad days for the stock market would be forecast or accompanied by adverse developments in money. The threat of Reserve action hung over the financial district like a dark cloud. The expansion in credit at a rapid rate was looked upon as a bubble that must burst in time. Yet neither the February scolding by the Federal Reserve nor the August advance in the rediscount rate induced a major decline in stocks. Accordingly the financial district does not now as it did formerly regard changes in money as the element in control.

This shift from emphasis on the importance of credit developments in connection with the stock market is raising a question in the minds of many observers in Wall Street whose business it is to predict major market swings. It teaches them that they may not so easily recognize the sign of reversing market conditions when it appears as was thought. All kinds of suggestions have been offered. Some historians recall that severe breaks in the market frequently have been preceded by heavy settlement dates. Others recall that October 1 and December 1 frequently present critical periods for the market. Still others observe that usually the market has run a'long all right until the trading volume mounts.

What the financial district will think in another six months is a question but at the moment it is concentrating its attention more and more on the trend in business with a growing belief that fundamentally the market will remain good after all so long as industry continues to report important earnings. Even if it be agreed that the sign on the crystal ball will come in the form of news on unfavorable developments in business the question then arises how will we know this sign when it first shows up?

Nobody presumes that the market will await a definite turn downward for business in the statistics. By the time a major development in industry shows up in the reported figures the market usually has discounted the news. Presumably sentiment in the market will change when sentiment in business changes. But how the first glimmer of this shift is to be recognized the financial district itself seems unable to agree. It is of course possible that by the time signs of a recession in business come other offsetting signs in the form of improved condi-

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tions abroad or easier money will loom to confuse those seeking ever to learn what the market will do next.

Paul Willard Garrett.
[Copyrighted, 1929.]

Federal Reserve Agent Finds Trade Good.

With data through one month more to go on the Federal Reserve Agent at New York in his September monthly review finds the flow both in wholesale and retail business still full.

July sales of reporting wholesale firms in this district ran 8.6 per cent. greater than those for the same month last year. The presence of one more selling day this year than last presumably explains at least a part of the improvement. The groups that show the most striking gains over a year ago in the wholesale trade are machine tools, diamonds, silk goods, drugs, groceries, stationery, jewelry and cotton goods. Hardware is the one line found by the Federal Reserve Agent not to show an improvement. Even as compared with sales for the preceding month the July gain was 5 per cent.

The Agent's own comment regarding stocks on hand is that they "showed no consistent change from a year previous" and his interesting remark concerning collections is that these "were considerably better than in July, 1928 in most lines."

Department stores in this district reported roughly a 4 per cent. increase over July, 1928 but there again the extra selling day in July this year must have been partly responsible. While stocks of merchandise on hand at the department stores have increased slightly from a year ago the rate of stock turnover has not changed greatly. Net sales increases at the department stores were especially large in such groups as toys and sporting goods, furniture, linens and handkerchiefs, shoes, luggage and other leather goods, books and stationery, hosiery, home furnishings, musical instruments and radio, silverware and jewelry and toilet articles and drugs. Indeed except for the declines in net sales of silks and velvets and in men's and boys' wear the shrinkage in department store sales for various groups were negligible.

The chain stores in July showed a better gain over the year previous than they had in June. Indeed their 14.9 per cent. increase in sales restores the pace of growth to which the country has been accustomed in recent years. The grocery chains reported a 17 per cent. increase over a year ago, the 10 cent stores 10.8, drug 20.3, shoe 9.7, and variety 23.2.

While this month's Federal Reserve report on trade thus does not reveal any material change from conditions that prevailed in June it does substantiate the general belief that business is holding on a high level and that the gains over a year ago are indeed substantial.

Paul Willard Garrett.
[Copyrighted, 1929.]

Be always behind with your work and you won't get ahead.

Are you really earning promotion or demotion?

Uniting Sales and Production.

In changing its name to Fashion Park Associates, Inc., Weber & Heilbroner, Inc., signalized its entry into the field of manufacture and wholesale distribution of men's clothing, after having built a chain of retail outlets for men's furnishings.

Adoption of the name Fashion Park Associates, Inc., followed acquisition of all the stock of Fashion Park, Inc., and Stein Bloch Company, manufacturers of men's clothing. Additional retail stores have been obtained, increasing the system to more than thirty, most of which are located in New York City and Chicago, and additional manufacturing facilities may be brought into the group.

Although operations of the enlarged company have not been conducted for a sufficient length of time to determine actual results, the combination is expected to be more favorable than if each unit were operated independently.

The association of companies brings about co-ordination of manufacturing and distributing facilities with benefits for each. On the basis of estimates from the sales department, the manufacturing divisions are enabled to guard against overproduction and accumulation of burdensome inventories. Moreover, this affiliation permits concentration on popular styles and assures prompt deliveries of seasonal merchandise.

The management has taken steps to broaden its business and increase sales without enlarging overhead expenses by introducing women's apparel in some stores where a demand has been created. The Nettleton Shoe Company operates the company's shoe departments under contract.

Economies resulting from the fusion are expected to benefit earnings. Net income of Weber & Heilbroner, Inc., alone for the year ended February 28, 1929, rose to \$746,560, equal to \$6.03 a share on the common, from \$545,439, or 3.91 a common share, in the preceding year.

The company has outstanding \$8,471,200 of 7 per cent. cumulative preferred stock of \$100 par value and 273,961 shares of common, including stock issued for Fashion Park, Inc., and the Stein Bloch Company. There is no funded debt.

Dividends have been paid regularly on the preferred shares, while payments on the common were at the rate of \$4 annually until the acquisition of the manufacturing units. Since then payments have been at the rate of \$2.50 a share annually in cash and 3 per cent. in stock. Several stock dividends have been paid at intervals, the latest having been 12½ per cent. in March. William Russell White.

[Copyrighted, 1929.]

Opinion of Expert on Relicted Lands.
South Haven, August 29—Thank you for the opportunity to express my views as to the relict land question. I never studied law, so will not touch upon disputed law points, but I did follow the business of land surveying for some years and every surveyor knows that a meander line has the effect only of assisting in determining the approximate area of lands touching on waters. Where important to

find exact areas, off sets were run from the meander lines to the edge of the water. As a matter of practical surveying it was often impossible to make the meander line follow closely the edge of the water, the marshy borders of small lakes and rivers and the high seas often met with on the great lakes being obvious reasons.

The instructions from the United States Land Office to the surveyors who originally laid out the public lands recognized the difficulties likely to be met with in the traverse of unknown territory over hills, through woods and impassable waters, therefore they only demanded a reasonable approximation of correctness. Hardly any of the public land in our neighborhood brought originally over \$2.50 per acre and all lands, both away from and touching waters, were sold as so many acres, more or less.

Webster's dictionary, which is universally recognized as authoritative, says in plain words that a meander line is not a boundary. Surveyors find

that in many cases a meander line is now and always has been hundreds of feet inland; in other cases it is now hundreds of feet out in deep water. In one instance which came within my personal knowledge, as my grandfather took up the land from the United States, the meander line was approximately parallel to the water, but by the action of the lake part of the shore land was washed from one-half the original 160 acres and added to the other half, so that now deep water covers part of the meander line and a wide beach has formed outside the other. The 160 acres has neither lost nor gained in total area, so it seems incongruous that an interloper should claim the gain without compensation for the loss. The only rule which I ever heard of which justifies such a position is the rule that might makes right and surveyors were not instructed by such an outworn standard of ethics. Geo. C. Monroe.

Sneering betokens inferiority.

KK

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Metropolitan Chain Store Defies City Government.

Cadillac, Sept. 2.—I think you will be interested in the enclosed editorial from our local paper. This store is located across the street from us and the hideous noises they broadcast on the suffering public are outrageous. As the article states, they were approached as anyone would talk to a gentleman, but the manager didn't seem to be of that type and conducted himself in a very offensive manner. It was intimated that in Grand Rapids they had objections to this nuisance, too, but were bigger than the city government. It looked like a good bluff, so we'll see what happens now.

Carl L. Maurer.

The editorial referred to, which was published in the Cadillac Evening News, is as follows:

Weak Links in the Chains.

The inclusion of the chain store in the retail sections of all modern cities is a fact that must be faced as an incident of present-day merchandising.

The chain store, in itself, is no better or worse than the individually-owned store, so long as the managers will conform to public interest and try and fit into the scheme of the city in which the stores are located.

Cadillac has some chain stores which have been accepted enthusiastically, not alone by the public but by the competitive merchants in the same lines of business. These stores adapt themselves to conditions of the community and seek to establish themselves as units in the business life of the city in such a manner that they will be considered assets to the retail section. Were it not for the well-advertised names of these stores there would be no apparent difference between them and the individually-owned store.

In contrast to these broad-minded establishments are the few places that are obviously in Cadillac for the money they can take out, without regard for community customs or the good will of their associates and patrons.

Monday evening a petition signed by twenty-four merchants in the block between Harris and Cass street was presented to the city commission asking that steps be taken to abate what is termed a nuisance—the phonograph at the Metropolitan store. The petitioners stated they were losing patronage and were greatly annoyed by the continuous operation of the mechanical music-box, which had been equipped with an electrical amplifier to send the so-called music out into the street.

In support of the petition some of the signers appeared in person before the commission. They stated that they had heard criticisms from tourists who wanted to know where the sideshow was located and made other facetious and disparaging remarks about the city to the embarrassment of the resident merchants who objected to being forced to apologize for the actions of a branch store of a big city chain.

City Attorney Yearnd promised a new ordinance that would give relief from the phonograph noises. Chief of Police Dan Levin stated he has asked the local Metropolitan management to desist and that he was told that the equipment cost a lot of money and

that efforts in other cities to halt the practice had failed.

The Metropolitan store in other ways has shown a disposition to refuse to co-operate with community desires. It was stated that this store was one of the two or three which refused to contribute to the Legion's Fourth of July fund, an enterprise designed to keep Cadillac money at home for future use and to bring new money into the city. Letters sent to the New York offices were ignored after the local manager referred the solicitors to the men higher up.

"Any store can get along without the friendship of the people for a short time, but the people have the best of the bargain for they can get along without any particular store permanently," declared one business man to-day, "and the surest way for a store to be closed up tight is to ignore the friendship of the citizens of the town wherein it expects to do business."

When the Zeppelin Passed Over.

"All things come to those who wait." during the kaiser's war we had watched the sky for a sight of an aeroplane. Since October 30, 1918, we have seen hundreds of aeroplanes passing over our buildings or fields on the route between Selfridge Field and Jackson, Mich. They are not seen every day, but some days we see from one to a dozen going in the same direction. Some are so high it is difficult to locate them and some seem to skim the tree tops. One was heard, but could not be located until it shot over a low shed and passed perhaps 50 feet above my head so quickly that I could only read: "U. S. Mail No. —", and it was gone before I could tell if it was 2, 5 or 7.

When we learned over the radio on Tuesday, Aug. 27, that the Graf Zeppelin had left Los Angeles on Monday evening and would reach Cleveland on Wednesday evening, we had little hopes of seeing it. But about 8 o'clock Wednesday evening, word came that the big ship would pass over Detroit a about 10 p. m. and we thought it possible that would pass over Ann Arbor, eight miles Southeast, and we might see its lights.

So I planned to be up and out from 9 o'clock on. As I was resting on a cot on the North porch I heard a noise which in a few seconds increased to such a roar that I knew it must be the Zeppelin. I hurried to a point South of the barn and looked toward Dexter, four and a half miles Southwest and there in the sky were two lights larger than Venus and as far apart as Gemini. A luminous haze was seen behind the lights. At first I could see no motion, but soon saw it was coming toward me. As it came nearer I saw four great lights forming a square and then more and smaller lights, so I knew I was looking at the South side of the craft and that it would pass North over our buildings. I ran down the road, and as it passed over the fields North it looked to me twice the length of our 70 foot barn. I judged it to be one-quarter of a mile away, which I verified next morning by enquiring of neighbors. If it did not pas over my

land it lacked but a few rods. It may have been 500 feet from the earth, but it looked nearer.

The front half was well lighted, but the rear half was just a black hulk, except the rear lights. At 9 o'clock it had passed, but could still be seen and heard. Ten minutes later a friend's voice on the telephone said the radio had just announced that it was over Jackson thirty-five minutes before. So it made the forty-two or forty-three miles from that place in about twenty minutes, going at the rate of 100 miles or more per hour.

The evening was partly cloudy, but stars were visible in places and the moon had not yet risen. We wondered if the pilots steered by chart and compass or if local pilots were aboard to direct its course across the United States. As two American observers accompanied the ship on its world tour, one from the U. S. Navy and one from the Army, as we were told, it seems probable that they followed the route of the army planes from Jackson to Selfridge field and that the beacon at the latter place guided them between the two places. It was headed North of Detroit. Then they circled over Detroit, sped on to Cleveland and at half past seven Thursday morning the Zeppelin was at Lakehurst, New Jersey, where the doors, 250 feet high and weighing 20,000 tons, were being opened for its reception, and its world tour was completed in safety. Its escape from destruction at Los Angeles when it cleared the high tension wires by only ten feet maks one shud-

der at what might have happened.

The roar of its five 1100 horse power motors must have been equal to thirty or forty aeroplanes.

E. E. Whitney.

Printing offers many pitfalls. Many a writer seeking a beautiful phrase, and having completed it to his liking and satisfaction, has all but yielded up the ghost when it appeared in print. For instance the transposition of a space makes all the difference in the world in the meaning of words, as the author found out when he penned "the masses" and it appeared in print as "them asses."

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C. P. STEIMLE, Registrar
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MUTUAL FIRE INSURANCE

Protection From Fire Should Not Be Neglected.

Grandville, Sept. 3—Among the agents for depleting farm production in Michigan as well as other states of this Union are the annual forest fires that sweep over great scopes of country every year.

Montana, Idaho and other Western States are even now fighting this scourge and nail, while parts of our own State are suffering. Large tracts of good farming land were made hopeless by the fierce bush fires which swept over them.

In an early day only the hardwood lands were thought fit for farming, hence the terrific fires burning over pine tracts from which the timber had been cut were not viewed with any great degree of alarm. Once over is bad enough but much of Michigan wild land has met with this scourge of fire again and again until all fertility of soil has been wiped out.

This is one of the causes for a general belief that cutover pine lands are unfit for farming. Nothing could be farther from the truth. Some of the most productive lands in Michigan once bore a crop of giant pines. Unfertilized land could not produce such a crop of trees.

The jack pine plains of Michigan are evidence of the poverty of the soil, not so those acres which bore the great forests which filled the rivers with sawlogs for the numerous mills at Muskegon and other towns. I will say right here that I raised one of the finest fields of corn on pine land that had been sneered at as unproductive for years until it was put under subjection and a proper condition for producing. It was a dry season and many fields on the heavier soils failed to produce a full crop.

Proper fertilizing and after cultivation was the secret. Doing things at the right time counts in large dividends. By the continued use of harrow and cultivator I held the moisture in the soil until the corn was matured. This field of mammoth corn grew on a field usually referred to as "pine barrens."

Frequent fires had not eaten the fertility of that lot, but there were neighboring acres which were less fortunate. In an early day the great fires that raged in the Michigan woods were not regarded as soil destroyers, but as dangerous to the house and home of the settler.

Time and again the whole settlement at Bridgeton turned out to fight fire. New choppings were being made year by year and thus a fertile field made for the grasp of the fire fiend.

At Bridgeton a creek empties into the Muskegon, the hills on either side rising to a considerable height. Along these hillsides fire has more than once raged and men and boys, even women, were called to fight with every means at their command.

Day and night for several days were these fires battled against. Later, at the time of the Chicago fire, came the greatest conflagration of all. Thousands of acres of cutover pine lands were in the grasp of the fire fiend. Mill crews, merchants and farm hands were out doing their level best to keep down the despoiler.

This was in the fall of the year toward the close of a long drought. The news that Chicago was burning did not startle the settlers so much as did the nearer by fact that their own immediate surroundings were in the grasp of fiery giant.

For several weeks the sky had been darkened by smoke until at length the mid-day sun failed to peep through, and this cloud covered the earth so densely as to almost shut out the light of day. After a time the fire was seen blazing from the treetops, dead pines serving as signal fires to call the

people out to the rescue of their buildings.

A stiff breeze scattered the brands far over the heads of the front line of fighters. It was a time of excitement and peril seldom experienced even in the lumber woods. It was about this time that the village of Peshtigo in Wisconsin and Holland in our own State went up in flames, a time that will not be forgotten while a single old timer lives to recall the scene.

We have forest fires in Michigan today, although nothing like the widespread destructive ones of an earlier day. A forest destroyed by fire seldom retrieves itself. Usually a growth of pigmy trees and saplings come to take the place of the old woods.

I recall one time, some forty years ago, when I was cutting short logs for our clapboard mill a fire burst suddenly upon the scene. I had several hundred logs ready for drawing to the mill when this fire started. The woods for miles around seemed to suddenly spring into flames. On every side the red tongues of fire swept towards me. A narrow creek afforded the only outlet for escape down which, between rows of fires on either side, I made my way to safety.

I lost the logs, but was thankful to escape with my life. A scourge of fire is one of the worst that can be encountered by a settler. Such are, however, rare at the present time. Farther West no doubt, in the mountains and plains of the West, these fires still rage with the old time fury that accompanied them in early Michigan days.

No doubt the destruction of Michigan forests has much to do with the change in our climate which people have come to notice during these later years. Too close a watch cannot be kept on the starting of fires in the wild lands of our peninsular state. Fire and water are two of the most destructive elements we have to encounter.

Old Timer.

Garage Located in a Dwelling.

No garage shall be located in a building that is occupied in any part as dwelling, tenement or lodging house, hotel, hospital, school, theater, church or as a place of public amusement or assembly, provided, however, that a building in which is located a garage containing not more than two motor vehicles, which are the property of the applicant or his immediate family, and which are not let out for hire, may be used in part as a dwelling, if the portion so used is not more than two and a half stories in height, is entirely separated from the garage by unpierced fire-protected walls and ceiling with a cement concrete floor, has a separate entrance from the outside air, and has all windows in the garage stationary or automatic closing fire windows; but such part shall only be occupied as a dwelling by the owner or his employee. No gasoline shall be kept in the garage, except such as is in the tanks of the motor vehicles, unless such building is of first class construction throughout.

Every garage from 50 to 75 feet in depth shall have one door, opening outward, in the rear outside wall of the ground floor, opposite the main entrance, leading directly to the outer air for use in case of fire, and every garage more than 75 feet in depth shall have two such doors in the rear outside wall opposite the main entrance, located equidistant in the said wall.

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THE GRAND RAPIDS MERCHANTS MUTUAL
FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

TO SOLVE PROBLEMS.

Mission of Merchant on This Earth.

Right now we are dismayed by hearing the independent merchant and the chain store operator yapping at one another, each trying to prove that he deserves his special place in the sun. Those dealers who are employing their time in serious, constructive thinking and who refuse to join in the yapping, are getting some place in business.

The so-called "independent" retailer was nervous about the mail order house until he got used to it. Like the weather, he spent a lot of time talking about it, but he didn't do anything about it. Now he has turned his scornful attention to his neighbor, the chain store operator.

He forgets that once upon a time the biggest chain in the world was just a single little store, commanding less respect than his present-day independent store. However, that little store had a man in it who knew something about selling. Because he was smart and could make customers, his kind of a store was demanded in some other locality. Therefore, very soon he had two stores—then three—then four—and so on, ad infinitum.

He made his success of superior selling ability. Now the independent store is jealous of his superior buying ability.

In the meantime, both have forgotten what a merchant is for.

Business is simply a means of getting a product out of the ground—where everything comes from—to the consumer. The blessed customer must be fed, clothed, sheltered and made generally comfortable. Raw materials are lying in the dirt and, through a course of processes, are developed into a shape, size, taste, color or what you will, to suit the ultimate buyer. Along the road from the field, mine or orchard are several incidents. One of these incidents is a factory. Another is a carrier. Another is a wholesaler. Another is a retailer. The main idea is to take care of the individual for whom the item was originally devised. If one factory, one carrier, one wholesaler or one retailer is smarter than another, his methods will reward him.

The unfortunate part of the procedure is that the further we get along the line of development of any product the less brains are in evidence. We have great colleges and laboratories serving our farmers and miners. We have universities and a Government with brainy, scientific laboratories serving our factories. We have great sales schools in our wholesale establishments. We have a few attempts at selling efficiency on the part of some of our big retailers, but in the average retail

store we have very few brains where the customer can find them. In other words, the closer the article gets to the customer for whom it is built, the less intelligence is displayed.

That's the reason for the tremendous force of advertising that has been flaunted before our optics during the past generation. As a result of this advertising the customer often knows more about the article which he desires to purchase than the clerk who is entirely surrounded by said article. In many cases he actually has to wrest the product from the retail clerk, who knows nothing whatever about it that is not printed on the label.

What is a merchant for? The answer is: A merchant should be God's gift to the consumer, who is a willing slave, driven to the purchase of articles which he often does not really want but which he is compelled to buy.

For instance, who wants to get up in the morning and scrape his tender cheeks with a sharp piece of steel? No man is passionately fond of having, but he must do it or be otracized.

Therefore, he is forced to buy shaving equipment of various sorts. Does he get much help from retail clerks? He does not. The clerk has not been taught that he is behind the counter to help customers solve problems which lie behind their requests.

Once I saw a man brazenly walk into a hardware store and heard him say: "I want a hoe!" What a liar he was! Of all the crippling, back-breaking instruments of torture the hoe takes the first prize. What the gentleman wanted was fresh radishes. If the clerk had realized what was behind his request he would have loaded him up with equipment that would have made his garden'ng easy and made a friend for life.

When is a merchant going to learn that he was put on earth to solve problems?

Those who get this slant on their jobs will find that they have little time to quibble about the details of merchandising development.

Harvey Campbell,

Secretary Detroit Board of Commerce.

Government Cannot Bar Open Shop.

Upon request of the Secretary of the Treasury, the Comptroller General of the United States recently rendered an opinion of unusual interest and importance, says a statement by James A. Emery, general counsel of the National Industrial Council. The Comptroller General makes clear in his opinion a proposition which is not only legally sound but which is in thorough accord with the best traditions of American government, namely, that legal sanction cannot be given to discrimination between union and non-union workmen in the performance of contracts for public works. In re-

stating this proposition, the Comptroller held:

1. That a contractor engaged in the installation of mechanical equipment in public buildings under construction may use such labor as he sees fit, either union or non-union, provided the work is done in accordance with the contract in other respects;

2. That a threatened strike by employees of other contractors on the same job, employing union labor only, and aimed at the first contractor because of his employment of non-union men, is unlawful; and

3. That the United States Government may not abrogate its contract with the contractor using non-union labor under the above circumstances, merely on the ground that if he pursues his employment policy a strike will tie up the principal construction projects.

(This ruling was given in the Cleveland Marine Hospital case described in an article by William Frew Long.

Order Work Clothes For Harvest.

Preparedness for the coming harvest work and the continued spell of warm weather are credited with inspiring the considerable demand for heavy cotton goods for work clothing, which has developed during the past week. Orders for such material have been reaching houses here from all parts of the country and in quantities larger than was expected. A continuance of heavy business is looked for during the balance of this and throughout next week.

GRAND RAPIDS SCALE CO.

Sales Agency Fairbanks Scales.
Repairing. Installing.
652 Fourth St., Grand Rapids, Mich.



Looking Ahead - -

Practically all our lives we are preparing for something that will come to us. We educate our children so that in older years they may have the best that life can give them. We are constantly preparing ourselves for the time that opportunity will knock on our door and give us something "big."

Owning Life Insurance is the safest way of looking ahead. You are not depending upon fate or fortune to bring you comfort and protection. You are preparing yourself for the day you can no longer earn. The New Era Life Association will help you select the wisest way of life protection. Our representatives will call upon you at your request.

NEW ERA LIFE ASSOCIATION

(Legal Reserve)

Second Floor Grand Rapids Savings Bldg. Grand Rapids, Michigan
HOME OFFICE

Officer Gives Tourists From Indiana Low Rating.

Indiana tourists are the poorest drivers on earth. Hoosier travelers disregard traffic signals oftener than those of any other state in the Union. Also they drive the oldest and most dilapidated machines on their travels. Also they seem to possess larger families and take them all along on their trips. Their camp luggage fastened to the side of their machines, is cheaper and poorer than that carried around the country by drivers from other states.

This is the opinion of Ray Shorter, traffic patrolman, at Burdick street and Michigan avenue, who daily watches long lines of travelers passing through the city.

"I figure there must be more Model T's in Indiana to the square inch than in any other state," he said. "Folks down that way are so busy gathering their crops that when they set out to travel around they are not prepared for the trip. They merely load the family in and away they go. Traffic signals they know nothing about. They leave that entirely up to the officers along the way."

The greater number of automobiles from any state, outside of Michigan, bear Illinois licenses. The drivers from there give less trouble than do other autoists of the Middle West. They wheel right along, obey all traffic signals and their cars appear to be in much better condition.

Every state, with the possible exception of Mississippi, has been represented in the summer's procession of tourists. Rhode Island has been represented twice. Pretty fair representation however, as both machines were Pierce Arrows. Californians—and there have been many on tour this year—are the aristocrats of the highways. They drive only the better and more expensive makes of automobiles. Also they avoid the tourist camps and put up at the best hotels.

"People living in the Southern states do not do much touring," said Officer Shorter. "I figure that they cannot afford to travel," he added. The traffic patrolman thus indicated that he was a philosopher as well as guardian of the law.

New York cars are a better grade, as a rule, than those of the West. This is true of all Easterners. The drivers prefer the larger cars.

The best looking women on tour come from Ohio. Also they are the best mannered and show much better breeding, according to the officer.

"Ohio women are always very polite when asking for information," said Shorter. "Also they are mighty good looking and they seem to be enjoying their trips better than the women from other states, many of whom appear to be bored to death and all tired out."

Illinois drivers are not in the habit of changing cars every year or so. The motorists from that state take excellent care of their machines and manage to make them last five or six years. The officer figures that Michigan drivers on the average, buy new machines at least every two years.

"Trouble with the people from this

State is that they do not give their cars the necessary care. They park them out in all kinds of weather and they are not quick to have repairs made when such work is necessary. Sort-a shiftless in looking after the cars in which they have invested large sums of money," said the officer-philosopher.

Tourists passing through for the most part cause little trouble for the officers. They appear to have a good idea as to the traffic laws of each state and city and they usually can find their way along without asking questions.

"Fellow standing here on the corner meets up with some mighty fine people," said Shorter. "They all appear thankful for any information given them."

Then he blew his whistle and informed a wandering Hoosier there were no right turns on his corner.—Kalamazoo Gazette.

Looking Backward Half a Century.

Many thanks for the Tradesman with articles by At. White, which are always interesting. What a memory for detail he has, running back seventy-five years. All that we can get from him is so much saved from oblivion for I do not think there is any other person living who can supply it. His story of the old newspapers, the Eagle and the Times, A. B. Turner, Eli Harrington and Nathan Church are valuable contributions to the history of Michigan journalism. I am sure that my friend, Lee A. White, is collecting material for such a book, so I turn such information over to him. Shall be glad to get the dope on the Leader, which I think was promoted by our old friend David R. Waters, who had a penchant for starting things. As I remember, it was he and Will Sproat who founded another daily paper and kept it alive by a pretty strenuous advocacy of the cause of the strikers in the street railway strike of 1891.

My old friend, Mickey Finn, furnished some picturesque copy for the Press. I remember how he used to prod the sensibilities of Col. Risley, who succeeded N. C. Johnson in Sweet's Hotel, and his story of seeing what looked like money passed from a corporation agent to Alderman George Black in the toilet room of Sweets. George was the alderman who, during the hectic struggle between rival paving concerns for the early contracts in Grand Rapids, expressed a decided preference for "vitalized (vitrified) brick," and an unalterable prejudice toward asphalt. I was a sort of mouse under the rug in that paving promotion and can still remember a little of the inside dope. It brought to Grand Rapids some of the most expert grafters and boodlers of the State, but in the end it had the effect of interesting the people in paving and the transformation from cedar blocks and cobblestones on a mud foundation to pavements of a more enduring quality was thus begun. Some day I may be tempted to write the little I know, but some of it is neither safe nor fit to print because of the methods employed.

I doubt if any of us realize fully the changes that have occurred in the last fifty years and the ways and means by which they were brought about. Municipalities, like people, have their periods of childhood and adolescence and the diseases common to both, like measles, chickenpox, croup and sometimes diphtheria and scarlet fever, involving considerable political mortality. As you and I know, some who fell victims to the more virulent epidemics made remarkable recoveries. I sometimes wonder which is the more valuable gift, a good memory or a good forgettery. The city manager plan has recently won out in Cleveland against a pretty artful campaign fomented by the reactionaries and place-hunting politicians. I think it is only a matter of time when we shall come to it in Detroit, although we have been remarkably free from scandals in our municipal government for a long

time. The chief channel of corruption is now navigated with more or less success by the bootleggers and blind pig operators who have corrupted quite a number of otherwise and heretofore good men.

Have had two letters from C. E. Wilde recently. That reminds me that my son, who is associated with the A. T. & T. Co. in Chicago will have his vacation some time next month, during which he may drive me to Grand Rapids for a day with the few who remember me still, after an absence of more than thirty-seven years. Mr. and Mrs. G. E. Owing, parents of Mrs. Ten Hopen, were among my first acquaintances—in the winter of 1880 when Mrs. Ten Hopen was a very little girl. They are gone, but she remains and still maintains the old friendship while I preserve the memory of unforgettable kindnesses to me, a stranger.

Geo. B. Catlin.

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OUR LEADING BRAND — PLAYERS PEANUTS
1996 GRATIOT AVENUE DETROIT, MICHIGAN



THE PARK PLACE HOTEL — Traverse City, Michigan
As it will appear June 1, 1930

AND In the Mean Time THE ANNEX

will be a complete unit for the comfort of fall and winter guests. Additions are now being made of: A delightful Office and Lounge; a Coffee Shop and Grill with entrances from street and main hall.

The old hotel building will be closed September 4th, when all business will be transferred to the Annex and the hotel will go upon the EUROPEAN PLAN.

The management will enjoy serving you as usual.

HANNAH & LAY COMPANY

DRY GOODS

Michigan Retail Dry Goods Association.
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First Vice-President — G. E. Martin,
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Secretary-Treasurer — John Richey,
Charlotte.
Manager—Jason E. Hammond, Lansing.

Fur-Trimmed Coats For Fall.

Fur will be used generally to trim fall coats, and one point of distinction between the utility coat and the styles for more formal wear is the manner of trimming the sleeve. In sports coats the sleeve is finished in the usual tailored fashion, with stitching and large buttons. In models for the street and afternoon the sleeve, as well as the collar, is fur-trimmed. Cuffs are enormous, some covering the arm from wrist to elbow, flaring or straight, close-fitting or wide enough to be drawn in at the bottom like an old-fashioned undersleeve. An example of this is seen in an afternoon coat of fine broadcloth that has a sleeve with a slightly bell-shaped opening at the hand, with a scallop which is cut longer at the back to show the fur underneath. This is fastened tightly about the wrist with a narrow band of the fur. In some of the coats of finer cloths there is no cuff, but the band of fur matching the collar is sewn on the sleeve in the outline of a very deep cuff.

In collars of fur there are many new styles, varying in shape and treatment. The model which will be generally worn is the deep shawl collar, fitting equally well the tailored street coat or the more dressy coat for afternoon wear. Collars of unique shape are shown on some of the models. A trace of the quaint little shoulder cape worn years ago is seen in some of the new collars, and the flat scarf collar with uneven ends is shown on a few tailored coats. A short fur scarf tied in a bow at one side forms a chic finish on the neck of one coat of formal lines. Some models of the more elaborate sort are trimmed with a band of fur down each side of the front, and one gorgeous example is a coat of brown broadcloth having a high collar, elbow-length cuffs and a deep border of fur around the bottom. This is shaped to follow the low dip at the back, and the cape edge of the collar is shaped in the same manner.

Rumble seat is the merry name given to the latest fabric for girls' coats. It is a woolly stuff that looks like beaver and is of the same color, and will be used a great deal in place of fur for daytime occasions. The advance models are without fur trimming. Next to this novelty, chinchilla will be fashionable for school-girls, and the popular colors will be dark blue, green and gray. Coats of the genuine sports type and the polo coats are made of tweed, homespun, and a few have collar and cuffs of opossum or rabbit.

Long Gloves For Evening Wear.

Fashion demands long gauntlet gloves for evening, probably because long gloves are so in character with the formality of the new languishing gowns, short-waisted and trailing of skirt, and the woman who is fashion-

alert will undoubtedly endure the discomfort of these new gloves, even if rebelliously. There is a small measure of solace in the fact that they need not be always in white, the once standard and dignified shade for evening. Now, as long as they match the slippers in tone and aid them in enhancing the beauty of the gown, these new gauntlets may range in color all the way from the sombre black suede in which Maggy Rouff showed them, to the brilliant red gloves that Worth used to brighten his white evening gowns.

Now that Paris has turned her attention to dislodging the simple pull-on glove from its coveted position as the correct glove for street wear, it would seem that its days are numbered. The idea of the pull-on glove persists, but it is now lengthened in some cases nearly to the elbow or may flare into a mousquetaire cuff intended to dress up the plain sleeve. This gauntlet cuff naturally provides opportunity for all sort of original incrustated designs in contrasting leathers and shades as well as bracelet effects in applied metal or leather. Where the glove remains true to the pull-on type but is lengthened, there are often two or three clasps down the inside of the wrist designed to give a more slender wrist line.

Flat furs, almost fabric-like in their character, are used very generally by Paris for intricate incrustations on this season's new hats. The fur sets off the incrustated design to even better advantage than does the reversible vis-a-vis, whose brilliant soleil side may contrast well in texture with its sober felt side, but hardly affords the pronounced color and texture contrast of fur on felt. This liking for a touch of fur on the new hats finds another expression in the use of ermine tails as trimming for the more formal hat.

Black Suede Handbags Still Find Favor.

The fall handbags that are beginning to make an appearance in the smart shops show a wealth of new lines. Materials have changed little, however, suede being still far the most talked-of medium, especially in black. It is very popular for afternoon models among the French makers because of its rich texture and its adaptability to ornate tailoring. Brown suede, too, is being used, but comes second to black.

The new suede bags are made with the frames entirely concealed and with just a tiny tab or small knob at the opening. The new flat pouch shapes have unusual clasps in modernistic shapes and color combinations. Where a note of formality is required, some models have marcasite corners, fancy clasps or monograms. Bags of this style are also shown with colored piping to match the clasps. The sizes remain about the same as before.

Black dices seal is used for a bag that comes from Paris. It is fashioned with a clasp or tab on top, and a finely finished edge, with sterling silver corners as though the opening were there, but this is all a mere guise. A flap that extends to the bottom of the

bag and looks just like the outside of it provides the real opening. This flap is fastened onto the upper edge and is finished with a monogram in hand cut silver.

Other leather bags for general usage are made in square envelope styles with the unusual flaps and shapes.

Expect Art Needle Work Revival.

Women in New England are again taking up home needle work as a pastime and this fact has heartened the manufacturers of stamped goods and other art needle work supplies who regard that section of the country as a barometer by which the rise and fall of such activities among the women of the country may be gauged. The recent expressions of Mrs. Coolidge in favor of needle work are believed by the manufacturers to have started the New England revival and they count on the practice spreading rapidly throughout the country. Promotional work is under consideration, but the companies complain that store merchandise managers are skeptical of the revival and do not co-operate as much as they might.

Moderately Longer Skirts Indicated.

Combining the normal waistline with the longer skirt, the two radical features of fall styles, has complicated the question of how the American woman will respond to the longer skirt, according to Miss Mary Lewis, of Best & Co. The higher waistline in itself makes the skirt look longer.

Indications are, Miss Lewis added, that the moderately longer skirt, one and a half to two inches below the knee, will be accepted, but for active daytime wear the skirt going six inches below the knee is not likely to find widespread adoption. Several years ago an attempt to bring back the long skirt lasted just one season. "It may prove very much the same this time," she commented.—N. Y. Times.

Retain Confidence in Chinchillas.

Despite the controversy which has been raised about the position of chinchilla in juvenile Fall coats, buyers say that garments of this fabric are headed for a normal demand. It is pointed out that no evidence as yet has been presented that consumers are swinging away from this staple, although retailers may stress the novelty appeal of camel's hair and fleece types in which retail price competition is less. A factor of considerable importance, however, in school-size overcoats is the trend to leather coats and windbreakers. This has affected the call for cloth overcoats in these sizes, but not to any marked extent in the 15 to 20

year sizes in which fleece styles are doing well.

Toy Volume Still Gaining.

With the placing of a larger volume of orders by department stores, the toy trade is going into its heavy delivery months with somewhat more than 75 per cent. of its normal holiday business booked. Wheel goods and sheet steel toys, together with dolls, have had the bulk of the recent call. Business booked in electrical and constructional playthings is said to be ahead of last year at this time. The heavy orders placed since March by the chain store organizations indicate they will be much stronger retail factors this year in toys selling in the lower and medium price ranges.

Boys' Novelty Suits in Demand.

In good demand in boys' clothing for Fall are reversible suits of corduroy. A plaid design features the reverse side of the material used in the suits which are designed for boys of 8 to 16 years. Brown, tan and gray are the leading colors. A nice business is also being done in novelty suits of the wash type. These are fashioned of all-jersey material or jersey in combination with broadcloth, rayon or silk tops. All-knitted suits of regular sweater construction are also being played up, the trousers of which are unlined and the sweater of the slip-over variety.

To Standardize Notion Sheets.

A committee of the National Notions Association is at work upon the standardization of catalogue sheets for jobbers' catalogues and also salesmen's loose leaf price sheets. The present study grew out of the standardization of sample cards, which is now established in the notions trade. The objective is economy and greater simplicity, as under the former procedure a manufacturer has to have the sheets printed in a variety of forms for each jobber and salesman. The results of the study will be reported upon at the meeting of the board of directors sometime next month.

How To Buy a Good Used Car.

Look behind, underneath, and all around the rear seat cushion. If you find a couple of lace handkerchiefs and a handful of burned matches, a lip-stick and half a package of cigarettes, or an assortment of various buttons and a vanity case, or a feminine garter and an empty bottle, buy the car. Any one of the above items is sufficient proof that the car has been run but little.

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SHOE MARKET

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Slippers To Help Solve Murder Mysteries.

Some of us spend a great deal more time at home in the evening than formerly, due in a measure, I expect, to the outrageous prices in night clubs and theaters housing the hits of the season. Radios, detective fiction and sex novels provide fireside entertainment. The number of men who smoke a pipe and solve a murder mystery after 6 is tremendous. Pipe advertisers are linking up mystery fiction with pipe sales and I should think that the merchants in the slipper field would tie up their campaigns with the detective theme.

The home-loving Sherlock is legion and his tribe increases with rabbit-like speed. However, the slipper industry has long been like the smoking jacket industry, inclined to accept the theory that this is an up-and-at-'em age and that nobody stays home unless suffering from a broken leg or a fractured bank roll. Such views are an exaggeration I sincerely believe. A great many men are weary of spending money for nothing, so to speak. Home life is on the well-known up-and-up with those who operate on budgeted incomes. In New York at this moment the slipper prospect is rosy. Reptile leathers are much to the fore in current displays and lizard has a big call in the style centers.

There are a great many elaborate novelties for chaps who wear opulent silk robes around the house, but the majority of men insist on a slipper that is easy to get in and out of. They like to kick one slipper with the toe of the other and leap into them from any angle. Slippers must be convenient as well as beautiful, I believe. The model known as the "house slipper" in lizard is especially good, the dealers say. Mules of a rather elaborate type are on the increase in snappy displays. This is the handy slipper for the ultra-lazy man. Some of the mules are almost as colorful as the models worn by women when in the negligee or pajama state. Fabric is frequently used instead of leather. What with one thing and another the slipper prospect looks rosy from my side of the street.

I am one of the comparatively few people who believe that the day is not far distant when men will fight to the death with their wives for control of closet space. Homes are smaller and clothes and accessories for men more numerous, especially shoes. Eventually this condition means civil war. When a husband owns a dozen pairs of shoes they will begin to kick the wife's around to find space for them and then the bloodshed will be imminent.

Women buy a great many pairs of shoes these days because they are very particular about their feet and legs. Men buy because they are particular. They are trying to improve their feet.

"Feet first—right or wrong—feet first" is the motto of many. However, all this preamble is merely introductory. The new summer-weight shoes are being displayed and talked up about New York and every year more of them are purchased. If there is one time in the year when feet are troublesome it is during the summer and change of the seasons. If one steps on a foot in the subway battle sudden death follows. Howls of anguish indicate that the feet are sensitive.

Therefore, I believe that shoes should be changed often during the spring and summer, not only because of the hygienic qualities of such tactics, but because the feet appreciate the change. The light-weight summer shoe is just the ticket for feet of a million warm weather regrets. Modern men are fast walkers and they cover a lot of ground. Shoes are important factors in their lives. One should experience no difficulty in persuading a man that his peace of mind depends on the pacifist tendencies of his feet. This summer the new gray flannel suits have helped sell a great many light tan feather-weight shoes. Practically all of the clothing stores are featuring gray flannels for spring and summer wear and quite a number of the very fastidious boys are writing their orders for the lightest shades of tan shoes to harmonize. One style helps another. And so, we add another pair to our interesting collection.

Our best musical comedy tenors this season seem to be wearing white buck shoes and white flannel trousers in their lofty moments of love making. I will say this much for the reviews that give us our popular songs in New York. The leads are better dressed than formerly and more often than not their clothes are over the heads of their audiences, which is more than can be said for their jokes or their ballads. A \$5.50 show in New York is usually well dressed and well shod and one might say that it pays to groom the feet as well as the body. The leads in our melody melanges are usually young men with big followings among the flappers and they are required to live up to the demands of their public. They therefore know their styles. The spoken stage is running ahead of the cinema at this moment, I believe, in reflecting the approved footwear for men. The public really makes the demand in the stores and the shoes that the men see worn by their stage favorites in action leave a deep impression.

A man who is trying to dress like another is an obstinate creature. He cannot be talked out of his whim, although not for a million dollars would he tell the source of his inspiration. Men are that way, if one stops to think things over. Outside of stage circles it is believed that the tan wing tip is the seasonal leader in New York but really one can never tell what the public will do. I can cite the most unexpected market developments by the score to show that industry never knows which way the cat will jump.

I have noticed the single strap shoe for men in a few of the stores along our main metropolitan boulevards.

There is a good idea here but it has not had proper time to develop. Furthermore, the dealers have not given the notion much of a play. There is some excuse for any style that dispenses with shoe strings, although men are notoriously finicky about their ankle fastenings. If the strap is too loose or too tight, I should say that a fine rumpus might ensue between dealer and customer. The problem with the strap or buckle proposition would necessarily be proper adjustment. These remarks are made in a constructive, rather than a destructive spirit.

Are the Trade Monsters About To Clash?

The spotlight is thrown upon recent structural changes in American trade by the packers' petition to the Supreme Court for modification of the 1920 decree forbidding them to handle any food products but meat or to establish retail meat markets. The decree was intended to curb the potential power of the packers to control food-stuffs, especially their own. Relief from its unqualified restrictions is sought on the ground that conditions are so different from what they were nine years ago that the packers now find themselves in jeopardy of becoming victims themselves of monopoly or excessive power possessed by the very people whom the court sought to shield against that weapon, then in the hands of the packers. The Armour case rests largely upon the allegations concerning the inroads of the chain meat markets. These markets are described to the court as having reached such numbers and dimensions as a whole as, on the one hand, to menace with extinction many of the Armour customers among independent dealers, and, on the other hand, to put the parent chain companies—one at least is mentioned—in a position to dictate as to prices which they will pay for the

defendant's products. Allusion is made also to the (from the packers' point of view) alarming growth of the so-called voluntary chains (associated buyers) with an annual volume of \$350,000,000 that shows every sign of further expansion, as additional evidence of how the packer, no longer a roaring lion seeking whom he would devour, is now so hemmed about by creatures of his own size or larger as to be in imminent peril of his existence. From this peril, it is made to appear, only removal of the Supreme Court chains will enable him to save himself. In other words, he must perish if he is not allowed freedom not only to sell his own products to consumers, but to carry the war into Africa by selling some of the articles of food in which the grocery chains found profit before they merged the grocery with the butcher business. How the Supreme Court will view this rather pitiful plaint of the once haughty packer it once put on tether no layman can foretell and few lawyers will care to guess. The petition will serve at all events to apprise that august body of the approaching advent of a great mass of cases that is certain soon to crowd its calendar. The details of the petition should also serve to enlighten industry and trade in general as to some of the snarls in which great combinations are becoming involved. Incidentally they should hearten those who believe that the day is not distant when the vaulting ambition of the trade monsters will bring them into collisions with each other reminiscent of the wars of extermination of prehistoric monsters.

It is a fine plan for every young person to treat every old person as he would wish to be treated when he grows old himself. That is a very sure way of growing into an old age that will be honored by everyone, old and young.

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Thirty Reasons Why Your Customers Trade With You.

When a retail food dealer sets out to increase his sales he should analyze his merchandising policies closely and decide just what types of appeal will have the best effect on his prospective customers. Naturally, every progressive dealer is endeavoring to increase his trade at all times, but a periodic analysis of the methods of attack he already is using and of additional methods he might use almost always will bring forth some new and profitable inspiration. In the daily rush of business, a dealer is apt to overlook some sound methods of getting business.

When a consumer decides to patronize a certain dealer she usually has some definite reason or combination of reasons for doing so. Scores of reasons could be listed, some of which would be trivial. The following list contains thirty fundamental, basic reasons why housewives buy from the food dealers they patronize. The list covers practically all of the principal reasons, although some of them could be subdivided further or worded differently. It should be kept in mind that the housewife may combine any number of the reasons in arriving at her decision; also that her decision may have to do only with a single purchase.

Dealers also must realize that the customer's reasons for buying from him may not be reasons calculated to increase the dealer's profit. Here is the list:

1. Personal friendship for the dealer or an employee.
2. Location is most convenient for customer.
3. Store is located near other stores customer patronizes.
4. Store is clean, sanitary, and attractive.
5. Customer can get waited on more promptly than elsewhere.
6. Window displays are interesting or attractive or suggest something needed.
7. Dealer and employees are friendly and courteous.
8. Dealer and employees offer helpful suggestions.
9. Customer believes values are better than elsewhere.
10. Customer believes dealer is fair and reliable.
11. Customer was influenced by advertising.
12. Friends have recommended store.
13. Dealer carries well known brands.
14. Dealer's stock is new and fresh.
15. Prices are displayed on merchandise.
16. Prices are lowest obtainable.

17. Customer can't get desired merchandise anywhere else.
18. Stock offers wide selection.
19. Dealer succeeds in giving customer exactly what she wants.
20. Dealer will order special items or brands.
21. Dealer gives better delivery service than competitors.
22. Dealer gives more liberal credit terms than competitors.
23. Store is open evenings, Sundays, or holidays.
24. Dealer runs combination or department store.
25. Customer likes class of customers who patronize store.
26. Dealer will accept returned goods more readily than competitors.
27. Dealer makes more satisfactory adjustments on unsatisfactory merchandise.

28. Dealer solicits orders by telephone.

29. Customer owes big bill at other stores.

30. Employees are selling to customer at secretly reduced prices.

Some of these reasons may not be entirely favorable to the dealer under certain conditions. The last two reasons are distinctly unfavorable to the dealer and steps should be taken to eliminate them.

It would be decidedly advantageous for the dealer if he could find out what his customers think about his store and why they prefer to buy from him. This information would help him perfect his policies and plans. Few dealers could get much information by asking their customers directly. Dealers who advertise might be able to persuade a newspaper to make a survey among the customers of the store, without disclosing the store's interest in the survey. Some banks would be willing to make such a survey for a dealer, with or without cost to the dealer.

A survey of this kind would be most helpful to a dealer who found himself losing customers.

Some of the reasons listed seem to duplicate others, but that is due to the fact that we have endeavored to consider the source of the preference along with the reasons themselves. In other words, consider No. 12, "Friends recommended store." Undoubtedly the friends have advanced some of the other reasons to support their preference, but the recommendation itself was an important factor. About the same thing is true of No. 11. "Customer was influenced by advertising." The selling points in the advertising all are covered by the other reasons listed, but many consumers are guided to a great extent by advertising and deal almost exclusively with dealers who are well known because they do advertise.

By keeping this list or a similar one before him at all times and giving it careful study at frequent intervals, a dealer can plan his merchandising campaigns systematically and can be sure that he is not overlooking some good opportunities to increase his trade.

Form the habit of putting things in their places. Lack of orderliness may block your promotion.

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MORE CUSTOMERS FOR YEAST

Through a recent discovery of science known as irradiation, Fleischmann's Yeast now contains quantities of vitamin D, the "sunshine" vitamin. These cakes are equivalent to a day in the sunshine.

The new Fleischmann national advertising, and a great nationwide radio broadcast will start an increased demand for Yeast. Ask your Fleischmann man how you can get your share.

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.

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MICHIGAN

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Next meeting will be held in Grand Rapids, date not decided.

Defeat Chains By Using Its Own Policy.

A tip for the retail butcher is contained in the advice of George Havemeyer, of Jersey City, the fruit of six years of successful experience as a grocer in the most direct and intense competition with the chains. The secret of Havemeyer's success, he says, is fighting the chains with their own methods; in other words, using leaders to get people into the store and then selling them quality merchandise in addition.

"Price is not the only thing that people want to-day," said this grocer, as reported by the New York Journal of Commerce. "There are still plenty of quality purchasers, and even the price buyers are not always getting what they want in a chain store. They may think they are getting low prices, but when the quality and size of containers are taken into consideration, it often happens that the chain store prices are higher than independents. The trouble with many independents lies in the fact that they are licked by chain store propaganda, and if you are beaten mentally you have a tough job making profits in any business. Chain stores go out of business just as well as independents, but you never hear about that in their business reports.

"Only a few weeks ago nine grocery chain units went out of business in Hoboken, N. J., a town of 60,000 population, and chain stores are being closed in like manner all over the country every week in the year. You hear a great deal about the ever-increasing sales of chain stores, but nothing about increasing profits. Sales volume is often forced at the expense of net profits.

"Around here we all feel confident that the independent grocer has a bright future, and he can give just as good service and merchandise at just as low prices as the chains, and with the co-operation of wholesalers in this section we have proven this by driving the chains out of this section.

"We are succeeding because we possess the right mental makeup in this fight of independents vs. chain stores. Psychology plays a leading part in all of life's activities, and the grocery business is no exception. The chain stores have procured the trade of the average housewife because they make these women think that mass retailers can sell cheaper than the lone operator. If the independents throughout the country will use leaders and advertise aggressively just as the chains do, they will, in time, make the housewives think that they can buy as reasonably in their stores.

"The success formula for the independent grocer to-day is simply this: Believe in your ability to combat the chain store on price and quality, get the co-operation of your wholesaler, follow chain store merchandising

methods, and you will make the public believe in your store and its merchandise." Mr. Havemeyer now employs ten clerks in the two stores, and this is an excellent achievement after only six years in the grocery business, considering that these six years were trying ones for independents.

Papaws Make Meat Tender.

The toughest beefsteak may be made as tender and delicious as the choicest porterhouse if one will carry with him wherever he dines a bottle of papaw tree juice and rub it on his meat. The papaw is a peculiar tree of Northern South America and other tropical regions, where the natives use its juice in this way to improve their meat. It is the subject of an exhibit in the department of botany at Field Museum of Natural History.

The juice of the plants contains fibrine, a substance which so far as known exists elsewhere only in animal flesh. This, however, cannot be regarded as establishing kingdoms in the chain of evolution, Field museum botanists declare.

Combination Market and Dry Goods Store.

After several weeks of preparation the Tri-City Packing Co., of Silvis, Ill., opened its new combination grocery, butcher and dry goods store, located in the former mercantile department store building at Eighth street and Fifteenth avenue.

The big store room has been fitted out with everything modern in the way of grocery and meat market fixtures, and a full line of vegetables, fruits, groceries, meats, dry goods and notions and other commodities will be sold.

Why Margin Is Figured on Selling Price.

Because neither margin nor profit is made until the sale is made.

Because expenses are always figured in relation to sales.

Because total sales are usually available at a glance.

Because allowances and discounts are always figured on selling price.

Because a large part of lost profit in actual cases is traced to figuring margin on cost and expenses on selling.

Because this method truthfully represents the per cent. you make on a sale. To base the selling price on cost exaggerates the percentage and is misleading.

Handkerchief Prospects Excellent.

An excellent holiday business is looming up in handkerchiefs. Advance orders at this time compare well with last year and additional business is being written at a good rate. Novelty predominate in women's goods, with particular emphasis to be placed on boxed assortments for the Christmas period. Embroidered, printed and woven designs are featured on white and colored grounds with the range of materials including silks, linens and cottons. For immediate delivery a good business is noted in Porto Rican merchandise.

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Cookie-Cakes and Crackers

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Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Get a Good Stove Line and Push It Hard.

Experience teaches that it pays in business to concentrate our forces along certain definite lines. No matter whether in retailing or in industry, concentration of our efforts on a clear-cut objective is the high road to business success.

Yet if ten retail stove dealers were asked their opinions as to whether it is better to sell one stove or several lines, ten different answers would probably be received. Dealers who have made a continuous practice of handling several lines would see good in that method of doing business; while on the other hand dealers who habitually concentrate on a specific line would regard that practice as eminently sound. The dealer who handles a variety of stove lines will usually maintain that he secures a better assortment than where he buys from one manufacturer.

This may be correct enough where the dealer buys from a manufacturer whose output is limited to certain styles of stoves. On the other hand, the large manufacturer who is making and selling under one brand or trade mark a stove for every use and every possible demand, it is usually not necessary to stray afield in search of variety.

There is no question but that a great many dealers have made pronounced successes of their stove departments by concentrating on one good line of stoves. There are many sound reasons why they should be successful. One reason is that, in selling one line only, they are able to give that line their best thought and attention.

On the other hand, it is possible to secure very good results by handling the output of two or even more concerns which specialize in different classes of stoves. Thus, the output of one manufacturer who devotes himself exclusively to a good line of combination coal and wood stoves can often be handled to good advantage in connection with the output of a concern that devotes itself to oil heaters and cookers, and the two lines linked with the produce of a third plant whose specialty is electric and gas ranges.

But, taking the combination coal and wood stoves, the dealer who stocks the output of two or three competing manufacturers quite often finds himself laboring under a handicap. Not merely has he to compete with other dealers who can put their entire energies behind a single line; but in a sense he competes with himself inside the store. It is hard as a rule to push one line without impliedly reflecting upon another. The inevitable question, "But which of these three lines is really the best?" is a hard one to answer. And the dealer who features a single well-selected line never finds himself called on to answer it.

The dealer selling one good line of

stoves does not have to apologize for any of the stoves shown on his floor. The dealer selling several stove lines may talk about one particular make of stove, and in order to make a sale it is necessary for him to convince his customer that this particular stove is the best he can buy. If the customer's interest becomes switched to some other competing make on the same floor, that dealer simply has to start at the beginning and endeavor to sell that customer all over again. It's a hard job, too.

The experienced dealer knows that many a time a sale is lost because the further the customer goes, the more undecided he becomes.

The hardware dealer who secures the selling agency for a high grade, well-established line of stoves thereby links his business with a proposition that will prove profitable, not merely in the immediate present, but year after year on a cumulative scale. Where he is selling one stove line, he has only this one proposition to think about. He can study the line carefully, his clerks can become well posted in regard to it, they can become enthusiastic and impart this enthusiasm to customers, all because their efforts are not diverted to half a dozen different makes of stoves.

We have numerous examples of clothing dealers building business by concentrating on a single well-known trade marked line of clothes. Haberdashers have grown big businesses from small proportions by featuring some one particular make of shirts, some special line of collars, an exclusive brand of hats. A well-advertised line of shoes has been the making of more than one shoe dealer. These dealers have been successful because they have recognized that it is better to give their attention to the one line, to advertise it and to push it, and to be known as representatives for this one line, rather than spread their efforts over several lines some of which may be good and some undependable.

The merchant who devotes his time and attention to selling one good line of stoves can command a greater measure of assistance from the manufacturer than if he tries to push several different makes. This is only natural. The manufacturer in supplying assistance to the merchant's sales campaign naturally turns to his sales records to determine what amount of business the dealer is giving him. If this dealer is giving the manufacturer all his stove trade, well and good; if he is splitting his business, the manufacturer is apt to argue that in assisting this particular retailer he may be indirectly throwing business to a competitor.

Selling one good line of stoves helps materially to establish confidence in the minds of the buying public. It is a good thing from the customer's point of view to deal with a merchant who, day in and day out, year in and year out, recommends and sells one particular line of stoves. The customer feels it must be a good line or the merchant could not afford to give his time and attention to this one proposition to the exclusion of all others. He

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

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

has confidence in the merchant's advertising because when the merchant makes a statement in regard to his line he does not have to qualify it by explaining about another stove of a different make on the same floor.

One merchant who has built up a good stove business by the one-line method advertised as follows:

"We have the exclusive agency in this city for the — line of stoves and ranges.

"This is the only line of stoves we sell.

"After much experience and experiment we found it better, for our customers as well as for ourselves, to secure one good line of stoves, and to devote all our attention to that one line.

"We took this step because we were fortunate in securing the agency for a line that was complete in every detail, that has an established reputation for high quality, that could be counted on to give the very best of service, and that was sold at a medium price.

"We stake our reputation of twenty years on this line, and know absolutely that it cannot be equalled in this city. You may find other stoves that sell for lower prices, but you can find no other stove that gives you the same high value for your money.

"Remember, you buy a stove but once or twice in a lifetime. You will save money by paying a fair price at the start and getting a good stove that will last for years rather than buying a low priced stove that constantly needs costly repairs.

"We stand back of every — stove we sell. If there were better stoves made, we would sell them."

This kind of advertisement tends to create confidence in the mind of the buyer, who feels the — line must be all right, else the dealer would not risk his stove reputation by handling it to the exclusion of all other lines.

It pays, above all, to handle a good line; the output of a manufacturing concern whose every single stove is thoroughly dependable. The manufacturer who spends thousands of dollars to advertise his line and to make his trade mark known to the buying public is not going to risk his investment by skimping on even an occasional stove. The advertising the manufacturer does simply introduces the line to the public; but the line itself must build public confidence if the enterprise is to win a permanent success. So that back of the advertised line there is usually dependable quality. The very fact that the manufacturer has confidence that his line will make good, and backs this up with expensive advertising, is an assurance to the customer that the goods are right.

The dealer who links up with a nationally advertised line of proven quality is establishing his stove trade on a firm basis. Having selected a good line, he should push it; and having pushed it for one season, he should go on pushing it, year in and year out. The wideawake manufacturer can be counted on to keep pace with his competitors in the adoption of worthwhile new ideas, while at the same

time maintaining thoroughly dependable quality; and the dealer who sticks to a quality line will get the cumulative benefits, not merely of his own work, but of that done by the manufacturer.

An occasional low-grade stove can be sold on a price basis, regardless of quality. In fact, quite a few such stoves can be sold. But the sort of reputation that makes a lasting success of the stove department can't be built on anything less than an honest quality basis, the asking of a fair price and the selling of an article that gives good, dependable value and service in return for the money.

Victor Lauriston.

Fire Psychology.

When the sirens sing and the fire wagons rush through the streets everybody takes notice. There is a never-failing curiosity aroused by fires and by the activity of the men and machinery sent to extinguish them. No one knows this better than firemen. A few have told me that if it were not for the curiosity that is aroused when they are called to the hose and ladders, the business of being a fireman would be rather monotonous to follow.

Monotony and its relief occupy a big place in fire psychology. More for the firemen, of course. But a fire helps to relieve the monotony for the public as well. You always feel "pepped up" when the wagons go by. You have a sense of something else in the world worth saving besides your own business, day dreams and introspection. A fire a day will help keep the "blues" away. But there are two other factors in fire psychology that are worthy of mention.

Everyone likes to think that his business is important. In all probability vocational pride is more important to the fireman than is the monotony factor. Who does not feel important when large numbers of people are taking note of the way he does his work. When a person's work attracts attention, his ego is increased, his sense of importance is magnified.

On the other hand, from the bystander's point of view fire psychology is largely a matter of attention and its arousal. Fast-moving objects, loud noises, and the like attract attention. The whole outside world is momentarily centered on the here and now. None but the hardest boiled introverts can resist the temptation to turn their attention to things that forcefully stimulate the eyes and ears. So curiosity about fires is a product of the psychology of attention—mostly that.

Signals Help Wife To Time Egg Boiling.

Ingenious Washington housewives have found a new and ultra-modern method of timing the soft-boiling of eggs. Stop-and-go lights are installed on most of the streets in the downtown section of the city, sprinkled with apartment houses, and they can be seen from almost every kitchen window. Some housewife, with not too much on her mind, noticed that the interval of three red and three green lights with the intermediate ambers is the exact time for cooking soft-boiled

eggs, and thereupon the fun started.

Local papers printed this fact, as an item of news and information, with the result that the director of traffic is being besieged with requests for speed in the installation of lights on those streets without them at present.

Good humor is good business.

ELEVATORS



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

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

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.

WATER COOLING EQUIPMENT

For Office, Factory, Institution
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Grand Rapids, Mich.

Phone 61366

JOHN L. LYNCH SALES CO.

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Expert Advertising

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209-210-211 Murray Bldg.

GRAND RAPIDS, MICHIGAN

The Brand You Know by HART



Look for the Red Heart on the Can

LEE & CADY

Distributor



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

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

HOTEL DEPARTMENT

Sidelights on the Old-Time Merchant.

When I started out as a "Knight of the Grip," mail order houses were unknown. The chain store was unknown. Even the mail order house selling direct to dealers was unknown. There were manufacturers, jobbers and straight-out retail dealers. In those days, even the large department store, as we now know it, was unknown.

In the larger cities there were, of course, exclusive stores in the various lines, such as hardware, dry goods, boots and shoes, etc. But in smaller towns all over the country goods of all kinds and descriptions were sold by general merchants. These general merchants, even in the small towns where they served a large agricultural territory, carried surprisingly large stocks of goods. They were the department stores of that day.

The salesmen of most jobbers were divided into two classes—a salesman, a veteran, who would visit the larger cities and call on the exclusive hardware stores, while a younger, cub salesman would visit these general stores. In many parts of the country, where railroads were scarce, these younger salesmen visited the general stores by driving with a team and a buggy. Occasionally, two or more salesmen would double up and so reduce expenses or increase income.

In those days, even in the larger cities, there were general stores carrying everything, and the battle was between the exclusive store in any one line and the general store. Frequently, if a salesman sold the exclusive hardware store, he was not permitted to call on the general store. That was one of our problems, and it was a burning problem of the day. The exclusive dealer would say, "If you sell hardware to me as a hardware dealer, what right have you to go over to that general store and sell them? He does not know how to make a profit. He cuts prices, and he demoralizes my business. Therefore, if you wish my trade, you must leave him strictly alone."

The assortment of goods carried by those old-time merchants did not compare in variety, in quality or in high prices with present assortments. The mass of population in this country in those days were poor. They were not only poor, but, in the main, they were ignorant. Advertising had not educated them up to elegancies of dress and comforts of accessories we call necessities to-day. Nothing was known of electric washing machines, vacuum cleaners, electric toasters, radio sets, sports clothes, automobile supplies and all the things we see in the stores to-day. Of course, in those days, a great many whips, harness and all the paraphernalia used on horses were sold and that industry has since suffered.

Even many of the modern carpenter tools were then unknown. A carpenter's outfit in those early days was very simple—a few planes, a hatchet, a hand saw, etc.

The point I am trying to make is that in almost every line, the assort-

ment of goods used by the people, carried in the stores, and therefore sold by the salesmen, was very limited. The fair ladies in those days were not wearing snakeskin sandals, nor had color come into vogue. Good heavy serviceable shoes were worn every day and the patent leather slipper was the great thing for evening wear, and those who had them were in luck.

As a result of this condition, the variety of goods manufactured, the variety carried by jobbing houses, and the variety on the salesman's price list did not compare with the enormous stocks of goods sold by jobbers and retailers at the present time.

Dealers in those days, even in the larger cities, did not pay much attention to the store arrangement. Most stores, especially the general stores, looked like junk shops. The first move in the way of improvement was in the glass showcases. There was a period when the glass showcase had its day. Some of them were wonderfully and fearfully made. The whole front of the store was filled up with these glass cases rising tier upon tier, almost to the ceiling.

Then followed the evolution of store equipment by concerns making a business of manufacturing store shelving, boxes and containers for various articles. The late J. D. Warren, of Burlington, Iowa, was a pioneer in this line of work. Probably he did more than any other one man to improve the character of the store, especially hardware stores. I well remember that during the World's Fair in Chicago, in the Masonic Temple, he had a complete sample room of store shelving and fixtures, and for the first time, many merchants realized that a hardware store could be converted into a thing of beauty and therefore would be a joy forever.

As a salesman at that time, one difficulty I ran across was the fact that when a merchant who desired to invest about \$2,000 in an opening stock happened to be carried away with the idea of store equipment, he would finish up with \$1,000 worth of equipment and only \$1,000 left for his inventory of goods. I myself as a salesman, I regret to confess, on a number of occasions started young merchants on their way to success with this accumulation. May the good Lord forgive me!

In those days, the merchants did not seem to be especially interested in price. Most of them were far more interested in terms. The position of credit man was one of the most important in any business. Most merchants bought on long terms. All through the South there was a system of selling goods on what was known as "Fall terms." This meant that they paid for the goods after the crop came in. These merchants, as a rule, had no surplus. They were almost all very much in debt. Practically all of their goods were sold on credit to the farmers and planters. There was very little cash in circulation except when the crop was brought to market.

When there were good crops at good
(Continued on page 30)



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

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

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



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

400 Rooms—400 Baths

Menus in English

MORTON HOTEL
ARTHUR A. FROST
Manager

GEO. B. READER

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

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

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

News of Interest of Grand Rapids Council.

Well, here we are beginning a new fall and winter season, with the first meeting next Saturday evening at 7:30 at Fraternal hall, corner Louis and Ionia. We mention this address, so if there are any of our councilors who have not attended the last year or two, we hope they will make an appearance next Saturday evening and combine with the "Old Regulars" to make a first-class showing. The degree team which has functioned 100 per cent. in the past year met last Friday evening for election of officers and the following were chosen: Gil Ohlman, President; Charles Ghysels, Vice-President; William Dunbar, Treasurer and Harry Coleman, Secretary. All of the boys are cordially invited to take part in the drill team's work and are urged to call one of the above in this connection.

We have mentioned in these columns something about the accident in which Past Senior Councilor Henry Koessel had an unfortunate part. The prosecutor at Coldwater, where this case is being tried, has decided to drop a civil suit against Henry, as well as the charge of leaving the scene of an accident, deciding to press only a charge of reckless driving. In view of the fact that there is nothing to indicate that Henry was reckless in the slightest particular, the case should be dismissed when it comes up for hearing within the next few days.

We extend congratulations to brother Nick Locks on his beautiful home, which he recently moved into. It is located on Martin street just North of Griggs. The experience of moving into a new home which one has built with careful watchfulness as to detail, is one of the pleasantest experiences any of us can have. We know Nick and Mrs. Locks are no different than the rest of us in this respect.

Last spring we had the application of Tom Bronaugh. Through a misunderstanding Tom did not show up for initiation and has now moved permanently to Traverse City, his address being R. R. No. 1. It behooves Traverse City Council to get in touch with him, as men like him are hard to find.

Homer Bradfield and his family spent a most enjoyable vacation in the East, visiting Niagara Falls, Buffalo, Syracuse, as well as the Canadian National Exposition at Toronto. He was much impressed by the enormous size of the new Welland canal locks at St. Catherine, Ont. These new locks, when completed can accommodate any ocean going freighter and it is to be hoped that the remainder of the St. Lawrence waterway will be completed some time in the coming years. The writer recalls visiting Welland and St. Catherine in 1907 or 1908 when this work had just begun. Thus we can see how long it will be before other necessary canals in the St. Lawrence waterway system can be completed and our lake cities become ocean ports. Homer was happy to visit an aunt in Syracuse who is 93 years of age, reads without glasses and writes and journals about much as a person twenty

years younger would ordinarily do. This lady sang in one choir for over fifty years and has lived in the same house for sixty-two years. Homer mentioned that she lives with a spry young relative of 72 years. Let's hope that Homer has inherited the longevity of his relatives.

Brother Thomas N. Sayman, a resident of Alexandria, La., and member of Burlington, Iowa, council was touring this section of the country with his brother and met with a serious automobile accident, causing a broken leg among other injuries. He has been confined to St. Mary's hospital, room 320, for the past two weeks, and several of the members have stopped in to see him. There is no better way to show the true spirit of fraternalism than to visit a brother under such circumstances as these, especially when he is a long way from home.

Several months ago the Salesmen's Club started a fund with which to purchase a sail boat for the boy scouts camp as a memorial to Capt. Chas. E. Belknap. As Past President John Olney sponsored this action, more or less, he purchased a very fine boat, secured a bronze name plate, stating the fact that it was a gift from the Salesmen's Club and made the presentation to Scout Master Miller this summer. We learn that the scouts are very grateful for this gift and it has been a source of tremendous pleasure to the boys. It is in use at the scout camp, just South of Whitehall, on the scenic route from Muskegon to the former town. The Salesmen's Club meetings will be held again beginning with either the last Saturday in September or the first in October. This has not, as yet, been definitely decided, but word will be sent to each of the members as well as mentioned in these columns. We hope to increase our membership this year to 150 and we need the support of everyone interested in sales work. C. C. M.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 3.—September will see the beginning of the end of our largest tourist season in the city's history. Many tourists had to leave to get the children back in time for the opening of school, but the continued fine weather is keeping up the camp fairly well as yet.

The Wilds pavilion had a grand opening Saturday night. Every table was reserved. The White Cotton Pickers orchestra furnished the music. Jack Wilds, the proprietor, has every reason to feel proud of his new venture, which promises to be a good investment. Some handsome floral pieces were sent to him by his many friends and business firms, with congratulations and best wishes.

The National Federation of Federal Employees opened here Monday. It has an important legislative program. A score or more of important questions having to do with the welfare of Federal employees are listed for discussion at the convention, which will be attended by members representing every state and possession of the United States.

The annual fair at Pickford opened on Saturday. It promises to be a record breaker, providing they have the fair weather we had during the other fairs for the past two weeks. Much live stock and agricultural products will be on display; also good horse races have been booked. Base

ball and other sports will furnish entertainment. Old settlers and villagers, as well as many from the surrounding places, will be much in evidence.

Clarence A. Paquin, who for a number of years has been on the editorial staff of the Evening News here, is leaving this week for Lansing to become associated with the publicity bureau of the Conservation Department. Clarence is a Soo product, having graduated from our high school and the university at Ann Arbor. His family expect to follow him within the next two weeks. Their many friends wish them every success in their new field.

Something ought to be done about this bare-legged fad. Every day you see men crossing the street nearly killed by automobiles.

Passmore & Paquin have moved their shoe store into their new location, 312 Ashmun street, and had the formal opening last Thursday. More than 200 roses were given away to the ladies. The proprietors are highly pleased with the interest displayed by the public. They have been in the shoe business for the past eleven years. A giant bouquet of flowers was a feature of their show window, the gift of the Keith Manufacturing Co., manufacturer of Walkover shoes. Compliments were showered on the managers of the new store by the many visitors and many of the business houses.

The sheep and live stock growers of the Upper Peninsula organized last Wednesday at Iron River and prepared to carry their plea for greater protection against predatory animals to the State Conservation Commission at its meeting at Lansing Sept. 6.

Lauerman Bros., of Marinette, announce the purchase of another store at Newton, Iowa. This makes the fifteenth in the chain of stores owned by the Lauerman Bros.

Charles Marion the well-known merchant on Maple street in the East end, has just installed a modern display counter, which will add much to the appearance of his market and enable him to give much better service to his customers.

William G. Tapert.

Annual Hebrew Service in Charlevoix.

Charlevoix, Sept. 3.—The visiting Hebrews held Friday evening services for the Sabbath at the Congregational church here, which had a good attendance this season. The Union of American Hebrew congregations at Cincinnati furnished their students for the pulpit, but Friday evening we had a rare treat. Rabbi Waterman, of Grand Rapids, officiated and those who were not there missed the opportunity of lifetime. All enjoyed his ovation and the timely sermon he gave on the Holy Land and Palestine. His free speech was admired by all.

Grand Rapids Jews can be proud of their religious leader.

While I was in California last winter I attended similar services at San Diego and Los Angeles. Both cities have new temples. At Los Angeles I had a chance to see the new B. Brith synagogue, which is a wonderful structure.

L. Winternitz.

Sometimes it pays to lose.

HOTEL

OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS
Deglman Hotel Co.

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

Sault Ste. Marie Michigan

Shall we live again? Do we not relive many times the high moments in our life?

The body goes to work a lot more readily than the mind.



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

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

CODY CAFETERIA IN CONNECTION

HOTEL

CHIPPEWA

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

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

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

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.



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.

DRUGS

Michigan Board of Pharmacy.
President—J. C. Dykema, Grand Rapids.
Vice-Pres.—J. Edward Richardson, Detroit.
Director—Garfield M. Benedict, Sandusky.
Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

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

Moved and Saved Some Money.

My rent used to be \$75 per month; now it is \$83.33 for a much smaller space. Yet I figure that I am saving money and plenty of it. More than that, the \$75 I used to pay was only a theoretical \$75 because I owned the building I occupied and I based my estimate of the rental value of my own space on what I got for the store in the other half of the building.

Why have I found that this move from my own large store to smaller rented quarters is a money saver? Here is the story.

If there was one thing I had in my old store it was elbow room. Originally I had a store there with a 40 foot frontage on the main street, a huge cellar, a second floor storeroom, a prescription room as big as some drug stores, and a rear storeroom half as big as the store. In the smaller cities, property and floor space is cheap, but not quite so cheap as I, for many years, thought it was. In fact, I am sure now that this seeming cheapness is a snare and a delusion.

My first awakening came when my good friend, Mr. Eastburn, who is in the real estate business, suggested that I divide my store in half and rent one-half to a chain grocery company which was anxious to get a location on the main street of Bristol.

"Cut my store in half and I'll cut my business in half," I objected.

"Does it seem reasonable," he answered, "that people who come down town to buy drugs from the only store on Mill street will stop buying from you just because your store hasn't a front as big as a motion picture theater? You may need that space for a big store on Broadway, but Mill street in Bristol is not Broadway in New York. For a store doing only \$50 a day, such a frontage isn't necessary."

With some misgivings, I agreed and we obtained estimates from a builder. Alterations would cost \$2,000. That was another blow.

"Where can I get \$2,000?" I said to Mr. Eastburn, "what cash I have. I have to keep in the business for working capital."

"Easy," he said. "Get an improvement mortgage from the bank on the property and assign the rent to them until it is paid off."

(He was about ready to close with a grocery for a ten-year lease at \$75 per month.)

Much to my surprise and relief, business in my half size store held up to just about what it always had been.

Even while alterations were in progress I lost little or no business that I knew of.

That experience started me to thinking. My store building had been used as a drug store ever since 1844. I have had it over twenty years myself. It makes me sick to think of the extra rentals I might have had without decreasing my drug store business if I had gone ahead with these alterations in 1906 instead of 1926. That is why I feel that the comparatively low cost of floor space in the smaller cities and towns is a snare and a delusion. With anything which is cheap we are apt to be extravagant. Cheap floor space meant, for me, extravagant floor space.

I had often wondered at the thousands of dollars the large cigar store chains spend to alter a big corner that they may buy or lease so as to obtain for themselves only a tiny store on the very corner. I was beginning now from personal experience to see the reason.

However, even with my store cut in half, I was far from having a store as small as a chain cigar store. I still had the big cellar, the second floor, and another big store room back of the prescription room. I had sacrificed some selling space, but little or no storage space.

A few months ago work was started on a large moving picture and vaudeville theater to take the place of one which had burned some time ago. The old theater brought crowds of people to town every night and the new one had every prospect of being even more successful.

The new theater building was to include a small store on either side of the entrance. My own building is three blocks up the main street and on the opposite side. It looked to me as if, by moving to the corner store in the new building, I could get some additional evening business without sacrificing my day time business because the theater is in a good day-time business block.

A few years ago the size of the new store would have kept me from giving it even a passing glance. Thirteen by thirty-five is a rather small space for a drug store, especially as this included no cellar, balcony or other extra space. Taking a leaf from the experience of the chains and from my own experience in cutting my selling space in half without losing business, I decided to take the place, small as it was.

Needless to say my stock made quite a showing in this small new store because practically everything I had on hand (except prescription room merchandise) was in sight the minute a person came in the door. Again, to my delight, sales in the new location kept right up to their accustomed level and even went a little above. In fact, January this year was just under 10 per cent. ahead of January last year and this in the face of complaints about poor January business from practically every merchant in town.

So, once again, I have had proved to my satisfaction from personal experience that a store doing around \$50 a day doesn't need a great expanse of floor space in which to do it, no mat-

ter how cheap that floor space may appear to be. Incidentally, it's quite a pleasure and decidedly more restful not to have to run miles around the store every day in order to do that \$50.

But what promises to be the greatest and most profitable lesson of all, I began to learn just a few days after I was in the new building. Like most druggists, I had believed, in a half hearted way at least, that goods well displayed are half sold and that the success of the five and tens is due in large part to their intensive display methods. Also I knew that chain drug stores regularly do six and eight times the business of individually owned drug stores with stocks the same size. But until I saw these principles forcefully demonstrated right before my eyes in my own store, I never realized just how vitally important they are.

Here is the way it has worked. It was just about all I could do to pack on the available shelf space in my small new store the stock I had when I moved in. What do I do now when I need to re-order? I can buy only just enough to carry me along. I have to; I haven't any room for any more. When a quarter of a dozen is needed, there is no danger of my succumbing to any temptation to buy a dozen to get some extra discount. Whether I like it or not, I have to buy carefully because I have no place to put reserve stock.

For the salesmen who come trooping in with one free goods offer after another, there is always the unanswerable argument—where would I put two gross if I did buy it? Who is there in the drug business who hasn't been stung on at least one free goods deal? In the past I have made plenty of such mistakes, although at the time they looked, as they always do, like sure money makers. No chance of any of these costly mistakes now; I've got to buy carefully or I'll have to pile the surplus merchandise in the street.

In addition, I find that having the whole store right under my eye all the time (no valuable merchandise hidden in out of the way corners) I can spot slow sellers and dead stock more readily and take steps to move them out before it is too late.

Summing the whole thing up, my personal experience has been that a small drug store doesn't need as much floor space as is commonly supposed. In fact, by having a small floor space and no cellar or other reserve stock room the proprietor is compelled to display practically all his merchandise and buy carefully because he simply hasn't room for extra stock. This means inevitably that sales and turnover are bound to speed up with decidedly healthy effects upon net profits.

Jonathan S. Wright.

Spoons as Measures.

The question of the use of spoons as measures for medicines was recently discussed at a meeting of Australasian pharmacists and physicians. The object of the conference was to consider the advisability of abolishing the use of the words "teaspoon," "dessertspoon," "tablespoon," etc., in the directions to patients. A physician who

had been authorized by the Victorian branch of the British Medical Association to attend, in order to seek the co-operation of pharmacists in this important matter, said he felt that as medical men a more scientific method of measuring medicines should be adopted. He moved: "That this Conference recommends the various state pharmaceutical societies to request their members to write dosage of medicines dispensed by them as written on the original prescription, i. e., in drachms and ounces, and to exhibit the following notice in their establishments: 'In accordance with a resolution of the Pharmaceutical Society, for the purpose of obtaining greater accuracy in dosage, all prescriptions dispensed at this establishment will bear the correct dose stated in drachms and ounces. Suitable measures for the purpose are obtainable within.' And that the authorities of all the hospitals of the commonwealth be communicated with, suggesting the adoption of the definite-measure system, doing away with the word 'spoon' as a measure." The question was discussed at some length. Various speakers referred to the difficulty of educating the public on the proposed change, and pointed out that the reform rested practically with the doctors themselves, a great proportion of whom still retained the use of the word "spoon" in their prescriptions. General approval of the resolution was expressed, and it was carried unanimously. Attention has frequently been directed to the varying capacity of domestic tea, dessert and tablespoons, and the practice of prescribing and measuring medicines in the prevailing manner has been deprecated.

It was stated that ten teaspoons were found to vary in capacity for water from 75 to 130 minims, the three spoons holding the least being known to be over one hundred years old. A similar variation was observed with tablespoons and dessertspoons, the average giving 25 per cent. in excess of the accepted measure. With the use of certain teaspoons the patient might easily take 1.32 grains of strychnine where 1.16 grains is prescribed, or 6 minims of dilute hydrocyanic acid instead of 4 minims. The use of glass graduated measures should be insisted on in such cases by the prescriber.

When On Your Way, See Onaway.

Onaway, Sept. 3—Harry L. Irwin becomes manager of the Northern Auto Co. sales department by appointment, having been transferred from the Rogers City branch. Mr. Irwin was a former resident of Onaway and his many friends are pleased to have him return.

Threshing seems to be the order of the day in this vicinity. The large acreage of grain together with an abundant crop, is going to enhance the dairy prospects. The additional acreage of alfalfa, a crop so well adapted to Presque Isle county soil, provides food for the ever-increasing dairy herds and numerous farmers from other sections have their eyes turned in this direction.

The Onaway schools opening this week start out with additional subjects and the Agricultural Department will receive special attention under the supervision of L. B. Karr, who was formerly on the staff in the same

capacity during 1926. Mr. Karr, in addition to his school activities, is deeply interested in civic matters and will be welcomed by organizations promoting public welfare.

As the blueberry season closes the blackberry harvest begins and there is an abundant crop this year of large, fully ripe juicy fruit. Pickers are numerous and canning is in full force.

And now the 1929 Public Acts prescribe a limit on the number of great Northern pike of five only in one day not under fourteen inches in length. Under this ruling Black Lake may become over-populated, as heretofore many times that number have been caught by individual fishermen and ten and twelve pound pike are not uncommon.

The sad words must be spoken. We are obliged to say "good-bye" to many of our tourists who are leaving this week, but with a promise to return again next year.

September brings a good many late visitors, as does the hunting season later, but not in such numbers.

Winter sports at the State Park are expected to increase in number this winter. Squire Signal.

Novelties Needed in Furnishings.

Absence of outstanding novelties in the men's furnishings field, particularly in neckwear and shirts, continues to serve as a check to additional business. Buyers are complaining that "pretty much the same old stuff" is being shown. Much business in holiday neckwear is yet to be placed and offerings of attractive novelties is expected to stimulate ordering. In shirts, the popularity of blues continues marked, with collar attached and collar to match models dominating.

Announcement

We are pleased to announce the affiliation with this company of Mr. George Shelby, formerly with Lewis Dewes & Company, this city.

G. R. NATIONAL COMPANY

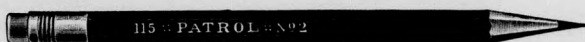
Affiliated with
Grand Rapids National Bank

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	@1 44
Boric (Powd.)	9 @ 20	Cubebs	5 00@5 25	Benzoin	@2 23
Boric (Xtal)	9 @ 20	Eligron	4 00@4 25	Benzoin Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Citric	53 @ 70	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/4 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 23
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/4 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
		Lemon	6 00@6 25	Gentian	@1 35
Ammonia		Linseed, raw, bbl.	@1 04	Gualac	@2 28
Water, 26 deg.	07 @ 18	Linseed, boiled, bbl.	@1 07	Gualac, Ammon.	@2 04
Water, 18 deg.	06 @ 15	Linseed, bld less 1 14@1 27		Iodine	@1 25
Water, 14 deg.	5 1/4 @ 13	Linseed, raw, less 1 11@1 24		Iodine, Colorless	@1 50
Carbonate	20 @ 25	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Chloride (Gran.)	09 @ 20	Neatsfoot	1 25@1 35	Kino	@1 44
		Olive, pure	4 00@5 00	Myrrh	@2 52
		Olive, Malaga,		Nux Vomica	@1 80
		yellow	3 00@3 50	Opium	@5 40
Balsams		Olive, Malaga,		Opium, Camp.	@1 44
Copaiba	1 00@1 25	green	2 85@3 25	Opium, Deodor'd	@5 40
Flr (Canada)	2 75@3 00	Orange, Sweet	10 00@10 25	Rhubarb	@1 92
Flr (Oregon)	65@1 00	Origanum, pure	@2 50		
Peru	3 00@3 25	Origanum, com'l	1 00@1 20	Paints	
Tolu	2 00@2 25	Pennyroyal	3 00@3 25	Lead, red dry	13 1/2 @ 14 1/4
		Peppermint	5 50@5 75	Lead, white dry	13 1/2 @ 14 1/4
Barks		Rose, pure	13 50@14 00	Lead, white oil	13 1/2 @ 14 1/4
Cassia (ordinary)	25 @ 30	Rosemary Flows	1 25@1 50	Ochre, yellow bbl.	@ 2 1/2
Cassia (Saigon)	50 @ 60	Sandelwood, E.		Ochre, yellow less	3 @ 6
Sassafras (pw. 60c)	@ 50	L.	10 50@10 75	Red Venet'n Am.	3 1/4 @ 7
Soap Cut (powd.)		Sassafras, true	1 75@2 00	Red Venet'n Eng.	@ 8
35c	20 @ 30	Sassafras, art'l	75 @ 100	Putty	@ 5 @ 8
		Sperm	7 00@7 25	Whiting, bbl	@ 4 1/2
Berries		Tany	1 50@1 75	Whiting	5 1/4 @ 10
Cubeb	@ 90	Tar USP	75 @ 75	L. H. P. Prep.	2 55@2 70
Fish	@ 25	Turpentine, bbl.	@ 62	Rogers Prep.	2 55@2 70
Juniper	11 @ 20	Turpentine, less	69 @ 99		
Prickly Ash	@ 75	Wintergreen,		Miscellaneous	
		leaf	6 00@6 25	Acetanalid	57 @ 75
Extracts		Wintergreen, sweet		Alum	96 @ 12
Licorice	60 @ 65	birch	3 00@3 25	Alum, powd and	
Licorice, powd.	60 @ 70	Wintergreen, art	75 @ 100	ground	09 @ 15
		Worm Seed	3 50@3 75	Bismuth, Subni-	
Flowers		Wormwood	20 00@20 25	trate	2 25@2 52
Arnica	1 50@1 60			Borax xtal or	
Chamomile (Ged.)	@ 50	Potassium		powdered	05 @ 13
Chamomile Rom.	@ 75	Bicarbonate	35 @ 40	Cantharides, po.	1 50@2 00
		Bichromate	15 @ 25	Calomel	2 72@2 82
Gums		Bromide	69 @ 85	Capsicum, pow'd	62 @ 70
Acacia, 1st	50 @ 55	Bromide	54 @ 71	Carmine	7 50@8 00
Acacia, 2nd	45 @ 50	Chlorate, gran'd	23 @ 30	Cassia Buds	38 @ 45
Acacia, Sorts	35 @ 40	Chlorate, powd.		Cayenne	40 @ 50
Acacia, Powdered	35 @ 40	or Xtal	16 @ 25	Cheese Prepared	14 @ 16
Aloes (Barb Pow)	25 @ 35	Cyanide	30 @ 90	Chloroform	50 @ 60
Aloes (Cape Pow)	25 @ 35	Iodide	4 36@4 60	Chloral Hydrate	1 20@1 50
Aloes (Soc. Pow.)	75 @ 80	Permanganate	22 1/2 @ 35	Cocaine	12 80@13 50
Asafoetida	50 @ 60	Prussiate, yellow	35 @ 45	Cocoa Butter	60 @ 90
Pow.	90 @ 100	Prussiate, red	@ 70	Colas, nat, less	30-10 to
Camphor	90 @ 95	Sulphate	35 @ 40		
Gualac	@ 60			Copperas	04 @ 10
Gualac, pow'd	@ 70	Roots		Copperas, powd.	14 @ 10
Kino	@ 1 25	Alkanet	30 @ 35	Corrosive Sublim	2 25@2 30
Kino, powdered	@ 1 20	Blood, powdered	40 @ 45	Cream Tartar	30 @ 45
Myrrh	@ 1 15	Calamus	35 @ 35	Cuttle bone	40 @ 50
Myrrh, powdered	@ 1 25	Elecampane, powd.	25 @ 30	Leucine	9 @ 10
Opium, powd.	19 65@19 92	Gentian, powd.	20 @ 30	Lober's Powder	4 00@4 50
Opium, gran.	19 65@19 92	Ginger, African,		Emery, All Nos.	10 @ 15
Shellac	65 @ 80	powdered	30 @ 35	Emery, Powdered	@ 15
Shellac	75 @ 90	Ginger, Jamaica	60 @ 65	Epsom Salts, bbls.	@ 03 1/2
Tragacanth, pow.	@ 1 75	powdered	45 @ 60	Epsom Salts, less 3 1/2 @ 10	
Tragacanth	2 00@2 35	Ginger, Jamaica,		Flagot, powdered	@ 4 00
Turpentine	@ 30	powdered	45 @ 60	Flake, White	15 @ 20
		Goldenseal, pow.	7 50@8 00	Formaldehyde, lb.	13 1/2 @ 35
Insecticides		Ipecac, powd.	4 50@5 00	Gelatine	80 @ 90
Arsenic	08 @ 20	Licorice	35 @ 40	Glassware, less 55%	
Blue Vitriol, bbl.	@ 08	Licorice, powd.	20 @ 30	Glassware, full case 60%.	
Blue Vitriol, less	09 1/2 @ 17	Orris, powdered	45 @ 50	Glauber Salts, bbl.	@ 02 1/2
Bordea, Mix Dry	12 @ 26	Poke, powdered	35 @ 40	Glauber Salts less	04 @ 10
Hellebore, White		Rhubarb, powd.	@ 1 00	Glauber, Brown	20 @ 30
powdered	15 @ 25	Rosinwood, powd.	@ 50	Glauber, Brown Grd	16 @ 22
Insect Powder	47 1/2 @ 60	Sarsaparilla, Hond.		Glauber, White	27 1/2 @ 35
Lead Arsenate Po.	13 1/2 @ 30	ground	@ 1 10	Glauber, white grd.	20 @ 35
Lime and Sulphur		Sarsaparilla, Mexic.	@ 60	Glycerine	19 @ 40
Dry	08 @ 22	Squills	85 @ 40	Hops	75 @ 95
Paris Green	24 @ 42	Squills, powdered	70 @ 80	iodine	6 45@7 00
		Tumeric, powd.	20 @ 25	Iodoform	8 00@8 30
		Valerian, powd.	@ 1 00	Lead Acetate	20 @ 30
				Lace	@ 1 50
Leaves				Lace, powdered	@ 1 60
Buchu	@ 1 05	Seeds		Menthol	@ 1 60
Buchu, powdered	@ 1 10	Anise	@ 35	Morphine	13 58@14 33
Sage, Bulk	25 @ 30	Anise, powdered	35 @ 40	Nux Vomica	@ 30
Sage, 1/4 loose	@ 40	Bird, ls	13 @ 17	Nux Vomica, pow.	15 @ 25
Sage, powdered	@ 35	Canary	10 @ 16	Pepper, black, pow	57 @ 70
Senna, Alex.	50 @ 75	Caraway, Po. 30	25 @ 30	Pepper, White, pw.	75 @ 85
Senna, Tinn. pow.	30 @ 35	Cardamon	2 50@3 00	Pitch, Burgudry	20 @ 25
Uva Ursi	20 @ 25	Coriander pow.	40 @ 25	Quassia	12 @ 15
		Dill	15 @ 20	Quinine, 5 oz. cans	@ 59
Oils		Fennell	35 @ 50	Rochelle Salts	28 @ 40
Almonds, Bitter,		Flax	8 1/2 @ 15	Sacharine	2 60@2 75
true	7 50@7 75	Flax, ground	8 1/2 @ 15	Salt Peter	11 @ 22
Almonds, Bitter,		Foenugreek, powd.	15 @ 25	Selidits Mixture	30 @ 40
artificial	3 00@3 25	Hemp	8 @ 15	Soap, green	15 @ 30
Almonds, Sweet,		Lobelia	@ 1 60	Soap mott cast	@ 25
true	1 50@1 80	Mustard, yellow	17 @ 25	Soap, white Castile,	
Almonds, Sweet,		Mustard, black	20 @ 25	case	@ 15 00
imitation	1 00@1 25	Poppy	15 @ 20	Soap, white Castile	
Amber, crude	1 00@1 25	Quince	1 00@1 25	less, per bar	@ 1 60
Amber, rectified	1 50@1 75	Sabadilla	45 @ 50	Soda Ash	3 @ 10
Anise	1 25@1 50	Sunflower	12 @ 18	Soda Bicarbonate	3 1/2 @ 10
Bergamont	8 00@8 25	Worm, American	30 @ 40	Soda, Sal	02 1/2 @ 08
Cajeput	2 00@2 25	Worm, Levant	6 50@7 00	Spirits Camphor	@ 1 20
Cassia	3 00@3 25			Sulphur, roll	3 1/2 @ 10
Castor	1 55@1 80	Tinctures		Sulphur, Subl.	4 1/2 @ 10
Cedar Leaf	2 00@2 25	Aconite	@ 1 80	Tamarinds	20 @ 25
Citronella	75 @ 100	Aloes	@ 1 50	Tartar Emetic	70 @ 75
Cloves	4 00@4 25	Arnica	@ 1 50	Turpentine, Ven.	50 @ 75
Cocoonut	27 1/2 @ 35	Asafoetida	@ 1 25	Vanilla Ex. pure	1 50@2 00
Cod Liver	1 50@2 00			Vanilla Ex. pure 2	25 @ 30
Croton	3 00@3 25			Zinc Sulphate	04 @ 11

GROCERY PRICE CURRENT

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

ADVANCED

Veal
Pineapple
Prunes

DECLINED

Pink Salmon

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

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

BLUING



JENNINGS
The Original
Condensed

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

BEANS and PEAS

100 lb. bag
Brown Swedish Beans 9 00
Pinto Beans ----- 9 25
Red Kidney Beans ----- 9 75
White H'd P. Beans ----- 11 00
Col. Lima Beans ----- 19 50
Black Eye Beans ----- 16 00
Split Peas, Yellow ----- 8 00
Split Peas, Green ----- 9 00
Scotch Peas ----- 7 50

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Fep, No. 224 ----- 2 70
Krumbs, No. 424 ----- 2 70
Eran Flakes, No. 624 ----- 2 45
Bran Flakes, No. 602 ----- 1 50
Rice Krispies, 6 oz. ----- 2 70
Rice Krispies, 1 oz. ----- 1 10
Katie Hag, 12 1-lb. cans ----- 7 30
All Bran, 16 oz. ----- 2 25
All Bran, 10 oz. ----- 2 70
All Bran, 3/4 oz. ----- 2 00

Post Brands.

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

BROOMS

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

BRUSHES

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

Stove

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

Shoe

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

BUTTER COLOR

Dandelion ----- 2 85

CANDLES

Electric Light, 40 lbs. ----- 12 1
Plumber, 40 lbs. ----- 12 8
Paraffine, 6s ----- 14 1/2
Paraffine, 12s ----- 14 1/2
Wicking ----- 40
Tudor, 6s, per box ----- 30

CANNED FRUIT

Apples, No. 10 ----- 5 40
Apple Sauce, No. 10 ----- 7 50
Apricots, No. 2 1/2 ----- 3 40
Apricots, No. 10 ----- 8 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 sli. ----- 1 60
Pineapple, 2 sli. ----- 2 65
P'apple, 2 br. sli. ----- 2 35
P'apple, 2 br. sli. ----- 2 40
P'apple, 2 1/2, sli. ----- 3 20
P'apple, 2 cru. ----- 2 65
Pineapple, 10 crushed ----- 14 50
Pears, No. 2 ----- 3 00
Pears, No. 2 1/2 ----- 3 75
Raspberries, No. 2 blk ----- 3 25
Raspb's Red, No. 10 ----- 11 50
Raspb's Black, -----
No. 10 ----- 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 ----- 2 25
Finnan Haddie, 10 oz. ----- 3 30
Clam Bouillon, 7 oz. ----- 2 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. 1/4, Star ----- 3 90
Shrimp, 1, wet ----- 2 00
Sard's, 1/4 Oil, Key ----- 6 10
Sard's, 1/4 Oil, Key ----- 5 75
Sardines, 1/4 Oil, k'less ----- 5 25
Salmon, Red Alaska ----- 3 25
Salmon, Med. Alaska ----- 2 35
Salmon, Pink Alaska ----- 2 00
Sardines, 1/4, ea. ----- 10 25
Sardines, 1/4, ea. ----- 25
Sardines, Cal. ----- 1 35
Tuna, 1/2, Curtis, doz. ----- 4 00
Tuna, 1/4, Curtis, doz. ----- 3 30
Tuna, 1/2 Blue Fin ----- 3 25
Tuna, 1s, Curtis, doz. ----- 7 00

CANNED MEAT

Bacon, Med. Beechnut ----- 2 70
Bacon, Lge. Beechnut ----- 4 50
Beef, No. 1, CoRned ----- 3 50
Beef, No. 1, Roast ----- 3 10
Beef, No. 2 1/2, Qua. ----- 1 65
Beef, 3 1/2 oz. Qua. sli. ----- 2 15
Beef, 5 oz., Am Sliced ----- 3 90
Beef, No. 1, B'nut, sli. ----- 4 50
Beefsteak & Onions, s ----- 3 70
Chili Con Ca., 1s ----- 1 85
Deviled Ham, 1/2s ----- 3 30
Deviled Ham, 1/2s ----- 3 60
Hamburg Steak & Onions, No. 1 ----- 3 15
Potted Beef, 4 oz. ----- 1 10
Potted Meat, 1/4 Libby ----- 52
Potted Meat, 1/4 Libby ----- 92
Potted Meat, 3/4 Qua. ----- 90
Potted Ham, Gen. ----- 1 45
Vienna Saus., No. 1 ----- 1 45
Vienna Sausage, Qua. ----- 95
Veal Loaf, Medium ----- 2 25

Baked Beans

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

CANNED VEGETABLES.

Asparagus.
No. 1, Green tips ----- 3 75
No. 2 1/2, Large Green ----- 4 50
W. Beans, cut 2 ----- 1 65
W. Beans, 10 ----- 8 00
Green Beans, 2s ----- 6 25
Green Beans, 10s ----- 8 00
L. Beans, 2 gr. ----- 3 65
Lima Beans, 2s, Soaked ----- 1 25
Red Kid, No. 2 ----- 1 25
Beets, No. 2, wh. ----- 1 75
Beets, No. 2, cut ----- 1 45
Corn, No. 2, stan. ----- 1 15
Corn, Ex. stan. ----- 1 40
Corn, No. 2, Fan ----- 1 80
Hominy, No. 3 ----- 1 10
Okra, No. 2, whole ----- 2 15
Okra, No. 2, cut ----- 1 75
Mushrooms, Hotels ----- 32
Mushrooms, Choice, 8 oz. ----- 35
Mushrooms, Sur Extra ----- 50
Peas, No. 2, E. J. ----- 1 35
Peas, No. 2, Sift. ----- 1 35
June ----- 1 35
Peas, Ex. Fine, French ----- 25
Pumpkin, No. 3 ----- 1 60
Pumpkin, No. 10 ----- 5 00
Pimentos, 1/4, each ----- 13 14
Pimentos, 1/4, each ----- 27
Swt Potatoes, No. 2 1/2 ----- 1 75
Sauerkraut, No. 3 ----- 1 45
Succotash, No. 2 ----- 1 65
Succotash, No. 2, glass ----- 3 80
Spinach, No. 1 ----- 1 35
Spinach, No. 2 ----- 1 60
Spinach, No. 3 ----- 2 35
Spinach, No. 10 ----- 6 50
Tomatoes, No. 2 ----- 1 60
Tomatoes, No. 3 ----- 2 25
Tomatoes, No. 10 ----- 7 00

Bar Goods

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

McLaughlin's Kept-Fresh



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

Coffee Extracts
M. Y., per 100 ----- 13
Frank's 50 pkgs. ----- 4 25
Hummel's 50 1 lb. ----- 10 1/2

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

CHILI SAUCE

Snider, 16 oz. ----- 3 30
Snider, 8 oz. ----- 2 30
Lilly Valley, 8 oz. ----- 2 25
Lilly Valley, 14 oz. ----- 3 35

OYSTER COCKTAIL.

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

CHEESE.

Roquefort, small tins ----- 45
Kraft, small tins ----- 1 65
Kraft, American ----- 1 65
Chili, small tins ----- 1 65
Pimento, small tins ----- 1 65
Roquefort, sm. tins ----- 3 25
Camembert, sm. tins ----- 3 25
Wisconsin Daisy ----- 26
Wisconsin Flat ----- 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 Pepsin ----- 65
Bechnut Wintergreen ----- 65
Bechnut Peppermint ----- 65
Bechnut Spearmint ----- 65
Doublemint ----- 65
Peppermint, Wrigleys ----- 65
Spearmint, Wrigleys ----- 65
Juicy Fruit ----- 65
Wrigley's P-K ----- 65
Zeno ----- 65
Teaberry ----- 65

COCOA.



Droste's Dutch, 1 lb. ----- 8 50
Droste's Dutch, 1/2 lb. ----- 4 50
Droste's Dutch, 1/4 lb. ----- 2 25
Droste's Dutch, 5 lb. ----- 40 00
Chocolate Apples ----- 4 50
Pastelles, No. 1 ----- 12 60
Pastelles, 1/2 lb. ----- 6 60
Pains De Cafe ----- 3 00
Droste's Bars, 1 doz. ----- 2 00
Delft Pastelles ----- 3 15
1 lb. Rose Tin Bon ----- 13 00
7 oz. Rose Tin Bon ----- 9 00
12 oz. Creme De Cara-que ----- 13 80
12 oz. Rosaces ----- 10 80
1/2 lb. Rosaces ----- 7 80
1/4 lb. Pastelles ----- 3 40
Langues De Chats ----- 4 80

CHOCOLATE.

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

CLOTHES LINE.

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

COFFEE ROASTED

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

COUPON BOOKS

50 Economic grade 3 50
100 Economic grade 4 00
500 Economic grade 20 00
1000 Economic grade 27 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes ----- 43

DRIED FRUITS

Apples

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

Apricots

Evaporated, Choice ----- 23
Evaporated, Fancy ----- 28
Evaporated, Slabs ----- 20

Citron

10 lb. box ----- 40

Currents

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

Dates

Dromedary, 36s ----- 6 75

Peaches

Evap. Choice ----- 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 ----- 16
30@40, 25 lb. boxes ----- 17
20@30, 25 lb. boxes ----- 20
18@24, 25 lb. boxes ----- 24

Hominy

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

Macaroni

Mueller's Brands
9 oz. package, per doz. ----- 1 30
9 oz. package, per case ----- 2 60

Bulk Goods

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

Pearl Barley

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

Sage

East India ----- 10

Tapoca

Pearl, 100 lb. sacks ----- 05
Minute, 8 oz., 3 doz. ----- 4 05
Dromedary Instant ----- 3 60

FLAVORING EXTRACTS

JENNINGS'

PURE

FLAVORING

EXTRACT

Vanilla and Lemon

Same Price

1 oz. ----- 1 25
1 1/2 oz. ----- 1 80
2 1/2 oz. ----- 3 00
3 1/2 oz. ----- 4 20
2 oz. ----- 2 50
4 oz. ----- 4 80
8 oz. ----- 9 00
16 oz. ----- 15 00

At It 57 Years.

Jiffy Punch

3 doz. Carton ----- 2 25

Assorted flavors.

FLOUR

V. C. Milling Co. Brands
Lily White ----- 8 30
Harvest Queen ----- 7 50
Yes Ma'am Graham, 50s ----- 3 20

FRUIT CANS

F. O. B. Grand Rapids

Mason

Half pint ----- 7 50
One pint ----- 7 75
One quart ----- 9 00
Half gallon ----- 12 25

FRUIT CANS

F. O. B. Grand Rapids

Mason

Half pint ----- 7 50
One pint ----- 7 75
One quart ----- 9 00
Half gallon ----- 12 25

FRUIT CANS

F. O. B. Grand Rapids

Mason

Half pint ----- 7 50
One pint ----- 7 75
One quart ----- 9 00
Half gallon ----- 12 25

GELATINE

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

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

JELLY GLASSES	
1 oz., per doz.	36

OLEOMARGARINE

Van Westnbrugge Brands	
Carload Distributor	



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

Wilson & Co.'s Brands	
Oil	
Certified	34
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tin, 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	32
Peanuts, Vir. Roasted	11 1/2
Peanuts, Jumbo, std.	14
Pecans, 3 star	22
Pecans, Jumbo	20
Pecans, Mammoth	50
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

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

MINCE MEAT

None Such, 4 doz.	6 47
Quaker, 3 doz. case	8 50
Libby, Kags, 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, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 75

PARIS GREEN

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

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	8 00
8 oz., 3 do. in case	11 00
15 lb. pails	14 00
25 lb. pails	14 00

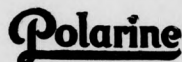
PETROLEUM PRODUCTS.

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 20
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PLAYING CARDS

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

POTASH

Babbitt's, 2 doz.	2 75
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FRESH MEATS

Beef	
Top Steers & Heif.	25
Good St's & H's 15 1/2	23
Med. Steers & Heif.	21
Com. Steers & Heif. 16	20

Veal

Top	26
Good	24
Medium	22

Lamb

Spring Lamb	28
Good	26
Medium	24
Poor	20

Mutton

Good	14
Medium	13
Poor	11

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	15
Loin, med.	28
Butts	24
Shoulders	20
Spareribs	16
Neck bones	06
Trimnings	14

PROVISIONS

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

Lard

Pure in tierces	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	@46
Knuckles	@46
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45
Minced 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
18 cartons, per case	2 65
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
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Mackerel

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

White Fish

Med. Fancy, 100 lb.	13 00
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SHOE BLACKENING

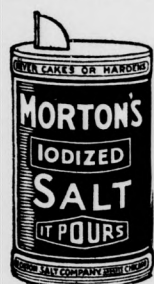
2 in 1, Paste, doz.	1 35
E. Z. Combination, ds.	1 35
Dri-Foot, doz.	2 00
Bixbys, Doz.	1 35
Shinola, doz.	90

STOVE POLISH

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

SALT

Colonial, 24, 2 lb.	95
Colonial, 24, 1 1/2 lb.	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 85
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



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

BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 20
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.	2 10
Grandpa Tar, 50 lge.	3 50
Quaker Hardwater	
Cocoa, 72s, box	2 85
Fairbank Tar, 100 bx	4 00
Tribby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

CLEANSERS



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	45
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 30
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.	2 15
Soapine, 100, 12 oz.	4 40
Snowboy, 100, 10 oz.	4 00

Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 30
Sunbrite, 50s	2 10
Wyandotte, 48	4 75
Wyandot Deterg's, 24s	2 75

SPICES

Whole Spices	
Allspice, Jamaica	@25
Cloves, Zanzibar	@38
Cassia, Canton	@22
Cassia, 5c pkg., doz.	@40
Ginger, African	@19
Ginger, Cochinchina	@25
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-110	@59
Pepper, Black	@44

Pure Ground In Bulk

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

Seasoning

Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 85
Poneltz, 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

Sidelights on the Old-Time Merchant.

(Continued from page 24)

prices, everything was lovely, but when there was a very bad crop and very low prices, then there was trouble. A salesman's troubles in those days, therefore, were just as keen as they are to-day, but their troubles were of a different nature. In these days, salesmen have very little trouble with credits. In those days, it was a common thing for a salesman to have a very satisfactory year's profit completely wiped out by several bad failures. The same thing was true of manufacturers and jobbers. Often their profits were tied up or completely lost by bad debts or inability to collect. This problem of collection was a serious feature of business forty years ago, hardly appreciated now.

Merchants in those days frequently only bought twice a year. Often they would come to market to make their purchases. Buying and selling in those days was a go-as-you-please slipshod system. Merchants guessed at what they would need and frequently they would guess wrong and be compelled to carry over heavy stocks from one year to another. Such a thing as quick turnover had never occurred to them. Their only thought was the amount of profit they could make on a sale, and after the sale was made, their next thought was to collect the money for the goods sold.

At that time, advertising as a science was practically unknown. There were no advertising helps, no store cards, cutouts or window displays. If a retailer advertised (if he were a hardware man) he would get a cut of an anvil, put in his advertisement with a slogan something like this—"If it's in the hardware line, we have it." What more was necessary?

The salesman was the go-between between manufacturer and jobber and between jobber and retailer. These salesmen were supposed to show new goods when they were brought out, but I do not think, in those days, new goods were very much stressed. An axe was an axe, a hatchet was a hatchet and a cowbell was a cowbell. All the refinements of different kinds of axes and different kinds of hatchets with different finishes for all kinds of purposes was a later development.

Roughly, I have above attempted to outline those old-time conditions. What opportunity did a salesman have in those days to develop salesmanship except along the lines of personality? In those days, merchants had their favorite houses and their friends among the salesmen. A salesman cultivated the friendship of his customers, and allow me to say the old-time salesman practically owned his trade. If a dry goods, shoe or a hardware salesman changed from one house to another in those days, if he were a popular man, he carried practically all of his business with him. It was a serious matter for manufacturers or jobbers to lose their salesmen, and I have known cases where houses were stranded by a swarming of salesmen from one house to another. This process in a number of instances prac-

tically led to the destruction of the business of the old house—the selling bees swarmed. The old hive was never the same again.

Naturally, in those old days, when the merchants came to town, their friends and salesmen were there to wait upon them. Those were lively days in all of the Western cities. The visiting merchant combined business with pleasure, and the salesman who expected to hold his trade had to be not only the business adviser but also the social confidant of his customers. This may have been pleasant under certain conditions, but when it was a regular thing, the old-time salesman had to have a very strong constitution and unlimited energy to stand the strain.

The modern salesman can hardly appreciate such conditions. Of course, he has a sample of a little of it now and then, but in those days, it was the regular and established order of doing business.

It is my judgment that the modern salesman does not, in any manner, lack in opportunities to sell goods as compared with the old-time salesman. Merchants to-day are more intelligent, better posted and therefore more appreciative of good salesmanship. To-day, as I have outlined, a greater variety of goods are sold—higher priced goods—and the salesman with initiative, intelligence and ability has larger opportunities to increase his sales on all of these new lines. Salesmanship has changed from the personality of the old days to the ability to give a merchant up-to-date merchandising ideas in these days. Credit problems have almost disappeared. Salesmen of to-day, especially those calling on the better class of trade, are very seldom bothered about collections.

To sum up the whole matter, it is my judgment that in modern selling, there are far more opportunities for the salesman than in the old days, but of course, it is a different kind of talent on the part of a salesman. In fact, I might say that to be successful to-day a salesman must be of a considerably higher order of man than in the old days. He must have wider merchandising experience, a better knowledge of his goods and, of course, with these things endless tact, patience and a keen insight into human nature. Notwithstanding all the changes that have taken place, human nature fundamentally remains about the same, and while we have all become more fastidious and harder to please, nevertheless when all is said and done, we are still buying goods from our friends.

In conclusion let me say that what we need to-day in this country are fewer salesmen and better salesmen. There are two classes of salesmen in this country—one is the mere order-taker. Frequently this order-taker is receiving compensation in excess of the value of his services. By this I mean when one compares the work he does with the amount paid for other kinds of work, this class of salesman is very much overpaid, and the amount

being paid him is becoming a real burden on distribution.

On the other hand, the creative salesman, the real merchandiser, the man who helps his customer to meet his problems and do a more profitable business, cannot be too well paid. Such a salesman is invaluable. But after all, as I come to the end of this article, I am wondering if it is not a mistake to call such a man as I have in mind a salesman. He is more than a salesman. He is a teacher of merchandising. Such a man should be in charge of a large territory. He should not visit his customers too often. His visits should be a matter of importance to the merchant. By not calling too often, he can see more merchants. Under this merchandiser there can be just as many order-takers as the situation will warrant. To my mind, the confusion to-day in selling results from a distinction not being drawn between a real merchandiser and a man who simply takes an order.

A few days ago, in a talk before the

Advertising Club in New York, I made the statement that "a great salesman should not be compelled to waste his time taking orders."

Saunders Norvell.

Michigan Results.

The value of State-wide effort in fire prevention is demonstrated in the results achieved by Michigan cities in the 1928 fire waste contest conducted by the Chamber of Commerce of the United States and the National Fire Waste Council. Of the twenty-three Michigan organizations submitting reports, four received high recognition. The Detroit Board of Commerce was not only winner among cities over one-half million in population but was also grand winner for the best record regardless of size. Under the chairmanship of Paxton Mendelssohn, the Fire Prevention Committee of the Detroit Board of Commerce has functioned continuously to reduce fire losses and eliminate fire hazards.

Dear money may prove dear.

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates Are
Surprisingly Low
For Instance:

for **70¢**

or less, between 4:30 a. m. and
7:00 p. m.

You can call the following points and talk for
THREE MINUTES for the rates shown. Rates to
other points are proportionately low.

From	Day Station-to-Station Rate
Grand Rapids to:	
CADILLAC, MICH.	\$.70
DURAND, MICH.	.65
FLINT, MICH.	.70
JACKSON, MICH.	.65
MANISTEE, MICH.	.70
NILES, MICH.	.65
SAGINAW, MICH.	.70

The rates quoted are **Station-to-Station Day rates**, effective
4:30 a. m. to 7:00 p. m.

Evening Station-to-Station rates are effective 7:00 p. m. to
8:30 p. m., and **Night Station-to-Station rates**, 8:30 p. m.
to 4:30 a. m.

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



Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 20.—We have to-day received the schedules, reference and adjudication in the matter of Calvin E. Hull, Bankrupt No. 3878. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$550 of which \$500 is claimed as exempt, with liabilities of \$1,771.66. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Horace T. Dekker, Bankrupt No. 3864. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of Earl K. Fosdick, Bankrupt No. 3824. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of Albert Leroy Wiley, Bankrupt No. 3857. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of John M. Schleicher, Bankrupt No. 3603, the trustee has filed his final report and account, and a final meeting of creditors was held Aug. 2. There were no appearances, other than that of one creditor. 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, as far as the funds on hand would permit. The distribution included secured claims. 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, as a case completed, in due course.

Aug. 21. We have to-day received the schedules, reference and adjudication in the matter of Emmett J. Martindale, Bankrupt No. 3879. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$215 of which the full amount is claimed as exempt, with liabilities of \$2,780.71. The first meeting will be called promptly, note of same will be made herein.

In the matter of Milarch Tire & Battery Co., etc., Bankrupt No. 3575, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Aug. 2. The trustee was represented by attorneys Belcher & Hamlin. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was approved and allowed. The balance of the accounts, bills and notes receivable were offered for sale and auctioned. The expenses of administration were ordered paid and the balance of preferred claims paid in full and a first and final dividend ordered paid to general creditors of 3.6 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date and the case will be closed and returned to the district court in due course.

In the matter of Dubois-Munn Co., Bankrupt No. 3573, the trustee has filed his second report and account, and a special meeting of creditors was held July 26. The trustee was present. No others were present. The report and account of the trustee was approved and allowed. An order was made for the payment of current expenses of administration and for the declaration and payment to creditors of a second dividend of 20 per cent. The total of dividends to date is now 50 per cent. The special meeting then adjourned without date.

In the matter of Horace T. Dekker, Bankrupt No. 3864. The sale of assets has been called for Sept. 6. The stock in trade consists of groceries and fixtures, all used in a retail grocery store, appraised at approximately \$1,072. The stock will be sold at the premises of the bankrupt, 213 R ver avenue, Holland. All interested in such sale should be present at the date mentioned.

In the matter of Ruth Henspeter, doing business as Henspeter Electric Shop, Bankrupt No. 3529, the final meeting of creditors has been held. There were no appearances, except that of the trustee. 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 payment in full of all preferred and secured claims and for the payment of a first and final dividend to general creditors of 6.6 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 the matter of Durabilt Metal Products Co., formerly known as Michigan Toy & Mfg. Co., a corporation, Bankrupt No. 3542. The final meeting of creditors has been called for Sept. 10. The trustee's final report will be approved at such meeting. There probably will be a dividend for general creditors of this estate.

Aug. 23. We have to-day received the schedules, reference and adjudication in

the matter of Alvin Hipshier, Bankrupt No. 3880. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a plumber. The schedule shows assets of \$1,132.56 of which \$500 is claimed as exempt, with liabilities of \$2,485.24. The court has written for funds and upon receipt of same, the first meeting will be called, note of which will be made herein.

Aug. 23. We have to-day received the schedules, reference and adjudication in the matter of Alfred A. Ball, Bankrupt No. 3881. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$278.75. The court has written for funds and upon receipt of same first meeting will be called and note of same made herein.

Aug. 23. We have to-day received the schedules, reference and adjudication in the matter of James Oldfield, Bankrupt No. 3882. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a contractor. The schedule shows assets of \$1,550 of which \$250 is claimed as exempt, with liabilities of \$4,719.70. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

Aug. 23. We have to-day received the schedules, reference and adjudication in the matter of William Walker, Bankrupt No. 3883. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Greenville, and his occupation is that of a laborer. The schedule shows assets of \$54 with liabilities of \$523.81. The first meeting will be called promptly, note of same made herein.

Aug. 26. We have to-day received the schedules, reference and adjudication in the matter of George H. Ragla, Bankrupt No. 3884. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hastings and his occupation is that of a laborer. The schedule shows assets of \$450 of which the full amount is claimed as exempt, with liabilities of \$1,056.50. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein.

Aug. 26. We have to-day received the schedules, reference and adjudication in the matter of John A. Sonneveldt and Phillip J. Veen, individually and as co-partners under the name of Sonneveldt Baking Co., Bankrupt No. 3885. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Grand Rapids. The schedules show assets of \$250 with liabilities of \$1,588.75. The court has written for funds and upon receipt of same, the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

J. W. Allen & Co., Chicago	\$130.52
G. C. Bear & Co., Detroit	27.08
Bustaan Coal Co., Grand Rapids	46.40
Consumers Power Co., Grand Rap.	7.89
G. R. Gas Co., Grand Rapids	3.28
E. B. Gallagher & Co., Grand R.	144.77
Lee & Cady, Grand Rapids	317.10
L. & L. Jenison Co., Jenison	56.55
C. W. Mills Paper Co., Grand R.	67.16
Pine Ave. Dairy, Grand Rapids	42.72
Mol & DeVries, Grand Rapids	31.54
Ryskamp Bros., Grand Rapids	110.00
Van Driele Co., Grand Rapids	103.00
L. Van Westenbrugge, Grand Rap.	6.30
M. Veenstra & Son, Grand Rapids	8.20
Van Camp's, Chicago	112.44
National Cash Register Co., G. R.	10.00
Fred DeVries, Grand Rapids	100.00
Mrs. Pauline Veen, Grand Rapids	250.00

Aug. 26. On this day was held the further examination of the bankrupt in the matter of Clarence W. Morgan, Bankrupt No. 3847. The bankrupt was

present in person. One creditor was present in person and represented by attorney Burr W. Cochran. The bankrupt, previously sworn was further examined without a reporter. Raymond J. Engle, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Russell E. Cole, Bankrupt No. 3605, the trustee's final report and account has been filed and a final meeting of creditors was held July 15. The trustee was present in person. The bankrupt was represented by attorneys Corwin, Norcross & Cook. Certain creditors were present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration, preferred claims in full, and for the declaration and payment of a first and final dividend to creditors of 3.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Hens Making Good With a Bang.

To make his hens lay twice as many eggs as usual, a Swedish farmer has found that nothing accelerates the process more than a couple of good gunshots fired close to the henhouse.

He came upon his discovery by a strange incident. A road building company was blasting rocks near his farm, and, while the noise was enervating to him, he found that it had another influence on the fowls; as long as the dynamiting went on his 150 hens laid exactly double the number of eggs as before.

When the excavation was finished the egg crop immediately decreased to its normal low level, wherefore the observant farmer let his trusty shotgun serve instead, and every morning took a couple of shots at nothing in particular. The hens responded with a record number of eggs.

Smaller Dinner Sets Selling.

The trend toward dinner sets of fewer pieces and greater emphasis on open stock patterns continue a feature of the business being done in chinaware. Use of color in both domestic and imported lines is outstanding. Ivory or faun leads, followed by yellow, crimson and green. An increasing call from specialty shops for high-grade service plates of bone china is noted. A revival of interest is noted in blue prints and scenes in imported earthenware. Domestic decalcomania lines have been quite active in volume-selling merchandise.

Hair Pin Sales Increasing.

The increasing demand for long hair among women has had the expected

effect on the sales of hairpins and manufacturers report that the present year has been the best since hairpin sales began to drop off in 1921. Fall and winter styles are expected to bring the hairpin into even greater demand than at present and producers are looking hopefully toward the new season. The trend so far has not stimulated the sale of hairnets to the extent which manufacturers believed it would, however.

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.

Two SALESMEN starting trip West to Coast, WISH SPECIALTY LINE or ADVERTISING DISTRIBUTION through Western states. Best references. Write L. J. McAdam, 415 Hamilton Place, Ann Arbor, Mich. 147

FOR SALE—New and used furniture and trucking business. Well stocked and doing good business. No competition. W. C. Beelby, Holly, Mich. 148

For Sale—GENERAL MERCHANDISE STOCK IN country town, together with store buildings, and bungalow residence. Exceptionally located. Dependable patronage. Established for years. Delco system. Reason for selling, sickness. A good proposition. Immediate action. Charles L. Johnson, Greenville, Illinois, Route 3. 149

For Sale—RESTAURANT and confectionery. Ill health reason for selling. Terms. D. J. McInnis, 311 Main St., Midland, Mich. 150

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. 152

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

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. LEVINSON
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.

Investment Securities

E. H. Rollins & Sons

Founded 1876
Phone 4745
4th Floor Grand Rapids Savings Bldg.
GRAND RAPIDS

Boston New York Philadelphia Chicago Denver
San Francisco Los Angeles London

Late News From the Michigan Metropolis.

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near future. It is not anticipated that further announcements, to any great extent, will be made before Jan. 1.

The companies manufacturing automobiles all report heavy production for this season of the year and predict that August will set new all-time records.

The seven or eight companies which have brought out new cars this season are on heavy output and are making an endeavor to furnish all the automobiles on order. Sales of cars from factories to dealers in New York State and the New England States, and in California and the Southwest have been especially heavy during the last week.

There appears to be a good market for trucks, small commercial cars being very popular. The demand for heavy duty trucks is also good. A survey of body makers who furnish the large bus bodies shows that nearly all of these plants are working full time, with a goodly number of orders on hand.

Bus body manufacturer is a specialized industry. Some transit companies have standardized on a certain type of bus body, but those interested will discover a great number of types now in use. Improvements are being made at a rapid rate for the comfort of passengers. One large manufacturer said recently that the sleeping car type of bus was here to stay.

Stocks of used cars in Detroit are not overly heavy at the present time. All new car sales records have been smashed in Detroit this year and used cars have been moving just as fast. This seems to be the general condition throughout the country with the exception of one or two places.

Charles L. Winningham, son of C. C. Winningham, head of the advertising agency of the same name, with offices in the General Motors building, has joined the firm as a member of the publicity department.

Joseph Mills, director of publicity for the J. L. Hudson Co., has returned from an extended European trip.

Gerry Whale, sales promotion manager of the Butler Paper Co., while traveling in Western Michigan, was suddenly stricken and was taken to Mercy hospital in Muskegon. Mr. Whale's attack was caused by the after effects of an operation for sinus trouble. He is reported entirely out of danger at this writing.

LeClaire-Harper is the name of a new haberdashery opened last week in the new Fisher building. The store is one of the most modern of its kind in the country.

William C. Roney & Co., members of the Detroit Stock Exchange, have moved from their quarters in the Dime Bank building to the twenty-second floor of the new Union Trust Co. building.

The appointment of William H. Kilpatrick, former operating manager of the Jefferson avenue plant of the Chrysler Corp., as operating manager of the Chrysler plants in Highland Park was announced last week. Verne Drum, former assistant manager at the Jefferson plant, will succeed Kilpatrick as operating manager there.

William J. Berry, 65 years old, an official of the Michigan Bell Telephone Co. for thirty-five years, died last week in his summer home on Glen Lake, after a long illness. Mr. Berry became affiliated with the company in 1889 as an operator at Grand Rapids and was promoted rapidly until his retirement in 1924 because of illness. In 1922 he founded and was the first president of the Wolverine Chapter No. 10, Telephone Pioneers of America, an active National organization of Bell Telephone employees with twenty-one years of continuous service.

Isaac Gilbert, veteran Detroit cigar manufacturer, has been named first vice-president and executive officer of the Webster Cigar Co. and Kleiner Cigar Manufacturing Co., 5545 Grandy avenue, in the extensive reorganization of both companies following the recent resignation of President Thomas P. Jackman. Anthony Schneider, of New York, is made president; R. E. Folz, formerly advertising director, is second vice-president and sales manager; Henry Cook, secretary and treasurer, and Glay Myers, comptroller.

Sidney Lightstone, for the last two years sales manager of the basement store of the J. L. Hudson Co., and prior to that assistant advertising manager of the main store for five years, has taken up his duties as sales manager of Gimbel's department store in Philadelphia. Mr. Lightstone was identified with many civic advertising projects in Detroit and during his residence in this city made hosts of friends who predict a bright future in his new duties.

Lawrence J. O'Brien has been appointed vice-president of the Equitable Trust Co. and Equitable Detroit Co. Mr. O'Brien is a former State bank examiner and has since served in executive capacities with the American Trust Co. and the Central Trust Co. of Detroit.

Frank A. Houpp, a veteran druggist, died after a long illness. Mr. Houpp was born in Newport, Pa., in 1841. He entered the drug store business in 1875, in a store at Michigan avenue and Sixth street. Twenty years ago he purchased the property at the Southeast corner of the intersection where he conducted a drug store until his death. He leaves his wife, Mrs. Betsy Houpp, one nephew and two nieces.

Waldo E. Fellows has been advanced from advertising manager to assistant general sales manager of the Oakland Motor Car Co. Mr. Fellows will have charge of promotional activities, including both sales and service promotion, dealer accounting and statistical work. He was well known in the automotive field before he came to Oakland as advertising manager in 1923. Previously, he had spent five years in the sales organization of the Continental Motors Corporation.

Robert M. Allan, president of the American State Bank, announced last week that Oscar L. Green has been made vice-president of the American State Bank in addition to his office of cashier. Mr. Green, was made cashier in January, 1929. He entered the employ of the American State

Bank in 1920. He is also vice-president of Marvin Harrison organization.

From Pontiac comes the announcement that the Enggass Jewelry Co., 223 Monroe avenue, this city, will open a store in a building to be erected for them at Saginaw and Lawrence streets, in the heart of the retail business district.

Peter Bouzoff, well known in the coffee supply business, owner of a wholesale house at 1052 Beaubien street, died at Ford hospital early this week from injuries received when he was struck by an automobile while crossing a street. Mr. Bouzoff is survived by his widow and one child.

Foot Joy Shops, Inc., has issued an announcement of its opening this week in room 1-217 General Motors building. In charge will be Frank J. McKinlay and Charles Twitchell.

James M. Golding.

Condemns Average Chicken Dinner.

Traverse City, Sept. 3.—At almost every feedery in the resort region signs may be seen advertising sales of chicken dinners. Chicken is not an especially desirable article of food, yet people crave it. Chickens are largely made of backs, necks, wings, heads, feet, skin and if of the male persuasion, spurs. Meat is deposited mostly on breasts and legs. The meat that grows on other parts of the chicken's body is almost inconceivable. Hens are tough. Caterers charge from seventy-five cents to \$2 for one chicken dinner. A cat would starve on the portion the average caterer supplies to a customer for 75 cents. Edna Ferber's notable character, the Widow McChesney, a sales lady, was a wise woman. She exercised a wonderful, benevolent influence upon "gentlemen traveling men" whom she met in her travels up and down the earth. She mothered them kindly, leading them away from temptation and advised them wisely as to the food they should eat. "Roast beef, rare," she claimed, "is preferable in every way to tough, skinny, stringy and tasteless chicken." A skillful cook, by intermixing the flesh of a chicken with other meats, sauces and flavoring extracts, may produce a palatable mess, not comparable, however, to roast lamb or to rare roast beef for a hungry man.

A lady acquaintance of the writer of this complaint is a noted caterer for private families. Her chicken salad always satisfies those whom she serves and commands their applause. When asked to give a reason for the success of her efforts in making chicken salad, she replied: "I use a considerable quantity of veal."

Northwood Hotel, at Cadillac, owned by the Mitchell family and George Thompson, of Grand Rapids, has been liberally patronized since it was opened one year ago. At times the management has been compelled to send from ten to fifty applicants for accommodations to other hotels. Owners have decided to expend \$100,000 for an addition to its buildings. When completed the hotel will contain about 300 sleeping apartments.

Arthur Scott White.

High aims form great characters and great objects bring out great minds.

A lowbrow is a person who refuses to be bored if there's an "exit" near by.

Beautiful to us until the mind also sees it.



WITH losses lower, with expenses lower, with no inside profits for invested capital—you would expect the net cost of Mutual insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The mutual plan of operation is right. Mutual insurance is better protection. Because it is better it costs less.

May sound unreasonable if you are not informed. An investigation is convincing. For the sake of yourself and your business, investigate.

MUTUAL INSURANCE

Is An Investment of Good Judgement

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near future. It is not anticipated that further announcements, to any great extent, will be made before Jan. 1.

The companies manufacturing automobiles all report heavy production for this season of the year and predict that August will set new all-time records.

The seven or eight companies which have brought out new cars this season are on heavy output and are making an endeavor to furnish all the automobiles on order. Sales of cars from factories to dealers in New York State and the New England States, and in California and the Southwest have been especially heavy during the last week.

There appears to be a good market for trucks, small commercial cars being very popular. The demand for heavy duty trucks is also good. A survey of body makers who furnish the large bus bodies shows that nearly all of these plants are working full time, with a goodly number of orders on hand.

Bus body manufacturer is a specialized industry. Some transit companies have standardized on a certain type of bus body, but those interested will discover a great number of types now in use. Improvements are being made at a rapid rate for the comfort of passengers. One large manufacturer said recently that the sleeping car type of bus was here to stay.

Stocks of used cars in Detroit are not overly heavy at the present time. All new car sales records have been smashed in Detroit this year and used cars have been moving just as fast. This seems to be the general condition throughout the country with the exception of one or two places.

Charles L. Winningham, son of C. C. Winningham, head of the advertising agency of the same name, with offices in the General Motors building, has joined the firm as a member of the publicity department.

Joseph Mills, director of publicity for the J. L. Hudson Co., has returned from an extended European trip.

Gerry Whale, sales promotion manager of the Butler Paper Co., while traveling in Western Michigan, was suddenly stricken and was taken to Mercy hospital in Muskegon. Mr. Whale's attack was caused by the after effects of an operation for sinus trouble. He is reported entirely out of danger at this writing.

LeClaire-Harper is the name of a new haberdashery opened last week in the new Fisher building. The store is one of the most modern of its kind in the country.

William C. Roney & Co., members of the Detroit Stock Exchange, have moved from their quarters in the Dime Bank building to the twenty-second floor of the new Union Trust Co. building.

The appointment of William H. Kilpatrick, former operating manager of the Jefferson avenue plant of the Chrysler Corp., as operating manager of the Chrysler plants in Highland Park was announced last week. Verne Drum, former assistant manager at the Jefferson plant, will succeed Kilpatrick as operating manager there.

William J. Berry, 65 years old, an official of the Michigan Bell Telephone Co. for thirty-five years, died last week in his summer home on Glen Lake, after a long illness. Mr. Berry became affiliated with the company in 1889 as an operator at Grand Rapids and was promoted rapidly until his retirement in 1924 because of illness. In 1922 he founded and was the first president of the Wolverine Chapter No. 10, Telephone Pioneers of America, an active National organization of Bell Telephone employees with twenty-one years of continuous service.

Isaac Gilbert, veteran Detroit cigar manufacturer, has been named first vice-president and executive officer of the Webster Cigar Co. and Kleiner Cigar Manufacturing Co., 5545 Grandy avenue, in the extensive reorganization of both companies following the recent resignation of President Thomas P. Jackman. Anthony Schneider, of New York, is made president; R. E. Folz, formerly advertising director, is second vice-president and sales manager; Henry Cook, secretary and treasurer, and Glay Myers, comptroller.

Sidney Lightstone, for the last two years sales manager of the basement store of the J. L. Hudson Co., and prior to that assistant advertising manager of the main store for five years, has taken up his duties as sales manager of Gimbel's department store in Philadelphia. Mr. Lightstone was identified with many civic advertising projects in Detroit and during his residence in this city made hosts of friends who predict a bright future in his new duties.

Lawrence J. O'Brien has been appointed vice-president of the Equitable Trust Co. and Equitable Detroit Co. Mr. O'Brien is a former State bank examiner and has since served in executive capacities with the American Trust Co. and the Central Trust Co. of Detroit.

Frank A. Houpp, a veteran druggist, died after a long illness. Mr. Houpp was born in Newport, Pa., in 1841. He entered the drug store business in 1875, in a store at Michigan avenue and Sixth street. Twenty years ago he purchased the property at the Southeast corner of the intersection where he conducted a drug store until his death. He leaves his wife, Mrs. Betsy Houpp, one nephew and two nieces.

Waldo E. Fellows has been advanced from advertising manager to assistant general sales manager of the Oakland Motor Car Co. Mr. Fellows will have charge of promotional activities, including both sales and service promotion, dealer accounting and statistical work. He was well known in the automotive field before he came to Oakland as advertising manager in 1923. Previously, he had spent five years in the sales organization of the Continental Motors Corporation.

Robert M. Allan, president of the American State Bank, announced last week that Oscar L. Green has been made vice-president of the American State Bank in addition to his office of cashier. Mr. Green, was made cashier in January, 1929. He entered the employ of the American State

Bank in 1920. He is also vice-president of Marvin Harrison organization.

From Pontiac comes the announcement that the Enggass Jewelry Co., 223 Monroe avenue, this city, will open a store in a building to be erected for them at Saginaw and Lawrence streets, in the heart of the retail business district.

Peter Bouzoff, well known in the coffee supply business, owner of a wholesale house at 1052 Beaubien street, died at Ford hospital early this week from injuries received when he was struck by an automobile while crossing a street. Mr. Bouzoff is survived by his widow and one child.

Foot Joy Shops, Inc., has issued an announcement of its opening this week in room 1-217 General Motors building. In charge will be Frank J. McKinlay and Charles Twitchell.

James M. Golding.

Condemns Average Chicken Dinner.

Traverse City, Sept. 3.—At almost every feedery in the resort region signs may be seen advertising sales of chicken dinners. Chicken is not an especially desirable article of food, yet people crave it. Chickens are largely made of backs, necks, wings, heads, feet, skin and if of the male persuasion, spurs. Meat is deposited mostly on breasts and legs. The meat that grows on other parts of the chicken's body is almost inconceivable. Hens are tough. Caterers charge from seventy-five cents to \$2 for one chicken dinner. A cat would starve on the portion the average caterer supplies to a customer for 75 cents. Edna Ferber's notable character, the Widow McChesney, a sales lady, was a wise woman. She exercised a wonderful, benevolent influence upon "gentlemen traveling men" whom she met in her travels up and down the earth. She mothered them kindly, leading them away from temptation and advised them wisely as to the food they should eat. "Roast beef, rare," she claimed, "is preferable in every way to tough, skinny, stringy and tasteless chicken." A skillful cook, by intermixing the flesh of a chicken with other meats, sauces and flavoring extracts, may produce a palatable mess, not comparable, however, to roast lamb or to rare roast beef for a hungry man.

A lady acquaintance of the writer of this complaint is a noted caterer for private families. Her chicken salad always satisfies those whom she serves and commands their applause. When asked to give a reason for the success of her efforts in making chicken salad, she replied: "I use a considerable quantity of veal."

Northwood Hotel, at Cadillac, owned by the Mitchell family and George Thompson, of Grand Rapids, has been liberally patronized since it was opened one year ago. At times the management has been compelled to send from ten to fifty applicants for accommodations to other hotels. Owners have decided to expend \$100,000 for an addition to its buildings. When completed the hotel will contain about 300 sleeping apartments.

Arthur Scott White.

High aims form great characters and great objects bring out great minds.

A lowbrow is a person who refuses to be bored if there's an "exit" near by.

beautiful to us until the mind also sees it.



WITH losses lower, with expenses lower, with no inside profits for invested capital—you would expect the net cost of Mutual insurance to be less. It is.

The saving in cost is not made at any sacrifice in safety and strength. The mutual plan of operation is right. Mutual insurance is better protection. Because it is better it costs less.

May sound unreasonable if you are not informed. An investigation is convincing. For the sake of yourself and your business, investigate.

MUTUAL INSURANCE

Is An Investment of Good Judgement

"Going like hot-cakes"



Factory on over-time production to supply demand

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

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

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

KRAFT-PHENIX CHEESE CORPORATION, General Offices, CHICAGO

Makers of "Philadelphia" Cream Cheese