

THE GRASS

The grass knows well in her secret heart
How we love her cool green raiment,
So she plays in silence her lonely part
And care not at all for payment.

We say of the oak, "How grand of girth!"
Of the willow we say, "How slender!"
And yet to the soft grass clothing the earth
How slight is the praise we render.

Each year on the earth's wide breast she waves
From Spring until stern November;
And then she remembers so many graves
That no one else will remember.

Each year her buttercups nod and browse
With sun and dew brimming over,
Each year she pleases the greedy cows
With oceans of honeyed clover.

And while she serves us with gladness mute
In return for such sweet dealings
We tread her carelessly underfoot.
But we never wound her feelings.

3 fast selling items



SEMDAC Furniture Dressing has proved its superior polishing qualities on all fine furniture—pianos, radio cabinets, phonographs, bookcases and other highly finished surfaces. It gives a brilliant and durable lustre. It requires a minimum amount of rubbing.



SEMDAC Auto Polish removes "smoke film," grime and "rain spots" with least effort, and restores the maximum lustre to lacquered, enameled and varnished automobile surfaces. The improved formula put out this year gives an unexcelled finish and does it in less time than ever.

THE three Semdacs sell readily and repeat constantly. Widely advertised throughout the Middle West in newspapers and with street car and bus cards, Semdac Liquid Gloss, Semdac Furniture Dressing and Semdac Auto Polish offer to grocers quick sales and rapid turnover at a handsome profit.

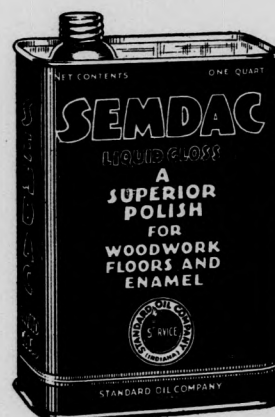
Window displays, window strips, counter displays, and store hanger cards will help you tie up this general advertising with your store.

Send for the above dealer helps if you stock any of the Semdac polishes. If you do not stock them, ask or write for special discount offer to dealers.

STANDARD OIL CO. (Indiana)

General Offices: 910 South Michigan Avenue Chicago, Illinois

SEMDAC Liquid Gloss should be recommended for cleaning and polishing all woodwork and floors. It is ideal for use on floor-mops from which the original oil has partly dried out. Housewives like to use a few drops of it on the dusting cloth to prevent dust from flying.



The 3 Semdacs

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 25, 1929

Number 2401

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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JAMES M. GOLDING
Detroit Representative
409 Jefferson, E.

Physical Examination of Lansing Grocery Clerks.

On Tuesday evening, Sept. 17, I was privileged to join with the Lansing Retail Grocers and Meat Dealers Association at a meeting in the offices of the A. M. Smith Co., of Eaton Rapids, at which fifty-two were in attendance.

After being shown through the large and marvelous plant of the A. M. Smith Co., with its spacious coolers filled with thousands of cases of eggs, carefully graded, butter and dressed poultry and several floors of live poultry, sorted in coops according to grade and weights, everything in spic and span order; a house any large city would be glad to boast of and which the average citizen of Michigan would be much surprised to find in a village the size of Eaton Rapids, the meeting was called to order in the offices of the company about 8:30 p. m.

The Lansing Association, with its active officers and members and substantial treasury should be an inspiration to every other city in the State of Michigan for its regular and well attended meetings. As State Secretary I am proud in claiming it as one of my locals, being in my jurisdiction, and a worthy example to other cities of Michigan.

After the routine business was disposed of, I was privileged to address the meeting and reminded the members present—while the routine may be seemingly monotonous, but nevertheless essential—that more real benefit is derived from Association meetings of this nature than some may possibly realize. The trip down in the cars, the brushing of elbows with the other members, milling through the plant together and visiting in the halls all serve as a means of exchanging ideas and is the means of holding a brotherly

spirit among the members and eliminates the enmity which formerly existed between merchants dealing in the same lines.

Frank Doyle, Lansing manager of the Schust Company, proposed that committees be appointed from various sections of Lansing to furnish speakers for the community and church suppers and to explain the Home Owned Stores Movement to the people of Lansing and its importance to their communities and city.

This is a very fine thought that might be seriously considered by every community in every village and city and when the facts are properly placed before the people, should re-act in favor of the individually owned stores and then it is up to the retailers to adapt themselves so as to properly receive and serve the people, with a view to maintaining their good will and patronage.

While in Lansing my attention was called to signs in the Lansing stores indicating that a food license had been issued to the owner upon payment of a fee of \$1

A physical examination is required of the clerks and in case examination is satisfactory, a card to the effect is issued to the clerk, which authorizes the store owner to employ said clerk.

The vending of foods to the American public is one of the most important functions in our business sphere and what can be more important than that the persons so engaged should be required to be free from any contagious diseases?

I was also informed that this ordinance was enacted at the request of the Lansing Grocers and Meat Dealers Association which is very commendable and a worthy example to other cities.

I have since learned a similar ordinance is in effect in Portland, Oregon. It is rather surprising that same is not more generally adopted by cities in general.

Herman Hanson, Sec'y.

News of Interest of Grand Rapids Council.

Next Saturday, Sept. 28, the first meeting of this season of the Salesmen's Club will be held at the usual place, Rowe Hotel, English room, at 12:30, instead of 12:45 as formerly. Various times members have thought that the Club adjourned at too late an hour so we are going to start a little earlier and endeavor to close considerably before 2 o'clock. The executive committee held a meeting at the Elks Temple Monday, at which time President Radcliffe outlined some plans

for this year and these came up for various discussions. It has been decided that the programmes for the successive meetings will be in charge of a committee appointed for that month, who will furnish the entertainment or educational talk, as the case may be. There has been no speaker invited for next Saturday's meeting, as that will be largely a get-together social gathering. It is to be hoped that all the members will be on hand, as well as any of the salesmen in this territory who would like to become affiliated with the Club. It might be said at this time that the Salesmen Club is the only noon-day luncheon club of the kind in this country, inasmuch as it is devoted entirely to the interest of salesmen. Your wives have a cordial invitation to attend all of the meetings. Speakers at the luncheon are to a large extent, those who address the other more prominent luncheon clubs and their talks are always worth while — sometimes educational and sometimes humorous, usually both. The social contact gained at meetings of this kind are 100 per cent. worth while and should be enjoyed by every salesman in this vicinity. A drive is about to be started to increase the membership to 200.

The committees in charge of the entertainment for the October 6 meeting of the United Commercial Travelers were on hand at the Council rooms last Saturday evening. It was learned that Mrs. J. B. Earl, President of the Michigan Ladies Auxiliary, will be on hand for this meeting to stimulate the organization of an Auxiliary to the Grand Rapids Council. Various members of the committees are going to get in touch with all of the resident members of Council No. 131 and personally urge them to be on hand for the meeting at 3:30 Saturday, October 6, and if not possible to be there for the meeting, come for the banquet at 6:30. This meeting undoubtedly will be a huge success and those not attending will miss a real evening's enjoyment. Notices will be sent to the members advising them to reserve plates for the dinner. This surely will have to be done in view of the fact that the Council is putting this meal on at cost and must know how many people will be on hand for eats.

Secretary Homer Bradeld wishes to call the attention of every member to the questionnaire which has recently been sent them. This should be filled out and returned as directed without delay. He also urges every member who may be out of work to get in touch with him for an employment application. Already several local jobbers and manufacturers have been in touch with Brother Bradfield concerning available salesmen. The

employment service will mean a great deal to Grand Rapids Council and its benefits should be enjoyed by every member seeking a position.

Remember, Saturday Oct. 6, meeting at 3:30; dinner 6:30; dancing 9 p. m. Be there and bring the ladies.

C. C. M.

Late Business Changes in Indiana.

Anderson—Mrs. G. C. Hershberger has discontinued her grocery and meat business at 1223 Locust street.

Anderson—J. O. Todd purchased the Sadler Grocery and Market.

Cambridge City—C. A. McKee sold his meat market on West Main street to H. C. Johnson.

Edinburg—Ed. Nail has discontinued his grocery and meat business at 309 North Lincoln street.

New Albany—Michael Steinert, proprietor of the grocery and meat market at 2019 Charlestown boulevard, died at his home.

New Castle—A. B. Himes, who is in the grocery and meat business here, is erecting a store building at Shapp avenue and 21st street.

Vincennes—A. T. Worstell Grocery Co. purchased the grocery and meat market at 1016 Wabash avenue from George Burnside & Son.

Gary—The Consumers Packing Co., Inc., has been organized here, with a capital stock of 120 shares, \$100 par value, to deal in meat and other food products. The incorporators are Louis Gross, Jack Weiss and Herman Weiss.

St. Paul—Carl Wolfe, who has conducted a market here for twenty-two years, has sold his business to James Wilson and plans to retire because of ill health.

Vevay—The Krummel meat market has added a grocery department.

Chain Stores No Benefit To Banks.

At a convention of chain store owners, held in Chicago Monday, Craig B. Hazlewood, President of the American Bankers' Association, told the chain store executives that they must change their attitude towards the local bank in the community if they were to achieve good will in that community.

'In' a survey conducted recently by the American Bankers' Association Journal, it was shown that the average chain store does not maintain an adequate bank balance in the local bank to make the account of any value to the bank; does not use the bank's loaning facilities and abuses the free services which the bank has to offer," Mr. Hazlewood said.

"The bank is an important local institution and must be supported for the part that it plays in the upbuilding of the community which is the chain store's market," he continued.

"It is your duty to establish better community relations in general."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Some years ago Harrison Parker was exposed as a swindler by the Tradesman because of the crookedness he undertook to put across in connection with the founding of Fruitvale, Muskegon county. He immediately retaliated by suing the Tradesman for \$50,000 in the United States District Court. The Tradesman spent upwards of \$800 in preparing to defend the suit, but the day before the case was set for trial, Max Pam, the noted criminal lawyer, shipped over from Chicago, reimbursed us for the money we had expended in the determination to defeat his client's claim for damages, paid our lawyer his charges up to date, paid all the court costs up to that date and dismissed the case. We played the matter up as strongly as the circumstances justified at the time and have since had occasion to warn the people against this cheat in connection with his fraudulent Co-operative Society of America, which swindled his investors out of millions of dollars; also his attempt to establish a National bank and a trust company in New York City. On information furnished by the Tradesman the New York Times and the New York World, both of them great metropolitan newspapers, denounced Parker as a crook. He sued each of them for \$1,000,000 damages, but a New York City tribunal threw the cases out of court and the financial undertakings of Parker in New York City promptly collapsed, so far as he was concerned. Now he appears to have returned to Chicago and engaged in another questionable undertaking, judging by the following news item in a recent issue of the Chicago Tribune:

Harrison Parker, whose Co-operative Society of America, a financial dream of nation wide chain stores, was wrecked on turbulent financial shoals, was named defendant yesterday in a bill for accounting filed in the Circuit court by the North American Trust Co. of Evanston. The bill charges that Parker has obtained control of the company and is in possession of \$350,000 belonging to it.

The bill alleges that when the company was organized in April of 1926 as the Iroquois Trust Co., Parker volunteered his services as financial adviser and effected increases of capitalization so as to hold voting power through men he controls. These are named as Joseph H. Strong, general manager of the Hancock Insurance Co.; J. A. McDonnell and B. B. Bradshaw. Parker is charged with having manipulated funds to give a semblance of legality to increases of capitalization.

It is also charged that Parker converted \$75,000 for his own ends in one deal and is withholding approximately \$250,000 alleged to have been falsely received. He is said to have received all company mail, although he technically held no office. The suit was filed by the law firm of Lewis, Folsom & Murdock.

A stock-selling operation which has been carried on continuously for a period of nearly nine years was halted Sept. 10, 1929, when Vice-Chancellor John J. Fallon, in the Chancery Court of New Jersey, under the New Jersey Securities Fraud Act, issued a restraining order on petition of William A. Stevens, Attorney General of the State of New Jersey, enjoining the Wrigley Pharmaceutical Co., Atlantic City, N. J., from further sales of stock in New Jersey, pending the final determination of the case.

The Attorney General of New Jersey had been endeavoring for some time, to obtain from the Wrigley Pharmaceutical Co. certain specific facts concerning this corporation which the law empowers him to demand. The Attorney General has charged that the corporation has "failed, neglected and refused to file the statement and report as required" by his department and a part of the order issued by the Vice-Chancellor requires the corporation to now furnish this information.

The present Wrigley Pharmaceutical Co. (of Delaware) is the successor of the Wrigley Pharmaceutical Co. (of Pennsylvania), which was the successor of Wrigley & Co., a partnership organized in 1913.

The Delaware company was incorporated in December, 1920, with an authorized capitalization of 1,000,000 shares of stock with a par value of \$1. This capitalization has been increased from time to time until at the present time there is a total authorized capitalization of 3,000,000 shares, divided into 1,000,000 voting shares, par value \$1, and 2,000,000 non-voting shares, par value \$1. The Attorney General of New Jersey alleges that he has been informed, and he believes it to be true, that practically all of this stock has been issued and is now outstanding.

The Attorney General of New Jersey has charged in his complaint as follows:

"Its (Wrigley Pharmaceutical Co.) ostensible purpose was the manufacture of Spearmint tooth paste, actually, its purpose was to fraudulently avail itself of the trade mark and good will of the William Wrigley, Jr., Co., of Chicago, manufacturer of chewing gum. To this end it managed to copywright a trade mark featuring the words, 'Spearmint tooth paste' appearing on a back-ground of red and a broad single arrow with the name Wrigley printed in bold, green letters over it. This was almost identical with the famous William Wrigley, Jr., chewing gum trade mark, but was granted in spite of the objection of William Wrigley, Jr., Co., chewing gum manufacturer."

It has been revealed that in September of 1919 an agreement was entered into between William Wrigley, Jr., Co., of Chicago, manufacturer of the well-known Wrigley Spearmint chewing gum, and the Wrigley Pharmaceutical Co., whereby it was agreed, among other things, that the design and lettering theretofore used by the Wrigley Pharmaceutical Co. would be discontinued. This led to an altera-

tion of the design; but not to the impression alleged to have been made on the minds of prospective purchasers of shares in Wrigley Pharmaceutical Co.

Many years ago the Wrigley Pharmaceutical Co. began sending out vast quantities of letters signed by its president, W. W. Wrigley, offering in combination shares of stock and with tubes of Spearmint tooth paste. One letter concluded with the statement that 665 bankers are stockholders in the company. This letter also read:

"To a limited number of highly representative people, we offer the opportunity of becoming a stockholder on a ground floor basis. If you will send us a check or money order made out to Wrigley Pharmaceutical Co. for \$10, we will have issued to you or your order ten shares of our stock, par value \$1 per share. We will also send you two dozen tubes of Spearmint tooth paste, our regular 25c size, for your home supply. The total value of this offer is \$16, but will cost you only \$10. This plan is strictly an advertising one and is very costly to the company."

The corporation has exercised ingenuity in framing its appeals to the public to purchase its stock and to interest existing stockholders in increasing their stock holdings in the company. In addition to providing purchasers of stock Spearmint tooth paste, they issued to existing stockholders, in 1927 an alleged right or warrant which purported to give the stockholder the "privilege" of subscribing to additional stock at \$1 per share and telling the subscribers at that time that the corporation pledged itself not to authorize any increase in the price of its stock during the period of time these rights were in force. Again, in 1928, stockholders were offered "rights" to subscribe at \$1 per share to stock in the Wrigley Tooth Paste Co., Ltd., a subsidiary corporation organized in Canada in February, 1928. At the same time the company started a stock-selling campaign in Canada offering a bonus of tooth paste with the shares of stock.

In 1929 stockholders were given a thirty-day option to buy thirty shares of the Class A stock at \$1 per share, described as an offer made "prior to preparation to apply for listing on the New York Curb Market," but no such application was ever filed with the New York Curb Exchange.

During many years, prospective purchasers of the stock were given highly optimistic predictions as to the prospects of this stock as an investment. In spite of this prediction, the company itself, in a printed copy of a balance sheet as of Dec. 31, 1927, which was sent to stockholders, stated that up to Dec. 31, 1927, there has been a loss from operations of \$100,452.17. Other interesting figures in this balance sheet were: "Advertising expenses, etc., stock selling expenses and commissions, stock selling expense, merchandise at cost, \$835,866.23." Also "Trade Mark, formulae, good will, etc., \$992,872.64." At that time the corporation reported capital stock outstanding \$1,661,844.

There is no record of any dividends having been paid to the stockholders by this corporation. Those persons who had purchased the stock at \$1 per share and who desired to dispose of such shares during the past year, have found bids ranging from a low of 10c to a high of 30c per share.

The attempt of the Attorney General to obtain for the benefit of the citizens of New Jersey, an insight into the financial condition of this corporation is of real public interest.

The Drift of the Day.

A business man writes that his job has grown so easy and he enjoys it so much that he is afraid he ought to get into something harder.

Better stay put. A man's business ought to be easy for him and he ought to enjoy it. You are undoubtedly in the right job and you ought to hang on to it and it will grow as you continue to grow.

We do best the things we do easiest. This is not to say, of course, that some hard things ought not to be tackled when we come up against them. There are always enough of these hard spots in life and hard jobs to furnish us with the necessary discipline; but the biggest part of the time one's work ought to be easy, pleasant, a game. If it is not so, then it is time to be looking about for some other line of activity that will be more congenial. Spiritless drudgery, work in which there is no joy, takes the life out of you faster than anything else in the world; but a job to which you turn with pleasure and which furnishes constant enthusiasm and exhilaration is the normal type of job for you.

Mark Twain was one of the hardest worked of American literary men. He lost a fortune or two by fire and bankruptcy, and set to work and made other fortunes so that he left his family comfortable. Remember the answer he made to a question at his birthday dinner in New York when he was past seventy? Someone asked him how he kept so fit at such advanced age and he replied:

"I've got certain rules that I have always followed. They may not fit you, probably will not fit anybody but myself, but here they are: If I eat anything that disagrees with me, I keep on eating it until one or the other of us gets the better of it. I never smoke—more than one cigar at a time. I never go to bed as long as there is anybody to sit up with, and I never get up until I have to. And I never did a stroke of work in all my life."

You have to interpret these rules, allowing for the exaggeration and the humor; the one I want to emphasize is the last one. He said he never did a stroke of work in all his life, by which he meant, of course, that all his work was play to him, recreation, a game. Just what a man's work ought to be, and just what most men's work is, without much doubt.

By all means, stick to your easy, happy job. There are hard bumps enough in life. Don't go out looking for trouble.

Work done without a will is a stepping stone—down and out.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

During the past two weeks I have been pretty busy in court as defendant in the libel suit brought against me two years ago by Martin DeGraaf for \$100,000 damages. The case was on trial six and a half days and involved many perplexing problems which had to be threshed out by the attorneys. My cause was presented by attorneys McAllister & McAllister and Jay W. Linsey. The plaintiff was represented by Fred Geib. The jury received the instructions of the court about 5 o'clock Friday afternoon and shortly thereafter returned a verdict of no cause of action, which ends the matter, with costs against the plaintiff unless he decides to appeal the case to the Michigan Supreme Court.

The charges made against De Graaf were based largely on court decisions—two by Judge Perkins, of the Kent Circuit Court and one by Judge Raymond, of the United States District Court. The trial judge, Hon. Leonard D. Verdier, held in his instructions to the jury that I was justified in printing these decisions and that the explanatory references I made to the plaintiff in connection with the reproduction of the decisions were justified if the jury found they were true and published without malice and in good faith on my part. Because the charge to the jury is replete with information regarding the controversy I publish it verbatim elsewhere in this week's paper.

The action of the jury in refusing to recognize De Graaf's demand for \$100,000 damages clearly establishes my justification in making the statements I did concerning him. It is possible, of course, that Mr. De Graaf may go to the expense of taking his case to the Supreme Court, but the matter was tried so carefully by my attorneys and the plaintiff was treated so fairly by the trial judge that I have no idea the case would be reversed by a higher tribunal.

I feel that I am under great obligation to my attorneys for the faithful manner in which they worked up the facts in the case and presented them to the jury in such a masterly manner; to Judge Verdier for summing up the situation in his charge and describing it to the jury in plain words which no one could fail to understand; to the jury for the promptness with which they reached a verdict; to my witnesses, many of whom made great personal sacrifices to assist me in defending the case and establishing the fact that everything I said about the plaintiff was fully justified and fully sustained by facts. These unselfish services I shall never forget as long as I live.

I have a great aversion to law suits and never resort to trying conclusions in court if I can possibly avoid it. If it is a question of money I usually make any reasonable concession rather than go to the trouble and annoyance

of a law suit. When a vital principle is involved—when the truth of my statements or the integrity of my actions are questioned—a legal contest is the only way by which I can demonstrate the correctness of my position and the purity of my motives, and I never hesitate a moment to embrace the opportunity to set myself aright by the employment of the best legal talent obtainable, with a view to presenting my side of the controversy under the best possible conditions.

I hope every reader of the Tradesman peruses the article entitled Double Dealing on page 16 of this week's issue, because it illustrates the nasty manner in which the A. & P. Co. treats employes who are disposed to deal fairly and honestly with their customers and the penalty they invariably inflict whenever an employe attempts to shield the heartless corporation from the results of dishonesty and criminality. I have known Mr. Wheelock by reputation a good many years and have every reason to believe that the disclosures he makes in the matter at issue are based on actual facts and that the punishment handed out to him is in exact accordance with the universal custom of the A. & P. Co. whenever it finds it has an employe who refuses to co-operate in enforcing the short-weight practice of the house.

E. A. Stowe.

Dark Brown For Fall Hosiery.

Light shades of brown for early Fall, graduating later in the season to the deeper tones, are being featured by manufacturers of full-fashioned hosiery to follow the sun-tan and sunburn colors which were popular during the Summer. Orders received last week and analyzed by local offices, it is stated, confirm manufacturers in their belief that the darker shades will be favored by women returning from vacation resorts and those who have worn the sun-tan shades of hosiery during the Summer.

Fall Lace Use Takes Spurt.

Indications are that lace sales this Fall will forge ahead of last year in greater yardage turnover. The dress trade is using a larger quantity of lace for trimming, particularly the Bohemian laces in the evening shades and in tan and brown. Use of these laces for separate collar and cuff sets, including bertha and other types, is also greater. Alencon and imitation Alencon are being used for underwear in fair quantities. Spot and point d'esprit nets are being sought, with the millinery trade using net footings for hat brims.

Canned Fruit Prices To Advance.

With the consumer demand for canned fruits showing its seasonal increase at this time, wholesalers are finding difficulty in placing orders and obtaining delivery on the most popular varieties because of short packs. The situation is especially marked in the canned peach field, dealers estimating that the shortage would result in an advance of at least 20 per cent. in retail prices. A somewhat similar condition exists in canned fish where price advances are also expected.



FOR PARTNERS

An Insurance Trust

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

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



THE MICHIGAN TRUST CO.
GRAND RAPIDS

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Sparta—J. E. Osech succeeds L. Wodring in the grocery business.

Ionia—David Josslyn succeeds Romeo Glossi in the grocery business.

Grant—Fred Cruden succeeds J. C. Campbell in the grocery business.

Big Rapids—Claud Sutton succeeds George Douglas in the grocery business.

Greenville—Robert Weeks succeeds F. B. McManon in the grocery business.

Charlotte—W. E. Parker succeeds Mrs. Charles Thompson in the grocery business.

Decatur—F. W. Bernard has sold his grocery and meat market to Joe Darflinger.

Saginaw—Mead & True, Inc., has changed its name to the True Service Stores, Inc.

Greenville—Morris McKay succeeds Mrs. L. Galloway in the grocery and meat business.

Harbor Springs—C. W. Wager & Son will move their meat market to a new location.

Peck—N. W. Holmes has sold his grocery stock and meat market to Joseph Kuepper.

Coldwater—Frank A. Rowe has purchased the City meat market from Walton Kemp & Son.

Chesaning—The Chesaning State Bank has increased its capital stock from \$50,000 to \$75,000.

Detroit—Frank Mazeiko has sold his meat market at 12742 Mile Road East to Henry Orlowski.

Northport—Frank Sleder will open a meat market here. He is also in business at Traverse City.

Cedar Lake—William H. Haskett succeeds J. Roughley in the grocery and general store business.

Battle Creek—W. G. Hastings succeeds H. C. Latta in the grocery business at 186 West Main street.

Detroit—The Neutra Pure Food Co., Idaho avenue, has increased its capital stock from \$1,000 to \$25,000.

Muskegon—Raymond C. Haddon succeeds George F. Hallock in the grocery business at 1074 Getty street.

Battle Creek—Charles Williams succeeds Amon Bros., R. F. D. 9, Gogua Lake, in the grocery and meat business.

Kalamazoo—The LaMode Cloak House, 109 South Burdick street, has changed its name to the Master Modes Shop.

Lansing—Ray Stillman succeeds A. L. Larrabee in the grocery and general store business at R. F. D. 2, Millets.

Ionia—Frank's 5 and 10 Cent Stores, Inc., 325 West Main street, has changed its name to Frank's 5 cent to \$1 Stores, Inc.

Battle Creek—Harry Misner succeeds Yaw & Misner in the grocery and meat business at 39½ South Jefferson street.

Adrian—McAdam Brothers, who conduct three grocery and meat markets here, will open branch number four on East Beecher street.

Morrice—The Morrice State Bank has been incorporated with an authorized capital stock of \$20,000, all of

which has been subscribed and paid in in cash.

Lansing—Frank Larrabee has sold his grocery stock at store No. 1, 1304 Perkins street to H. S. Lansing, who will continue the business at the same location.

Saginaw—J. George Fischer & Sons, who are in the grocery and meat business at 1502 Gratiot avenue, will open a branch market at 513 North Bond street.

Charlotte—The Charlotte Pharmacy has been incorporated with an authorized capital stock of 950 shares at \$5 a share, \$4,750 being subscribed and paid in in cash.

Laurium—The First National Bank of Laurium has affiliated with the First Bank Stock corporation, George H. Prince, president of the holding company announces.

Marcellus—Kidder & Keenan, formerly engaged in business at Hopkins, have opened a hardware store here. The Michigan Hardware Co. furnished the stock.

Detroit—Roberts Oil Burner, 746 Meldrum avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and paid in.

Coloma—The Leiberhan Hotel Co. has been incorporated with an authorized capital stock of \$10,000 common and \$15,000 preferred, \$10,000 of which has been subscribed and paid in.

Harbor Springs—Floyd Hoover and Harold Dunkley have formed a co-partnership and taken over the green houses and cut flower business of H. S. Hoover and will continue the business.

Detroit—The Kaufman Plumbing & Heating Co., 2755 Blaine avenue, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in property.

Jackson—Vermuelen's Warehouse Furniture Store, 222 West Pearl street, 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 Betty Hat & Gown Shops, Inc., 805 Donovan building, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in cash.

Coldwater—Rhoton's 5c to \$1 Stores, 8 West Chicago street, has been incorporated with an authorized capital stock of \$15,000, of which amount \$10,100 has been subscribed and paid in in property.

Lansing—Grandad's, Inc., Wilson building, has been incorporated to deal in meats and livestock for meats, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—The Midwest Casing Co., 609 Kresge building, has been incorporated to deal in sausages and casings, with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed and \$1,500 paid in in cash.

Detroit—The Economical Drug Co. has purchased the five Detroit stores of the Sun Drug Co. and will operate

them as units of the Economical chain, announces N. S. Shapero, president. The five stores are located in the North Woodward district.

Dearborn—The Thielman Drug Co., 1 West Michigan avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$16,900 of which has been subscribed and paid in, \$1,300 in cash and \$15,600 in property.

Detroit—Shur & Sons, Inc., 2050 Hazelwood avenue, has been incorporated to deal in confectionery and tobacco at wholesale and retail with an authorized capital stock of 5,000 shares at \$1 a share, \$1,500 being subscribed and paid in, \$500 in cash and \$1,000 in property.

Imlay City—The Pontiac Packing Co., of Pontiac, has purchased the Kennedy bakery here. The place is undergoing repairs and redecoration and when this work is completed it will be opened as a meat market. New fixtures are being installed. The store is located on East Third street.

Detroit—Thomas P. Stack, 1505 Woodward avenue, dealer in women's and children's wearing apparel, has merged the business into a stock company under the style of Thomas P. Stack, Inc., with an authorized capital stock of 2,500 shares at \$10 a share, \$1,030 being subscribed and paid in in cash.

Detroit—L. & H. Simon, wholesale jobbers and commission agents for women's ready-to-wear apparel, 229 Gratiot avenue, have merged the business into a stock company under the style of the L. & H. Simon Co. with an authorized capital stock of \$35,000, all of which has been subscribed and paid in in property.

Manufacturing Matters.

Detroit—Scanlon, Inc., 127 West Adams street, has changed its name to the Extruded Aluminum Co. of Michigan.

Detroit—The Green Foundry & Machine Co., 3656 Seminole avenue, has increased its capital stock from \$1,000 to \$4,000.

Flint—The Flint Cut Stone & Monument Works, 604 Genesee Bank building, has been incorporated with an authorized capital stock of \$50,000, of which amount \$21,000 has been subscribed and paid in.

Detroit—The Detroit Meter Cabinet Co., 20520 Turner avenue, has been incorporated to manufacture and deal in meter cabinets with an authorized capital stock of 300 shares, \$4,400 being subscribed and paid in.

Detroit—The Findley Tool & Die Co., 5736 Twelfth street, has been incorporated with an authorized capital stock of \$25,000, \$8,000 of which has been subscribed and paid in in cash.

Detroit—The Murdock Tool Co., Inc., 1745 Abbott street, has merged its business into a stock company under the same style with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in property.

Detroit—The Production Forge Co., 2822 Union Trust building, has been

incorporated with an authorized capital stock of \$100,000 preferred and 20,000 shares no par value, all of which has been subscribed and \$76,000 paid in in cash.

White Pigeon—The White Pigeon Furniture Co. has been incorporated to manufacture and deal in upholstered furniture with an authorized capital stock of 1,000 shares a \$10 a share, \$10,000 being subscribed and paid in in property.

Detroit—The Symphony Corporation, 1743 LaBrosse street, has been incorporated to manufacture and deal in sound amplifying devices with an authorized capital stock of 25,000 shares of class A at \$10 a share, 75,000 shares of B at \$1 a share and 100,000 shares of no par value stock, \$1,000 being subscribed and paid in in cash.

Kalamazoo—The Mulsolax Co., 1912 Factory street, manufacturer and dealer in pharmaceuticals, has merged its business into a stock company under the style of the Mul-So-Lax Laboratories, Inc., with an authorized capital stock of \$125,000, of which amount \$90,100 has been subscribed and paid in, \$42,000 in cash and \$48,100 in property.

Gabby Gleanings From Grand Rapids.

Richard D. Warner, Jr., the salt potentate, is home from a trip through the Upper Peninsula as far as Duluth. While in the latter city he was told that the National Tea Co. installed twenty-two chain stores in Duluth last spring; that the number has since dwindled to nine—a loss of thirteen in about six months. Evidently the good people of Duluth do not take kindly to the chain store idea.

Henry Koop, the Borculo general merchant, has seven lusty sons and three blooming daughters. Four of the sons are in the employ of the Holland Furnace Co. in varying capacities and Mr. Koop looks forward to the time when all of his sons will be on the payroll of the same company.

"Can't" and "can't" are two good words to boot out of your own private dictionary.

LANSING
Retail and Warehouse

Location, corner Grand and Ottawa, across from Washington and Michigan Avenues, formerly occupied by the Michigan Supply Company Building, 44 x 132, 3 Stories and basement, very heavy construction elevator, M. C. R. R. switching service.

Can give immediate possession. An ideal site for retailing and close in warehousing of heavy lines of merchandise. For lease or sale.

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Essential Features of the Grocery Staples.

Sugar—The market is unchanged from a week ago. Jobbers hold cane granulated at 5.95c and beet granulated at 5.85c.

Tea—The market has been mostly without incident during the week, but there is a regular demand, which buyers are not complaining of a whole lot. This demand includes Ceylons, Indias and Javas, as well as to some extent Formosas, Japans and Chinas. There have been some small advances on India teas in the primary markets, and Ceylons are also firm. Consumptive demand for tea is quiet.

Coffee—The weakness in the undertone of Rio and Santos market, green and in a large way, has caused a decline in spot coffee during the week of $\frac{1}{2}$ @ $\frac{3}{4}$ c a pound. Market is very dull, sluggish and unsatisfactory from the seller's standpoint. Holders do not seem to overcome the weakness caused by too much coffee. Mild coffees remain unchanged for the week. Jobbing market on roasted coffees is also unchanged with a fair demand.

Canned Fruits—The situation is essentially a seller's market. Pineapples, raspberries, some grades of peaches and plums being particularly high. Packers are still holding the high price of Maine blueberries, but buyers will not pay that price until they have to. California apricots and pears are easier than the other varieties.

Canned Vegetables—There has been a good deal of speculation in tomatoes recently, which is the reason given by some for the soaring market. Then, too, the big soup and catsup manufacturers have been bidding the market up in their anxiety to get goods. Their confidence in the market has undoubtedly been a bullish factor. Puree has been in excellent demand, and has continued to move in as heavy volume as during last week. The market on 10s has advanced 25 per cent. over opening prices. In the other canned foods, there has been little change this week. There has been no important quotable change in the other vegetables. Advices from the Middle West indicate that there will be short deliveries on white corn, though to what extent, no information was available. In Maine, the crop of Golden Bantam has been good, and deliveries may possibly be 100 per cent.

Canned Fish—Business in canned fish has been rather quiet. Demand for Maine sardines has been slow, but prices are steady. Catch is still light. Imported sardines are moving slightly, but Norways are neglected, though there is an improved demand for Portuguese. Salmon remains unchanged. Fancy chinooks are scarce and wanted. Alaska salmon of all grades is dull. Red Alaska is steady to firm, but the other grades are not so firm. Other canned fish unchanged.

Dried Fruits—California prunes continue to lead in number of sales, and a very firm tone price is evident, with all sizes remaining quotably unchanged. The spot prune market has worked into a fairly strong statistical position and it appears that there will be only a very small quantity left unsold

by the time new crop arrives here. However, there is no real shortage in sight for the time being at the present rate of demand. Dried peaches and apricots hold steady in price, but are without feature. New crop apricots have been arriving from California in sufficient volume to keep the trade well supplied on most grades and varieties. A firmer tone is noted in figs and importers are trying to buy from each other, apparently anticipating a shortage in supply this year as a result of the damage to the Smyrna crop abroad. The currant market is devoid of excitement and interest is slack in spots and futures. Raisins rule strong but show few changes. Bleached varieties have reflected the advanced values of Sultanias in Smyrna.

Nuts—The feature of the nut market is the opening announcement of 1929 unshelled almond prices by the California Almond Growers' Exchange. Excitement in the almond market has quieted down and a large proportion of the orders to be booked by the trade has been confirmed and completed. A feeling of confidence in the market is prevalent in the trade. The spot market continues firm, with a fair activity. Prices on 1929 shelled almonds are expected to be announced by the exchange and independents this week. In the other nuts there is nothing sensational to report. An undercurrent of firmness is seen throughout the whole line, with a more active jobbing demand in evidence as the approach of cooler weather stimulates demand from retailers and wholesalers. The spot Brazil market rules steady. Filbert markets abroad have improved, and walnuts are quoted firmly by shippers.

Rice—In a comparatively quiet week the rice market has had a steady to firmer tone. Trade demand continued to favor Blue Rose, Early Prolific and Lady Wright rices and to neglect the Fortuna and Edith varieties, accounting for the firmness of the former and the relative weakness of the latter. Analysis of the September 1 Government estimate reveals that the new crop in the Southern rice states will total only about 8,471,000 barrels. According to trade reports the August 1 carryover of rough rice by the mills was about 75,000 barrels. This makes a total supply of about 8,545,000 as against 9,550,000 barrels in the Southern rice area last season. The California crop was forecast at about 1,338,000 barrels, which is only a little over half as large as last season. Harvesting of the early varieties is about over and yields are reported to be generally lower than expected. Cutting of Blue Rose has commenced, but rainy weather has delayed harvesting operations in many sections. Arrivals this week at New York were 30,821 pockets and 5,405 cases.

Syrup and Molasses—Demand for sugar syrup has shown an improvement during the week, but prices remain where they were in spite of the limited production. Compound syrup is also more active as fall approaches, with steady prices. Molasses is also steady under better volume of orders.

Beans and Peas—Market for dried beans has been quiet throughout the

week, but prices are steady to firm. Steady on most of the grades and firm on red kidneys and limas. Dried peas are unchanged and quiet.

Cheese—Supplies of cheese are slightly smaller and the market has been firm with a moderate demand.

Pickles—The future market on pickles continues tight this week. With growing conditions in the important producing sections of the country still poor, packers have been asking stiff prices and have not been offering freely. Spot business has been quiet, with short supplies of all grades and sizes of pickles and relishes. Demand, while slightly less active recently on account of the cooler weather, is largely unsatisfied on account of the limited stocks available.

Salt Fish—Production of American shore mackerel continues at a satisfactory rate, and goods arriving have been mostly of very good quality. The fish have been running chiefly to 3s and 4s, with a few 2s. The first shipments of new Irish mackerel are now in transit and every indication is that the quality will be very good. New Norway mackerel are being held at extremely high prices, and it looks as though shippers will not do business with this country unless they come down in their prices, owing to the competition of the shore mackerel and the Irish mackerel, which have been selling at much more reasonable prices. Spot business has been active, with movement good and enquiries numerous. American shore mackerel has sold recently on the spot at \$24 for 3s and \$22 for 4s.

Review of the Produce Market.

Apples—Wealthy command \$1.75@2; Wolf River, \$1.50@1.75; Shiawassee, \$2@2.25.

Bagas—\$1.50 per bu.

Bananas—7@7 $\frac{1}{2}$ c per lb.

Beets—40c per doz. bunches.

Butter—The market has been firm during the entire week and there have been several small advances in price. Demand is taking all the fine creamery butter that comes. Jobbers hold prints at 48c and 65 lb. tubs at 46c.

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

Carrots—40c per doz. bunches; \$1.46 per bu.

Cauliflower—\$1.75@2 per doz.

Celery—40@60c per bunch.

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

Cucumbers—80c per doz. and \$1.50 per bu.

Eggs—There is still a lot of under-grade eggs about in spite of the cool weather and they are hard to sell. Fine fresh eggs are still scarce and firm and in good demand. Local jobbers pay 38c for strictly fresh candled.

Garlic—23c per lb.

Grapes—Calif. Malaga and Tokay are held at \$2 per lug; home grown Niagaras, Wordens and Concords, \$2.75 per dozen 2 qt. baskets.

Green Corn—25c per doz. for white and 35c for yellow bantam.

Green Onions—Shallots, 40c per doz.

Green Peas—\$3 per bu. for home grown.

Honey Ball Melons—\$4 per crate.

Honey Dew Melons—\$2 per crate.

Lemons—The price has declined.

360 Sunkist ----- \$16.00

300 Sunkist ----- 16.00

360 Red Ball ----- 16.00

300 Red Ball ----- 16.00

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate, \$4.50@5.

Imperial Valley, 5s, per crate -- 5.00

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

Limes—\$1.50 per box.

Mushrooms—65c per lb.

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

126 ----- \$8.00

150 ----- 7.75

176 ----- 7.50

200 ----- 6.75

216 ----- 6.00

252 ----- 5.00

288 ----- 4.50

324 ----- 4.25

Onions—Iowa white fetch \$2.50 per 50 lb. sack; yellow, \$1.50.

Osage Melons—Home grown, \$2.25 per bu.; hearts of gold, \$2 per bu.

Parsley—40c per doz. bunches.

Peaches—Elbertas Michigan grown command \$2.75@3 per bu.

Pears—\$2.50 per bu. for Clapp's Favorite and Bartlett; Calif. \$4.25 per box.

Peppers—Red, 40c per doz.; green, 30c per doz.

Persian Melons—\$4.50 per crate of either 4 or 5.

Pieplant—\$1.25 per bu.

Pickling Stock—Little cukes, \$2.50 per bu.; little white onions, \$1.25 per 10 lb. box.

Plums—\$3.25 per 4 basket crate for Calif.; home grown fetch \$2.75@3 per bu.

Potatoes—Home grown \$1.75 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.50.

Poultry—Wilson & Company pay as follows:

Heavy fowls ----- 25c

Light fowls ----- 18c

Heavy broilers ----- 25c

Light broilers ----- 20c

Pumpkin—15@20c apiece.

Radishes—20c per doz. bunches.

Spinach—\$1.25 per bu.

Squash—Hubbard \$3 per 100 lbs.

Tomatoes—Home grown command \$1.50 per $\frac{1}{2}$ bu.; green, \$1.25 per bu.

Turnips—\$1.40 per bu.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 20c

Good ----- 17c

Medium ----- 14c

Poor ----- 12c

Watermelons—40@50c for Indiana.

Legal Definition of Food.

Do you know what "food" is? The Governor of New York State has approved a statute defining this word as follows: "The terms 'food' and 'food products' shall include all articles of food, drink, confectionery or condiment, whether simple, mixed or compound, used or intended for use by man or animals, and shall also include all substances or ingredients to be added to food for any purpose." This is a new law, listed as Chapter 207 of the New York laws of 1929.

THE SYNDICATE SYSTEM.

It Tends To Make an Empire in Business.

Chapter Two—Efficiency.

If there is any one characteristic of the syndicate system in business which makes it a marvel to the individual, casting about big business a halo of romantic grandeur, it is that quality known as efficiency. The total virtue of efficiency is taken for granted by most business men. To accuse efficiency of any evil would seem to be unthinkable. To say that a given course or system is more efficient is to recommend it unconditionally in the average modernistic mind.

There seems to be a prevailing opinion that efficiency is a modern accomplishment. As a matter of fact, it is as old as power. Efficiency has been the means by which every empire in history has achieved supremacy over its neighbors. One empire would fall, and another would rise in its place of power, solely because it was the more efficient.

As efficiency has been the deciding factor in the rise and duration of empires, so does efficiency figure as the most important consideration in the success or failure of any syndicate operation. Yet strange as it may seem, in the face of the generally accepted good standing of efficiency as a trade virtue and an industrial fundamental, the fact remains that democracy has always been less efficient than imperialism. Either efficiency is subject to possible evil or the empire is more practical than democracy, and our boasted "Government of the people" is not practically superior to autocratic empires.

After all, we are not taking anything for granted in this discussion. So let us not assume that efficiency is 100 per cent. good, even though many grant such an assumption. Ask me, "Is efficiency a good thing, or not?" My answer to that question will be given in the form of a counter-question: "Is a shotgun a good thing?"

Now, of course, a shotgun may be a good thing and it may be a bad thing, depending upon the use that is made of it. But simply as such, a shotgun is neither good nor bad. It has capacity for neither good nor evil in itself, because it is only an abstract instrument. Decision of its vice or virtue depends entirely upon how it is used. Should a killer invade my home, a shotgun in my hands, properly loaded with buckshot, might be a very fine thing; but in the hands of the other, it would be the opposite. Suppose that bad boys are invading a farmer's prize watermelon patch. A shotgun in the hands of the irate owner may be a good thing or a bad thing, depending upon the charge. If loaded with shot, it would be a bad thing, but if loaded with rocksalt, it might be made a very valuable educational institution. I speak with authority on this point; not from theory, but from a certain amount of practical experience. So we see that a shotgun's capacity for good or evil depends upon factors outside its own

power to control: (1) the charge; (2) the operator; (3) the victim.

Efficiency is just like that. Efficiency knows nothing of principle. It concerns itself solely with method. It possesses no inherent dynamics of its own; it depends upon mechanics for its operation. It has no soul, no power, no mind of its own; it is merely a submissive instrument in the hands into which it may fall. If it is conscientiously, humanely and justly wielded, it will be good; if selfishly, ruthlessly and cruelly used, it will certainly be an unmitigated evil.

Do not understand me to be an enemy of efficiency. I believe in it, just as I believe in firearms and poisons and amusements and automobiles. I am strong for it, so long as it is wisely and carefully directed; and, so long, the more of it, the better. But, if it is to be exercised promiscuously and without careful supervision, its menace more than offsets its value; its liability exceeds its assets.

I repeat, the empires of history have achieved their ends and attained their objectives because of the efficiency of their rulers and the forces which those rulers directed. But that does not recommend the empire in the least. Say, you efficiency preachers, why did Uncle Sam go to war with the kaiser of Germany? Because he hated him? No, because of his efficiency, and the reputed manner in which he was directing it at world-conquest. Did Germany's efficiency lessen her disfavor in the eyes of the world? No, it only increased it.

For those who dare to look upon efficiency at its worst, I would make a survey of that period of human government in which the blackest crime of civilization was committed. I refer to that era when Roman glory was at its zenith, and the early Christian church was being mercilessly ground beneath the heel of the Caesars.

It is a matter of record that there were no less than ten distinct persecutions of the church, executed on orders of the Roman crown. Yet there is no record that the Caesars entertained any personal animosities toward the Christians. On the contrary, there is every indication that they were disposed to be kindly rather than cruel toward them. But the facts are substantially these:

The Roman masses despised the Christians. Rome was waging widespread warfare. This warfare was of an aggressive nature, inflicted upon tribes and nations who had done nothing to provoke the Roman powers. Such warfare called for ruthless rapine and the generous use of the torch and the sword. Roman style in battle included visitation of bloody death upon men, women and children. An efficient army for such an empire must be made up of men who were instinctive brutes and blood-spillers, wanton killers of the defenseless. Rome's supply of men of this type was running low. The Caesar's policy must be revamped to provide for the production of men of this type.

The way was easy. All that was needed was a supply of victims to

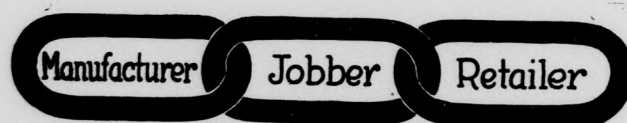
As Your AGENT

We can relieve you of all the routine care involved in the ownership of your securities.

Your securities are **yours**, always immediately available, but the responsibility for their care and custody is **ours**.

GRAND RAPIDS TRUST CO.
Grand Rapids, Michigan

CHAINS



We have always maintained that the manufacturer who sells Chain Stores direct and then solicits the Independent Retailer's account through a jobber is asking too much when he expects the Independent Grocer to Push his products.

PURITY OATS COMPANY
KEOKUK, IOWA

whet the popular blood-lust. These victims must be such as the Roman people hated. The Christians furnished the means. So, the Caesars set about their task. Christians by families and entire communities were seized upon by the armed soldiers of Rome, dragged from their homes and huts, and cast, man, woman and child, into the Roman arena, innocent victims of the teeth and claws of jungle beasts starved to desperation and madness. It is even a matter of record that on one occasion more than 500 children of fifteen years and under, taken from Christian parents, were rolled alive in pitch and lighted to become writhing human torches lighting the Roman festivities at night.

Where is the clue to the purpose behind it all? The edict of the Caesars, sealed by their own hands, requiring especially that every expectant Roman mother should be in attendance at these spectacles. The Caesars were not satisfying a personal grudge or venting a personal spleen against the Christians by this act. They were impersonal but ruthless about it. They must have blood-thirsty soldiers: so they set about a scientific method to produce the kind of men needed. They were familiar with the science of pre-natal impression. Those expectant mothers were made witnesses of these orgies, with the inoffensive Christians as the victims, to leave upon the unborn child a mark of bloodlust that would make him the kind of soldier suitable to the purpose of the Caesars.

Call it diabolical madness, cruelty inhumanity—anything you please. I maintain that the Caesars were merely efficient, with the cold, calculating, impersonal, shoulder-shrugging brand of efficiency which is slowly but surely pervading American business to-day under our commercial empire, the syndicate system.

Syndicate efficiency is not the sort of efficiency which has characterized the efforts of the men who have made America what it is to-day among the nations of the world. Theirs was an efficiency born of noble purpose, humane in its aims and brotherly in its ministrations. It was the Samaritan efficiency that pauses in the rush, renders aid to another in need and goes on about its business without expecting any return but the consciousness of a deed well done. Syndicate efficiency is that which lies in wait, scheming behind closed doors, squeezing the weak, cutting off the supply of unoffending men, firms and classes, whose only crime is the possession of that which the syndicate covets.

Democratic efficiency is the kind which goes out fearlessly to meet its rivals and foes in the open field, depending upon right for its power to win. Syndicate efficiency is the kind which slinks in the secret sessions of plotting leaders and in the thickets of half-truth, through the underbrush of deception to take its potshot at those who may have thought it their best friend. It will stop at nothing to keep the cash-register of its masters ringing.

Democratic efficiency glories in the

contest called competition. Syndicate plots to eliminate competition by the lowest means of cowardly device. The independent system of business requires that its efficiency shall safeguard all; syndicate efficiency has but to guard its master. Independent efficiency places the individual on his own responsibility and renders him a voucher in payment according as he serves; syndicate efficiency places the individual under the lash of discipline, orders and bulletins, while it tells him how much it will pay him. If he does not like it, he can find another job.

Independent efficiency is the servant of everyone; syndicate efficiency, the servant of its chief, but the slave-driver over the rest.

Efficiency is like fire—a wonderful servant but a terrible master. Do without it? No. Neither could we do without fire. All industry would cease and women and children would be crying for bread within the day, were all fires to cease. Yet do we not wage nation-wide campaigns for fire prevention? Why? Because of so many fools and careless ones who do not exercise care in handling a dangerous instrument.

The same may be said for efficiency. Let us not try to overthrow it. That would be disastrous. But it must be controlled or it will devour all that we hold dear in life. Is it not high time that we had some sane campaigns directed at efficiency control?

W. H. Caslow.

Venison Once a Glut in the Maine Camps.

One of the greatest steps toward conserving the wild deer in the Maine forests was the attitude of the big lumber interest when, a number of years ago, woodsmen were prohibited from shooting deer and camp cooks from buying them from outside hunters.

Before that time venison was almost as prominent on the lumber camp bill of fare as baked beans. Some of the Bangor employment agencies had to guarantee that deer meat would not be served more than twice a week before the woodsmen would accept a job, so sick had they become of such food.

In earlier years the wild life of the forest furnished most of the fresh meat available in the logging camps. To-day, however, with good roads and motor trucks reaching near-by distributing points, fresh beef, fish and vegetables are served regularly by the camp cooks.

The Return of Bangles.

Bangle bracelets are coming back. Not the little, quivering—if plump—hearts that dangled romantically from our mothers' bangle bracelets, but this time round flat coins in antique gold, stamped with Indian heads, or square coins, mysterious with cryptic Chinese characters. The jingle of coins is merrier music unquestionably and better adapted to these days than is the trembling of tossed hearts.

The bangles on these new bracelets seek safety in numbers. To be absolutely correct, one must wear no less than seven of them at once—one for each day in the week.

GOING RIGHT OUT OF YOUR STORE!

\$3.60

worth of good merchandise

Swans Down is not only, in itself—pound for pound—*about four times as profitable for you as ordinary flour*, but it sells a lot of other merchandise—cake-making ingredients that bring you a profit on every item! . . . Use your Swans Down displays. Cash in on the great Swans Down advertising campaign that is telling women, these days, that Swans Down is not only the perfect flour for cakes, but for *all* their baking! . . . And if your wife hasn't treated you to Swans Down muffins or waffles or cookies or biscuits—or a flaky Swans Down pie crust or short bread—she's holding out on you. Speak to her! The *extra* goodness that Swans Down gives all baking is your right . . . your due.



SWANS DOWN CAKE FLOUR

Made by
IGLEHEART BROTHERS, INC.
EVANSVILLE, INDIANA

Distributed by
GENERAL FOODS SALES COMPANY, INC.

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WORLD PROSPERITY.

Any fears which may have been aroused by the idea that the proposed European economic union would act to the disadvantage of the United States should be effectively dispelled by the recent statements of Dr. Julius Klein, Assistant Secretary of Commerce. No one is in a position to speak with greater authority on any question which concerns this country's foreign trade.

Admitting that one effect of economic union abroad and any lowering of Continental tariff barriers would be to quicken trade rivalry between Europe and America, Dr. Klein still believes that a far more significant result would be an increase in the market for American goods. In so far as the economic union contributed to Europe's prosperity it would react favorably upon the Old World's buying power, and this reaction "would be bound to have repercussions upon our export prospects not only across the Atlantic but in almost all parts of the world."

In other words, a lowering of European tariffs, which on the surface might seem to mean that foreign manufacturers could undersell those of the United States, would in time react directly to our advantage. For our prosperity will soon reach its limits if the rest of the world cannot keep pace with us. Foreign buying power becomes a more important factor in the expansion of our industries every year and prolonged depression in Europe would soon make itself felt on this side of the Atlantic in spite of all our self-sufficiency.

Dr. Klein also took occasion to point out that we have good reason to be interested in everything which contributes to Europe's prosperity, for the simple reason that it absorbs no less than 46.3 per cent. of our total exports. Within the past four years sales abroad of ten distinctively American commodities have more than doubled. We may arouse bitter criticism among Europeans along political lines, but none of those things for which we are assailed has served to turn them aside from buying our products. It is not likely that anything will. A United States of Europe, whatever form it may take, need cause no alarm here.

GROUP SELLING SOUGHT.

To those manufacturers who have had to contend with various forms of bulk purchasing, such as chain, syndicate and group buying, the view taken by a New England cotton mill executive that sellers as well as buyers should be permitted to combine in their operations would naturally appeal as a fair one. They see themselves pitted individually against large buying aggregations that often dictate or attempt to dictate terms even to some big producing organizations. The law on one hand forbids sellers to combine on prices and terms and on the other Government agencies are actually fostering group buying as a means of reducing distribution waste.

Of course, a more unbiased scrutiny of this situation reveals the difference between combined selling and com-

bined buying. The seller does not have to accept the terms of the buyer, and group buyers are far from controlling distribution. The buyer, on the contrary, if all or a majority of sellers acted in concert, would have to accept the terms made to him.

From the standpoint of the consumer, too, there is certainly a marked difference as to what group buying and group selling means. The group buyer passes along lower prices. The group seller, it is to be feared, would insist upon higher prices. Perhaps the advocates of selling combines will object to this statement, but it is obvious, nevertheless, that what they call "fair prices" is their prime objective, and fair is only another word for higher in this case.

It is very doubtful that any decided relaxing of the anti-trust law is to be expected. In fact all evidence points to its more rigid enforcement in view of the vast monopolies now formed or in process of consolidation.

DRY GOODS CONDITIONS.

The abrupt drop in temperature after the unseasonal hot spell had the desired effect on retail trade and sent sales totals up in a highly satisfactory fashion. The demand for fall goods was greatly stimulated and added to the volume being done through special offerings that are being made in celebration of store anniversaries.

The increase in sales volume is considered in not a few cases secondary to the benefit derived from having early indications of what consumers will prefer in the weeks to come. In the women's wear lines especially, the style changes have been welcomed as a source of additional business, and yet the weather was preventing a real test of the acceptable modes.

Just how the new fashions will take hold is still a moot question, although many of the leading dressmakers already report their wide acceptance. Not a few retailers, and they include the most progressive types, are not promoting extreme designs, and intend to push only moderate changes and wait for the main trend of the demand to become clearer. It seems worth while pointing out that a swing to Victorian styles is apt to have a profound effect on all lines of merchandise.

Manufacturing and wholesale merchandise markets are quick to respond to the improved demand at retail. Rush orders have been received in many lines, and prompt delivery has become an important question with buyers. Price advances are named on a leading line of rugs and bleached goods are marked up by one organization.

PRISON FOR SALE.

England is disposing of its prisons. The national prison at Warwick has just been sold and twenty-three others have been closed or converted to less painful purposes since 1914. Some have been made over into hospitals or workhouses, and some were even changed into tenements to relieve the housing shortage after the war.

The interesting point about this process is that the abandoned institutions have not been replaced. The prison population of England has gone down to a little more than half what it was in 1904. Some of this decrease is accounted for by provision of probation sentences and a sharper discrimination between criminality and insanity. In minor offenses fines have been imposed where prison sentences were once the rule. But an even more significant circumstance is that convictions for drunkenness have shown an impressive decrease.

The census of 1923 showed a prison population in this country of 109,619. Allowing for differences in population, the ratio is about three jailbirds in this country to one in England. And recent events have emphasized the shortage of prison accommodations and the need for extensive and expensive additions to America's prison system.

Perhaps the Crime Commission can discover the reason for this unflattering comparison. Certainly such facts and figures call for study.

MENTAL HEALTH.

The New York Academy of Medicine is taking a useful step toward creating a better understanding by the medical profession of the significance of mental and nervous factors in disease through its plans for a free and open two-week course on psychiatry and mental hygiene. For it is not only the mental specialist who is called upon to deal with nervous and emotional disorders. Every physician and every social worker comes in contact with such cases daily, and in many instances the emotional factors in a case of illness are as important as the physical.

It is significant that in 1928 there averaged more persons in American hospitals under treatment for nervous and mental disorders than for all other diseases combined. While this does not necessarily mean that such cases are increasing, for the mentally ill are now often taken to the hospital for treatment while formerly it was felt that nothing could be done for them, it does show that nervous disorder in this country is widespread.

Normally, according to medical authorities, mental disorder is due simply to the failure of the individual to adjust himself to his environment. He can often be helped, if his case comes under observation in time, to such an extent that no positive disease results. This is why the burden of responsibility for preventing nervous disorders rests upon the general physician. The specialist seldom gets the case until it is far advanced.

SITUATION BECOMES MIXED.

Although there has been no marked change in the general business and industrial situation, there is more basis for now describing it as somewhat mixed. Operations still hold over a year ago, but the basic lines of activity disclose evidences of recession. Thus, the steel industry is slackening and buying is quite hesitant. Automobile output is also suffering some curb, while building continues to languish.

As a general thing the list of mis-

cellaneous industries appears more active and with better chances of continued activity than the so-called key lines. The question is, therefore, whether any change in the general business trend is likely to show itself in the near future. The steel business will be watched closely for signs of something besides a temporary lull.

According to early reports on the month's business in the automobile field there has been some slackening in demand. Manufacturers of the cheaper cars have apparently seen cause to reduce their schedules. It is noteworthy that for seven months this year producers increased their production only 1 per cent. more than the increase shown by exports and registrations. This does not mean, of course, that stocks are not large.

As far as purchasing power goes, the report on August employment and payrolls raised no anxiety. Payrolls attained a new peak, although there was some decline in the number of employed. The condition of agricultural demand is not so clear, and lower prices and reduced outturns may reduce the buying power in farm districts.

BAY RUM AS A BEVERAGE.

The bay rum sold in ten-cent emporiums is not intended as a beverage, but it may be used as such, at least in Iowa. After five days of hearings and eleven hours of jury deliberation, it has been decreed in a Des Moines court that this apparently innocent accessory to the perfect shave and manageable haircut is outside the law.

The decision is that bay rum is "intoxicating and palatable." The first is a matter of alcoholic content and quantity consumption; the second is a matter of experience which few will care to emulate. Those who will drink bay rum would probably drink anything. And in any case, as Secretary Lowman points out, there is very little that can be done about it. Bay rum being what it is, any known formula which would make it impossible as a beverage would spoil its usefulness as bay rum.

Whatever the consequences of Prohibition, it has probably done little, if anything, to alter the social, moral or legal status of a bottle of bay rum.

WHY OYSTERS BLUSH.

As another achievement of science, the State Department of Agriculture announces discovery of the reason why some oysters blush. Not all oysters blush, but some do, and uncertainty as to the cause has led both dealers and consumers to snub them. Apparently the cause is bilirubin rather than modesty or shame. Bilirubin is a harmless coloring substance, secreted by some bivalves in their system for no conspicuous reason. It may be that oysters regard bilirubin somewhat in the nature of rouge. Anyhow, a delicate or even a deep blush on an oyster need no longer discourage the epicure.

"Sweet are the uses of adversity"—for others; not ourselves.

The sport rarely is a winner in the business arena.

DEGRAAF VS. STOWE.

Full Text of Judge Verdier's Charge
To Jury.

Ladies and gentlemen of the Jury: This is an action for damages brought by Martin DeGraaf, called the plaintiff, in an action against Ernest A. Stowe, and the Tradesman Company, called the defendants. In the declaration filed in this case, the declaration being a statement of the plaintiff's alleged cause of action, there are two matters complained of by the plaintiff, and against the defendants, one of them based on an alleged conspiracy on the part of the defendant, Stowe, together with one William G. Farnsworth and others, it being claimed that the object of that conspiracy was to deprive the plaintiff, DeGraaf, of his position with the Wolverine Metal Specialties Company and to substitute Farnsworth in his place, and to cause the appointment of a receiver because, as the plaintiff claims, he refused to resign at Mr. Stowe's request, and to so manage the affairs of the receivership as to cause the loss of not only the plaintiff's stock interest in this Wolverine Metal Specialties Company, but also his interest by way of loans that it is claimed he or his wife, or he and his wife jointly, had made to the company. In view of the testimony of the plaintiff himself, as to the condition of the affairs of this company just prior to the filing of a petition by the defendant, Stowe, for the appointment of a receiver and in view of his testimony that he himself was either going to have a receiver appointed, or, as he expresses it, throw the company into bankruptcy at that time or at about that time, and in view of the fact that he himself, acting for the company, consented to the appointment of a receiver, and had a receiver appointed of his own choice, namely the Michigan Trust Company, and in further view of the fact that he says that at that time his stock in this company was not worth a penny, without the further continued financial assistance of the defendant, Stowe, the court has ruled that that portion of the plaintiff's claim is not something that you are to consider. You will, therefore, lay aside whatever your impressions may be from the testimony in this case as to any claim of damages on the part of the plaintiff against the defendant on account of the loss of his position with this company, on account of the loss of his salary as an officer of this company, on account of the loss of any of the money which he has invested in this company or on account of the loss of any money that either he or his wife, or himself and his wife jointly, have loaned to this company. Under the ruling of the court all of those things are out of this case.

What is left in this case is the claim of the plaintiff that the defendant, Stowe, and the Tradesman Company, as the publisher of the Michigan Tradesman, published certain articles reflecting on the good name, fame and credit of the plaintiff, DeGraaf, and by doing so injured him in his name, fame and reputation and in his business and calling as a building con-

tractor. It is for that and for that alone that, under the ruling of the court, he is now claiming damages.

A libel is a malicious publication, expressed either in printing or writing, tending to blacken the reputation of a person and exposing him to public hatred, contempt or ridicule.

Ordinarily in a case of this kind there is certain proof required on the part of the plaintiff in order to make out his case. In this case, however, it being admitted by the defendants that these articles were published by them respecting the plaintiff in this case, and the articles being articles which accuse the plaintiff of certain crimes, and the defendants having assumed full responsibility for the writing and the publication of these articles, it may be assumed that the plaintiff has made out a case of libel on the part of the defendants. In other words, in the eyes of the law these articles which have been published by the defendants, charging crimes on the part of the plaintiff, are in and of themselves libelous publications.

It is the claim of the defendants, however, that the statements made in these articles are true; that they are fair, correct and accurate statements, with regard to what this plaintiff has done; and I charge you that the truth of the statement is a complete defense to an action for libel, if it be a fair, correct and accurate statement of what the plaintiff has done.

The issue in this case, therefore, in spite of the mass of testimony which has been taken, is a very, very simple issue. These articles were published by the defendants; they are libelous in and of themselves. However, the defendant can justify them by showing, if he can, that they are true. So the issue is whether or not these statements made in these several articles are true. If they are untrue, then the plaintiff is entitled to a verdict at your hands. If they are true then the defendant to a verdict of "No cause of action," and that is the simple issue before you in this case.

The burden of proof is upon the defendants to satisfy you by what is called a preponderance of the evidence that these articles are true and correct statements. Having made these allegations and claiming that they are true, the burden is upon the defendant to prove that they are true, and to do so by what I have called a preponderance of the evidence—not by evidence that satisfies you beyond a reasonable doubt, as in a criminal case, about which you have so often heard during your services upon this panel, but by a preponderance of the evidence; and by that is meant the greater weight of the evidence; by that is meant such evidence as when weighed in contrast with that opposed to it has greater force in satisfying you of its truth.

Without reading to you the articles upon which the plaintiff claims to base this case, it may be stated in general that each one of these articles contains within it what is admitted to be a true and correct transcript of either an order of one of the courts in this city or of the remarks made by one of the judges in one of these courts. In-

sofar as these articles are merely the quotations of the orders of these courts or the remarks made by the judges thereof, the defendants had a perfect right to publish them in full. Your determination of the question, therefore, as to whether or not these articles are true, should relate only to that part of the articles which does not consist of quotations from the orders or remarks of the courts, but consists of the comments made by the defendant on the orders or remarks so made.

In these articles—speaking generally—the defendants charge the plaintiff with larceny, embezzlement and perjury and that his bankruptcy application bore evidence of dishonesty; that is, that the application of plaintiff in this case bore evidence of dishonesty; And it is the claim of the defendant in this case that the plaintiff in this case had been guilty of larceny and embezzlement and perjury, and of making a bankruptcy application that did bear evidence of dishonesty, and that as stated in the article, he was headed for jail on account of what he had done and that he was taken to jail on account of what he had done. In other words, the defendant claims that all of these statements made in regard to the plaintiff were the truth.

Taking up these several charges made by the defendant against the plaintiff, it is the claim of the defendant that in March of 1927, and while the plaintiff, DeGraaf, was the president and treasurer or custodian of the funds of the Wolverine Metal Specialties Co., on or about the first of March, he withdrew from a special account kept in the Burton Heights branch of what was then the Kent State Bank an account which the defendant claims was not only kept secretly from Mr. Stowe, clandestinely, but an account which the defendant claims that the plaintiff had told the book-keepers of this concern to keep from Mr. Stowe's knowledge, not to let him know about it, the sum of \$2,272.22; that \$400 of this money was money that the plaintiff, DeGraaf, had withdrawn from the regular account of this company, which was kept in the main office of the Kent State Bank and that the other \$1,800 odd dollars was money that came in from the payments by customers of their accounts for goods purchased from this company, and that on this day DeGraaf went to this branch bank, and by check of the company withdrew this sum of money, by virtue of which the account in this special deposit or special account was reduced to about \$45 or \$46, and also by virtue of which the account in the main office was reduced to about a similar sum.

The defendant further claims that after the appointment of a receiver by the Kent Circuit Court, and after the discovery by the receiver of the taking of this money by DeGraaf, a petition was filed in the receivership proceeding in the Circuit Court to compel plaintiff, DeGraaf, to show cause why he shouldn't be required to turn over this money to the receiver; that in a sworn answer to this petition the plaintiff, DeGraaf, made the statement

under oath that this was money he was entitled to because of a debt the company owed to him for moneys that he, DeGraaf, had advanced.

Mr. Geib. Pardon me, Your Honor, if Your Honor will read the exact language of the affidavit, there would not be any chance for misapprehension; it is undisputed.

The Court. Well, where is it? (Papers handed to the Court).

The Court. You may strike out what I said about the affidavit or answer and the jury will disregard it. The affidavit reads, the affidavit made by Mr. DeGraaf, who having made the affidavit is called the affiant: "That with regard to the \$2,272.22 item referred to in said petition, this is a payment by the corporation, namely, the Wolverine Metal Specialties Co., on its account with affiant and has been properly credited to the corporation; that thereupon the circuit judge in charge of this receivership proceeding ordered DeGraaf to return the money to the receiver and that at a later date DeGraaf signed and swore to a statement in respect to this same money that he had turned it over to his wife, because of money she had advanced to this company and in payment of the company's debt to her, which had been by an error of the book-keeper entered on the books of the company as a debt the company owed to him, DeGraaf.

Mr. Geib. Pardon me, I would like to have Your Honor read the affidavit.

The Court. Oh, I am not going to do that. I am stating in substance what the affidavit was.

Mr. Geib. There is no dispute about what it was and it is very important that it be stated exactly.

The Court. Defendant further claims that in the course of that proceeding, Judge Perkins made certain remarks which you have heard read and which remarks were also published as a part of one of these articles and that Mr. DeGraaf was again ordered to return this money taken from the treasury of this company.

Defendant also claims that plaintiff, DeGraaf, continued in his refusal to return this money and then filed a petition in bankruptcy in the United States District Court, and that in the schedules attached to that petition he listed under oath this same sum of \$2,272.22 as a debt owing by him, DeGraaf, to the receiver of this company, and in connection with this petition in bankruptcy, requested a stay of proceedings which were then being taken in the Circuit Court to hold him in contempt for the failure to return this money; and that Judge Raymond of the United States District Court in an order, which is one of the orders contained in one of these articles and which you have heard read, decided that this was not a debt dischargeable in bankruptcy, for the reason that it was a wrongful appropriation of the funds of this company by Mr. DeGraaf and that the temporary order issued, staying the proceedings in the Circuit Court, should be set aside, whereupon and at a date after the publication of these articles complained of, Mr. DeGraaf was by an order of Judge Perkins in the Circuit Court in

this receivership proceeding held guilty of contempt of court in his failure to turn back this money to the receiver. It is the claim of the defendant that Judge Perkins found the plaintiff, DeGraaf, was guilty of the fraudulent misappropriation of these funds; that he was guilty of contempt of court and that the same consisted of the fraudulent misappropriation and his wrongful failure and refusal to pay over to the receiver the sum of \$2,272.22, which he had in his possession and under his control as the president and treasurer of the Wolverine Metal Specialties Co.

With respect to the taking of this money, the defendant, Stowe, claims that DeGraaf's actions in the matter amounted to embezzlement or larceny and that he was, therefore, justified in calling him a thief and an embezzler. Possibly I should state to you what larceny and embezzlement are. Larceny is the wrongful or the fraudulent taking of the money or personal property of another without that other's consent, with the intent to deprive the owner of his property or money.

There is also defined in the statutes of Michigan what is meant by the term "embezzlement," also called larceny, under the circumstances such as are claimed by the defendant in this case, and I shall read to you the statute: "If any officer of any incorporated company shall embezzle or fraudulently dispose of, or convert to his own use, or shall take or secrete with intent to embezzle and to convert to his own use, without the consent of his employer, any money or other property of another, which shall have come to his possession, or shall be under his charge by virtue of such office or employment, he shall be deemed, by so doing, to have committed the crime of larceny. If any officer of any incorporated company receives or collects money or any other property for the use of and belonging to another, embezzles or fraudulently converts to his own use, or takes and secretes with intent to embezzle and convert to his own use, without the consent of his employers, master or the owner of the money, or goods collected or received, he shall be deemed to have committed larceny. The failure, neglect or refusal of such officer to deliver or refund to the proper person or company such money or goods entrusted to his care, upon demand, shall be prima facie proof of intent to embezzle."

With respect to this sum of \$2,272.22 the defendant, therefore, claims that under the circumstances as to the keeping of this alleged secret account, under the circumstances under which the money was taken from this account by the plaintiff, DeGraaf, and his continued failure to return it upon demand, that he was guilty of larceny or embezzlement; that he did wrongfully convert it to his own use and take it without the consent of his employer, with the intent to deprive his employer of it, and that he, therefore, was justified in saying that he was guilty of larceny or embezzlement.

The plaintiff, on the other hand, claims that he had no wrongful intent in taking this money; that he was do-

ing it believing that he had a right to take it. And in respect to that item it is not for this court or this jury to go behind the finding of the Circuit Court in respect to this money, insofar as the court held the respondent DeGraaf—he was the respondent in that proceeding—guilty of contempt of court in failing to return this money. It is for this jury to determine, however, from all the evidence in the case as to whether or not DeGraaf did or did not take it with the wrongful intent.

As I have already told you, to constitute larceny or embezzlement, it must have been taken with a wrongful intent.

It is also claimed with respect to this proceeding to compel DeGraaf to return this money that he was guilty of perjury, on account of the affidavits he made in this proceeding. Perjury is defined as the wilful and corrupt false swearing after an oath lawfully administered in the course of some judicial proceeding as to some matter material to the issue or point in question.

These affidavits were made in a judicial proceeding. They were affidavits relating to a matter material to the issue. Were they made wilfully or corruptly? And by that is meant, were they made with knowledge that they were false or with an utter and reckless disregard of whether they were true or false? If they were wilfully and corruptly made, then they were perjured statements and the plaintiff was guilty of perjury, and the defendants were justified in calling him guilty of perjury. If they were not, then, of course, they were not perjured statements, and the plaintiff would not be guilty of perjury, nor the defendant justified in saying that he was, and that is for you to decide, and as I have already said, the burden is upon the defendant in that matter to prove that they were perjured statements.

There are other matters of larceny charged by the defendant. The defendant claims that in January, 1924, Mr. DeGraaf collected \$400 from the Sherburne Co.; that the Sherburne Co. sent a check in that amount in payment of its account, or in payment on account, and that the books of the company do not show that the Sherburne account was credited with the payment of this sum, and that the bank account does not show that the \$400 was credited to the account of the company, and that the check was endorsed by Mr. DeGraaf; therefore, having come into his hands and not having gone into the treasury, that he stole or embezzled the money. He claims that he did not. It is for you to decide whether he did or did not. The burden of proof, as I said, being upon the defendant to establish the truth of this charge by a preponderance of the evidence.

It is also charged that he, DeGraaf, embezzled other sums; that he took out life insurance in the sum of \$15,000 with his wife as beneficiary to the extent of \$10,000 of it, and with his bank, the Grand Rapids Savings Bank, the beneficiary to the extent of the

other \$5,000, on account of a loan that he personally had made from the bank, and that at his instance the company, the Wolverine Metal Specialties Co., paid the premiums on his life insurance, and charged the amount of these premiums to the insurance account of the company; in other words, that he bought life insurance, of which the company was not the beneficiary, with the funds of the company, and that, therefore, he embezzled the amount that it cost to pay for this life insurance.

I charge you as a matter of law that no officer of any corporation has any right to use the funds of the company to pay for his personal life insurance of which the company is not the beneficiary, without the consent of its board of directors.

I believe the defendant claims that this was done without any authority, without any knowledge on the part of the other directors or officers of the company. I believe Mr. DeGraaf claims that he told Mr. Stowe about it.

If he did wrongfully convert this money to pay this life insurance premium to his own use from the funds of the company, it would be embezzlement in the eyes of the law. Whether he did or did not is for you to decide, bearing in mind that the defendant has the burden of proof in that respect.

There are other claims, but I shall not detail them any further, both as respects claims that the plaintiff, DeGraaf, did commit perjury in regard to other matters and that he did embezzle, abstract and steal from the company.

In these articles the plaintiff, DeGraaf, is also charged with making statements evidencing dishonesty in his bankruptcy proceedings. Making false statements in bankruptcy proceedings is also a crime and it may therefore be said that a charge of this kind is charging crime. The defendant claims that his bankruptcy petition and schedule show that he concealed or failed to disclose assets that he previously claimed to own; that he claimed to own assets, among them Round Oak Stove Co. stock, which he never owned, in one statement, and in his bankruptcy petition did not make any such claim. If he made statements evidencing dishonesty and you are satisfied of it by a preponderance of the evidence, then the defendant was justified in making the statement he did in that respect. If you do not so find by a preponderance of the evidence, he was not justified in making such a statement.

So the whole question, ladies and gentlemen of the jury, turns upon the question as to whether or not the defendant has satisfied you by a preponderance of the evidence that the statements made in regard to Mr. DeGraaf and his doings are true and that he did commit the offenses charged in these articles.

It is sufficient for the defendants to justify, if they justify so much of the libelous matter as constitutes the sting of the charge. It is unnecessary to repeat and justify every word of the alleged libelous matters, so long as the substance of the libelous charge is

justified. And by that is meant, for instance, in the eyes of the law the defendants would be held to have justified if they proved by a preponderance of the evidence that the plaintiff, DeGraaf stole substantial sums of money, without necessarily proving that he stole about \$8,000. Or take another example, that he took this money at about the time the receiver was appointed instead of on the exact day the receiver was appointed. I merely state those as instances to show that for the defendant to justify he must substantially prove the charges that he has made, but not prove them in all their detail, although in order to justify he must prove each one of the crimes with which he has charged the plaintiff.

The first question, therefore, for you to decide is whether or not the defendant has satisfied you by a preponderance of the evidence of the truth of the charges made in these articles. If he has, that is the end of this case and your judgment will be "Not guilty," or "No cause of action." If he has not, then your judgment will be in favor of the plaintiff, and it will then be your duty to determine what his damages are.

The statutes of Michigan make certain provisions in regard to damages in cases of this nature and I shall read them to you, so far as they have application here.

In suits brought for the recovery of damages for libel in this State, the plaintiff shall be entitled to recover only such actual damages as he may have suffered in respect to his property, business, trade, profession, occupation or feelings. In regard to the damages the plaintiff claims to have suffered in respect to his business, trade or profession, it is his claim that, due to the publication of these articles, he was unable to work for a period of about a year and that prior thereto he had enjoyed a salary of \$50 a week.

In regard to feelings, damages are not susceptible of any exact computation for injury to feelings, but the amount of damages in such cases is left to the good sense of the jury. The elements to be taken into consideration in assessing such damages are whatever you find to be the injury to his feelings, mental suffering, injury to his character, and reputation due to the publication of these alleged libelous articles.

Now it is also the claim of the plaintiff in this case that he is entitled to what are called exemplary or punitive damages—damages by way of punishment, in addition to such damages as he may have suffered by reason of the publication of these articles. In order to be entitled to recover added or exemplary or punitive damages, the burden of proof is upon the plaintiff to satisfy you by a preponderance of the evidence that these articles were published with what is called in the law express malice; that is, that they were published by a person who had an evil heart, an evil mind towards the plaintiff, without any just cause or excuse, and with such clear want of any ground for their publication as to warrant the inference

(Continued on page 31)

In millions of coffee cups, you'll find the reason for MAXWELL HOUSE "Turnover"

LONG ago, barefooted pickaninnies used to dance attendance upon the carriages of the quality folks who had come from afar to sample the hospitality of the old Maxwell House. Even in those distant days, when the coffee of this courtly Southern hotel was at the beginning of fame, other coffees often claimed to be "just as good."

Time and the tastes of a nation have judged these claims impartially, and today Maxwell House is the largest selling packaged coffee in the world. And so, whenever history repeats and the old-time claims recur, we are quite willing to place our trust in the critical sifting of Time and in a nation's taste.

The rare and matchless quality of Maxwell House—backed up by the largest advertising campaign ever put behind any coffee—accounts for the extraordinarily rapid turnover which moves Maxwell House so quickly from your shelves.

MAXWELL HOUSE *Coffee*



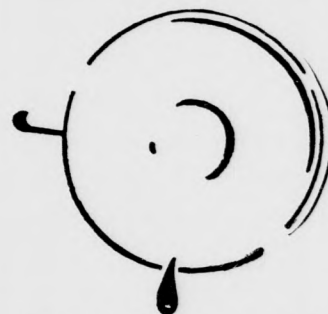
GOOD



to the



LAST



DROP

FINANCIAL

The Tyranny of Things.

For years Charles W. Garfield has been in the habit of delivering brief addresses once a week to the officers of the Grand Rapids Savings Bank and the managers of the branch banks. The talks are brief and informal and the subjects discussed cover nearly every phase of life faced by the average banker. Last Wednesday Mr. Garfield started his 1929 series, which will run from sixteen to twenty weeks and which—through the courtesy of the speaker—will be reproduced from week to week in the Tradesman. The first effort is as follows:

At the behest of our President I will give my initial talk to you this morning and it will be one of a series which will follow, mostly commonplace and connected with life rather than banking. There are a number of things on my mind I want to chat with you about these few minutes, attached to the title of Tyranny of Things.

When I was a lad ten years old, our family moved from Milwaukee to Grand Rapids, and all of the personal effects and household goods were placed upon a fishing smack, a sail boat, and we came across to Grand Haven where everything was transferred to the flatbottomed steamer "Nebraska" which brought us up the river to Grand Rapids. My father and I were always pals and I felt perfectly free to talk with him about anything, and when all our effects were put aboard the boat and we were settled down, I said, "Daddy, what do we have so many things for?" and he replied, "I see what is on your mind, my boy, that you are perfectly astonished at the wonderful lot of things that we have gathered together to take over to our new home in Michigan. It sort of weighs upon your mind and I don't know but what you are right about it. But you see, your mother and I came into Wisconsin with nothing but a rifle, an axe and a few school books. For years we were very limited in the things which we possessed, so that as we have gathered them during the years they become more precious to us because we had so little to start with, and we dislike to have any of them get away from us." When we arrived at Burton Farm, the house in which we lived was small, the barn was large, so that a great portion of the household effects had to go into the barn for storage. They were really a burden to us, and Mr. Burton, of whom the farm was bought, had been gathering all sorts of things and the barn was already pretty full of things that he couldn't take away with him because he was going into smaller quarters. Many, many years after that, when I came in possession of the property and was caring for it, it seemed best to have the barn taken down and I gave it away with the understanding that it should be placed upon another farm and preserved as a historical subject, having been the first farm barn built near Grand Rapids. But there were in that barn the gatherings of 80 years. A lot of fool things had been saved but having some his-

torical value: implements, household appliances and the things that were of importance under primitive conditions of life. Just what to do with all these things was a problem. I finally decided when the barn was to be taken down to place them all outdoors and let it be known that those things could be taken by anybody who would be interested in them, with the legend upon them "Take One." I was soon rid of the responsibility of ownership; but all of those things had gone into other families to be treasured for a time and to be a burden later on. I have settled up a good many estates, and only in one case was there any arrangement for the definite disposal of personal effects. That problem was usually thrown upon the executor of the estate, and through all these experiences I have come to a thorough understanding of the "Tyranny of Things" and have come to the conclusion as far as my own affairs are concerned and as far as my influence will go, to try and arrange so that personal effects shall not be a burden upon somebody who follows after.

You are young people, most of you with homes and families and I want to carry this message to you: Try to do away with unnecessary things unless they shall have some rare historic value. Do not burden your home with a lot of things of little value which are cumbersome. And by all means arrange your affairs so that these things that you do gather shall not be a great burden for possibly some stranger who may have to settle up your affairs. And it seems to me that it is important to begin this lesson with our children.

When I was a lad, instead of having a great volume of playthings, I only had three, and I am glad that my parents taught me to have a place for those three playthings and when I was not using them, put them where they belonged, so they should not be a trial to anybody else. A few evenings ago Mrs. Garfield and I made a call where there was a family of three children. A go-cart was on the sidewalk immediately opposite where we alighted from our car and had to be moved before we could go up the steps to the residence. Another go-cart was immediately in front of the entrance door and had to be moved. In the entrance the children's playthings were scattered everywhere. The home was a lovely one with fine furniture and attractive accompaniments of all kinds; but the children's things were the most prominent things in evidence. If the children had been playing with them and using them, I wouldn't have thought much about it; but the children had gone away and left things to be a burden to somebody else and an unhappy accompaniment to the neighborly call. The habit of putting things away so they shall not be a trial to somebody else is a most important one to inculcate in children, and, if it is thoroughly established, becomes a wonderful asset during their entire life.

So that my message to you this morning is to avoid in your household, as far as possible, the domination of the tyranny of things, and put your

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effects in such shape that in case you are suddenly taken away, they will not be a trial to those who will come after you and have to take possession of your affairs. This is a very commonplace message, and still, with the experience of a good many years behind me, I feel that it is not unimportant in connection with the arrangement of our affairs.

Charles W. Garfield.

The Tradesman esteems it a great privilege to be able to present to its readers this series of talks to its readers, because of the character of the man who prepares and presents them. Mr. Garfield's richest gift to his community, his friends and his church is not his wealth or even his ability, but his character, and that character is an expression of his religious faith. To him religion is not simply an inheritance from rugged forebears by whom it had been dearly purchased, nor even the conviction of a strong mind; it is the passion of his soul. In it he finds the moral integrity of the universe which makes his own integrity natural and inevitable. Men may differ from him in opinion, but never question his motives. In an age of confusion he makes right obvious. Like all forthright men he often seems brusque, but to those privileged to share his home or his friendship, he gives tenderness, sympathy and understanding as generously as he gives everything else. No finer or truer tribute can be paid him than recently came from one of his long-time associates: "He is the best loved man in the city."

Money's Rise Is Explained.

Money's rise sooner than usual after the mid-September settlements this year is giving the financial district a great deal to worry about but the explanation for what has happened when understood is simple.

First of all it must be remembered that the Treasury did not pay out in cash the full \$500,000,000 necessary to meet the maturing notes. The new 4½ per cent. notes offered for subscription were extraordinarily sweet. They presented a tax-exempt feature that made them in one respect more to be desired by investors than any similar previous flotation. Consequently it is logical indeed to presume that a substantial number of holders of the maturing notes turned them in for the new issue rather than cash. To the extent that investors presented their old notes in exchange the Treasury was relieved obviously from the necessity of putting money out into the market: but from the money market's standpoint this program tended to cut down the supply of funds that otherwise would have flowed into use. It was an influence for tightness.

Then the advent of firm money following the tax date this year was hastened by the way the dates fell on the calendar. It would have been different had the 15th fallen on a Monday. It fell on Sunday. This meant that most of the income tax checks were on hand Saturday. They were assorted in part over the week-end. Many of

them no doubt were presented for collection on Monday and Tuesday. It is natural to suppose that a large proportion of the tax checks were collected at the beginning of the week and that this process tended to draw funds in substantial volume away from the market. It is what always happens a few days after the tax date. Undoubtedly the receipt of these checks on Saturday this year accelerated the usual post-tax-date money squeeze.

How the introduction of unexpected outside influences will affect developments nobody knows but the prospect for any substantial reduction in money rates over the next few days on the basis of normal trends is not very bright. Whatever benefits the market may expect by way of receipts of cash in payment for maturing redemptions presumably it has already received. That pressure for ease will not then be spread over the current week. On the other hand income tax checks will continue to flow in for several days and draw off funds. Nowadays, of course, these normal factors oftentimes are offset through shifts of funds by investment trusts or in connection with new financing operations.

Paul Willard Garrett.
[Copyrighted, 1929.]

Yardsticks For Trust Stocks.

In an article on "Investment Trust Yardsticks" in the Bankers Magazine recently, Walter N. Durst reaches the conclusion that "the advice 'caveat emptor' is still pertinent."

English methods of appraising investment trust securities are discussed in some detail and British policies of management are compared with generally accepted American practices. Management is held to be one of the most important factors to be considered in studying trusts.

Earnings, of course, should receive primary consideration, but in case of new trusts operating results are unknown. Figures presented indicated American trusts had a better record of earnings than the British and Scottish groups for which figures are available.

"One of the oldest methods of judging an investment trust is by its capital structure," says the article. "Recently several investment companies have been formed using but one class of stock—common—with the contention that all earnings will thus accrue to the common stockholders. This statement, involving the entire question of capital structure, meets four objections:

"(1) British and Scottish trusts have been almost uniformly successful and their capital structure has been based on a ratio of about 4½:3:2½ of debentures, preference stock and ordinary stock. Their policy has been to increase the two classes of securities senior to the ordinary or common more rapidly than the ordinary stock.

"(2) Practically all American general management trusts have issued preferred stocks or debentures.

"(3) This trading on the equity increases the earnings on the common. If the trust averages 10 per cent. over a period of years and 6 per cent. is paid on preferred and debentures, the

extra 4 per cent. will go to the common, and the smaller the amount of common the larger the earnings for it.

It may be necessary to make the preferred convertible, or attach warrants to the debentures, but if the capital



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can be used for only a year or two at the lower rates, earnings on the common will be increased.

"(4) If there is only common stock outstanding, the inclination may be to pay out a higher percentage of earnings rather than to create a larger margin of surplus for the debentures or to set up preferred dividend reserves."

William Russell White.

[Copyrighted, 1929.]

Lack of Appreciation Sometimes a Great Drawback.

It was a refreshing pleasure for me to spend the better part of two days last week in company with one of the most conscientious Home-Trade workers I have ever met—Jim Andrews, secretary of the Jackson Home-Owned Stores Association. We found volumes of sentiments and convictions in common; and as discussion and exchange of confidences mellowed our acquaintance, Jim quietly confided to me a pathetic experience which is universal to all self-giving laborers for common welfare.

To speak plainly, Jim just had a little touch of the blues, it seems, at the particular moment. He has 138 members down there on the rolls of the Home-Owned Stores Association, where there ought to be 350. With the exception of the original group of less than 20, everyone of them were secured by personal solicitation.

Now, the Home-Owned Stores Association is made up of more than a secretary. It is supposed to consist in a membership, with every member on the lookout for other members, as well as any possible openings for the secretary to appear as a speaker before clubs and other gatherings on behalf of local trade.

Instead, the story is pathetically this: the members all seem to expect Jim to hustle all the new memberships. Not only this, but he must go out himself, and solicit his own engagements to speak. A most embarrassing thing to expect of anyone! He recalls just once that a member secured a speaking engagement for him.

But this isn't the worst. So often, when he approaches someone on Main street, on the idea of joining the parade and lending support to a common cause in which he participates as to benefits, the reply is very much like this:

"Fine! You've got a good racket, there! You ought to be making money out of it! If you can get away with it, I don't blame you a bit for doing it! But what do I get out of it?"

If there is anyone on the wide, green earth who should realize the value, the need and the lack of harmony, co-operation and concerted effort among their own ranks, it is the independent merchant. He, himself, feels hurt when the public suspects him of grafting on his trade, because he knows in his own heart that it isn't the truth; but he does not hesitate to plaster cynicism all over the complexion of someone else who is honestly trying to work with him, and accuse him of nothing but ultra-selfish motives!

Certainly this is a sad commentary on the merchant's sense of fair play and clean sportsmanship. Why doesn't

he say "yes" or "no," purely on the basis of a proposition's merits as they are presented to him, without going out of his way to bite the hand that may be trying to bind up his own wounds? Have some merchants just simply been cursed with an inherent streak of meanness that gives them a sense of unholy glee in maliciously hurting someone else; or are they becoming so steeped in their own self-pity that they think everyone else is grafting but themselves? In either event, the independent merchant needs to wake up to three realities:

(1) He isn't the only honest man left on the earth; (2) He wants to be understood, and known as an honest, sincere servant of the public, worthy of his just hire; (3) He cannot expect to keep even the few supporters and fellow workers he has, if he persists in trampling their motives under his feet, maliciously and without cause. They will soon leave him, with the suggestion that he take a jump in the lake. Life's too short in this fast age for any man to put up with that sort of thing all his days. Going to work for a chain store doesn't condemn a man to take that sort of treatment.

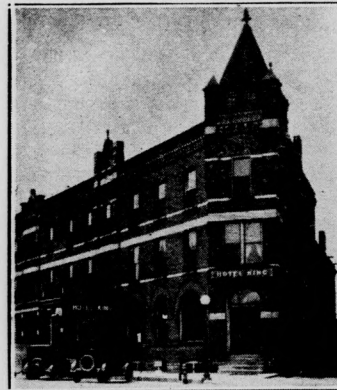
Unless I am mistaken, this question of Home-Trade and universal justice in business comes awfully close to being the religion of such men as this man Andrews. Business men take care how these men are treated. You can't find enough of them, now, to fill the demand. Why be reckless with them? This is not in defense of Jim. He is able to take care of himself. It is only an appeal for a square deal to no one knows how many Jims there are scattered over Michigan. I run into them constantly.

This may all be said for sincere secretaries of Chambers of Commerce, and other functions, including club officers. Take a checkup in your home town; and, if you can find one man who is putting himself out to keep teamwork alive in your midst, I'll wager that he has been a victim of this very outrage. Have you been one of the persecutors. If so, shame on you. Be man enough to look him up, and apologize. You owe it to him; and a merchant must pay his debts if he wants to keep his credit good. W. H. Caslow.

Salesmen and Credits.

It is surprising to learn that credit men are only now beginning to entertain the view that credit and sales functions are best exercised by different individuals. Among authorities on salesmanship this opinion has long prevailed. The two duties are obviously conflicting to no small extent. The salesman is by nature and training an optimist while the credit man, if not exactly the reverse, must know how to exercise caution and be on his guard against too ready credulity. This does not mean, of course, that sound salesmen are indifferent to the responsibility of their customers. The good salesman is always interested in that phase of the people with whom he deals, for he knows perfectly well that in the last analysis his own success depends on the profitableness of his operations to the concern for which he works. He can make little progress

against a steady stream of rejected orders. But it is one thing for him to understand the futility of bad sales and quite another to take upon himself the duties of official watchdog against poor risks. In the latter case he is almost sure to press too hard in one direction or the other, or else to hamper his activities by efforts to maintain a nice balance of judgment. The salesman, in short, must always be the convinced and convincing advocate.



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Suggestion For a Fire Prevention Speech.

My first thought when I address a group of people in the interest of fire prevention is—"I wonder how many have given serious thought to the question, 'Why be careful to prevent fires?'" The customary attitude toward this subject reminds me of a story:

Two farmer boys, driving a wagon-load of kindling to town, were overtaken by a neighbor who told them a considerable quantity of wood had fallen from their cart. The older boy was for driving on, saying they had no time to bother with it; but the younger insisted they should deliver a full load as promised, so he went back alone to gather up the lost sticks. A quarter hour later he came trudging to the wagon with a great armful of kindlings. At this instant a swarm of hornets, evidently angered by a carelessly tossed stick, swooped down on the older lad, seated atop the load. One of the insects alighted on the horse, which promptly plunged forward so violently as to dislodge the boy who fell to the ground, much to the amusement of his companion whom he had refused to assist.

Too often the attitude of people toward actively practicing fire prevention in their own homes or places of business is, "I haven't time to be bothered with it," or in other words, "Let George do it," and then, when some thoughtless act permits fire to start, perhaps bringing ruin to them, they are startled out of their complacency too late.

Oftentimes they express the thought, "Why should I worry, insurance will pay the bill." True—insurance foots the bill, but who pays for insurance? Actually, you control the cost of insurance in your own section, for what other basis is there for the cost of this service than the average burning rate in the territory.

There are two other things to think of in connection with fire losses. If anyone questions the urgent need for fire prevention let him consider the loss of life. Every year, on the average, more than 10,000 people in America suffer a horrible death in the midst of flames. And to this misery must be added the long train of injuries that do not result fatally. Fire causes great suffering. Although many office buildings have been made comparatively safe, such is not the case with American homes. As a matter of fact, 66⅔ per cent. of the deaths from fire occur in homes and worst of all, 31 per cent. of these deaths are among children under ten years of age! Parents would do well to consider if the lives of their own children are adequately safeguarded.

Again, if anyone questions the urgent need for fire prevention let him consider the economic loss wrought by fire. The value of the property destroyed annually totals to the huge sum of almost a half billion dollars. This material is simply burned out of existence—destroyed forever. No magician can wave his wand and bring

it back for useful purposes. Then there is the suffering incident to unemployment as a result of fires. When a great industry suffers a serious fire, numerous men are thrown out of work temporarily, sometimes permanently, in which case they have to move on to another section in order to find work. An analysis of industrial fires indicates that of one hundred plants burned, 43 per cent. do not resume operations, 14 per cent. suffer reductions in credit rating, 17 per cent. fail to issue a financial statement and 26 per cent. lose business. An additional economic loss is the adverse effect on businesses associated with the industry destroyed. The even flow of goods between the industries is slowed up or stopped and perhaps contracts are broken.

How are we to stop the depredations of the Fire Demon? There are three ways in which we can aid. First we should be careful to prevent fire. In our homes we can refrain from doing the little things that, seemingly unimportant, oftentimes result disastrously. We should clean out the chimneys annually and keep the smokepipes in repair; refrain from putting hot ashes in wooden containers; use only standard electrical equipment and installations; be careful with the use of inflammable liquids; and provide an incombustible roof. Similarly, we should use reasonable care in our places of business.

Even so, there will at times be accidental fires and we need to tear a leaf from the book of our European neighbors. We should so construct our buildings that a fire, once started, will be confined near the place of origin until the fire apparatus arrives. Building codes, such as issued by the National Board of Fire Underwriters, are a pattern after which communities may draw up their own codes for fire-safe structures.

The third element is an adequate and efficient fire department. With motorized apparatus, firemen can be on the scene of most fires in time to prevent the destruction of property of high values, provided they are properly trained and equipped and the property is constructed to withstand the assault of fire for the first few minutes. In conjunction with this it is highly important that a modern and efficient alarm system be installed in order that fires may quickly be reported.

Effect of the Panic Ninety-Three Years Ago.

Citizens of Grand Rapids often claim that the city has never suffered from a boom and the usual results of such a condition. So far as it pertains to the city, the claim is well founded.

Villagers of the early forties were not so fortunate. Read a statement published by Franklin Everett years ago if you are interested in the subject under consideration at this moment. "No town felt more the crushing effect of the financial revulsion which paralyzed the business of the country between 1836 and 1842. Grand Rapids had been the center of speculation. Settlers were filling up the region and great enterprises were undertaken, some wisely and some based on

supposed prophetic vision. A saw mill, 'the greatest in the world,' was among the noted undertakings. Lots were sold at fabulous prices. There was money in everyone's pockets—wild cat money. Everybody was getting rich. Speculators were greedily buying up land and lots. If a man owed a few thousand dollars it did not matter, because he had lands and village lots which were sure to double in value. Lawyers, doctors, merchants and capitalists of the East became rovers in the woods in search of lands. All bought and went home to dream of fortunes easily acquired. Rainbow hues were in the sky. It was a splendid bubble. Banks, in the shape of expanded loans, had furnished the gas and millions of pairs of lungs were

strained for its inflation. All at once the bubble burst. Banks, speculators, merchants all were gassed into blank space. The big bubble contained all their hopes. When it burst their hopes were dissipated. Nothing remained but a bad smell.

Then there was running to and fro, of the panic-stricken crowd, And speculators' tears fell fast And merchants swore aloud, "Nobody would buy lands or lots. Debts were undiminished. About all investors failed. The man who had not failed was ashamed to be seen in public.

The year 1842 showed hopeful signs. Convalescence continued until 1846, when in full health the region entered upon a new era of prosperity."

Arthur Scott White.

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DOUBLE DEALING.

Honest Man Fired—Guilty Party Advanced.

Lainsburg, Sept. 17 — I have been a reader of your Michigan Tradesman for several years. I was a subscriber for about three years at Howell and Mt. Pleasant.

I started work for the A. & P. Tea Co. about eight months ago. On June 19 I was given charge of the office store of the company at 1452 East Michigan avenue, Lansing.

On the Saturday before labor day my regular man clerk wished to get off to go home over labor day. The company gave me a man who had an application in for the managership of a store to take the place of my man. The man they gave me has had several years' experience in the grocery business for himself and as manager of a store for another large chain grocery company. On this day this man put up about fifty pecks of potatoes. The superintendent of the A. & P. Tea Co. was in the store all the time this day this man putting up the potatoes and was talking to him most of the time.

On this day a complaint was made to the Department of Weights and Measures, claiming short weight on potatoes. On the Tuesday following a representative of the Department purchased one of these pecks of potatoes, weighed it in my presence and found it about one-half pound short.

He had me called to court and I could see no other way than to plead guilty, which I did, and paid a fine of \$10 and costs. I thought in this way to keep the company's name and store address out of the papers, which it did, but it surely gave me plenty of notoriety.

I have always lived and been in business in this part of the State and it surely makes me feel sick to have such a thing published when I was in no way to blame.

The superintendent and assistant superintendent both knew that I had nothing to do with the weighing.

I have an excellent record as a business man and can give any number of references to that effect and have always been very strict about weights, as any of my clerks will swear to.

On the following Saturday the superintendent said that, owing to the publicity given me, they would have to take me out of that store, but would place me in another store within a few days. So they checked me out and placed the man who weighed the potatoes in charge in my place. That surely looks like anything but fair play and indicates underhanded work on the part of someone.

They later called me and said that the Department of Weights

and Measures had advised them not to employ me anywhere, but the Department tells me they never said any such thing.

It looks like a case of a crooked man as superintendent.

I have refrained from using names of any of the parties concerned, but will give them to anyone wanting them.

I am writing this to you to see if you could make any use of it in your magazine. If so, you may use this much and any other information I can give you.

I am pleased to say that quite a few of the people who formerly traded with the company have traded elsewhere since this thing has come up.

I would like to have a personal talk with you, but it is too far to make the trip unless it is necessary.

Paul L. Wheelock.

Does This Apply To Your Store?

Seeing ourselves as others see us is not enough; we must also see the public as it sees itself. For we must remember that a store is not only a place where things are for sale; it is also a place into which investment money has been poured and through which a great variety of domestic and foreign articles passes, via stockroom, showcase, and delivery van to its final resting place in somebody's dwelling. In other words, a department store is a means by which the acquisitive instinct of countless persons may be gratified. Moreover, the buying public has not only money to spend, but it has needs, longings, impulses, and whims which have to be taken into consideration all the while. Indeed, these last-named factors are of such prior importance, that economics play second fiddle to psychology.

A public, stimulated by advertisements, streams into the store to buy something, not so much on the strength of what the ad-writer says about it, but rather because of what are imagined to be its desirable features after the article has been purchased. It is hidden cravings, not obvious merits, that make most sales.

People buy to realize their private picturizations of themselves. Many stores forget this (some may not have even heard of it), just as they forget that most people do not read what the advertisements actually say, but merely succumb to those words which arouse a special craving. Often, indeed, the facts are completely ignored.

However, that may be, when the public flocks to a store whose salespeople look blank when the day's advertisements are mentioned, one is tempted to conclude that several important notes in the psychological octave are missing. Then and there that store is afflicted with blindness. It sees neither itself nor the public, let alone seeing these two in any reciprocal relationship.

This, to be sure, may not happen every day in the year, but something else equally important does. Salespersons readily become adapted to the scene in which they work, and forget straightway that what is so familiar

to them may be still novel and perplexing to the buying public.

As a consequence, they often hurry the customer, tossing heaps of goods before his puzzled eyes, frequently with the result that he becomes indecisive, and has to appear disinterested in sheer self-defense. Confused, he retires to think it over, which means that he is more than likely to seek relief by thinking about something entirely different, something more comforting to his mind.

Salespersons and floor managers often give directions to a stranger with the same speed and indefiniteness that they would use to a fellow-worker in their own department. It is not that they intend to confuse; they just do not realize how thoroughly they have become adapted to the little niche and groove in which they stand and walk, and how little they are in touch with the rest of the world.

They do not "forget themselves;" they forget everything else. Habit, as we know, can kill both imagination and sympathy. Space does not permit the enumeration of all the other defective contacts between store and customer, such as the needless difficulties in the legitimate return of goods for credit, the tracing of lost orders, and the failure to make deliveries when promised.

The stalenesses of a uniform greeting, the premature crying of prices, and the insistence that everything looks well on the customer might also be mentioned in this connection. The frank survey of these things is very important, and, so far as the public is concerned, would do much to humanize the store.

Now that competition in the retail business has become so keen (keen enough to make even bankers lose sleep), the necessity for all the psychological insight possible becomes more and more apparent.

It is more than likely that the store that will survive is not the one that now has the largest commercial credit, but rather the one that has the largest imagination.

I am not thinking here of facile advertisement writers or of deft window trimmers; I am thinking of that store which cultivates the most sympathetic insight into the customer's mind.

Nothing can be substituted for this quality. It may be true that some goods sell themselves, and that some timid or fatigued people buy whatever is firmly handed to them, but in the long run productive sales are made only when an employee becomes a genuine host to the public, satisfying both its pocketbook and its dispositions, and enjoying the responsibility of his unique privilege. Robert C. Givler.

Sell Quality Merchandise.

Now-a-days the majority of the buying public are seeking low-priced merchandise. In their search for inexpensive articles they grab up inferior grades of goods. They consider it a saving to make the dollar buy as many things as possible regardless of quality; so it is up to the dealer to show them that the buying of good grades of merchandise is to their advantage in the long run.

Quality goods should be openly displayed in a manner that will attract the attention of customers. Often while waiting a moment or two for service they examine and become interested in goods which have been conveniently placed for their inspection. Very frequently this leads to sales. They may even buy without further effort on the part of the salesman.

Display tables should be well decorated. Goods should always be arranged in a neat, orderly manner. This is absolutely necessary to show up the fineness of merchandise.

In the first place the salesman must have absolute confidence in what he has to sell. If he is convinced of a "better buy," despite the higher cost, and speaks to his customer in a matter-of-fact tone, without a trace of apology, he can generally sell. On the other hand, if he quotes the price in a way that sounds as if he himself thinks it too high, there is not much chance of his making a sale.

In our "sales talk" we can effectively refer to prominent customers who are using the quality goods we sell. This often is a great help, and an easy way to make a sale. Thousands of things are bought because "Mr. So and So" has one. Satisfied users of quality goods will always recommend "the better merchandise," but they do not care to have their names associated with poor goods.

In selling quality merchandise we should urge customers to not only think about the first cost of things, but to figure how little an article costs by the week or by the year. This generally leads them to realize the satisfaction to be gained by buying "the better grade."

When we sell quality merchandise we are protecting our permanency in business, and at the same time doing the public a great service.

M. O. Loftus.

Handicraft of Patchwork Sweeps the Country.

There passed away in the time of King Solomon an Egyptian queen who was so well beloved that her handmaidens devoted many months to the making of a funeral tent that would befit her station. It was made of thousands of tiny pieces of gazelle hide, stitched together. Women have made patchwork from that day to this, the present "patchwork wave" sweeping the country being proof that the art loses none of its virtue with the passing of time.

Down the ages women have satisfied a desire for expression in creating patterns, and also meeting a need, in the patching and making of quilts. There hugs the ceiling to-day in many a cabin home in Missouri and the South a quilting frame that is a century or more old. It was customary in the early days to suspend it there when not in use and to let it down on the backs of four chairs when a quilt was ready for the frame.

The women in those days were intensely devout, expressing their love for the Bible in patterns called by such eloquent names as Heaven's Gate, the Star of Jerusalem, Robbing Peter to

Pay Paul and Tree of Paradise. The patches were made of cloth of their own spinning and weaving and colored with dyes made of herbs. The colors were never in the soft shades of today. Blue was an uncompromising blue, red was red and purple was purple. With patterns angular in outline, these pioneers were the originators of the futuristic in art and did not know it. The diamond, the shell and the rose were favorite patterns for quilting, and the quilting bee was an event that brought women with their babies and thimbles from miles around.

The Unknown holds no terrors for the deserving.

Humor is the best lubricant of life.

AN UNUSUAL COLLECTION SERVICE

We dig up your
Lost Money



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

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

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

Give us a trial on some of your accounts now.

Merchants' Creditors Association of U. S.

Suite 304, Ward Building. Battle Creek, Michigan

MICHIGAN BELL TELEPHONE Co.



When You build or remodel *your* home



ONE telephone does not suffice for the modern home; today the kitchen, bedrooms and basement in many homes are being equipped with extensions.

Countless steps are saved by extension telephones and the cost is only 2½ cents a day.

DRY GOODS

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

Changes in the Season's Coats.

It is now considered fashionable to wear a coat that harmonizes with rather than matches the frock. Advance models of this style are being shown in shades of brown, from seal to butternut; castor, beige, amber, bottle green, plum, eggplant, purple and red, and in black, for which there is a great vogue in Paris and which promises to be equally fashionable on this side of the Atlantic.

In these more formal coats, however elegant the model, there is no appearance of overelaboration. They are all cut longer than the ordinary tailored or sports coat and the princess model is easily the leader, through several other styles are shown. Some of these others are almost severe in their simplicity. The flare is introduced in various ways and the hemline is scalloped or dropped at the back.

The Russian blouse effect, the Empire waist, the bolero, tiers and flouncies are shown in some new models. The bolero, in particular, appears in a luxurious coat of brown velvet. In this, two tiers follow the low dipping line of the bolero back, and, curving upward in front, disclose a circular flounce, which gives the flaring skirt-line. This model is made sumptuous with a voluminous collar and deep puffed sleeves of beaver fur.

It is in the softer, less tailored style of coat that new details are shown, for some couturiers are responding to the demand for more elaboration. One designer presents a coat that fits the figure closely all the length of the back and is cut away to show a low-posed circular flounce in front. Fancy seams in diagonal lines define the hips and there is a high voluminous collar with a narrow shoulder cape attached. Other designers use straps of the fabric stitched in simple geometric patterns on straight coats, and a few unusual models have appeared with a flaring flounce with the fullness drawn all to one side, leaving the other side plain.

Amber Jewelry Gains in Vogue.

Amber is proving a stylish solution of the problem of what jewelry to wear with the new Autumn browns. No color presents such difficulties to the jeweler as does brown, whose sombre beauty absorbs the life from most other colors. Fortunately, gold comes in enough shades to insure one of pleasing tone to combine well with any nuance of brown that may be desired, but jewels are not so accommodating in possessing chameleon-like qualities. Topaz is lovely, but lacks that element of novelty so essential to the success of a fad. Amber, while always admired and cherished, has not in a generation had the spotlight of fashion attention so focused upon it.

Amber, like gold, runs a whole gamut of shades and tones, from which almost any class of brown may be effectively complemented. As it ages

amber grows darker, so that the real antique amber is almost like topaz if of the clear type, or like ancient beeswax if it happened originally to be clouded. For the deep browns with a bit of red in them, such as partridge, witch brown and even morisand, this antique amber is adapted, or, better yet, Chinese red amber might be chosen, while the medium shades of German amber go well with the green browns, caramel, sable and prairie grass. The very light shades of amber, whether clear or clouded, share this faint tendency toward green, and therefore are also limited to the green browns.

Amber finds its best use in a bead of some sort, and the effort this season is directed toward making that bead a new type. Either the crudely flattened, button-like beads in antique or, if in clear German amber, the rondel bead, a flat disk faceted or rounded at the edges, is considered the smartest at the moment. These same flat disks, as it happens, are made up in all kinds of material and strung together to make one of the most popular bracelets of the moment.

The Cat May Now Be Dry Cleaned.

New Yorkers seem to be divided into two classes—those who have pets and enjoy looking in the windows of pet shops for reasons of comparison, and those who have no pets and are deciding what to buy. At all events, cats, dogs, birds, mice and monkeys never lack an audience.

People go to pet shops not only to buy pets, but to buy food for them and to obtain advice. The woman who buys a puppy at one of these shops goes back for advice at every unfavorable development in the animal's growth, so that the proprietor becomes a physician, and even a banker, advising his customer what to ask for the animal if she wants to sell and where to look for her market.

A by-product of the universal desire for pets is the "beauty shop" for dogs and cats. One may have the cat dry-cleaned for \$3 by a process which, it is asserted, is not in the least injurious. Perhaps that is the correct way, for putting the cat in the bathtub often seems to have a disastrous effect on its nervous system. In another shop, devoted solely to birds, one may find a remedy, if not a cure, for every bird ailment.

Smart Accessories.

The Chanel gauntlet glove is a startling novelty. Made in heavy kid, they are cut long enough to wrinkle freely over the wrist before the stiff gauntlet cuff begins. This cuff supplies the element of surprise, for it is made up of horizontal strips of leather, each about three-fourths of an inch wide and in six different but harmonious dull shades. There is also a stiff, narrow scarf shaped like and not much wider than a man's necktie. This has two tones running through it, lengthwise with borders at either end of the same width as the gauntlets on the gloves and bearing the same horizontal strips of blended color.

To wear with the short jacket suits there are many crisp collars and cuffs

sets of organdie. The collars are attached to a sort of waistcoat in front, and the backs have but an elastic casing to keep them in place. These sets come in white, ivory, peach, maize, green, orchid and blue. A few may be secured in the brown and gray shades.

Two-Tone Glassware Popular.

The use of contrasting colors in table glassware, in which crystal is combined with black, royal blue or green, is now being taken up in the Middle West and in New England, according to manufacturers who have found the combination treatment popular in the metropolitan district. Black and royal blue are said to be the most popular colors for use with the crystal. One manufacturer is now offering ivy balls of the popular color for table decorations. The balls are made with a small hole in the top and are intended to be filled with water with sprigs of ivy inserted.

Package Novelties in Demand.

Boxes made to resemble miniature chests or tables and used as packages for men's garters and arm bands are in demand for the holiday trade. The boxes find favor because they can be retained by consumers as handy receptacles for collar buttons, cuff links and other dress accessories. Orders from Eastern bakeries for cardboard boxes in which sliced bread can be marketed are now being received. Business on such boxes has been confined to the West for the last six months, but bakeries in Pennsylvania and New England are now beginning to take an interest in this method of marketing their products.

Note Mixed Trend in Furnishings.

Dickey bosom shirts are in active demand in men's furnishings, favor for these types this Fall promising to be considerably larger than a year ago. In volume-selling merchandise, blue collar-attached and to-match styles retain leadership. Interest in polo shirts is now easing. Neckwear is doing well, particularly in blue shades, but a dearth of new patterns is commented upon by retailers. Business in men's hats has not been developing as actively as was expected, a factor in this, at least locally, being the later date at which the Jewish holidays come this year.

OPEN A NEW PROFITABLE DEPARTMENT No Investment

If you operate a retail store, here is an excellent opportunity to secure a well selected stock of shoes at popular prices, and adapted to family trade. Product of reputable manufacture. We establish retail prices and merchandise under practical modern plan.

YOU RECEIVE COMMISSIONS ON ALL SALES. The proposition is open only to merchants who do not carry footwear of any kind but who believe they could sell a fair volume. For full particulars address Box 1000, c/o Michigan Tradesman.

Do You Want Big Volume, New Customers, Large Profits, Brisk Future Business? Or If You Want To Retire From Business

—Then You Want a
Jos. P. Lynch 10 Day
Sale.

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

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

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



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

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

SHOE MARKET

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

Did You Know This?

Anything that makes it more difficult for people to get into your store cuts down your sales possibilities. Experts on store layout have found by actual check that even a single step leading from the sidewalk level to the store door will deter many window shoppers from coming inside.

The average person stops in front of a window because something has caught his eye in passing. Having stopped he sees other things and keeps moving along in front of the window. If the store front is the average modern type with a center door set back several feet, the window shopper keeps moving along looking at the display until he finds himself right in front of the door. If he has seen something interesting he probably steps inside, and the window has served its purpose.

But if he has to step up a step to keep following the window around toward the door then he will probably walk straight along the sidewalk to the window on the other side, and the store has lost a possible prospect.

Far fetched? Not a bit of it. The test has been made with identical displays in the two types of windows and actual count shows that the street level store draws a considerably larger percentage of window shoppers inside. The chain stores all know this. You'll not find a chain store with steps if there is any possible way of altering the front to make them unnecessary. Often a slight incline will make a step unnecessary, and this is often resorted to.

And here's another little mistake in store arrangement we often see, that the chain stores with their scientific study of store layout have discovered. Recently we have seen several stores with a display case inside the door, but directly in front of it, so that the whole store interior is not visible. This often deters possible customers from coming in.

The best possible arrangement for the average store is a broad aisle leading from the door. This is more inviting, and it gives the possible customer more of an invitation to step inside than the case, no matter how attractive, that shuts off his view of what is inside.

There are any number of these little points of store arrangement that make an actual difference in a store's sales.

Hosiery Campaign Succeeded.

If you had to sell 1,588 pairs of a new line of hosiery in seven days how would you go about it?

The hosiery department of the Guarantee Shoe Co., of Birmingham, Ala., was introducing a new line of hosiery in its department. The store wanted to break all records and to let the whole town know it was selling that particular line of goods. And so the officials of the store got together and mapped out a plan.

They decided they would put it over big. There would be no half way doing things on this! And so they did it.

Here are some of the results they got from the introduction sale of a new line. One clerk sold 240 pairs in one week, a book-keeper, whose business was not selling hosiery, sold 158 pairs, and even the advertising manager sold 36 pairs. All this in one week. The second day of the introduction sale, which was to last one week, the store had to re-order by wire. The output was so great.

The method the store used was simple enough. It was merely the way it was managed. Every employee in the store was put to work selling. Two teams were made up from the employees and every chance they got they introduced this new line of goods.

The book-keeper mentioned above was set to work calling up friends and telling them the store was introducing a new line of hosiery and that a contest was on among the employees of the store. She talked about the hosiery at luncheons, parties and every chance she got. Result was she sold 158 pairs when she was not even a saleswoman in the store.

The manager of the department herself sold 240 pairs in the one week.

The teams were working against each other and striving to beat sixty to finish ahead of the other.

Boy's Birthdays Important Events.

Boys, and boys' birthdays, are important to the Boldrick Shoe Co., 946 Fifth street, San Diego, Cal., according to J. E. Boldrick.

"We have always tried to reach the boys in our advertising for we are conscious of the influence of boys over fathers and mothers—their friendship is worth cultivating. I have a boy myself and I know how I feel about it, so why should other fathers of boys be so different? They are not.

"One thing we tried that worked out well was awarding a watch retailing at \$2.50 with every twenty dollar purchase. Now this watch was the kind of a watch that would please a boy, not disappoint him; it would run and keep time in an acceptable manner for a year or two years.

"Right here let me say that I have always believed the awarding of cheap presents brings more grief than anything else; I know how my boy feels when he is given something that soon goes to pieces or fails to function. He doesn't like it. Why should other boys be different? They are not!

"Now this birthday business: that has brought us many enthusiastic and bright-eyed young friends. We use various means of learning when birthday anniversaries occur. Asking directly is a good plan and offends nobody.

Velvet Suit Demand Gaining.

One of the week's interesting developments in the women's ready-to-wear trade is the greater call received for velvet suits in misses' sizes. The skirts of these suits are quite long, and the coats are also longer than were seen last season. Most of them are made with large pouch collars of fur,

usually wolf or fox. The suits are said to be particularly attractive when worn with metallic blouses, thus effecting an ensemble. Tweed suits, principally for sport wear, continue to meet a call in the lower price ranges. These are mostly cut on quite strictly tailored lines, and lack the expensive trimming of the higher-priced garments.

Believe me when I tell you that thrift of time will repay you in after life with a usury of profit beyond your most sanguine dreams; and that waste of it will make you dwindle alike in intellectual and moral stature beyond your darkest reckonings.

Each daybreak helps to make or break you.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$380,817.91

for
Information write to

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

FAST SELLING IONIA FLOWER POTTS

Fancy, Plain or Assorted.

If we send you this crate of quick sellers we will sell you more.

36 — 4 in. pots and saucers @ 2½c	\$.90
36 — 5 in. pots and saucers @ 5c	1.80
24 — 6 in. pots and saucers @ 7c	1.68
12 — 7 in. pots and saucers @ 11c	1.32
6 — 8 in. pots and saucers @ 16c	.96

Total net -----\$6.66

You can double or treble your money on this assortment.

IONIA POTTERY COMPANY
IONIA, MICHIGAN

ASSOCIATED TRUCK LINES

The Outstanding Freight Transportation Line
of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

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



RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Hooning, Grand Rapids.

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

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

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

Somewhat Dry Statistics on Somewhat Dry Economics.

To write of our dry land is a venturesome, touchy undertaking, so at the outset I promise that my comments are from the standpoint purely of economics, clearly, solely and exclusively from the outlook of what practical changes have been brought about for the better by our much-discussed eighteenth amendment. I quote an editorial from the New York Times:

"It was bound to come—the true explanation of the \$100,000,000,000 of life insurance now in force in the United States. The source is Dr. Cherrington, general secretary of the World League Against Alcoholism. To him it is self-evident that the premiums on the great mass of life insurance are paid by a considerable portion of the Nation's former annual drink bill of approximately \$3,000,000,000.

"Fortunatus's purse, it is now evident, must have been the product of a Volstead revolution similar to our own. In no other way can we account for the fact that, no matter how much you took out, there was always a piece of money in the purse. Consider this former United States drink bill of approximately \$3,000,000,000. Out of that sum, once so foolishly spent, we now save enough to spend about \$3,000,000,000 per year on insurance premiums, \$4,000,000,000 a year on automobiles, \$2,000,000,000 a year on movies, \$3,000,000,000 a year on increased savings bank deposits, \$2,000,000,000 a year on increased building loans, \$2,000,000,000 a year on college endowments, \$10,000,000,000 a year for reconstruction loans to Europe and additional tens of billions on good roads, public high schools and golf links."

"That unquestionably is the most serious indictment of the pre-prohibition situation. The Nation spent on drink the sum of \$3,000,000,000 a year, which if turned to better uses would have automatically become about \$25,000,000,000."

So the Times has its little joke, but, in fact, all it caustically alleges in sarcasm is true. Nay, the Times has not told the half of it, for it entirely omits to mention the grocer, the butcher, the baker, the clothier, the dry goods merchant, the hardware dealer, the dentist, the doctor and all the hundreds of other plain, homely folks whose activities touch the home so intimately and with such beneficence, every mother's son of whom to-day gets untold dollars which went for drink in the "good old times."

Is it possible that the Times has unwittingly uttered facts where it planned to write only burlesque? To my mind it has come pretty near the truth—if

not actually stated truth—along its entire line of argument. For supporting instance, let us consider the wire drawing plant of the Bethlehem Steel Corporation, in Johnstown, Pennsylvania, because that plant evinces typical past and present conditions in American industry.

I had never seen wire drawn, so when in Johnstown I got permission to go through it. There I saw 2½ inch iron bars 21 feet long heated to what is known as "cherry red" in a furnace so hot that the whole body of the metal was a uniform white heat as it was drawn from the fire. Those bars were then run through a series of rolls which successively reduced them to an inch, ¾ inch, half inch and so on down to a rod, imperfectly rounded, of about ⅜ inch.

At every step of the reduction process the rolls and rods were doused with cold running water to keep the rolls cool enough for their work. This made a hissing and splashing which it was dangerous to approach, the latent heat being still so great at the last roll that the iron was yet dark red.

We moved on to the drawing machines, each in charge of a man who handled one machine drawing wire of a given gauge. One thing struck me was that these men were white and black, working side by side, indiscriminately and without consciousness of difference. Another was the clear-eyed certainty of their movements. Looking back mentally on old time conditions, I asked my guide about accidents, sobriety and lost time. I also noted that guide.

He was a quiet fellow, but careful of every move I made—right on the job, alert, active, efficient clear through. He was not more to look at than any old-time blue trousered workman—looked at casually, that is. If one looked closely, as I now did, he was plainly a man of distinct, well-developed character.

Accidents? They had not had a lost-time accident in all that great works, where wire entanglements appeared at every turn, in 271 days; and before that they had run through 320 days without lost time. As for a fatal accident—such had not occurred in years; not, "in fact, since prohibition had come in."

"Lost time" accidents, please note, caused by liquor, are collateral expenses. Time thus lost means wages lost, income lost, labor lost. Consider, then, the doctors' bills, hospital expenses, medicines. Figure the long weeks of no income at all for the family.

With that I gave him a lead on drink and he opened up freely. Why, in the old days accidents were frequent. Also every Monday he had been compelled to turn men away, sending them home to sober up before putting them into contact with those whirling machines. Only a small percentage had been prepared to work on Mondays.

So if we look closely, we shall find that the \$3,000,000,000 direct cost of drink was in fact its smallest cost. There was the family to which the man contributes virtually nothing except regular additions. There was the

(Continued on page 31)

A NEW DEMAND FOR YEAST

Yeast-for-Health is known to almost everyone through the extensive Fleischmann advertising.

Now a recent discovery which adds vitamin D, the "sunshine" vitamin to this familiar health food, will be featured in a new advertising campaign and a nationwide Radio campaign. These cakes contain as much of this vitamin as can be obtained from a whole day in the sun.

All this advertising will create a new demand and send more people to you for Yeast.

Your Fleischmann man will tell you how to take advantage of this advertising.

FLEISCHMANN'S YEAST

Service

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

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

ABE SCHEFMAN & CO.

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

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

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

M.J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Egg Producers Suffer Because of Dry Summer.

The consumer's outlook for cheap eggs next winter has been radically upset by the weather, in the opinion of Dr. M. A. Jull, of Washington, senior poultryman in the United States Department of Agriculture, who has been in conference at the M. S. C. with members of the Michigan State College poultry department on various problems of the industry.

Conditions within the industry have changed abruptly within the last five months. Early last spring the outlook was for a large egg crop and a heavier fall and winter egg production as a result of a 10 per cent. increase in the number of chickens on farms.

But the longest drought in the history of the Nation has stepped in to change the economic picture. Dr. Jull fears that a short corn crop in the Nation-at-large will cause farmers to liquidate their flocks. Fewer hens and pullets will be retained, and the production of fresh eggs will be reduced proportionately.

Should the high cost of feed result in many forced sales of poultry, Dr. Jull believes egg prices may be expected to remain relatively high for the next eight to twelve months. The market is in a very strong statistical position at present as cold storage holdings are more than 1,000,000 cases short of stocks in the coolers a year ago.

Poultry prices may be expected to temporarily react to the heavier offerings next fall, but Dr. Jull anticipates a sharp recovery as farmers' efforts to liquidate their flocks subside.

The Making of Vienna Sausage.

The ingredients are veal and pork; the proportions vary with the season; for winter sausage 15 pounds of pork to 5 pounds of veal; for summer, reverse these figures, 15 pounds of veal and 5 pounds of pork. The veal should be lean from neck or leg, and the pork should be streak and from a young animal. One or two days before chopping the meat should be cut into pieces about one-quarter inch cube and cured with one pound of salt, one-half ounce saltpeter and one ounce white sugar. The brine should be well-rubbed in and the meat should then be kept from the air as much as possible. The veal should first be chopped very fine, the pork not so fine. To the 20 pounds of meat add 1½ pounds white pepper, ½ ounce finely ground coranders, one stick of garlic and two eschalots grated. Mix all well with the meat. Now add 2 or 3 pounds newly killed meat, and stir well for half an hour, adding water occasionally. Fill into not too narrow skins and hang on sticks to get dried. When smoking be careful that the skin does not get hard. The sawdust for smoking must be in a perfect glow when the sausages are hung up and the room should be at 133 de-

grees Fahrenheit. They should hang about 25 minutes and be of a chestnut color. When smoked, they should be placed in hot water and stirred. When they rise to the top of the water, they are ready and should be taken out and hung on white sticks.

Makes Plea For Use of Cheap Meat Cuts.

The cheaper cuts of meat, according to Dr. Shirley W. Wynne, Commissioner of Health for New York City, when properly cooked with vegetables, are better than a diet of steaks and chops. Simple and inexpensive food, plus real cooking—not the last minute hurling together of edibles at the end of a matinee—can be not only nutritious and healthful, but delicious, the commissioner said.

Among the other requisites of a satisfactory diet, said Wynne, is variety.

Predicts Onion Shortage.

Frederick C. Valera, a visitor in New York from Teneriffe, Canary Islands, off the West coast of Africa, says there will be a world shortage of onions in 1930, with consequent higher prices. Mr. Valera has been established in the seed trade for many years and has supplied dealers all over the United States with the onion seed that is used to raise the Bermuda onion in Texas, California, Georgia, Illinois and elsewhere. The crop of this particular onion seed was this year curtailed to a considerable extent, he told the Journal of Commerce, because of prolonged drouth and other unfavorable circumstances.

Vacation Thoughts.

Perhaps the greatest consolation after a vacation, as you sadly gaze upon your depleted bank roll, is that you at least know where to stay away from next time.

The way things are being speeded up in this country, it won't be long until you can take a two weeks' vacation in four days.

An exclusive resort is one where the prices are as high as the noses.

The beauty about the vacation season is that if you don't pay your bills your creditors think it is because you are away on your vacation.

Salt Keeps Blocks Clean.

Once or twice a week cover your meat blocks with salt and let them stand over night. This draws out the grease that may have penetrated the wood and will serve to keep the block clean and sweet. Ordinary salt should be used. A pound or two to the block is enough. The salt may be saved and used over and over again as long as it stays clean and absorbent. Keep your salt in a closed receptacle, and it should last about three months.

Another generation is rapidly growing up to whom war is becoming a romantic episode once more, and I fear that many of the amusement films are helping to create that impression. It is for those whose memories are not yet shortened to work strenuously in a few years that yet remain to us to banish the unspeakable horror of war from international possibilities.

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

MASTERPIECES
OF THE BAKER'S ART



for every occasion



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Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

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Rowena Yes Ma'am Graham	Rowena Pancake Flour
Rowena Golden G. Meal	Rowena Buckwheat Compound
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Satisfaction guaranteed or money refunded.

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

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Don't Say Bread

— Say

HOLSUM

HARDWARE

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

Suggestions in Regard To the Furnace Business.

With the steadily increasing popularity of central heating, hardware dealers have found it advantageous to give more attention to the furnace business. Where, twenty years ago, furnaces were few and far between, now a large proportion of new homes install them at the outset; and quite frequently they are installed when old residences are remodeled.

A great handicap of the furnace business has been the demand for cheapness and the tendency to cater to it by low priced heating systems that are inefficient and that do not give satisfactory service. Warm air heating has suffered from too many cheap, inefficient and unsatisfactory jobs. The dealer who takes up furnace work is well advised to feature quality rather than price.

In doing so, it is important for him to be a thorough master of the subject of central heating. It is not enough to know that a low priced, skimmed job is going to be unsatisfactory, and that a good job can't be got at a low price. The dealer must be salesman enough to prove this to his furnace prospect; and to prove his case he must be master of every detail, and able to present his case in convincing form.

Of course the dealer's satisfied customers are his best advertisement. But before he can satisfy customers, he must do the right kind of work. He should handle a good, dependable furnace. Then he should have capable men to look after the installation, and should check over their work to see that it is in accordance with sound theory and good furnace practice. Often an A-1 furnace is spoiled by poor and inefficient installation.

To make a success of the furnace business, the dealer must work for the long future, even if he has to sacrifice some immediate sales. A great deal of educational work along proper lines is required. This work is necessary among owners, builders and even some architects to eradicate some false ideas prevailing on the subject of furnace installation, and to show the vital need of providing for furnace pipes and risers of ample size and proper shape. It is necessary also to impress on every prospect that the comfort of the home for half the year depends on heating; hence the planning of the heating system is second in importance only to the planning of the house itself. It is, in fact, of such importance that the house plans must be changed, if necessary, to make the heating efficient and economical.

The question of costs is important. Here, guess-work is undesirable. You may guess too high, and lose a sale; you may guess too low, and lose money on the job.

There is more money and better reputation for the dealer in the sale of a good furnace than in the sale of a cheap furnace. In the latter case,

you are selling a furnace that will prevent you from making future sales, once its performance is known. In the first case, you are selling a furnace that will help you, year after year, to secure additional sales.

According to one experienced furnace man, satisfactory work depends, not merely on a good furnace and a good installation in the first instance, but on a good follow-up. He says:

"There is one class of trouble that comes to pretty near everyone in the heating business, and that is complaints from users of apparatus that has been installed in the summer months, and which for one reason or another has not been got down to working conditions. I don't refer to the low price job, or the skimmed job, but to the well-laid-out heating plant, be it warm air, or hot water or steam.

"No matter how well a heating plant is laid out or how well the work may have been executed, there is apt to be complaint of some kind or other from the new user. Especially so if the user is not entirely familiar with the particular form of heating or type of apparatus. Everything may be left in the best of order, and good and sufficient directions for operating the heating system may have been posted on the wall, but for all that, if the user is not of a mechanical turn of mind, some trouble is likely to crop up.

"There is no better plan for the heating man than to ask his customers to notify him when they are going to start using the furnace. Then let him be on hand, start the apparatus, and give personal instructions as to operation, and clearly answer all questions that may occur to the user.

"This procedure has a double effect. It demonstrates to the user that the dealer has a personal interest in the satisfactory working of the furnace. The user appreciates that. At the same time, the dealer has the chance to satisfy himself that the plant is in proper working order, and the chance to show the customer just how to use it—and to see that the customer understands thoroughly.

"With the average well constructed heating plant, the principal causes of trouble are poor drafts and bad management. Even where the draft is all that could be reasonably expected, the heating man is likely to be called in.

"One of the first complaints heard early in the season is that a fire can't be started in the furnace without filling the cellar with smoke. Maybe the damper in the smoke pipe is closed tight, or perhaps there are two dampers in the smoke pipe and the user has taken notice of only one. It is usually the custom for the manufacturer to provide a damper in the collar of the smoke outlet, and the furnace man or fitter puts another—a turn damper—in the smoke pipe two or four feet from the outlet. The furnace may have a dust damper between the combustion chamber and the ash pit, and this damper may have been left open. There may be a clean-out at the base of the chimney, and this may have been left off.

"Or possibly the user has never had the care of a furnace before and does

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700 Large Rooms with bath—
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Blanket - Lined Coats

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not understand the proper way to start a fire. He may go to work and put in plenty of the best kindling and then leave the draft doors at the bottom open entirely too wide, thus causing the furnace to emit volumes of smoke. Or he may load the fire box with coal long before the kindling has become thoroughly ignited, causing the fire to be smothered and eventually to go out entirely. The furnace may be one of the indirect type with a direct damper and this direct damper has not been open. If the heater is of the indirect type there may be one or more clean-out doors carelessly left open.

"Another cause of complaint concerns too much heat in the early fall when only a small amount of heat is needed. This complaint is more likely to occur where the heating apparatus is fully equal to the needs at all seasons of the year. That is, it has been put in of full and ample capacity and needs to be held in reasonable check when the weather outside is moderate. Overheating is likely to occur from shaking the grates too much. It is quite easy to explain that the more the ashes are allowed to accumulate on top of the grates (not beneath) the less is the draft that can pass through, and consequently the less heat will be had and the less fuel consumed.

"It is a good rule to keep the fuel up to the bottom of the feed door and shake the grates according to the amount of heat required. The clearer the fire is kept the greater should be the heat, and the more the ashes are allowed to accumulate in the fire box, the less will be the heat. The frequency with which the grates are shaken or agitated is one of the best means of controlling the heat and at the same time regulating the fuel consumption according to weather conditions.

"The quantity and size of coal used is the last item with which to find fault. It is always best to be sure that all other possible causes of trouble have been eliminated. When equipment has been built adapted to any given class of fuel, it will generally give good average results with most of the fuel of that class.

"As a possible means of regulation comes the setting of the damper in the smoke pipe. The more this damper is turned to the closed position, the less the volume of gases carried to the chimney; and vice versa. Just where the damper should set is a matter to be determined by trial and experience in the individual case, as the velocity and intensity of the draft will vary more or less with every chimney.

"Another complaint is heard about the time of the first real cold snap—not enough heat. You may find the fire in about the same condition you would expect for the most moderate weather or perhaps in poorer condition. You open the feeder door, look into the fire box, and see what appears to be a good deep fire. Then you open the ash pit doors and look underneath the grates and there is not a particle of glow to be seen. You shake the grates to get the fire clear to the grates and find you haven't enough left to

start a fire with. There is only one thing to do in such a case: put on the drafts, get the remaining coal glowing, and gradually add fresh coal until you bring the fuel to its proper height.

"I had occasion once to look into a complaint where the user claimed that even in moderate weather he could not get sufficient heat. Investigation showed the fire was just what I have described. I examined the furnace about 9 a. m. Little or no heat was coming from it. The owner was sure it wasn't large enough to do the work. He said he had burned lots of coal and was not afraid to burn it if he got results. He'd been operating right along with a shallow fire.

"From the feeder door the fire he had in the furnace looked all right. Shaken down, there were hardly sufficient coals to start a fire. The fire box was gradually filled. After the fire was fairly going the draft doors were closed and the damper in the smoke pipe closed nearly two-thirds. This took an hour's time. I told the owner to leave it in that condition and I'd inspect it at 2 p. m. He declared he had no faith in that kind of fire. It would eat up more coal than he cared to buy: by 2 o'clock it would be entirely burned out.

"At 2 o'clock that fire was in good condition, had not burned too freely, the house was warm all over from top to bottom, and when I asked the owner what he thought of the furnace, he simply said, 'Why didn't you show me all this before?'

"So it pays to show the customer at the start; or if you don't get the chance, take time to show him when the first complaint comes in."

Victor Lauriston.

Floor Covering Market Active.

Business in the floor coverings market continues brisk at the present time with the interest of manufacturers being given over largely to the new styles for the coming Spring openings. The number of buyers in the New York market last week was above normal and all were looking for desirable merchandise for spot delivery. They report small stocks in their stores and good business. Sales of axminsters in both carpets and rugs continue to lead at present, with velvets and washed wiltons in the next position. Reports that axminsters will be advanced from 3 to 5 per cent. in price continued in the market yesterday.

Men's Robes Active For Holidays.

Robes and lounge suits promise to be big items for the men's wear holiday trade. Orders for the merchandise in excess of last year are reported by manufacturers generally. Brocade materials are featured in the silk robes, which have shawl collars in self trim and sashes supplanting the cords formerly used. Solid colors are stressed. Flannel robes are in good call in two-tone, double-breasted styles, with the brighter shades accorded preference. Lounge suits have gained in importance and are now being offered in ensembles containing a robe which matches the suit.

Evolution usually is better than revolution.



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All varieties, bulk and package cheese

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QUAKER RESTAURANT
THE HOME OF PURE FOOD
318 Monroe Ave.
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SOUND COMPANY, SOUNDLY
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FRIGIDAIRE
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Prosperous furnace business in Grand Rapids, centrally located, with two exclusive Grand Rapids sales contracts of the best furnaces in this country. Can be bought at inventory, on terms if desired.

Address G. R. care Michigan
Tradesman.

HOTEL DEPARTMENT

Michigan Hotel Meeting an Outstanding Success.

The annual meeting of the Michigan Hotel Association was held at the Hotel Bancroft, Saginaw, last Friday and Saturday, Sept. 13 and 14.

Hotel men from all parts of the State arrived via train and auto on Friday morning and Friday afternoon. The executive meeting was held Thursday evening. The most important legislation by the council was the raising of the dues from ten cents per room to twenty cents per room, subject to the approval of the convention. This approval was given in a whole-hearted manner after members of Executive Council outlined the needs of the association and the plans for expansion of benefits that the members will secure from the increased revenue that will be realized.

The first session was called to order by President Hollister Friday morning sharply at 10 a. m. The President introduced the Honorable A. W. Tausand, Mayor of the city of Saginaw, who made a most sincere address of welcome. Charles H. Stevenson of Detroit made a very gracious reply to the mayor's welcome. The roll call was the next order of business and each one in attendance rose and announced his name, his city and the name of his hotel.

After the president had appointed the nominating and resolution committees, he made the President's annual address. President Hollister was very brief in his address, simply thanking the members for their splendid co-operation. President Henry Hollister's administration needs no explanation or defence; the work done during the past year speaks for itself. His speech was short but typical of his administration, for he doesn't say much but he gets a great deal done.

Secretary Ernest H. Piper, of Detroit, President-elect, reported upon the activities of the association during the past year. According to the Secretary's report the members received during the past fiscal year 4,700 general bulletin letters. The association made a successful effort to bring the activities of the American Hotel Association closer to the individual members. He announced that at the present time the membership numbered 307 hotels. Another detail given a great deal of attention by the Secretary's office was co-operation with the management of the Hotel Red Book to assure proper listings in the official guide for every hotel in the State.

Treasurer Fred Doherty of Clair, reported that the treasury was in a healthy condition, with a comfortable balance on hand. A most interesting high light of the Treasurer's report was the fact that although the association had done much to help establish the course in Hotel Training at Michigan State College all of this activity cost the association but \$140.16.

John A. Anderson, of Port Huron, chairman of the Auditing Committee, reported that the Treasurer's report was found correct in every detail.

Charles H. Stevenson, of Detroit, chairman of the Executive Council, reported that during the past year the council held four meetings which were splendidly attended by the members of the Executive Council. In his report the chairman announced the action of the council regarding the increased dues. After a thorough discussion and explanation, the measure was passed overwhelmingly.

Chairman Ward James, Detroit, of the Membership Committee, reported an increased membership with first class material. During the year forty new members affiliated themselves with the association. Mr. James in his report praised the activities of the thirteen District Vice Presidents for the splendid manner in which they handled their duties.

Walter Hodges, Kalamazoo, member of the Executive Council of the American Hotel Association from Michigan, made his report to the convention. In his report Mr. Hodges outlined very thoroughly the work of the A. H. A. and praised the splendid work done by the illustrious president of that association, Thomas D. Green. The report covers in a masterly manner the genuine benefits of being affiliated with the National Association.

After Mr. Hodges' report the members and their ladies were the guests of the Bancroft Hotel Co. at a most beautiful buffet luncheon. The table was artistically arranged with good things to eat. After the luncheon, the party boarded busses and were taken to visit the Baker Perkins Co. factory. This factory is the largest plant in the world making bakery equipment. The writer saw so many different things he knew nothing about that we are going to ask you to pardon us for not describing this tour of the factory. We are afraid that we will have to leave this to John Willy of the Hotel Monthly or some one else more technically minded than are we.

The second session, which was held Friday afternoon following the factory inspection trip, was given over very largely to the educational part of the work. H. William Klare, in charge of the educational work, was unable to attend the meeting so his right hand "man," Miss Ruth Mary Myhan, South Haven, very ably reported the work of the course at Michigan State College. Miss Myhan told of the very successful short course held at the college last April and which was described in this publication. Professor B. R. Proulx, of the college, spoke on the subject of "What the State College Has to Offer the Student and the Operator." Professor Proulx, who acted as Dean of the course for the past year said that the college was most anxious to co-operate with the hotels in making this course the outstanding one in the country. The professor told the convention that the course attracts the highest type of student.

Dr. Marie Dwyer, Dean of the Home Economics Department, also said a few words and underscored what Professor Proulx said in regard to the desire of the college to assist in every possible way.

"What may be done to extend the tourist season in Michigan," was the topic discussed by Hugh J. Gray, Secretary and Manager of the Michigan Tourist and Resort Association. Mr.



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

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MORTON HOTEL

Grand Rapids' Newest
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400 Rooms -:- 400 Baths

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\$2.50 and up per day.

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That is why LEADERS of Business
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PANTLIND HOTEL

"An entire city block of Hospitality"

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Rooms \$2.25 and up.
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"We are always mindful of
our responsibility to the public
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of the esteem its generous
patronage implies."

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HOTEL CHIPPEWA

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European Plan
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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

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FIRE PROOF

CENTRALLY LOCATED

Rates \$1.50 and up

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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.

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Rates Reasonable—Service Superb

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

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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.

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NEW BURDICK

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Cafeteria, Quick Service, Popular Prices.

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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

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300 Rooms 300 Baths

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Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
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CODY HOTEL

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RATES—\$1.50 up without bath.

\$2.50 up with bath.

CAFETERIA IN CONNECTION

Gray told of what the association was doing to further the interests of the seasonable hotels of the State. In his talk he stated that the opening of school immediately after Labor Day was the great problem. He said that no matter how attractive the hotel man can make the after-Labor Day season, there seems to be an unwritten law that the school openings very definitely close the vacation season. He stated that it is a long and hard job to change this feeling but that it can be done by the proper type of propaganda.

At 6 o'clock Friday evening the party drove in automobiles seventeen miles out into the country to Frankemuth where they were the guests at a most appetizing chicken dinner at Fischer's Hotel. The service was home style and every one could help himself and every one did. On the table were fried chicken, home made dressing, mashed potatoes, chicken gravy, buttered noodles, sauerkraut, cottage cheese, cold slaw such as you never tasted before, sliced tomatoes, dill pickles and home made bread and home-churned butter. There were also of course celery, olives and coffee. The dessert was real home made apple pie a la mode.

After the dinner those who were able to do so, retired to the dance hall in the rear of the hotel where an old fashioned barn dance was held. Novelty farm hats were given out and a genuine old fashioned refreshment counter was at one end of the hall. Also a genuine old fashioned good time was had by all.

The third session started promptly at ten o'clock Saturday morning. Wm. McManus, of Petoskey, read the very splendid paper by Elmore C. Green, President of the New York Hotel Association, on the subject of "How Can the Hotel Meet the New Conditions for the Tourist Business." This talk which deals with the tourist-accommodated houses, was published in a recent issue of the Hotel World.

T. F. Marston, Secretary of the East Michigan Tourist Association, was assigned the subject "Fly-by-Night Sign Sellers." Mr. Marston displayed some signs and advertisements that have been used by his association and others to attract tourists to the State. He very effectively proved that the work of the different tourist associations is very worth while. An interesting sidelight was brought out in the discussion of this subject, regarding fly-by-night subscription solicitors for hotel publications. This subject will be discussed elsewhere in this issue.

President Phil Lins, of the Ohio State Hotels Association, was the next speaker. Mr. Lins' address which was a masterpiece, is published elsewhere in this issue. Mr. Lins answered every question put to him by the members in a straightforward manner and dispelled any doubt as to the wisdom of the increase in dues of the Michigan Association.

C. W. Holden, of the St. Clair Inn, St. Clair, was invited to tell how he has built up his remarkable business which is the sensation of the hotel business in the State of Michigan.

Mr. Holden told that the real secret is that he has been successful in putting into his inn the elusive home atmosphere we all hear so much about but of which we see so little. He also said that in his opinion every hotel had something very definite to sell and suggested that every hotel man study his problems and surroundings, find out what he has to sell, and sell it.

The luncheon Saturday was held at the Shrine Club. After the luncheon the fourth and last business session was held at the Bancroft. The first order of business was the report of the nominating committee. The officers nominated by the committee were all elected.—Hotel World.

Regular Bulletin of the Jackson Home-Owned Stores.

The bulletin for last week was not published because of the devoting of my time to the booth at the fair. I am enclosing a booklet, Paragraphs of Reason. This is the best thing that I have found and the distribution of this booklet will get results. During the week of the Fair it was my pleasure to hand out over 2,500 of these booklets, and I made a close check to see if they were treated like other literature that was handed out; that is, carried a little ways and then thrown down or dropped as the persons left the building, and I found just one of the booklets just outside of the door, so I believe that the pamphlet was carried home and read.

I am also enclosing a folder that I wrote myself and had printed, "The Syndicate Store vs. the Farmer." Over 1,500 of these folders were given out at the fair, and I believe the Home Owned Store Merchant will receive much benefit from the work that was carried on during the Fair.

In the booth that the Association furnished, the demonstration of "The Trail of the Dollar" was shown and it attracted its share of attention. At this time I want to thank the merchants who co-operated by supplying the articles used.

This booth showed the start of a dollar and the purchase of twenty-six various articles of merchandise and then the bank book showing the deposit of the dollar by the last merchant to receive it. This means you, too, in regard to your various purchases. Spend your money with the different local merchants and let the dollar go on being spent in Jackson. This is the example that we must show to the consumer and the lesson that must be taught to all Jackson citizens.

I have had many requests from the membership in regard to the booklet and pamphlet enclosed and some of the merchants expressed the desire to have some. Five merchants said they would pay their share of the expense of having the booklet, Paragraphs of Reason, placed in every home in Jackson. The Smith-Winchester Co. purchased 1,000 copies. What will you do about it? The Association will take care of the distribution if the membership will individually contribute to the purchase of the booklets. The cost of the "Paragraphs of Reason" is \$2.50 per hundred and the cost of the

pamphlet is about \$1 per hundred.

For your convenience and for the information that I must have, it is requested that you consider the value of these booklets and decide what you can afford to do in the way of purchasing your share and thereby spread the expense of the cost in doing this work. It is estimated that approximately 12,000 should be needed to cover the city.

James A. Andrews, Manager.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 24—The tourist season is almost over now. The Grand Hotel, at Mackinac Island, closed last Sunday, after a very successful season. Most of the employees left that day for Chicago. There will be very little work during the winter, but the golf course will remain open for a few weeks to accommodate late guests at the downtown places. The only hotels remaining open now are the Windsor, Pine Cottage and the Wayside Inn. They will care for the few hay fever patients, who are reluctant to leave.

The Barish Bros. department store, on Ashmun street, has joined the Nation-wide department buying combine of Felix Lilienthal & Co. This combine, which is composed of over 1,000 department stores, has a buying power of more than \$100,000,000, which enables it to considerably reduce the purchase price of goods.

Eugene McNally, owner of the Blue Front store, on Ashmun street, is at Marquette, attending a convention of Ever Ready radio dealers. The meeting is being held at the Marquette Hotel.

The remaining drug stock of the late W. R. Bacon, on Ashmun street, has been sold to D. S. Stites, of Gould City. Mr. Stites held a few days' sale before removing the balance of the stock to Gould City.

Floyd Seaman, who has been operating the ferry between Drummond and DeTour for the past few years, has sold out to Joe Kroll, who also operates a bus line carrying the mail from the Soo to DeTour. Mr. Kroll expects to run on a regular schedule in the near future. There may also be a change of fares made. The remainder of the season promises to be a big one, as the hunting season makes business at Drummond very active.

Frank H. Haggerson, formerly prosecuting attorney at Menominee, and who has a host of friends in the Upper Peninsula, including the Soo, has been elected President of the Union Carbide Co., the Electro Metallurgical Co. and the Haynes Stellite Co.

Governor Green and party were guests at the home of Ex-Gov. Chase S. Osborne, on Duck Island, last week. The members of the party were delighted with their trip and were presented with a few fine wild ducks by the Ex-Governor.

Whether your business is wheelbarrows or umbrellas or a thousand others, intelligent analysis of public tastes and demand is necessary.

Art Mallien, producer of American cheese in Rudyard, Dafter and Pickford, was awarded first prize for his display at the Michigan State fair in Detroit. Mr. Mallien, who originally came from Wisconsin, built the three factories last year. He employs five men and produces during the flush period around 20,000 pounds of cheese per day. He believes Chippewa county is one of the best dairy sections in the State.

The advice of the person who tells us what we want to hear always makes the strongest appeal.

William G. Tapert.

Hay Fever Patients Now in Evidence.

Traverse City, Sept. 24—Owners of cottages and patrons of hotels are departing from this region in crowds. One train on the Pennsylvania, composed of ten Pullmans, en route to Cincinnati, Louisville and Indianapolis, left Mackinaw City with all the berths taken. One train of fourteen Pullmans for Chicago and one of twelve for Detroit and Toledo departed from this city over the Pere Marquette with all berths occupied on Sunday. Hay fever patients are arriving every day.

Park Place Hotel is no longer in existence. In the spring of 1873 the hotel was opened by H. D. Campbell, builder and owner, under the name of Campbell House. A score of years later Hannah, Lay & Co. purchased the property and enlarged its capacity as needed by the erection of additions and an annex. The old building has been razed, clearing the site for the new hotel which Mr. Clinch and associates have decided to erect. The annex, remodeled and fully equipped to accommodate the traveling public, remains. Construction of the new building is under way.

Farmers will harvest a large crop of beans in this region. The yield of potatoes and apples will be ample, but not as heavy as last year. Potatoes command remunerative prices. Commissionmen predict an advance of at least \$1 per bushel above prices paid for the crop of 1928.

Contractors are pushing work night and day on the concrete and steel bridge under construction over the Boardman river at Cass street. It is expected that the structure will be completed and opened to travel before snow comes.

A new bridge, much needed, will be erected over the Boardman river at Union street during the coming year. The city commission has invited the State to share the expense. Union street is a State thoroughfare.

Arthur Scott White.

Eight New Readers of the Tradesman.

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

Wolbrink's Grocery and Market, Spring Lake.

Richard Hoolsema, Cutlerville.

Purity Oats Co., Keokuk, Iowa.

Richard Fuerst, Whittemore.

M. W. Chapin, Kalamazoo.

V. O. Armintrout, Kalamazoo.

Bertsch Market, Grand Rapids.

Joseph Geitner, Duluth, Minn.

Courtesy isn't listed on the stock exchange, but there isn't anything that pays better dividends.



HOTEL BROWNING

Grand Rapids
Room & Bath \$2 to \$2.50. No Higher
Three Squares from Station.
Liberal Parking Space.

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.

Boosting the Average of Fountain Checks.

If the soda fountain in the drug store has 200 separate sales a day and if it is possible for the fountain to increase the average sale per check just three cents, that means an added income of \$6 per day for the fountain, doesn't it? Or if the fountain can increase the average check five cents, then the daily income will be increased \$10 per day.

Some fountains in drug stores are finding it easy to considerably increase the average size of customers' checks and by doing so are actually getting almost enough additional profit to pay their rent. And just as other drug stores have done this, so others can go and do likewise.

But just how are the average sizes of customers' checks increased? Let us consider some of the various methods used by stores which have been most successful along this line.

Perhaps the most popular and effective method consists in selling "running mates" to fountain patrons. This means, simply, that the dispensers suggest to patrons the purchase of items allied to those the customers have already bought. For instance, if the customer has ordered a malted milk, suggest that he have an egg put in it. Or if the customer has ordered a piece of pie, suggest that he have some ice cream placed on it. And so on.

The most easily sold "running mates," according to experiences of various druggists who operate successful fountains and who were interviewed on the matter, are:

Customers' Order.

Hot drinks

Malted milks

Sandwich and coffee

Complete lunch

Cold bottled drinks

Ice cream to take out

Running Mate Suggested by Dispenser.

Wafers, cakes, sandwiches

Egg in drink, slice of cake or sandwich

Sundae or plain ice cream, pie or cake

Extra drink or a la mode pie or cake

Sandwich, pie, cake

Sandwiches, cake to take out

And so on.

It is the experience of those druggists who make a practice of trying to sell running mates, that it isn't a very difficult matter to train dispensers to make such suggestions to customers. One of the best ways of training dispensers to make suggestions is by operating a "school" either before or after working hours at which, at the fountain, the proposition of suggesting additional items to customers is graphically visualized by the proprietor himself or someone else who is competent to do so. One of the dispensers acts as a customer and orders various items and the "teacher" then serves the items in the proper way and while doing so suggests additional purchases.

Usually the dispensers remember this sort of thing much longer than merely printed or spoken instructions on the subject and they get on to the proposition much more easily.

It is also a splendid plan, in increasing the average of customers' checks, to suggest high priced items to those customers who are hesitating about making purchases. It is, of course, just as easy to suggest high priced items so such customers as it is to suggest lower priced items and, often, when the attention of patrons is thus focused on more expensive drinks, dishes, etc., the customers will buy more heavily than if left to themselves or than if only a sandwich or a sundae was suggested.

For instance, to customers who come in at the lunch hour and hesitate about ordering, the dispenser suggests the highest price lunch on the menu and does so in such an interesting, appetizing way as to make the patron feel he'd surely like it. The dispenser, for instance, says something like this:

"We're serving one of our nicest lunches to-day. We're getting a lot of compliments on it."

Which arouses the curiosity of the

patron and makes him anxious to give this especially nice lunch a try.

Or, if an afternoon patron hesitates about ordering, it is easy enough to say something like this:

"Perhaps you'd like a malted milk and a sandwich—just the thing for the afternoon."

And so on.

Certainly, it is evident on the face of it, that when the dispenser suggests more expensive items to hesitating customers the chances of making larger individual sales is greater than if the dispenser suggested items costing only five or ten cents. And, of course, the fountain profits accordingly.

Increasing the size of the customers' checks is also aided by having the menu so arranged that various high priced items all appear in one certain section of the menu. An interesting arrangement, along this line, is to group sundaes, for instance, according to general characteristics instead of in order in accord with their increasing expensiveness. All sundaes featuring marshmallow topping can be in one group with prices ranging from 15 cents to 35 cents or higher. All sundaes featuring fresh fruits can be in another group. And so on. This arrangement focuses the customers' attention on the varieties and tasty nature of the sundaes rather than on prices, helps customers in finding just what appeals to them and has the effect of "trading up" instead of trading down. Which makes for increased individual checks.

Of course, too, the plan of having plenty of higher priced items on the menu helps things along very greatly. It's the old plan of operating on the department store principle of giving customers plenty of goods to choose from. With more items offered to customers the fountain is "exposed" to that many more sales and with some of the items being higher priced there is a certainty that, occasionally, sales of the higher priced items will be made. While if there are only a few items offered and all at a low price the fountain isn't "exposed" to as many sales and, certainly, will make fewer individual large sales. But, it should be added, in all this method of trying to increase sizes of individual checks, the store must be governed by the type of neighborhood in which it is located and amount of patronage. Some neigh-

borhoods simply won't buy high priced items at all. Other neighborhoods want nothing but higher priced items. And still other fountains have such a rushing business at satisfactory prices all the time, that the proposition of increasing sizes of individual checks in this particular way is hardly feasible due to the added time required of dispensers in preparing the more expensive items.

The offering of various combinations is also effective in increasing sales, especially if the combinations are offered at prices less than the cost when purchased separately. For instance, a popular combination is malted milk, sandwich and coffee and if this is offered at five cents less than the cost of these items when purchased separately, the sales of the combination will be quite large. And so on with other combinations. In other words, for the sake of saving a nickel many people will spend more at the fountain per visit than would otherwise be the case and the size of the customers' individual checks increases accordingly.

Just a little extra thought and effort will greatly increase the average size of the fountain checks. Try it and see.

Frank H. Williams.

All Honor To Charles Gross, of Holland.

It may have been gathered from previous criticism of chambers of commerce that I have a fight with a chamber of commerce just because it is a chamber of commerce. I am happy to demonstrate concretely that this is not the case.

Here in Grand Rapids we have an Association of Commerce which is supposed to be pulling for its home town. Instead, it has been engaged largely in getting out statistical reports and furnishing a rent-free retreat for certain private interests to employ as a branch office. It seems to never have occurred to the Grand Rapids Association of Commerce that its office is that of two-fisted championship of local prosperity, stability and growth.

This does not involve only the bringing of new industries to the city and protecting the interests of those local industries which we already have. It includes an open championship of Grand Rapids retailers as well as Grand Rapids industries. If local



GRAND RAPIDS STORE EQUIPMENT CORPORATION

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GRAND RAPIDS - MICHIGAN

**DRUG
STORE
PLANNING**

Recommendations to fit individual conditions.

**DRUG STORE
FIXTURES**

Planned to make every foot of store into sales space.

**GRAND RAPIDS
SHOWCASE CO.**

Succeeding



**WELCH-WILMARTH
CORPORATION**

manufacturers should be championed by the Grand Rapids Association of Commerce over against the possible discriminations in favor of outside industry, then by the same token local tradesmen should be defended and their interests promoted over against the activities of outside invaders which are constantly opening new outlets in our city for the purpose of taking surplus out of Grand Rapids and bleeding our community white from an economic standpoint.

Over in Holland, Chas. Gross, secretary of the Holland Chamber of Commerce, gives us a healthy sample of what we mean. Not only has he encouraged a movement over there on the part of the independent merchants in open opposition to chain, mail order and peddler systems of merchandising; he has outrightly declared himself on the side of the local independent merchant.

This is something that we have never heard of, as taking place in the office of the Grand Rapids Association of Commerce. Which leads us to say that Holland can well thank her lucky stars that she is far ahead of some of the larger cities of Michigan, in that she has a secretary who possesses some quantity of that commodity from which the best fiddle-strings are made.

There are other secretaries in Michigan of this same stripe, but there are all too many of the spineless sort which seeks to ride the fence and not "take sides." When Grand Rapids selects her next secretary, the merchants of our city are going to prove themselves to be downright dubs if they fail to make their wants known—that Grand Rapids must have an Association of Commerce which takes its stand squarely for local interest in all lines, even to the retail counter. And that goes for other cities we might men-

tion. If someone doesn't know what we mean, let him drive over to Holland and have a chat with Charlie Gross. He'll give him a little light on the subject. W. H. Caslow.

Insecticides Now Largely Sold By Grocery Stores.

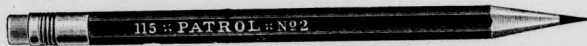
Every groceryman can remember when but a few years ago the only insecticides he thought could be successfully sold in his store were a few insect powders and the cheaper liquid preparations. When the higher priced liquid spray insecticides were first introduced they were considered exclusive drug store items, but in the past few years things have changed in this respect. Through good educational advertising by the manufacturers of liquid spray insecticides the public has become educated to a newer, more scientific method of bug and insect extermination. The idea grew in popularity until to-day the liquid sprays make up the bulk of the insecticide business. The live, wide awake groceryman soon saw where it would be a convenience to his customers, as well as additional profit to himself, to pay more attention to his stock of insecticides and sell the leading and most popular brands. The grocery store is the logical place for an insecticide to sell, for customers will appreciate the convenience of buying an insecticide at the same time and place they buy groceries, to protect them from the ordinary pantry bugs and insects. One large insecticide manufacturer estimates that within the next two years all grocery stores combined will sell more insecticides than all other classes of stores put together. Every groceryman should pay more attention to this fast-growing business, which is coming his way and see that he gets his share.

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 Sharpeners, 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		Belladonna	
Boric (Powd.)	9 @ 20	Cubebs	5 00@1 50	Benzoin	@2 28
Boric (Xtal)	9 @ 20	Eigeron	4 00@4 25	Benzoin Comp'd	@2 28
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Cutric	52 @ 66	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
Ammonia		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25	Gentian	@1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@1 32	Guaiac	@2 28
Water, 14 deg.	5 1/2 @ 15	Linseed, boiled, bbl.	@1 35	Guaiac, Ammon.	@2 04
Carbonate	20 @ 23	Linseed, bld less	1 42@1 55	Iodine	@1 25
Chloride (Gran.)	09 @ 20	Linseed, raw, less	1 39@1 52	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,	3 00@3 50	Nux Vomica	@1 80
Peru	3 00@3 25	Olive, Malaga,	3 00@3 50	Opium	@5 40
Tolu	2 00@2 25	Orange, Sweet	9 00@9 25	Opium, Camp.	@1 44
Barks		Origanum, pure	@2 50	Opium, Deodorz'd	@5 40
Cassia (ordinary)	25@ 30	Origanum, com'l	1 00@1 20	Rhubarb	@1 92
Cassia (Saigon)	50@ 60	Pennyroyal	3 00@3 25	Paints	
Sassafras (pw. 60c)	@ 50	Peppermint	5 50@5 75	Lead, red dry	13% @14%
Soap Cut (powd.)	20@ 30	Rose, pure	13 50@14 00	Lead, white dry	13% @14%
Berries		Rosemary Flows	1 25@1 50	Lead, white oil	13% @14%
Cubeb	@ 90	Sandelwood, E.	10 50@10 75	Ochre, yellow bbl.	@ 2 1/2
Flsh	@ 25	I.	10 50@10 75	Ochre, yellow less	3 @ 6
Juniper	11@ 20	Sassafras, true	1 75@2 00	Red Venet'n Am.	3 1/2 @ 7
Prickly Ash	@ 75	Sassafras, arti'l	75@1 00	Red Venet'n Eng.	5 @ 8
Extracts		Spearment	7 00@7 25	Putty	@ 5
Licorice	60@ 65	Sperm	1 50@1 75	Whiting, bbl	@ 4 1/2
Licorice, powd.	60@ 70	Tany	7 00@7 25	Whiting	5 1/2 @ 10
Flowers		Tar USP	65@ 75	L. H. P. Prep.	2 80@3 00
Arnica	1 50@1 60	Turpentine, bbl.	@ 66	Rogers Prep.	2 80@3 00
Chamomile (Ged.)	@ 50	Turpentine, less	73@ 86	Miscellaneous	
Chamomile Rom.	@ 75	Wintergreen,	6 00@6 25	Acetanalid	57@ 75
Gums		leaf	3 00@3 25	Alum	06@ 12
Acacia, 1st	50@ 55	Wintergreen, sweet	75@1 00	Alum, powd and	09@ 15
Acacia, 2nd	45@ 50	birch	4 25@4 50	Bismuth, Subni-	2 25@2 52
Acacia, Sorts	35@ 40	Wintergreen, art	75@1 00	trate	2 25@2 52
Acacia, Powdered	25@ 30	Worm Seed	4 25@4 50	Borax xtal or	05@ 13
Aloes (Barb Pow)	25@ 35	Wormwood, oz.	@2 00	powdered	05@ 13
Aloes (Cape Pow)	25@ 35	Potassium		Cantharides, po.	1 50@2 00
Aloes (Soc. Pow.)	75@ 80	Bicarbonate	35@ 40	Calomel	2 72@2 82
Asafoetida	50@ 60	Bromide	69@ 85	Capsicum, powd	62@ 70
Pow.	90 @1 00	Bromide	54@ 71	Carmine	8 00@9 00
Camphor	87@ 95	Chlorate, gran'd	23@ 30	Cassia Buds	38@ 40
Guaiac	@ 60	Chlorate, powd.	16@ 25	Cloves	40@ 50
Guaiac, pow'd	@ 70	Cyanide	30@ 90	Maik Prepared	14@ 16
Kino	@1 25	Iodide	4 36@4 60	Chloroform	53@ 66
Kino, powdered	@1 20	Permanganate	22 1/2 @3 35	Choral Hydrate	1 20@1 50
Myrrh	@1 15	Prussiate, yellow	35@ 45	Cocaine	12 50@13 00
Myrrh, powdered	@1 25	Prussiate, red	@ 70	Cocoa Butter	00@ 90
Opium, powd.	21 00@21 50	Sulphate	35@ 40	Corks, list, less	30-10 to 40-10%
Opium, gran.	21 00@21 50	Roots		Copperas	03@ 10
Shellac	65@ 80	Alkanet	30@ 35	Copperas, Fowd.	4 @ 10
Shellac, pow.	@1 75	Blood, powdered	40@ 45	Corrosive Subm.	2 25@2 30
Tragacanth	2 00@2 35	Calamus	35@ 85	Cream Tartar	35@ 40
Turpentine	@ 30	Elecampane, pwd.	25@ 30	Cuttle bone	40@ 50
Insecticides		Gentian, powd.	-20@ 30	Dextrine	5 @ 15
Arsenic	08@ 20	Ginger, African,	30@ 35	Dover's Powder	4 00@4 50
Blue Vitriol, bbl.	@ 08	powdered	30@ 35	Emery, All Nos.	10 @ 15
Blue Vitriol, less	09 1/2 @17	Ginger, Jamaica,	60@ 65	Emery, Powdered	@ 15
Bordea, Mix Dry	12@ 26	powdered	45@ 60	Epsom Salts, bbls.	@03 1/2
Hellbore, White	15@ 25	Golden Seal, pow.	7 50@8 00	Epsom Salts, less	3 1/2 @ 10
powdered	47 1/2 @ 50	Ipecac, powd.	4 50@5 00	Ergot, powdered	@ 4 00
Lead Arsenate Po.	13 1/2 @ 40	Licorice, powd.	20@ 30	Flake, White	15 @ 20
Lime and Sulphur	13 1/2 @ 40	Licorice, powdered	20@ 30	Formaldehyde, lb.	13 1/2 @35
Dry	08@ 22	Orris, powdered	40@ 50	Gelatine	80@ 90
Paris Green	24@ 42	Poke, powdered	35@ 40	Glassware, less 55%	
Leaves		Rhubarb, powd.	@1 00	Glassware, full case 60%	
Buchu	@1 05	Rosinwood, powd.	@ 50	Glauber Salts, bbl.	@02 1/2
Buchu, powdered	@1 10	Sarsaparilla, Hond.	@1 10	Glauber Salts less	04@ 10
Sage, Bulk	25@ 30	ground	@1 10	Glue, Brown	20@ 30
Sage, 1/4 loose	@ 40	Sarsaparilla, Mexic.	@ 60	Glue, Brown Grd	16@ 22
Sage, powdered	@ 35	Squills	35@ 40	Glue, White	27 1/2 @35
Senna, Alex.	50@ 75	Squills, powdered	70@ 80	Glue, white grd.	25@ 35
Senna, Tinn. pow.	30@ 35	Tumeric, powd.	20@ 25	Glycerine	18 @ 40
Uva Ursi	20@ 25	Valerian, powd.	@1 00	Hops	75@ 95
Oils		Seeds		Iodine	6 45@7 00
Almonds, Bitter,	7 50@7 75	Anise	@ 35	Iodoform	8 00@8 30
Almonds, Bitter,	3 00@3 25	Anise, powdered	35@ 40	Lead Acetate	20@ 30
Almonds, Sweet,	1 50@1 80	Bird, ls	13@ 17	face, powdered	@1 60
Almonds, Sweet,	1 00@1 25	Canary	10@ 16	Menthol	8 00@9 00
Amber, crude	1 00@1 25	Caraway, Po.	30@ 35	Morphine	13 58@14 33
Amber, rectified	1 50@1 75	Cardamon	2 50@3 00	Nux Vomica	@ 30
Anise	1 25@1 50	Coriander pow.	40 30@ 25	Nux Vomica, pow.	15 @ 25
Bergamont	8 00@8 25	Dill	15@ 20	Pepper, black, pow	57@ 70
Cajeput	2 00@2 25	Fennell	35@ 50	Pepper, White, pw.	75 @ 85
Cassia	3 00@3 25	Flax	8 1/2 @ 15	Pitch, Burgudry	20@ 25
Castor	1 55@1 80	Flax, ground	8 1/2 @ 15	Quassia	12 @ 15
Cedar Leaf	2 00@2 25	Foenugreek, pwd.	15 @ 25	Quinine, 5 oz. cans	@ 60
Citronella	75@1 00	Hemp	8 @ 15	Rochelle Salts	28 @ 40
Cloves	4 00@4 25	Lobelia, powd.	@1 60	Sacharine	2 60@2 75
Cocanut	27 1/4 @ 35	Mustard, yellow	17@ 25	Salt Peter	11 @ 22
Cod Liver	1 50@2 00	Mustard, black	20@ 25	Selditt Mixture	30 @ 40
Croton	3 00@3 25	Poppy	15@ 30	Soap, green	15 @ 20
Tinctures		Quince	1 00@1 25	Soap mott cast	@ 25
Aconite	@1 80	Sabadilla	45 @ 50	Soap, white Castile,	@15 00
Aloes	@1 56	Sunflower	12 @ 18	case	
Arnica	@1 50	Worm, American	30 @ 40	Soap, white Castile	@1 60
Asafoetida	@2 28	Worm, Levant	6 50@7 00	less, per bar	@1 60
Vanilla		Vanilla		Soda Ash	3 @ 10
Vanilla Ex. pure	1 50@2 00	Vanilla		Soda Bicarbonate	3 1/2 @ 10
Vanilla Ex. pure	2 25@2 50	Vanilla		Soda, Sal	02 1/2 @ 08
Zinc Sulphate	04 @ 11	Vanilla		Spirits Camphor	@1 20

GROCERY PRICE CURRENT

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

ADVANCED

Bulk Macaroni
Bottle Pickles
Corned Beef
Wax Beans
Red Kidney Beans
Blue Rose Rice

DECLINED

A P Bran

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



BREAKFAST FOODS

Kellogg's Brands.
Corn Flakes, No. 136 2 85
Corn Flakes, No. 124 2 85
Corn Flakes, No. 102 2 00
Pep. No. 224 2 70
Pep. No. 202 2 00
Krumbs, No. 424 2 70
Bran Flakes, No. 624 2 45
Bran Flakes, No. 602 1 50
Rice Krispies, 6 oz. 2 70
Rice Krispies, 1 oz. 1 10
Kaffe Hag, 12 1-lb. cans 7 30
All Bran, 16 oz. 2 25
All Bran, 10 oz. 2 70
All Bran, 1/2 oz. 2 00

Post Brands.

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

BBOOMS

Jewell, doz. 5 25
Standard Parlor, 23 lb. 8 25
Fancy Parlor, 23 lb. 9 25
Ex. Fancy Parlor 25 lb. 9 75
Ex. Fey. Parlor 26 lb. 10 00
Toy 1 75
Whisk, No. 3 2 75

BRUSHES

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

Stove

Shaker 1 80
No. 50 2 00
Peerless 2 60

Shoe

No. 4-0 2 25
No. 2-0 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@3 90
Apricots, No. 10 8 50@11 50
Blackberries, No. 10 7 50
Blueberries, No. 10 15 00
Cherries, No. 2 3 25
Cherries, R.A., No. 2 1/2 4 30
Cherries, No. 10 13 00
Peaches, No. 10 Pie 7 20
Peaches, No. 2 1/2 Mich 2 20
Peaches, 2 1/2 Cal. 3 10
Peaches, 10, Cal. 10 40
Pineapple, 1 sil. 1 60
Pineapple, 2 sil. 2 25
Pineapple, 2 br. sil. 2 25
Pineapple, 2 1/2 sil. 2 40
Pineapple, 2 1/2 sil. 3 20
Pineapple, 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 Chowder, No. 2 2 75
Clams, Steamed, No. 1 3 00
Clams, Minced, No. 1 1/2 2 25
Pinnan Haddie, 10 oz. 3 30
Clam Bouillon, 7 oz. 2 50
Chicken Haddie, No. 1 2 75
Fish Flakes, small 1 35
Cod Fish Cake, 10 oz. 1 55
Cove Oysers, 5 oz. 1 75
Lobster, No. 1/4, Star 2 90
Shrimp, 1, wet 2 00
Sard's, 1/4 Oil, Key 6 10
Sard's, 1/4 Oil, Key 5 75
Sardines, 1/4 O.I. Kless 5 25
Salmon, Red Alaska 3 25
Salmon, Med. Alaska 2 35
Salmon, Pink Alaska 2 00
Sardines, Im. 1/4, ea. 10@22
Sardines, Im. 1/4, ea. 25
Sardines, Cal. 1 35@2 25
Tuna, 1/2, Curtis, doz. 4 00
Tuna, 1/4s, Curtis, doz. 2 20
Tuna, 1/2 Blue Fin 2 25
Tuna, 1s, Curtis, doz. 7 00

CANNED MEAT

Bacon, Med. Beechnut 2 70
Bacon, Lge. Beechnut 4 50
Beef, No. 1, Corned 3 50
Beef, No. 2, Corned 3 50
Beef, No. 2 1/2, Qua. sil. 1 75
Beef, 3 1/2 oz. Qua. sil. 2 25
Beef, 5 oz., Am. Sliced 3 00
Beef, No. 1, B'mut, sil. 4 50
Beefsteak & Onions, s 3 70
Chili Con Car., 1s 1 35
Deviled Ham, 1/4s 2 20
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, 1/2 Libby 92
Potted Meat, 3/4 Qua. 90
Potted Ham, Gen. 1/4 1 45
Vienna Sausage, No. 1/4 1 15
Vienna Sausage, 3/4 1 40
Veal Loaf, Medium 2 25

Baked Beans

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

CANNED VEGETABLES

Asparagus
No. 1, Green tips 3 75
No. 2 1/2, Large Green 4 50
W. Beans, cut 2 1 75@2 25
W. Beans, 10 8 00
Green Beans, 2s 1 65@2 25
Green Beans, 10s 8 00
L. Beans, 2 gr. 1 35@2 65
Lima Beans, 2s, Soaked 1 25
Red Kid. No. 2 1 25
Beets, No. 2, wh. 1 75@2 40
Beets, No. 2, cut 1 45@2 35
Corn, No. 2, stan. 1 15
Corn, Ex. stan. No. 2 1 40
Corn, No. 2, Fan. 1 80@2 35
Corn, No. 10 8 00@10 75
Hominy, No. 3 1 10
Okra, No. 2, whole 2 15
Okra, No. 2, cut 1 75
Mushrooms, Hotels 32
Mushrooms, Choice, 8 oz. 35
Mushrooms, Sur Extra 50
Peas, No. 2, E. J. 1 35
Peas, No. 2, Sif, June 1 85
Peas, No. 2, Ex. Sift. E. J. 2 25
Peas, Ex. Fine, French 25
Pumpkin, No. 3 1 60@1 75
Pumpkin, No. 10 5 00@5 50
Pimientos, 1/4, each 12@14
Pimientos, 1/2, each 27
Pimientos, 1/2, each 1 75
Sw't Potatoes, No. 2 1 75
Sauerkraut, No. 3 1 45@1 75
Succotash, No. 2 1 65@2 50
Succotash, No. 2, glass 2 80
Spinach, No. 1 1 25
Spinach, No. 2 1 60@1 90
Spinach, No. 3 2 25@2 50
Spinach, No. 10 6 50@7 00
Tomatoes, No. 2 1 60
Tomatoes, No. 3 2 25
Tomatoes, No. 10 7 00

Bar Goods

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

CATSUP.

Beech-Nut, small 1 65
Lily of Valley, 14 oz. 2 25
Lily of Valley, 1/2 pint 1 65
Sniders, 8 oz. 1 65
Sniders, 16 oz. 2 35
Quaker, 10 oz. 1 35
Quaker, 14 oz. 1 90
Quaker, Gallon Glass 11 50
Quaker, Gallon Tin 7 50

CHILI SAUCE

Snider, 16 oz. 3 15
Snider, 8 oz. 2 20
Lilly Valley, 8 oz. 2 25
Lilly Valley, 14 oz. 3 25

OYSTER COCKTAIL

Sniders, 16 oz. 3 15
Sniders, 8 oz. 2 20

CHEESE

Roquefort 45
Kraft, small items 1 65
Kraft, American 1 65
Chili, small tins 1 65
Pimento, small tins 2 25
Roquefort, sm. tins 2 25
Camembert, sm. tins 2 25
Wisconsin Daisy 27
Wisconsin Flat 27
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
Beechnut Wintergreen 65
Beechnut Peppermint 65
Beechnut Spearmint 65
Doublemint 65
Peppermint, Wrigleys 65
Spearmint, Wrigleys 65
Juicy Fruit 65
Krigley's P-K 65
Zeno 65
Teaberry 65

COCOA



Droste's Dutch, 1 lb. 8 50
Droste's Dutch, 1/2 lb. 4 50
Droste's Dutch, 1/4 lb. 2 35
Droste's Dutch, 5 lb. 60
Chocolate Apples 4 50
Pastelles, No. 1 12 60
Pastelles, 1/2 lb. 6 60
Pains De Cafe 3 00
Droste's Bars, 1 doz. 2 15
Delft Pastelles 2 15
1 lb. Rose Tin Bon 18 00
Bons 18 00
7 oz. Rose Tin Bon 9 00
Bons 9 00
13 oz. Creme De Cara-que 13 20
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, 1/4s 35

CLOTHES LINE

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

COFFEE ROASTED

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

McLaughlin's Kept-Fresh



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

Coffee Extracts

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

CONDENSED MILK

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

MILK COMPOUND

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

EVAPORATED MILK

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

CIGARS

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

Worden Grocer Co. Brands

Airedale 35 00
Havana Sweets 35 00
Hemeter Champion 37 50
Canadian Club 35 00
Robert Emmet 75 00
Tom Moore Monarch 75 00
Webster Cadillac 75 00
Webster Astor Foil 75 00
Webster Knickerbocker 95 00
Webster Albany Foil 95 00
Bering Apollos 95 00
Bering Palmitas 115 00
Bering Diplomata 115 00
Bering Delioses 120 00
Bering Favorita 135 00
Bering Albas 150 00

CONFECTIONERY

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

Mixed Candy

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

Fancy Chocolates

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

Gum Drops

Anise 16
Champion Gums 16
Challenge Gums 14
Superior, Boxes 28

Lozenges

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

Hard Goods

Lemon Drops 18
O. F. Horehound dps. 18
Anise Squares 18
Peanut Squares 17
Horehound Tablets 18

Cough Drops

Putnam's 1 35
Smith Bros. 1 50

Package Goods

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

Specialties

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

COUPON BOOKS

50 Economic grade 3 50
100 Economic grade 4 50
500 Economic grade 20 00
1000 Economic grade 37 50
Where 1,000 books are ordered at a time, specially printed front cover is furnished without charge.

CREAM OF TARTAR

6 lb. boxes 43

DRIED FRUITS

Apples

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

Apricots

Evaporated Choice 21
Evaporated, Fancy 19
Evaporated, Slabs 20

Citron

10 lb. box 40

Currants

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

Dates

Dromedary, 36s 6 75

Peaches

Evap. Choice 16 1/2

Pearl

Lemon, American 30
Orange, American 30

Raisins

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

California Prunes

60@70, 25 lb. boxes 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 1/2
Egg Noodle, 10 lbs. 14

Pearl Barley

Chester 3 75
0000 7 00
Barley Grits 5 00

Sage

East India 10

Tapoca

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

FLAVORING EXTRACTS

JENNINGS'

PURE

FLAVORING

EXTRACT

Vanilla and Lemon

Same Price

1 oz.

1 1/2 oz.

2 1/2 oz.

3 1/2 oz.

4 oz.

2 oz.

4 oz.

8 oz.

16 oz.

At It 57 Years.

Jiffy Punch

3 doz. Carton 2 25

FLOUR

V. C. Milling Co. Brands
Lily White 8 30
Harvest Queen 7 50
Yes Ma'am Graham, 50s 2 20

FRUIT CANS

Mason

F. O. B. Grand Rapids
Half pint 7 50
One pint 7 75
One quart 9 10
Half gallon 12 15

Ideal Glass Top

Half pint 9 00
One pint 9 30
One quart 11 15
Half gallon 15 40

BLUING

JENNINGS

The Original

Condensed

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

GELATINE

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

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

JELLY GLASSES

8 oz., per doz.	36
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OLEOMARGARINE

Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb.	21
Nucoa, 2 and 5 lb.	20½

Wilson & Co.'s Brands
Oleo

Certified	24
Nut	18
Special Roll	19

MATCHES

Swan, 144	4 20
Diamond, 144 box	5 00
Searchlight, 144 box	5 00
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Blue Seal, 144	4 50
*Reliable, 144	3 65
*Federal, 144	4 75
*1 Free with Ten.	

Safety Matches

Quaker, 5 gro. case	4 25
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NUTS—Whole

Almonds, Tarragona	25
Brazil, New	24
Fancy Mixed	25
Filberts, Sicily	22
Peanuts, Vir. Roasted	11½
Peanuts, Jumbo, std.	14
Pecans, 3 star	40
Pecans, Jumbo	50
Pecans, Mammoth	30@35
Walnuts, Cal.	30@35
Hickory	07

Salted Peanuts

Fancy, No. 1	14
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Shelled

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

MINCE MEAT

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

OLIVES

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

PARIS GREEN

¼s	34
1s	32
2s and 5s	30

PEANUT BUTTER



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

PETROLEUM PRODUCTS

From Tank Wagon	
Red Crown Gasoline	11
Red Crown Ethyl	14
Solite Gasoline	14

In Iron Barrels

Perfection Kerosene	13.6
Gas Machine Gasoline	37.1
V. M. & P. Naphtha	19.6

ISO-VIS MOTOR OILS

In Iron Barrels

Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



Iron Barrels

Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8.3
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



Sematic, 12 pt. cans	3 00
Sematic, 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. 2½ 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 & Half	25
Good Steers & Half	15½@25
Med. Steers & Half	21
Com. Steers & Half	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	16
Loin, med	2
Butts	24
Shoulders	19
Spareribs	16
Neck bones	06
Trimnings	14

Lamb

Spring Lamb	28
Good	26
Medium	24
Poor	20

Mutton

Good	14
Medium	13
Poor	11

Pork

Light hogs	16
Medium hogs	16
Heavy hogs	16
Loin, med	2
Butts	24
Shoulders	19
Spareribs	16
Neck bones	06
Trimnings	14

PROVISIONS

Barreled Pork	
Clear Back	25 00@28 00
Short Cut Clear	26 00@29 00

Dry Salt Meats

D S Bellies	18-20@18-19
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Lard

Pure in tierces	13½
60 lb. tubs	advance ¼
50 lb. tubs	advance ¼
20 lb. pails	advance ¾
10 lb. pails	advance ¾
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	12
Compound, tubs	12½

Suasages

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

Smoked Meats

Hams, Cer. 14-16 lb.	@29
Hams, Cert., Skinned	
16-18 lb.	@29
Ham, dried beef	
Knuckles	@46
California Hams	@17½
Picnic Boiled	
Hams	20 @25
Boiled Hams	@45
Mince Hams	@21
Bacon 4/6 Cert.	24 @34

Beef

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

Liver

Beef	17
Calf	15
Pork	10

RICE

Fancy Blue Rose	06
Fancy Head	07

RUSKS

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

SALERATUS

Arm and Hammer	3 75
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SAL SODA

Granulated, 60 lbs. cs.	1 35
Granulated, 13-2½ lb. packages	1 20

COD FISH

Middles	20
Tablets, ½ lb. Pure	19½
doz.	1 40
Wood boxes, Pure	30½
Whole Cod	11½

HERRING

Holland Herring	
Mixed, Kegs	1 10
Mixed, half bbls.	8 75
Mixed, bbls.	16 50
Milkers, Kegs	1 20
Milkers, half bbls.	9 75
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16
Lake Herring	
½ Bbl., 100 lbs.	6 50
Mackeral	
Tubs, 60 Count, fy. fat	5 75
Pails, 10 lb. Fancy fat	1 75

SHOE BLACKENING

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

STOVE POLISH

Blackne, per doz.	1 35
Black Silk Liquid, dz.	1 49
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, doz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1½	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	8
Butter Salt, 280 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
35, 4 lb., per bale	2 60
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



Per case, 24, 2 lbs.	2 40
Five cases, 24, 2 lbs.	2 40
Iodized, 32, 26 oz.	2 40

BORAX

Twenty Mule Team	
24, 1 lb. packages	3 25
48, 10 oz. packages	4 35
96, ½ oz. packages	4 00

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Naphtha, 100 box	5 50
Flake White, 10 box	4 20
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 120	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 62½
Brillo	85
Chimaine, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 0
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 91
Rinsol, 40s	3 20
Rinsol, 24s	5 25
Rub No More, 100, 10	3 85
oz.	
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	3 85
20 oz.	3 15
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	2 45
Snowboy, 12 Large	7 20
Speedee, 3 doz.	2 10
Sunbrite, 50s	4 75
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

SPICES

Whole Spices

Allspice, Jamaica	@25
Cloves, Zanzibar	@28
Cassia, Canton	@27
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	@46

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

The Attempt To Drag Education Into Politics.

Los Angeles, Sept. 20—Senator Capper, of Kansas, has come before the U. S. Senate with a renewal of the proposition to have a Secretary of Education in the President's cabinet. An attempt to do this very thing was tried several years ago, about the time the labor unions were trying to put over their child labor law without the requisite constitutional amendment. The whole matter was carefully threshed out at that time, but standardization of education by taking the management of same away from the states was not considered either feasible or desirable.

The principal objection to this program—and there were many—was that the creation of a National educational department, with wide powers, would be likely to make public schools hotbeds of political propaganda.

Under the present system of education the people at least have some direct influence in what is taught their children; they can "hire and fire" teachers, directors and others connected with the great industry known as education, and determine to a more or less degree what shall be taught to the younger generation.

Under a National bureau, staffed by the usual type of bureaucrat, parents would be helpless. If they protested against the inevitable propaganda, they would be at once put down, in the usual Cossack manner of bureaucracies, as half-witted criminals desirous of disregarding the law.

Any attempt on the parent's part to say what should be taught would at once be regarded as downright treason, and the parents would be hustled off to the hoosegow as dangerous radicals.

Another reason for discouraging any interference of the General Government in educational matters, can be easily illustrated by the Secretary of Labor fiasco, a son handed to the so-called "laboring masses" to secure support at the polls.

The American education system still is, comparatively, free from politics. Until we have more tangible assurance that it would be equally free under National political direction, we would best leave it under the control of the states, where the taxpayer can at least air out his ideas, and grievances, if he has any, on the forum of the "school meeting."

A short time ago it was the vice-president's sister who was endeavoring to rearrange the solar system. If she got anywhere her progress was undiscoverable. Now it is the wife of Ambassador Poindexter, in far-away Peru, who is doing her best to get into public print by raising a howl because a member of her housekeeping staff decided to secure a job in the household of another diplomatic representative. Maybe it will lead to some further international complication, but whether it does or not, the "catty" actions of the lady in question, will not add to her glory as an ambassadress.

California grape growers are still trying to figure out just what prohibition director Doran really handed them when he told them there could be no possible objection to their manufacturing grape juice galore providing it didn't get into the hands of shiftless persons who would allow Dame Nature to clutter up the mess. It seems now after they have re-read his kindly offering, that they must send out courier to watch each shipment of grape juice to its destination and ask the purchasers to refrain from letting the product ferment. If they can do this much for their country all will be well. It doesn't seem much to ask, does it?

It is cited that eight years ago there

was but one radio broadcasting station in the country—that at Pittsburg. Now there are 630 of them, and I hope I may be pardoned for saying they all remind one of the rolling mills and boiler factories of Pittsburg—and everyone of them working overtime.

In the course of a magazine article concerning court practice a noted writer says that three-fourths of the lawyers who practice with such unctious in these United States believe themselves to be honest men, but not half of them are. This seems to me a rather harsh indictment, but his explanation proves that the condition is not as serious as one might think at first glance. However, as a Nation, we are being very much "lawed." In California, for instance, there is an attorney for every 507 persons, and in Nevada there is one for every 336 inhabitants. Michigan, however, slightly increases the average, by encouraging one attorney to look after the legal difficulties encountered by 1400 residents. In England there is only one for each 2278 individuals of troublesome age, and yet the courts over there get much quicker and better action than they do here. The fact that we have so many lawyers, may account for the fact of our having so many laws. In New York City, at this very instant, nearly 15,000 young men and young women are studying for the bar. I understand that in Bolivia, for instance, the government discovered, on making an investigation, that there were already plenty of lawyers and the universities were, therefore, closed against this class of students. Of course there are no limitations in the land of the free, etc., but may we not look forward to an era when a sort of "equity" organization, will control the output and the hours of labor?

A San Francisco judge holds that the trapping of miscreants into violations of the law is bad practice. For police officers to bribe or tempt the stranger into a breakage of the eighteenth amendment is not good business and will be frowned upon in his court, even if it seems to be the only way to procure necessary evidence. This judge makes the clarified statement that officers of the law should come into court with clean hands and they will not be encouraged in committing one crime for the purpose of uncovering another.

The pedestrian must be eliminated. Seems to me he is almost a greater nuisance than Old Dobbin. If one were given to statistics he could probably demonstrate by the "rule of three" that it is the pedestrian who clutters up the roadways and makes auto driving a real effort. In the first place if he is done away with sidewalks may also be eliminated thus adding greatly to the area which can be utilized for carnage between high-powered automobiles and their more or less indifferent operators. One of our California coroners went so far in directing a verdict for homicide of one of these "walkers" as to intimate that he only got what he deserved. He didn't go so far as to suggest a fine, for such trespassers, but I expect the time is near at hand. Even if he is swept up and carried away in an undertaker's basket, he is in a position where he deserves condemnation. When this new, \$200 springless affair is introduced I shudder at the fate which will be meted out to the old-fashioned guy who assumes to go back to the stone age and actually walks.

Some day I hope a lot of these jingo newspapers who are trying to stir up a fuss with Mexico, making sport of their government, their language, customs and in some cases their personal habits, will stop long enough in their mad rush to consider the fact that a

hundred years before the Pilgrims came, the Mexicans had a form of government and were developing civilization, and were successfully carrying on agriculture and some forms of manufacturing in an area now a part of our political system; but it has become a fixed custom among a lot of petty politicians to "razz" them fore and aft. Of course they don't have any vote on this side of the boundary line and they make something to talk about. Out here the real Mexican "grandee" is always somebody worth while, and is most highly respected. They are not all bandits down there by any means.

One of the most famous bits of scenery in Western Michigan is the view from Miller's Hill, overlooking Glen Lake. I was reminded of this the other day by an old Detroit patron of mine, now visiting in Los Angeles. Several years ago Judge Shiras III, formerly of the Federal court, wrote an article for the Geographic Magazine in which he included Glen Lake in a list of four of the most wonderful bodies of water on earth. The others were Lucerne, in Switzerland; Placid in York State and Louise in the Canadian Rockies. But my Michigan friend contended that Miller's Hill was famous not only because it gave one a comprehensive view of the great Sleeping Bear dunes, rising 600 feet above Lake Michigan, but the North and South Manitou Islands as well. This view is famous among all persons who really know their Michigan, all of whom concede its wonderful beauty. But this wonderful hill is said to be among real estate listings, which makes the situation a serious one. I always claimed that it ought to become the property of the State for public park purposes and I hope someone back there will start a movement to bring it to the attention of the State Conservation Commission. It is surely as important as Isle Royale and much more accessible.

Frank S. Verbeck.

When On Your Way, See Onaway.

Onaway, Sept. 24—This week the big Onaway district fair is on in full force. The weather man has promised to reform and deliver weather suitable for making the people smile and the ponies do their best. The many tourists who became frightened at the few days of severe weather should have stayed; the late comers are now profiting and will continue to enjoy the beauties of the autumn tints, the wonderful sunsets closely followed by the Northern lights such as only Northern Michigan can furnish.

When you see an army of young men from the seventh and eighth grades headed by the Commander-in-chief, L. B. Carr, Agricultural Instructor, you may be sure that some important changes will be made in appearance of things in general. Last week the brigade made a swoop on the vacant lots at the corner of State and Elm streets; the weeds were pulled, the surface of the ground leveled and the entire premises transformed into a place of beauty in a few short hours. This is only a beginning. Four days of every week, when the weather will permit, this public-spirited army of civic workers will attack in dead earnest all unattractive lots, undesirable signs, buildings or fences and make a clean-up. Anyone attempting to interfere, beware.

The new road leading West from Stewart's Beach shortens the distance to Hongore Bay on Black Lake about four miles. The first layer of gravel has been spread and the road is already quite passable. This improvement will be hailed with delight by the tourists during the hot summer months, when some of the sand roads are uncomfortably dry and dusty. The road is also quite scenic, owing to the contour of

the land and the graceful turns and elevations overlooking the lake from several points.

The killing season will soon be on. Hunters will patrol the woods and paths to add laurels to their fame by bringing in the trophies. In a good many ways this is all right. In a good many other ways it is all wrong. The man or boy capable of selecting the all right method is a good sport and is to be admired, but the man or boy who deliberately murders everything which crosses his path, just for the sake of killing and destroying, should be taught better. If he already knows better, he should be despised by his companions, punished and put to shame.

In the parks and places of amusement where small animals, such as rabbits, squirrels and chipmunks are numerous and protected, people get more enjoyment from shooting them with kodaks than they would from using firearms were they permitted to kill. The little animals soon learn that they are protected and are almost domestic in their habits. To a certain extent the same applies to larger game. The female deer can almost be approached at times. Partridge will hesitate before leaving his feast of wild buckwheat and sometimes walk leisurely away or alight in a rear-by tree. By studying their habits we learn to love and enjoy them in a live state much better than practicing carnivorous tactics. Squire Signal.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Manhattan Rubber Mfg. Co., Detroit. Second National Investors Corp., Detroit. Third National Investors Corp., Detroit. Foreign Advertising and Service Bureau, Inc., Detroit. Vinekist Grape Juice Co., Detroit. Wilcox Ice Cream Co., Muskegon. Jackson Electrical Appliance Co., Jackson. C. W. Porter & Co., Muskegon. Baugher & Bash Co., Benton Harbor. Marquette Builders & Supply Co., Marquette. Long Point Hotel Co., Long Point. Hastings Insurance Agency, Traverse City. H. S. Chandler Sales, Detroit. Phil H. Lichtenberg, Inc., Detroit. Security Trust Co., Detroit. Ghysels Investment Co., Grand Rapids. Motor Securities Co., Inc., Detroit. Mertz-Bidwell & Co., Saginaw. Federal Manufacturing Co., Holland. Schuman Nicholas Co., Detroit. Home Store, Inc., Detroit. Gillis Aircraft Corp., Battle Creek. Southern Bond & Share Corp., Detroit. Biflex Corp., Detroit. Electric Sprayit Co., Detroit. United States Realty Corp., Detroit. Noiseless Blue Flame Oil Burner Co., Ann Arbor. Randall Clothes, Inc., Detroit. Borden Co., Lansing. Commonwealth Securities, Inc., Detroit. Mayflower Associates, Inc., Detroit. Joseph Dick Manufacturing Co., Grand Rapids. Walter N. Kelley Co., Detroit. Battle Creek Drug Co., Battle Creek. Jennings Associates, Inc., Detroit. Johnston Paint and Glass Co., Detroit. Detroit Financial News Bureau, Detroit. Pontiac Land & Mineral Co., Pontiac. Leyes Bros., Inc., Detroit. Skylark Airplane Co., Detroit. Rientola Co-Operative Trading Co., Bessmer. Kelso-Peterson Audit Co., Escanaba. Wert Oil and Gas Co., Decatur. Grand River Creamery, Lansing. Union Trust & Savings Bank of Flint, Flint.

DEGRAAF VS. STOWE.

(Continued from page 10)

of hatred or ill-will. Express malice is never presumed, but must be proved by plaintiff, and, as I have said, by a preponderance of the evidence. It may be proved by either direct or indirect evidence. In determining whether there was express malice in this case, you should consider all the facts and circumstances disclosed by the evidence. You will consider all the circumstances surrounding the publication of the articles in question as disclosed by the evidence which tend to show the motive or spirit which actuated their publication, including any information or knowledge which the defendant possessed or had the means at hand of obtaining touching the truth or falsity of the articles published and his purpose in publishing them. If you find by a preponderance of the evidence that the defendant published these articles with express malice, as I have defined it to you, you will then award what are called exemplary or punitive damages to the plaintiff. If, therefore, you find for the plaintiff, your verdict will state, "We find for the plaintiff" in whatever amount you may find, and in your verdict, under the statutes of this State, you are to separate what you find for loss in his business, trade or occupation, from what you find on account of injury to feelings. If you find for the plaintiff, therefore, your verdict will state the amount you find as loss in business or trade or occupation and what amount you find for injury to feelings. If you find for the defendants, your verdict will be "No cause of Action," or "Not Guilty."

Somewhat Dry Statistics on Somewhat Dry Economics.

(Continued from page 20)

galley slave of a wife, the mother who interposed her feeble strength between her children and starvation. There was the saloon into which the bulk of the earnings went each week.

Looking at it with no sentiment whatever, it is plain to be seen that the change is quite like what occurs to a business man who learns to draw out a weekly wage for himself, putting it away in savings that he determines never to touch. Such a man finds in a very short time that his direct savings make up the smallest of the benefits he has derived from the new habit.

For when a merchant is faced with the necessity to dig up a given sum of money—not of goods, chattles or book accounts, but money—every week or month end, he immediately becomes so much better a merchant, so incalculably better a manager in so many directions that he is himself surprised with many developments.

He is surprised to find that his own wages come without the least trouble or apparent effort. He finds that not only can he meet that demand but he now discounts all his bills whereas formerly he lost many discounts. He finds that his books are in vastly better shape and that customers' accounts bother him not at all—why? Because now, under the urge to have a certain sum of ready money for a new purpose at a definitely stated time, he is

a diligent, persistent and amazingly successful collector and credit manager.

The Times editor talks a lot with his mouth. We have all talked a lot with our mouths and maybe we do a bit of that yet. But the fact is that the direct savings is the smallest advantage we now realize from prohibition—imperfect, undeveloped, half-accepted as it still is.

If there be any class among us who cannot make light of prohibition, that class is tradesmen—and everyone of us knows this when he stops long enough to think about it.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Sept. 12.—In the matter of William H. Knox, doing business under the assumed name of Knox Shoe Co., Bankrupt No. 3893. The sale of assets has been called for Sept. 26, at the premises 211 Locust street, Allegan. The stock in trade and fixtures consists of shoes, rubbers, etc., all used in a retail shoe business, appraised at approximately \$1,476. All interested in such sale should be present at the date and time of sale as above stated.

In the matter of Herman Knoop, Bankrupt No. 3837. The sale of certain items of diamond rings and unmounted diamonds appraised at approximately \$5,899.95 will be sold Sept. 25, at 450 Houseman building, Grand Rapids. The above items are covered by certain pledges but the equity will be sold.

Sept. 12. We have to-day received the schedules, reference and adjudication in the matter of Oscar W. Nelson, Bankrupt No. 3899. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Paris township, and his occupation is that of a laborer. The schedule shows assets of \$300 of which \$150 is claimed as exempt, with liabilities of \$2,639. The first meeting will be called promptly and note of same will be made herein.

In the matter of Kant Fall Mfg. Co., Bankrupt No. 3546, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held June 28. The trustee was present in person and represented by attorneys Jacobs & Dresser. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, all preferred labor claims and taxes in full and for the declaration and payment of a first and final dividend to creditors of 5.24 per cent. No objections to the discharge of the bankrupt were made. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

Sept. 10. On this day was held the final meeting of creditors in the matter of Durabilt Metal Products Co., formerly known as Michigan Toy & Mfg. Co., Bankrupt No. 3542. The trustee was present in person. The bankrupt corporation was represented by Stuart B. White, attorney. Petitioning creditors were represented by Charles H. Kavanagh, attorney. Creditors were represented by N. A. Cobb, attorney. Claims were filed, but not considered. The trustee's final report, objected to, was considered and heard. Several contested claims were heard before a reporter. Briefs in all matters were ordered filed before twenty days from this date. The final meeting then adjourned to Sept. 30.

In the matter of Jerry Knapper, doing business as Knapper Heating & Ventilating Co., Bankrupt No. 3828, the trustee has filed his return showing no assets, and the case has been closed and returned to the district court, as a case without assets.

Sept. 12. On this day was held the adjourned first meeting of creditors in the matter of Reinhardt P. Ritz, Bankrupt No. 3869. The bankrupt was not present or represented. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The matter then adjourned without date, and has been closed and returned to the district court as a case without assets.

In the matter of Frank Fleason, Bankrupt No. 3551, the trustee has filed his return showing that there are no assets in said estate, other and above exemptions, and the case has been closed and returned to the district court, as a case without assets.

Sept. 16. On this day was held the first meeting of creditors in the matter of Calvin E. Hull, Bankrupt No. 3878. The bankrupt was present in person and represented by attorney Seth R. Bidwell. Creditors were present in person and represented by attorney Charles H. Lillie

and by Herman Hansen, agent. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harry H. Secore, Bankrupt No. 3875. The bankrupt was present in person and represented by attorney Willard H. McIntyre. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Paul D. Snyder, Bankrupt No. 3670. The final meeting of creditors will be held in this estate on Sept. 30. The trustee's final report will be approved at that time. There may be a small first and final dividend to creditors.

In the matter of Harold H. Shinville, Bankrupt No. 3471. The final meeting of creditors has been called for Sept. 30. The trustee's final report will be approved at such meeting. There may be a small first and final dividend to creditors.

In the matter of Martin E. Maher, Bankrupt No. 3662. The final meeting of creditors has been called for Sept. 30. The trustee's final report will be approved at such meeting. There probably will be a small first and final dividend for creditors.

In the matter of George L. Phoney, Bankrupt No. 3561. The final meeting of creditors has been called for Sept. 30. The trustee's final report will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Frank H. Van Auken, Bankrupt No. 3638. The final meeting of creditors has been called for Sept. 30. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Ernst C. Greiner, Bankrupt No. 3429. The final meeting of creditors has been called for Sept. 30. The trustee's final report will be approved at such meeting. There will be no dividends.

Sept. 16. We have to-day received the schedules, reference and adjudication in the matter of Walter Delanater, Bankrupt No. 3900. 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 \$185 of which the full amount is claimed as exempt, with liabilities of \$5,112.20. 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.

Sept. 16. We have to-day received the schedules, reference and adjudication in the matter of Peter DeMull, Bankrupt No. 3901. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ravenna, and his occupation is that of a farmer. The schedule shows assets of \$100 of which the full amount is claimed as exempt, with liabilities of \$3,202.81. 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.

Sept. 16. On this day was held the first meeting of creditors in the matter of Harry A. Smallidge, Bankrupt No. 3870. The bankrupt was present in person, but not represented. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date. C. W. Moore, was appointed trustee, and his bond placed at \$100.

Sept. 17. We have to-day received the schedules, reference and adjudication in the matter of Alfred Sherman, Bankrupt No. 3903. 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 \$860 of which \$850 is claimed as exempt, with liabilities of \$841.48. The court has written for funds and upon receipt of same the first meeting of creditors will be called, and note of same made herein.

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Salmon Keeps Fifty-four Years.

A correspondent of the Herald-Tribune reports from Olympia, Washington, that: Canned to keep for a century, a Columbia River salmon which was sealed and processed in an especially made tin in 1875 was examined recently. No sign of deterioration was detected. The tin covering has resisted corrosion and there is reason to believe that the contents will be as good in 1975 as when freshly packed. J. W. V. Cook, pioneer fish merchant on the Pacific Coast, packed the salmon at his plant at Clifton, Oregon, fifty-four years ago.

Pottery Orders Heavy.

Orders for pottery pieces intended for gifts have been more numerous this Fall than they were last season and manufacturers expect a heavy business in these lines for the holidays. Pieces in varying shades of green lead in popularity at the present time although peach-blow and blue are also popular. Activity has developed also in pottery finished in an imitation of antique bronze and modeled on Egyptian and other ancient patterns. Both flower vases and pieces used merely for decoration are in demand. Popular prices range from \$1 to \$15.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Grocery stock and fixtures. Nice, clean stock. Going into other business on account of health is reason for selling. Ray Morrell, Plainwell, Mich. 159

FOR SALE—Grocery and dry goods stock in fast-growing community. Good opportunity for right party. Thos. De Vries, Home Acres, 4358 So. Division Road, Grand Rapids, Mich. 160

FOR SALE—On account of poor health, grocery and market. Bargain for cash. Resort center. Year around business. Good town. Carl Kloess, Coloma, Mich. 155

WANTED—Stock of general merchandise or dry goods, in exchange for income property. 3315 12 Mile Road, Berkley, Mich. 156

If you are interested in buying a business anywhere in the United States or Canada, write for our monthly bulletin. UNITED BUSINESS BROKERS, 2365 1st National Bank Bldg., Detroit, Mich. 157

FOR SALE—Only men's furnishing and staple dry goods stock in thriving town on U.S. 16. Good business. Will sell for less than inventory account of sickness. Address Box 196, Webberville, Mich. 152

ROPE SALESMEN WANTED in all territories—100 PER CENT PURE 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—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.
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Late News From the Michigan Metropolis.

According to William B. Hazelton, vice-president of Edson, Moore & Co., the special Independent Merchants Week held in the nature of a special merchandising event last week was one of the most successful sales ever held by the company.

The Nyal Co., manufacturing druggist, 575 Bellevue, has announced the installation of a druggists sundry department. The house, according to one of the executives, deals exclusively with independent stores in all parts of the country.

The Eaton-Clark Co., manufacturer and wholesaler of dyestuffs and chemicals, established in the year 1838, have awarded the contract for the erection of another floor to its general offices and warehouses on Franklin street. The building to which it is making this addition was completed in August, 1927, and these quarters have already become inadequate, due to the continued growth of the company. Prior to 1927 the company had been located at the foot of Woodward avenue for a period of seventy-eight years, and its office was a land mark of old Detroit.

Walter K. Towers has moved his offices to Suit 406-C, Stormfeltz-Loveley building. He is one of the best known advertising men in the city, having served with various firms, leaders in their respective fields, previous to opening his own offices, where he serves as expert advertising and merchandising counsel.

Forty-eight business organizations whose business operations in Detroit extend back fifty years or more were represented at a luncheon in the Book-Cadillac Hotel last week and organized the Associated Business Pioneers of Detroit. The idea of this pioneer organization was conceived by Howard J. Harvey, of A. Harvey's Sons Manufacturing Co., founded in 1855. According to Mr. Harvey there are about eighty firms whose history dates back fifty years or more and they represent the real back-bone of the commercial activities in Detroit. "The average life of a business firm," he said, "is seven and one-half years, and the fact that these firms have survived and flourished more than seven times that period of time is the reason I attribute their relationship to Detroit's development. I feel that these pioneers who have forged the business units of the city should be organized, if for no other reason than for the reason that the old ties of friendship should not be permitted to be broken. The real Detroit is mirrored in the history of the firms which have grown with the city." George B. Catlin, Detroit historian and author, addressed the meeting of pioneers and described the modest beginnings of many of Detroit's largest industries which antedate the automobile industry by more than a quarter of a century. Charles H. McMahon, of the First National Bank, explained some of the potential benefits of the organization. Among the business men who attended the meeting were T. L. Backus, Albert A. Albrecht, J.

D. Anderson, Howard Harvey, Chas. T. Backus, Dudley W. Smith, William T. Livingston, R. W. Standart and Newton Annis. The only woman present was Mrs. Thorne D. Smith, who represented the Seely Manufacturing Co. The firms, their representatives and the dates of their founding, are listed below. All have signified their intention of becoming members of the organization. Buhl Sons Co., A. H. Nicols, 1845; Edson, Moore & Co., G. W. Gillis, 1872; Michigan Central Railroad, J. F. Demling, 1836; Commercial Milling Co., F. G. Henkel, 1855; Detroit Stained Glass Works, T. T. McMahon, 1861; J. F. Weber, Frank J. Weber, 1866; Detroit Savings Bank, J. H. Doherty, 1849; Wil-J. Stapleton, James M. Stapleton, 1864; Rayl Co., Dudley W. Smith, 1875; C. W. Kotcher Lumber Co., C. W. Kotcher, 1864; Graham Printing Co., Walter S. Conely, 1873. Richmond & Backus Co., C. T. Backus, 1842; A. Harvey's Sons Mfg. Co., George G. Harvey, 1855; Geo. Marsh Manufacturing Co., R. George Marsh, 1860; John Bornman & Son, F. D. Bornman, 1859; Detroit News Co., F. M. Speck, 1876; Berry Bros., George F. Blenkarn, 1858; Fred Sanders, C. H. Welch, Jr., 1875; Michigan Electrotape & Stereotype Co., W. T. Berdan, 1873; First National Bank, Charles H. McMahon, 1863; D. & C. Navigation Co., George B. Wright, 1868; A. Backus, Jr. & Sons, H. N. Backus, 1865; Detroit Screw Works, C. W. Colgan, Jr., 1877. G. & R. McMillan Co., Harry T. Uridge, 1848; William R. Hamilton Co., William R. Hamilton, 1863; Horton Cato Manufacturing Co., M. R. Van Benschoten, 1876; Enggass Jewelry Co., Clarence Enggass, 1865. R. H. Fyfe & Co., W. H. Livingstonstone, 1865; Riley Stoker Co., formerly the Murphy Iron Works, William V. McAllister, 1875; Detroit Forging Co., E. R. Wegener, 1851; Detroit Free Press, L. E. West, 1831; Seely Mfg. Co., C. R. Rollings, 1862; W. H. Anderson Tool & Supply Co., James D. Anderson, 1871; J. D. Candler Roofing Co., W. M. Candler, 1879; L. B. King, R. B. King, 1849; Hammond-Standish Co., Walter J. Graham, 1859; J. P. Scranton & Co., Scranton Trevor, 1864; Calvert Lithographing Co., Frederick Huetwell, 1861; Richmond & Backus, Theodore L. Backus, 1842; Standart Bros. Hardware Co., R. E. Standart, 1863; Newton Annis Furs, Newton Annis, 1887.

Plans are being made by Detroit to join in the National and international celebration Oct. 14 in honor of Thomas A. Edison, who in the same month in 1879 perfected the incandescent lamp. In connection with the city-wide celebration of this event an electrical fountain is being erected in West Grand Circus Park as a permanent memorial to the great inventor and as an added civic improvement.

H. F. Murphy, formerly secretary and general manager of Standart Brothers Hardware Corp., has become affiliated with Sears, Roebuck & Co., Chicago, as general manager of the hardware department. Mr. Murphy was an active member of the Detroit

Board of Commerce and served as a director of the wholesale Merchants Bureau of that association. He made many friends in the city who while rejoicing at his advancement are filled with regret at his leaving the city.

Marshall Bosworth, proprietor of the Redford Shoe Store, 17330 Lahser road, died last week from carbon monoxide poisoning. Mr. Bosworth was found by his wife, Alice, sitting in his car in his garage. Following Bosworth's death a warning was issued to the coronar to motorists to keep garage doors open while the motors of their cars were running.

Lynn B. Emery, Inc., stationer and printer, in the rebuilding of the firm's plant 3150 Cass avenue, has incorporated many modern ideas in the sales rooms. The work was recently completed.

William E. Sharp, better known to his hosts of friends as plain, every day "Bill," has been appointed general manager of the Pohl Printing Co., 1915 Fort street, West.

The Bank of Michigan has moved into temporary quarters at Griswold and Lafayette while its main office in the Dime Bank building is enlarged to provide for increased facilities.

Not that we wish to clutter up these columns with accounts of store hold-ups which are all too common in Detroit, but when a merchant has received bandit visits three times we feel that is reason enough for special mention. Such has been the lot of Arthur Wilkie, haberdasher at 5017 Woodward avenue. Last week, for the third time in five years, Wilkie was held up, this time by a trio who cleaned out the cash register, after binding him and for good measure kicked him in the face. Five years ago, when he was held up, a bandit struck him on the head with a piece of lead pipe and he was unconscious in a hospital for seven days.

Charles G. Sackett, President of the American Butter and Cheese Co., 1501 Twelfth street, died Monday in the office of a Birmingham physician, where he was taken after he had been stricken while playing golf at the Oakland Hills Golf Club. He is survived by his widow, Gertrude, a son, Willard, and a daughter, Frances.

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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

Carry The Reliable

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FOODS OF FINEST FLAVOR

The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART

On The Can

W. R. ROACH & CO.

General Offices

Grand Rapids, Michigan

Late News From the Michigan Metropolis.

According to William B. Hazelton, vice-president of Edson, Moore & Co., the special Independent Merchants Week held in the nature of a special merchandising event last week was one of the most successful sales ever held by the company.

The Nyal Co., manufacturing druggist, 575 Bellevue, has announced the installation of a druggists sundry department. The house, according to one of the executives, deals exclusively with independent stores in all parts of the country.

The Eaton-Clark Co., manufacturer and wholesaler of dyestuffs and chemicals, established in the year 1838, have awarded the contract for the erection of another floor to its general offices and warehouses on Franklin street. The building to which it is making this addition was completed in August, 1927, and these quarters have already become inadequate, due to the continued growth of the company. Prior to 1927 the company had been located at the foot of Woodward avenue for a period of seventy-eight years, and its office was a land mark of old Detroit.

Walter K. Towers has moved his offices to Suit 406-C, Stormfeltz-Loveley building. He is one of the best known advertising men in the city, having served with various firms, leaders in their respective fields, previous to opening his own offices, where he serves as expert advertising and merchandising counsel.

Forty-eight business organizations whose business operations in Detroit extend back fifty years or more were represented at a luncheon in the Book-Cadillac Hotel last week and organized the Associated Business Pioneers of Detroit. The idea of this pioneer organization was conceived by Howard J. Harvey, of A. Harvey's Sons Manufacturing Co., founded in 1855. According to Mr. Harvey there are about eighty firms whose history dates back fifty years or more and they represent the real back-bone of the commercial activities in Detroit "The average life of a business firm," he said, "is seven and one-half years, and the fact that these firms have survived and flourished more than seven times that period of time is the reason I attribute their relationship to Detroit's development. I feel that these pioneers who have forged the business units of the city should be organized, if for no other reason than for the reason that the old ties of friendship should not be permitted to be broken. The real Detroit is mirrored in the history of the firms which have grown with the city." George B. Catlin, Detroit historian and author, addressed the meeting of pioneers and described the modest beginnings of many of Detroit's largest industries which antedate the automobile industry by more than a quarter of a century. Charles H. McMahon, of the First National Bank, explained some of the potential benefits of the organization. Among the business men who attended the meeting were T. L. Backus, Albert A. Albrecht, J.

D. Anderson, Howard Harvey, Chas. T. Backus, Dudley W. Smith, William T. Livingston, R. W. Standart and Newton Annis. The only woman present was Mrs. Thorne D. Smith, who represented the Seely Manufacturing Co. The firms, their representatives and the dates of their founding, are listed below. All have signified their intention of becoming members of the organization. Buhl Sons Co., A. H. Nicols, 1845; Edson, Moore & Co., G. W. Gillis, 1872; Michigan Central Railroad, J. F. Demling, 1836; Commercial Milling Co., F. G. Henkel, 1855; Detroit Stained Glass Works, T. T. McMahon, 1861; J. F. Weber, Frank J. Weber, 1866; Detroit Savings Bank, J. H. Doherty, 1849; Wil-J. Stapleton, James M. Stapleton, 1864; Rayl Co., Dudley W. Smith, 1875; C. W. Kotcher Lumber Co., C. W. Kotcher, 1864; Graham Printing Co., Walter S. Conely, 1873; Richmond & Backus Co., C. T. Backus, 1842; A. Harvey's Sons Mfg. Co., George G. Harvey, 1855; Geo. Marsh Manufacturing Co., R. George Marsh, 1860; John Bornman & Son, F. D. Bornman, 1859; Detroit News Co., F. M. Speck, 1876; Berry Bros., George F. Blenkarn, 1858; Fred Sanders, C. H. Welch, Jr., 1875; Michigan Electrotypes & Stereotype Co., W. T. Berdan, 1873; First National Bank, Charles H. McMahon, 1863; D. & C. Navigation Co., George B. Wright, 1868; A. Backus, Jr. & Sons, H. N. Backus, 1865; Detroit Screw Works, C. W. Colgan, Jr., 1877; G. & R. McMillan Co., Harry T. Uridge, 1848; William R. Hamilton Co., William R. Hamilton, 1863; Horton Cato Manufacturing Co., M. R. Van Benschoten, 1876; Enggass Jewelry Co., Clarence Enggass, 1865; R. H. Fyfe & Co., W. H. Livingstonstone, 1865; Riley Stoker Co., formerly the Murphy Iron Works, William V. McAllister, 1875; Detroit Forging Co., E. R. Wegener, 1851; Detroit Free Press, L. E. West, 1831; Seely Mfg. Co., C. R. Rollings, 1862; W. H. Anderson Tool & Supply Co., James D. Anderson, 1871; J. D. Candler Roofing Co., W. M. Candler, 1879; L. B. King, R. B. King, 1849; Hammond-Standish Co., Walter J. Graham, 1859; J. P. Scranton & Co., Scranton Trevor, 1864; Calvert Lithographing Co., Frederick Huetwell, 1861; Richmond & Backus, Theodore L. Backus, 1842; Standart Bros. Hardware Co., R. E. Standart, 1863; Newton Annis Furs, Newton Annis, 1887.

Plans are being made by Detroit to join in the National and international celebration Oct. 14 in honor of Thomas A. Edison, who in the same month in 1879 perfected the incandescent lamp. In connection with the city-wide celebration of this event an electrical fountain is being erected in West Grand Circus Park as a permanent memorial to the great inventor and as an added civic improvement.

H. F. Murphy, formerly secretary and general manager of Standart Brothers Hardware Corp., has become affiliated with Sears, Roebuck & Co., Chicago, as general manager of the hardware department. Mr. Murphy was an active member of the Detroit

Board of Commerce and served as a director of the wholesale Merchants Bureau of that association. He made many friends in the city who while rejoicing at his advancement are filled with regret at his leaving the city.

Marshall Bosworth, proprietor of the Redford Shoe Store, 17330 Lahser road, died last week from carbon monoxide poisoning. Mr. Bosworth was found by his wife, Alice, sitting in his car in his garage. Following Bosworth's death a warning was issued to the coronar to motorists to keep garage doors open while the motors of their cars were running.

Lynn B. Emery, Inc., stationer and printer, in the rebuilding of the firm's plant 3150 Cass avenue, has incorporated many modern ideas in the sales rooms. The work was recently completed.

William E. Sharp, better known to his hosts of friends as plain, every day "Bill," has been appointed general manager of the Pohl Printing Co., 1915 Fort street, West.

The Bank of Michigan has moved into temporary quarters at Griswold and Lafayette while its main office in the Dime Bank building is enlarged to provide for increased facilities.

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AMERICAN COMMONWEALTHS POWER CORPORATION

through its Subsidiary

Minneapolis Gas Light Company

has a vital interest in the welfare and future of

Minneapolis

and takes pride in drawing the attention of those who are seeking to locate

A Growing Business or a Manufacturing Institution

to the many advantages Minneapolis and its suburbs hold forth:

MINNEAPOLIS is the largest City and the financial, industrial and distributing center of the Northwest.

Through it moves a very large part of the traveling public of America—west and east bound—as well as the bulk of the crops harvested in the West and the bulk of the merchandise purchased in the East for Northwestern distribution.

Its population exceeds 500,000 with 1,000,000 people within a radius of 50 miles.

Its labor is content and high-grade.

It is noted for its beautiful homes, parks and streets.

Its banking resources are of the best, including two of the largest banking institutions between Chicago and the Pacific Coast.

The finest trains in America run daily between Minneapolis and Chicago and to points East and West.

It is the butter capital of the world. Minnesota now produces 275,000,000 pounds of creamery butter annually. Its flour mills and their products are nationally known.

It commands raw materials in abundance, including iron, lignite coal, copper, building stone, dairy and grain products—and a THREE BILLION DOLLAR market back of them.

Its Public Utilities give superior service at reasonable rates

GAS is supplied by Minneapolis Gas Light Company, with alert and courteous service, from a modern plant with ample capacity.

ELECTRICITY is supplied by Minneapolis General Electric Company (Northern States Power Company) from modern generating stations with courtesy and promptness.

EXCELLENT WATER is supplied through an up to date system by the Municipality.

STREET RAILWAY SERVICE of a high order is furnished by Twin City Rapid Transit Company (locally owned).

“In Minneapolis you will find retail and wholesale houses distributing merchandise of the finest quality with uniform courtesy in their dealings with the public.”

It is an ideal City for your home and business

Minneapolis is Growing



For further information address

Industrial Agent

Minneapolis Gas Light Company

MINNEAPOLIS, MINNESOTA

or

Manager Industrial Department

American Commonwealths Power Corporation

120 BROADWAY, NEW YORK