

# MICHIGAN TRADESMAN

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 19, 1930

Number 2426

## The Modern Baby

"The hand that rocks the cradle"—but there is no such hand.  
It is bad to rock the baby, they would have us understand;  
So the cradle's but a relic of the former foolish days,  
When mothers reared their children in unscientific ways.  
When they jounced them and they bounced them, these poor dwarfs  
of long ago—

The Washingtons and Jeffersons and Adamses, you know.

They warn us that the baby will possess a muddled brain  
If we dandle him or rock him—we must carefully refrain;  
He must lie in one position, never swayed and never swung,  
Or his chance to grow to greatness will be blasted while he's young.  
Ah! to think how they were ruined by their mothers long ago—  
The Franklins and the Putnams and the Hamiltons, you know.

Then we must feed the baby by the schedule that is made,  
And the food that he is given must be measured out or weighed.  
He may bellow to inform us that he isn't satisfied,  
But he couldn't grow to greatness if his wants were all supplied.  
Think how foolish nursing stunted those poor weaklings, long ago—  
The Shakespeares and the Luthers and the Bonapartes, you know.

We are given a great mission, we are here to-day, on earth  
To bring forth a race of giants, and to guard them from their birth.  
To insist upon their freedom from the rocking that was bad  
For our parents and their parents, scrambling all the brains they had.  
Ah! If they'd been fed by schedule would they have been stunted so?  
The Websters and the Lincolns and the Roosevelts, you know.

Bishop Doane.

Phone

Automatic 4451

WHOLESALE FIELD

# SEEDS

Distributors of *PINE TREE Brand*

## The best the World has to offer in GRASS SEEDS

Timothy	Michigan Grown Seed Corn
Red Clover	Ensilage Corn
Mammoth Clover	Flint Corn
Alsike	Dwarf Essex Rape
Sweet Clover	Soy Beans
Alfalfa	Sudan Grass
Red Top	Orchard Grass
Blue Grass	Millets
White Clover	Winter Vetch

INOCULATION FOR LEGUMES

### ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

# HEKMAN'S

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

## Cookie-Cakes and Crackers

MASTERPIECES  
OF THE BAKER'S ART



for every occasion



*Hekman Biscuit Co.*  
Grand Rapids, Mich.

# Why Sacrifice Profits?

It is not necessary when you stock and sell well-known merchandise on which the price has been established through years of consistent advertising.

In showing the price plainly on the package and in advertising

# KOC

## Baking Powder

Same price for over 38 years

# 25 ounces for 25¢

(more than a pound and a half for a quarter)

we have established the price—created a demand and **insured your profits.**

You can guarantee every can to give perfect satisfaction and agree to refund the full purchase price in which we will protect you.

**Millions of Pounds Used by Our  
Government**



# MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 19, 1930

Number 2426

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
409 Jefferson, E.

### Late Chain Store News.

Sales of the Kroger Grocery & Baking Co. for the four weeks ending March 1, totaled \$20,484,135, as against \$21,639,484 in the corresponding period of 1929. On March 1, the company had 5,483 stores in operation, as against 5,420 stores on March 1, 1929. The company explained that the decline in sales was due to a general decline in the price of commodities, and that under the same price condition as in 1929, sales would have shown an increase of approximately 3 per cent. for the period.

Carleton C. Virgil, chairman of the board, National Grocer Co., and Justus Saunders, president Saunders Michigan Stores, Inc., announced in a joint interview consolidation of the National Groceries and "R" Food Stores, operated by the National Grocer Co., and the Clarence Saunders Stores in Michigan. This merger will bring the combined operations of these two companies under a unified management and control with warehouse and manufacturing facilities ample to care for the enlarged operation of the group. The consolidation, effective March 17, 1930, brings the total of large stores of the self-serve grocer type now in operation to 45, with five additional stores to be added before June 1, 1930. The "R" Chain Stores, of which the manager owns a participating interest with the National Grocer Co., are also expanding rapidly, 267 being in operation at the present time, to be increased to 400 by July 1, 1930. Mr. Virgil at the same time announced the addition to the board of directors of National Grocer Co. of Wendell W. Anderson, treasurer of Saunders Michigan Stores, Inc.

The above information comes from the headquarters of the National Grocer Co., Detroit. The produce journals insist that the Saunders stores have absorbed the "R" stores, originally launched by the National Grocer Co. No information is permitted to be given out by the branch managers of the company and the headquarters of the National Grocer Co. declines to change the original statement as published above. As the Saunders organization has no stores in Grand Rapids no information can be obtained from that source.

The Piggly Wiggly store at the corner of Eastern avenue and Burton street, which gave up the ghost last Saturday night, was owned by the Kroger outfit.

A few months ago it was interesting to note that along leading business thoroughfares in this city the customers in the chain stores greatly exceeded the customers in the independent stores. Last Saturday evening the situation was reversed. The independent stores were full of customers, while the chain stores were completely deserted except by the clerks. In one instance, an independent store had thirty-four interested customers, while the chain store next door was without a single customer.

Sears, Roebuck & Co. advertised for more clerks last Saturday and Sunday. This action is regarded by the trade as pure camouflage, because there is evidently no need of additional help. A man who had spare time on his hands last week visited the store twice a day for six days. On every inspection he found more clerks than customers in the store, showing very plainly that the advertisements for clerks were buncombe, pure and simple.

### Inclined To Rely On Credulity.

It is an old complaint that retailers are ignorant of real values and indifferent to methods of testing merchandise. Many of them content themselves with offers of refunds to dissatisfied purchasers, assuming that good will is safe as long as expressed complaint is dealt with in a liberal spirit. They fail to realize how small is the ratio of dissatisfied customers who give them an opportunity to make good; the majority prefer to try elsewhere. "Retailers owe it to their public," says Frank Stutz, manager of the Better Fabrics Testing Bureau, "to test their purchases of merchan-

dise so that they will have sufficient technical information to avoid mistakes in advertising and promotion. Buyers must learn that price alone is no measure of quality, nor is it any measure of salability or profits." The manufacturer and the wholesaler are no less concerned, but, lacking direct contact with the public, a good many of them are slow to sense the attitude of the ultimate consumer. They are inclined to rely on credulity rather than on appreciation. For this the retailer is to blame to the extent that he shirks the obligations of his intimate relations with the people. But the weight of responsibility rests upon the producer, and in the long run his loss is likely to be the greater if he fails to measure up to his opportunities for honest service and candor in his advertising. It is because many producers are not alive to this obvious fact that the demand for testing goods in the stores is making headway.

### Fool Educator Praises Chain Stores.

Reed City, March 17—I am mailing you enclosed a copy of a Kroger store advertisement in our local paper. Please note the bottom item what they say about chain store benefits. May I ask you who this famous Prof. H. E. Bice is? He is so far sighted and broad minded that he really surprises all sane people. He must be a great asset to the town he lives in. If everybody would fall for his bunk, what would happen in every town throughout the U. S. A.?

It would seem that the forty-three comrades he mentions in this advertisement must be John Does, because he did not disclose their names. I am sure it must have taken him some time to be able to find forty-three men who would agree with him that sending money from home towns to Wall street is a benefit to our towns. Such broad minded men ought to be at the head of our Government in Washington, D. C. What a figure they would cut! Why do the people of Syracuse support a man who takes their hard-earned money and spends it where it is sent to the Wall street money kings? If he is correct in his statements of benefits, why doesn't he put up a large banner over the doorway of his University, reading: "Trade with the Wall street chain store gang. Don't trade at home." A copy of his statements should

be sent to the Board of Trade of Syracuse. Fred Hemund.

### Forty New Readers of the Tradesman.

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

E. A. Solomon, Richland.  
Nies Hardware Co., Holland.  
Lokker-Rutgers Co., Holland.  
Vanden Berg Bros., Holland.  
Garrett Hoogstraten, Holland.  
Verburg Hardware Co., Holland.  
Corner Hardware, Holland.  
John K. Jacobson, Newberry.  
A. J. Johnson, Escanaba.  
C. Steenstra & Son, Grand Rapids.  
Sam De Young, Grand Rapids.  
H. P. DeWindt & Co., Grand Rapids.  
Francis Donoghue, Merrill.  
M. G. Champion, Kalamazoo.  
Lawrence Baking Co., Lansing.  
D. Sterenberg, Muskegon.  
Albert Reed, Muskegon Heights.  
A. Richardson, Grand Rapids.  
C. Kasel & Sons, Muskegon.  
L. E. Hardy, Muskegon Heights.  
Casmier Market, Muskegon Heights.  
Ray Patterson, Muskegon.  
Leigh H. Thomas, Ann Arbor.  
Ed. E. Wakefield, Ionia.  
H. DeYoung, Kalamazoo.  
M. A. Diver, Kalamazoo.  
E. J. Thomas, Kalamazoo.  
Leo Watson, Kalamazoo.  
W. Borden, Kalamazoo.  
J. L. Hall, Lawton.  
C. H. Lee, Battle Creek.  
R. B. Morley, Kalamazoo.  
R. W. Elwood, Battle Creek.  
C. Domm, Detroit.  
Godwin Heights Pharmacy, Grand Rapids.  
Vredevoogd Bros., Grand Rapids.  
Martin Penning, Grand Rapids.  
G. B. Rice, Grand Rapids.  
Chas. Pastoor, Grand Rapids.  
W. H. Kraft, Grand Rapids.

### Piece Goods Sales Gaining.

The ranking of the piece goods department as among those of retail stores doing an active business is a marked change from recent seasons. Current yard goods sales are described as the best in more than a few years, with the outlook very favorable for the months directly ahead. The difficulties with the new silhouette in ready-to-wear are said to be the main reason for the spurt in piece goods. Many women in order to meet their individual requirements are making up their own garments, with an increasing use of home dressmakers also reported.

R. C. McCredie, grocer and meat dealer at Flint, writes as follows: "We certainly appreciate what the Tradesman is doing for the independents along with KWKH and we are surely seeing results. We have the A. & P. store near us whipped to its knees."



## AN ARBOREAL ADVENTURE.

### Satisfactory Outcome of Charles W. Garfield's Experiment.

It was in the early winter of 1892 that I conceived the idea of having a piece of woods of my own. After a little correspondence, I gave an order for some tiny trees—seedlings of the forest—which a firm advertised that it gathered from the woods and could furnish at very reasonable rates. Some of the species which I wanted could not be furnished and so I secured seeds of them for planting.

I had six acres of ground which was near enough to the house to enjoy when the trees should be grown to sufficient size to be a joy and I planned my spring planting.

That winter proved to be one of the crises in my life and I came out of it weak in body and depressed in spirit. My friends came to me with various comforting suggestions which did not appeal to me in my despondency, but finally my old college chum, after having made several suggestions which I did not approve, said, "Charlie, let's go to Europe," and I feebly said, "Let's." And it was settled then and there that we should arrange immediately to take a bicycle trip abroad, and so for five months I was way from Burton Farm, and I left the planting of the little forest, when the baby trees should be delivered and the packages of seeds came on, to a Hollander who had little vision and no sympathy with my undertaking. I simply told him to row the field out as he would for corn and plant the trees and seeds where the lines crossed, having them four feet apart one way and eight feet apart the other. This was all the instruction I left behind me.

I came home in the late autumn renewed in spirit and with health completely restored. And one of my first thoughts upon my arrival was the baby forest. And I found that instead of being planted as I had arranged in my mind, so that all the species should be scattered through the area like a natural forest, my Dutchman had planted each species by itself and had given the best of cultivation, so that the field of seedlings was in very good shape. In truth, I was quite delighted with it, and had only one disappointment, and that was it was not an imitation of a natural forest, because the species were arranged in blocks.

While I was away my neighbors and friends wondered how the farm would go on in my absence and watched things and wondered what I was going to do with that six acres planted to seedling forest trees. They were very ready with their interrogations upon my return and one said, "Charlie, what fool thing are you doing now with that piece of ground upon which last year you raised such an enormous crop of sweet corn?" And I said in reply, "You know my wood lot was destroyed when the railroad found its right of way from corner to corner diagonally, and I knew that there was always the menace of fire and so sold it. It is to be used as a graveyard. I did

not want it to be the graveyard of my hopes with regard to a beautiful forest area, so I concluded to build a forest of my own." And the question immediately followed, "How long do you expect to live?" "Oh, perhaps twenty-five years, if I am not knocked off my bicycle some day, and killed," I replied. "What an insane notion you have about pleasure in life. In twenty-five years you will only have a nursery of little trees with no income and last year, to my certain knowledge, you cleaned up a net of fifty dollars an acre on that ground, selling your sweet corn product to a large number of satisfied customers. If you had sowed that ground to wheat, it was in such good condition you could have had thirty-five or forty bushels to the acre this year. Why waste your efforts on a Utopian scheme?" "This was not the first time I had been accused of being a dreamer, but a lot of my dreams have come true, and if the good Lord spares me my allotted time, I expect to realize on this adventure," I told him.

Other friends guyed me upon the experiment, and said, "If you are going to have a forest, why don't you go and buy one with the trees already grown up? And I replied, "I want the fun of growing the forest. The trees will grow very rapidly, even if this is an area not particularly suited to the growth of forest trees." I knew that the original forest growth was stunted and in my boyhood I had worked hard taking out oak grubs and preparing the land for cropping. We had learned in digging a well upon the farm, when I was a young lad, that it was fifty feet to the water table and coarse gravel all the way, so that my expectations of great trees were not the object of any particular elation. However, I expected to enjoy the experiment, and I had been advocating reforestation for years, with very little sympathy on the part of the people of Michigan, and I wanted to have an object lesson that would illustrate my contention.

The beech seedlings all died. I had not learned, at that time, that the beech is impatient of transplantation and that little yearling beeches pulled up in the woods stood little chance of thriving elsewhere. However, the following spring I planted out this block with all sorts of trees gathered from my own premises. I cultivated it as I would a corn crop, this budding woodland for two years, and from then on until to-day there has been no further cultivation.

The trees did not grow rapidly, but they were healthy and interesting and created a good deal of attention. I invited my friends from different parts of the State to visit my plantation from time to time, and it gave a good deal of delight to many people and a keen enjoyment to myself every day. At the end of the fifth year people began to enquire of me if I wouldn't let them have some little trees from my nursery to plant out, and smilingly said, "This will give you a little income from your experiment." I gave permission to anybody who wanted a tree to plant

in his home grounds to come and help himself, with only this instruction, that the ground should be left smooth, no other trees should be injured, and only one tree taken from a given place. I knew the trees were too thickly together and a large number were in this way disposed of as gifts. In some cases I did the replanting myself.

A half-mile of roadway along Jefferson avenue was planted to these trees. A church yard was planted to Norway maples and I laughingly said, "Your Sunday School classes, one of these days, will be glad to sit under these trees rather than within the church during the Sunday School hour." This has proved to be the case far beyond my expectations. Sunday School classes for several summers were convened in the shade of the grove.

Some trees died, and in their place, I put out pines and spruces and was gratified to see that these evergreens thrive under what seemed to me very unfavorable conditions. Some vandalism gave me disappointments, because when the spruce trees attained the size for Christmas use, many of them were stolen, and the boys who wanted birch bark thought they were within their rights to help themselves from my plantation. I made up my mind from these experiences, there were some more important things to teach in our common schools than algebra, rhetoric and philosophy. And these experiences have given me a theme upon which I have dwelt, with some degree of success, concerning educational methods.

For many years, nothing connected with my farm home gave me greater joy or keener satisfaction than this growing wood lot. After a time when the trees had attained considerable size, some friend would occasionally say, "What is to become of this wood lot when you get through with it?" I had never given any thought to this matter, but the question awakened in my mind a responsibility I had in somehow arranging that this object lesson in reforestation should be continued for its educational benefits after I should pass on. The result of this meditation was that it was deeded to the Grand Rapids Park and Boulevard Association, in trust, for the city of Grand Rapids, to be carried on under the plan I had arranged.

The war came on and the demand for loyal support dominated everything, so that the association could not go to the people for funds to carry on the obligation which it had assumed with considerable property interest it held in trust for the city, so that with other properties, this little forest was turned over to the city of Grand Rapids. The superintendent of parks was greatly in sympathy with my vision and I knew he would handle the proposition in accord with the best information which could be secured concerning the problem of reforestation. We together planned to thicken the boundaries with low-growing things so that there would be a little more isolation for the forest and people would be tempted to traverse the interior, rather than be satisfied with a look from the peri-

meter. However, events followed, and some disappointments attended them. He resigned, and the immediate care of the property came into the hands of officials who did not grasp my vision, and instead of allowing everything to grow naturally in the forest, only thinning out the trees that were losing out in the survival of the strongest, a cleaning-up process was entered into and all of what was called the brush, was taken out and many of the choicest things which had come into the forest and made it seem like an original piece of woodland were destroyed. I am hoping that better methods will prevail and that my plan can be resumed, so that in another quarter of a century the city will have a piece of beautiful woodland with all the natural delights attending it, for children to enjoy and catch the spirit of tree planting and tree protection—lessons which are so important to inculcate in connection with a great problem in our State.

I have lived the twenty-five years and am well started on the next quarter century, and nothing I have ever done in connection with the promotion of growing things from the land, has given me the joy which I have received from this little wood lot. I do not want it to be used as a park or as a picnic ground. These are both provided for abundantly in a nearby area. I want it to be a piece of native woods, taking on primitive conditions and developing into a delightful arbor for the enjoyment of people who love trees and enjoy the traversing of a wood lot, with its wonderful treasures which naturally develop under the forest conditions as the decades follow each other.

I hope, if some years are yet spared to me, that this object lesson will be contagious and that our own city will acquire considerable areas of forest growth as an attachment to its park system, that the love of trees and the influence upon character can be utilized as an intrinsic part of the education of our youth.

Charles W. Garfield.

### The Farmer and the Chain Store.

Organization, information and education may possibly result in awakening city residents to the true situation in regard to chain stores, and thus because of a sense of personal interest and loyalty to home institutions wean them from chain store patronage.

Many farmers can never be touched by an appeal for loyalty to the business men of the home town. He regards them as just as selfish as himself. It must be proven to him that any one of them really concerns himself to seek or plan for the farmer's interest. From an entirely selfish standpoint the merchant seeks to keep in stock the goods the farmer needs. This does apply to some merchants, but not to all. Not only do merchants refuse to stock new brands of goods, which would afford greater margin of profit, in place of those known and called for by their customers, but go out of their way to get this or that brand which a few or only one still



cling to. In all buying he considers the needs of the community.

The attitude of the farmer towards the merchant is the result of "the traditions of the fathers," ignorance as to the costs of retailing and disagreeable personal experiences. The farmer thinks that 10 per cent. above cost will give the merchant a good profit. By cost he means the wholesale invoice price, imagining that expenses do not amount to much.

I believe it would be a great help to every grocer whose trade is largely with farmers to post once a year a statement of expenses, specifying the thousands of pounds of freight, freight charges, trucking, rent, insurance, lighting, clerk hire, fuel, paper, bags, twine, etc. If he pays no rent there are taxes and larger insurance costs. He might include other expenses which can be realized by a customer, but he should not include a salary for himself nor interest on money invested, for then the farmer would say he needs no profit.

He should not fail to make prominent a statement that the above necessary expenses amounted to a certain per cent. on every dollar's worth of goods sold. That ought to convince anyone that a merchant cannot do business on a 10 per cent. margin over wholesale invoice price.

As to traditions: In years gone by the belief was altogether too common that business was a game to be played and the best player entitled to all the gain he could get. "Live and let live," a more humanitarian attitude, has in great measure superseded the former and shown beneficial results. But a better motto is now extant; it is: "Let live and live," putting the other person's interest first, and thus assure your own. Do the merchants do anything to welcome the farmer comparable with years ago? Time was when hitching posts were provided for teams; the millers and some others had free sheds for farmers' teams. Later, the 10 cent barns appeared, affording cheap shelter for teams and vehicles.

To-day, with the auto in almost universal use, it becomes more and more difficult for a farmer to get near the stores where he wants to trade. Every year more parking restrictions are issued, as to places forbidden and time limits. Are merchants helpless to remedy matters? Or do they think the farmer should look out for himself?

The farmer who goes into a store to sell produce is seldom as welcome as one who comes to buy goods. And if he carries what the grocer needs he must, often, in some stores, wait "until we get off this delivery." So he goes away to attend to other business and returns to find nothing done for him.

The grocer who still grants credit and delivers free cannot hold the farmer's trade if there be a cash and carry store at all convenient.

If merchants as a body would provide better parking facilities for the farmer it seems as though that would be one hold on him.

Two things influence the farmer. If he finds a store which will buy his

produce regularly there he is apt to trade. And next, he buys where goods are offered at lowest prices. The grocer who orders all his fruit and vegetables from a large city and turns down the home farmer and gardener has little claim on home loyalty.

E. E. Whitney.

#### E. A. Stowe's Advice To Independent Merchants.

Last Thursday the Sentinel reprinted from the Michigan Tradesman some remarks about Holland's stores made in that publication by the dynamic editor, E. A. Stowe. On the chance that the article was overlooked by some, it may be worth while calling attention to it here. Mr. Stowe said in effect that what the so-called "independent" merchants ought to do—in Holland and elsewhere—is talk less about chain stores and imitate more the methods that are crowding the chain stores with customers.

This advice coming from anyone else might not be very effective: the charge might be made that the man giving such counsel was prejudiced in favor of the chains. Coming from Mr. Stowe it is doubly effective. He is known throughout Michigan as a man who has fought the chains early and late. Moreover, he has been the friend and counselor of the independent merchant for half a century. What he says on such a subject carries weight. It is advice given to the independent merchant by a friend and well wisher.

Mr. Stowe, in his article, tells of a man who could not get attention from merchant or clerks in two independent stores in Holland, although there were few customers in the stores at the time. So he went to a chain and was treated to such a display of salesmanship that instead of the \$12 worth he had intended to buy he purchased \$18 worth. Mr. Stowe's advice to independent merchants is to be on their toes every minute of the day, to anticipate the needs of their customers if possible, to be just a step ahead of them.

Whether the man quoted by Mr. Stowe exaggerated the dilatory tactics of the independent merchants or not, it is excellent advice. Holland is no different than many other places. There is no blinking the fact that the competition has become keener. The old comfortable methods, no matter how desirable they may seem, will no longer go. The question of the new competition is not going to be solved by talk. Even lectures over the radio are not going to turn the trick. While the radio lecturers are talking and the independent merchants are listening, the new competitors are "sawing wood," devising new methods by which they can capture and hold customers.

Regardless of what may or may not be true in this particular instance, the fact remains that this new competition cannot be met with talk. Mr. Stowe's advice to meet it with deeds is economically sound. A large number of merchants, in Holland and elsewhere, are meeting the competition in this way and they are unquestionably on the right track.—Holland Sentinel.

## JAPAN

## TEAS

More Japan Teas are purchased and distributed by us than any other Wholesale Grocer in these United States.

This has been accomplished by extreme care in selection of quality and lowest prices based on values.

## LEE & CADY

### Package Brands

Peerless, Sweetheart, Togo,  
Marigold, Tea pot, Imperial, Emblem  
Target

**MOVEMENTS OF MERCHANTS.**

Elk Rapids—S. Martinson will open a meat market here.

Otsego—Martin Lass has sold his meat market to D. Huisman.

Lansing—The Central Trust Co. has increased its capital stock from \$200,000 to \$400,000.

Howard City—Norman Terwilliger succeeds George Blumenstein in the restaurant business.

Kalamazoo—Cade's Coffee Shop, an annex to Cade's Bake Shop, is now open for business.

Highland Park—The People's Quality meat market has been opened on Manchester avenue.

Menominee—Joseph S. Bilodeau sold his grocery and meat market at 1308 Ogden avenue to Richard Seidl.

Laingsburg—Albert Schuebelt has sold his bakery to Elmer Schaible, formerly of Manchester, who has taken possession.

Detroit—Joseph Borowski has purchased the grocery and meat market at 3578 Dane street from Anthony Senkowski.

Detroit—Anthony Geisz & Sons, 14347 East Warren avenue, has closed out his stock of boots and shoes and retired from trade.

Freeport—Mrs. Roy Nagler has traded her residence for the bakery building here and will open a bakery as soon as the necessary remodeling has been completed.

Holland—George H. Huisinga & Co., conducting jewelry stores here and in Grand Haven, has filed a petition in bankruptcy, listing liabilities of \$46,069.48 and assets of \$8,920.50.

Marcellus—The hardware business conducted under the name of Kidder & Keenan has been dissolved. The business will be continued by M. G. Keenan, who has taken over the interest of his partner.

Lansing—The G. R. Kinney Co., Inc., has removed its stock from 202 South Washington avenue, where it has been located for the past six years, to new quarters at 309 South Washington avenue.

Detroit—Badiha Zehra has purchased the grocery and meat market at 396 Cass avenue from S. A. Zehra. The Shoemaker Cut Rate Meat Market has been opened by Nathan Miller, at 10447 Shoemaker avenue.

Detroit—The James D. Anderson Co., 465 York street, has been incorporated to job tools and supplies for carpenters, etc., with an authorized capital stock of \$10,000, \$7,000 of which has been subscribed and \$5,900 paid in in cash.

Buchanan—The Cash & Carry Market, formerly the property of Olin Summerill, was disposed of recently by private sale pursuant to court order, the purchaser being Harry Beck. The former proprietor, Olin Summerill, had given an assignment for the benefit of creditors, Arthur H. Baushe, of Benton Harbor, being named as the assignee.

**Manufacturing Matters.**

Grand Rapids—The Sanisex Products Corporation, 849 Hazen street, S. E., has been incorporated to manu-

facture chemicals with an authorized capital stock of 50,000 shares at \$1 a share, \$10,000 being subscribed and \$1,000 paid in in cash.

**Proper Treatment of Memorial Forests**

Whatever method is used in their inception the results must appeal to all thoughtful citizens.

An individual having the idea of establishing a forest will find on investigation that tax laws under present conditions will nullify the best efforts to maintain a permanent forest.

On the other hand a memorial forest under State control and ownership will be surrounded by conditions which will secure its continued productiveness.

It will be possible for an individual or group or a family to give a tract adjoining or within the range or schedule of management of a State forest and in that way assure competent care and development of land which the donors wish to have kept as a permanent forest. This would be of material assistance to the State in filling out and closing the blanks in present State holdings, so that all land within the limits of the State forests shall be under the one control and management plan.

Under the Detroit News plan, individuals, clubs, associations, family groups or institutions can raise the needed funds at the rate of \$100 per forty acres and proceed to select State owned acreage within the scope of management of any State forest. Choice can be made of the parcel that seems most accessible and which will develop greater interest in seeing the land planted and cared for. It can be made a matter of individual or group concern fully as interesting as it might be under private ownership of the land with the highly important added advantage of absolute certainty as to the continuity of the forest. The donors can be sure that every parcel will be planted and the work carried on with no doubt as to the ultimate outcome. Where they vision a forest for the future, the State will put the plan into operation and the State's unending power of control will make it a reality.

The forest will grow steadily into the full height of its power and ability to utilize the soil and climatic elements. Veteran trees will slowly develop to the cutting age and the management, through succeeding generations, will take care that endless chains of veterans will carry on the beneficent and useful work for which the forest is fitted. With such sure results in prospect, the planting and progress of the little trees will have a definite appeal to all donors.

Thoughts will go out to the coming forest and there will be the desire to inspect and appreciate the growth of the little trees and their thrifty advance as the years go by. I well remember the thrill of delight and satisfaction when my first planting began to rise above my head—a long stretch of thrifty, beautiful pine coming on, in a waste land setting. Other plantations have followed and the growth of each has a definite interest which keeps me looking forward to the coming years.

I urge all people to consider the facts and especially sportsmen and others who travel the woods and byways. A few dollars placed in such a personal venture will go down through time as an outdoor appeal to your friends and associates and mark your memory as a friend of the forest.

Frederick Wheeler,  
President Michigan Forestry Ass'n.

**Recent Business Changes in Indiana.**

Fort Wayne—Robert Koerber, Jr., says that a recent statement to the effect that Robert Koerber, Inc., was to enter the retail shoe business was an error and that the firm has no such intention. The firm is at present engaged in the jewelry business in Fort Wayne.

Indianapolis—Geisendorff's Meat Market No. 2 has been opened at 1718 Laurel street.

Laporte—The Summitt Packing Co. has opened a wholesale and retail meat business here.

Brazil—Jones & Co., meat dealers for many years at 512 West National avenue, but not active in business for the last few months, have re-opened at the old stand with a complete line of fresh and smoked meats.

Greenfield—Ira Fisk & Son, meat merchants of this city, have rented the room lately vacated by the Frank Lineback grocery store and will enlarge their grocery and meat business.

Boonville—The meat market on East Main street, formerly known as that of Lutz & Fisher, is now doing business under the name of the Boonville Meat Co. The owners are John Lutz and Theron P. Fisher.

Alexandria—Lee Dillon is the proprietor of the grocery and meat market on South Clinton street which was formerly owned by Milford Jenkins.

Delphi—C. J. Cripe is the sole proprietor of the grocery and meat market on Main street which was formerly owned by Cripe & Dawson, Mr. Cripe having purchased the interest of his partner.

Goodland—N. V. McClellan, proprietor of a grocery store here, has purchased the Sanitary meat market of Earl Simmons and will move it to his grocery location.

**Gabby Gleanings From Grand Rapids.**

The date has been set for the fourth annual reunion of Old Time Traveling Men. It will be held at the Hotel Rowe, Saturday, April 26, from 2:30 to 10 p. m., with banquet at 6:30 p. m. The following advisory committee is busy making plans for this fourth annual event: George Abbott, Cornelius Broene, Wm. L. Berner, Leo A. Caro, D. A. Drummond, Samuel R. Evans, Walter S. Lawton, John H. Millar, Geo. W. McKay. A good program is being arranged, and 300 invitations are now in the printer's hands, and those going outside of the city will be mailed soon. Those in the city will go out about April 10. All Old Timers who traveled between the years 1880 and 1913 are eligible to attend this reunion, and from present indications we are going to have the largest attendance yet, have a good time, and those who have not attended before,

now realize that they have missed something, so come ahead, get your reservation in early. Eighteen of the Old Timers have been selected to act on the reception committee to greet all who come and make them feel at home.

George W. McKay.

The display of Terrell steel shelving which has recently been erected in the showrooms of C. J. Farley & Co. has been attracting considerable attention from visitors and from the trade generally. This small elevation shows the flexibility and adaptability of steel for general store purposes. Standardized parts solve the problem of installation and make re-arrangement easy.

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., left last Wednesday for New York, where he spent several days. He then went on to Augusta, Ga., where he will remain until he is completely rested.

**Some Enterprises Grand Rapids Has Lost.**

The campaign instituted by the Grand Rapids Association of Commerce for the purpose of effecting an increase in the number of industries at present in operation within the municipality serves to recall to mind the fact that in the past the city lost many valuable manufacturing corporations which might have been retained with the aid of local financiers. Among the lost industries are the following: Brunswick & Balke Co., Chase Piano Co., Grand Rapids Desk Co., Michigan Washing Machine Co., Shaw-Walker Co., moved to Muskegon; C. P. Limbert Co., Valley City Machine Works, Buss Machine Co., moved to Holland; A. B. C. Stove Co., moved to Battle Creek; Grand Rapids Boat Building Co., moved to Bridgeport, Conn.; Valley City Milling Co., now at Portland; Fox Machine Co., at present in Jackson; Rookus Printing Co., moved to Detroit; Challenge Cash Register Co., sold to the National; Grand Rapids Felt Boot Co., Grand Rapids Bookcase Co., moved to Hastings. To the above partial list of lost industries might be added ten sawmills, several fruit and vegetable preserving factories, four factories operated in the manufacture of farm wagons and carriages; the Comstock Pail & Tub Works, the Letellier Planing Mills. Powers & Walker Casket Co., a phonograph company, several factories operated in the manufacture of reed and fabric furniture and numerous small industries.

Seemingly the industrial department of the Association of Commerce might devote a part of its time and resources to such of our local industries as might need assistance from time to time.

Arthur Scott White.

**Reason Enough.**

An insurance company wrote out a \$1,000 life policy in the name of one Samuel Johnson. Premiums were paid promptly for a few years but suddenly stopped. After sending a few delinquent notices, the company received this reply:

"Dear sirs: Please excuse us as we cant pay no more premiums on Sam. He died last May. Mrs. S. Johnson."



### Essential Features of the Grocery Staples.

**Sugar**—The market is the same as a week ago. Jobbers hold cane granulated at 5.65 and beet granulated at 5.45.

**Canned Vegetables** — Tomatoes, which have held the center of attention among the vegetables this season now show some weakness, but little actual price change. Demand is slow. On any marked and sustained increase in the call for tomatoes the tri-States market should show material advances over the prices now ruling, is the general belief of the trade. Corn and peas are selling in a very small way, and both remain unchanged, with quotations at previous levels.

**Dried Fruits**—Prices on Oregon prunes are about steady, while in California, there is some shading of prices. A certain amount of price cutting is seen in nearly all dried fruits, because the generally comparative dullness of past weeks has created a need among many members of the trade for ready cash. However, in peaches and apricots the market is pretty steady, particularly in the scarcer varieties of both. A gradually improving demand for these latter items appears to be developing. On the Pacific Coast there are few important market changes, but a better feeling seems to prevail, and packers are inclined to advance their quotations on many descriptions of peaches and in the top grades of apricots, which are daily becoming more scarce. Raisins remain dull and weak, both here and in California. Independent packers in California have been shading the association prices and, all in all, the situation does not appear any brighter than before the Farm Board stepped in to stabilize the market.

**Canned Fish**—Canned fish is moving in routine fashion also, and while there a little better enquiry reported, no business of any volume has materialized in any variety. Shrimp is firm, but no improvement in demand is seen. Primary markets are strong, reporting very light stocks for the time of year. Japanese crab meat is held steady.

**Nuts**—With the better grades of California walnuts in the shell cleaning up, it is reported this week that in some quarters of the trade the demand has turned to some of the imported varieties, which are said to be of particularly good quality this year. Polished Mayette Grenobles and French Franquettes are said to be especially desirable, and the demand for them has improved materially. California walnuts, however, are still moving briskly. Filberts show more firmness, and it looks as though spot stocks were being cleared up. California almonds are moving rather slowly. The Jewish trade is buying some Nonpareils for the holidays. Brazils show no change. Extra large washed and large washed are the only sizes available in sizable quantities. In the shelled nut market there are no developments of consequence. Walnuts are the most active in the line. Prices are within former ranges.

**Pickles**—The market here continued steady this week, with no particular

change in prices. Demand has been routine, and in general, rather slow. Large dills, and in fact, all dills of genuine description, remain in small supply. The trade in relishes has also been relatively light, with bottlers comparatively inactive.

**Rice**—There seems to be some question in the trade as to whether the primary rice market in the South has declined or advanced an eighth of a cent this week. A wire from Frank A. Godchaux, president of the Louisiana Rice Milling Co., said: "Our sales and other large interests indicate sales at an advance of an eighth of a cent, with Blue Rose practically exhausted in Arkansas, slight stocks in Texas and smallest stock in Louisiana we have had for years." He says, further, "statistical position is such that we will see the highest-priced Blue Rose since 1921. Our exports so far in March are 25 per cent. greater than at this time last year, with about 30 per cent. of same for export."

**Sauerkraut**—Sales are generally reported as satisfactory to date this year, but lately there has been a decline in the demand due to the Lenten holidays. Stocks in first hands are light and a good spring trade is anticipated. The market has shown no quotable change.

**Vinegar**—The market is firm and demand is normal for this season of the year. Prices have not varied since a week ago, either here or in primary centers.

### Review of the Produce Market.

**Apples**—Kent Storage Co. quotes as follows:

Baldwins, No. 1	2.25
Jonathans, No. 1	2.25
Spys, A grade, 2½ in. min.	2.75
Spys, Bakers, 3½ in. min.	3.00
Spys, commercial grade, 2¼ in.	1.50
Steel Reds	2.25
Delicious, A's	2.75
Cooking apples, any variety	1.00
Sutton Beauty	1.75

Bagas—\$1 for 50 lb. sack.

Bananas—5½c per lb.

Beets—\$1.60 per bu. for old; 90c per doz. bunches for new from Texas.

Brussels Sprouts—30c per qt.

Butter—Jobbers hold 1 lb. plain wrapper prints at 41c and 65 lb. tubs at 39c.

**Cabbage**—New red commands 10c per lb.; new stock from Texas is selling at \$7.50 per crate of 90 lbs.

**Carrots**—75c per doz. bunches for Calif. grown; \$1.25 per bu. for home grown.

**Cauliflower** — \$2.75 per crate for Calif. Crates hold, 9, 10, 11 or 12.

**Celery**—65¢@75¢ per bunch for home grown; Florida stock is now in market commanding \$3.75 for 4s and \$4 for 6s.

**Celery Cabbage**—\$1.40 per doz.

**Cocanuts**—90c per doz. or \$6.50 per bag.

**Cucumbers**—\$2.50 per doz. for Ill. grown hot house.

**Dried Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$5.50
Light Red Kidney	6.25
Dark Red Kidney	6.50

**Eggs**—Local dealers pay 24c for strictly fresh.

**Grape Fruit**—Extra fancy Florida stock sell as follows:

No. 36	\$3.75
No. 46	5.00
No. 54	5.50
No. 64	6.25
No. 70	6.50
No. 80	6.75
No. 96	6.25

Choice, 50c per box less.

**Green Onions**—Shallots, \$1 per doz.

**Green Peas**—\$5.25 per bu. for Calif. grown.

**Lemons**—The price this week is as follows:

360 Sunkist	\$6.25
300 Sunkist	6.25
360 Red Ball	5.50
300 Red Ball	5.50

**Lettuce**—In good demand on the following basis:

Imperial Valley, 4s, per crate	\$4.25
Imperial Valley, 5s, per crate	4.50

Hot house grown, leaf, per lb. -- 09c

**Limes**—\$1.50 per box.

**Mushrooms**—65c per lb.

**Oranges**—Fancy Sunkist California Navels are higher and will be still higher, because the crop is nearly exhausted. Valencias will begin to arrive in about two weeks, but they will be high also on account of the shortness of the crop. Present quotations on Navels are as follows:

100	\$5.50
126	\$6.25
150	7.25
176	8.25
200	8.50
216	8.50
252	8.50
288	8.50
344	8.50

Floridas are held as follows:

100	\$5.50
126	6.00
150	6.00
176	6.25
200	6.50
216	6.50
252	6.50

**Onions**—Home grown yellow, \$2 per 100 lb. sack; white, \$2.25; Spanish, \$2.50 per crate.

**Parsley**—50c per doz. bunches.

**Peppers**—Green, 80c per dozen for California.

**Potatoes**—Home grown, \$1.40 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.25; Idaho stock, \$4 per 100 lb. bag; Idaho bakers command \$4.25 per box of 60 to 70; new potatoes from Florida command \$5.25 per bu.

**Poultry**—Wilson & Company pay as follows:

Heavy fowls	26c
Light fowls	22c
Light broilers	18c
Old Toms	20c
Young Toms	23c
Hen Turkeys	20c
Radishes—60c per doz. bunches of hot house.	

**Spinach**—\$1.25 per bu.

**Strawberries**—25c per pint for Florida.

**Sweet Potatoes**—\$2.50 per bu. for kiln dried Jerseys.

**Tomatoes**—\$1.35 for 6 lb. basket Florida stock.

**Turnips**—\$1.40 per bu. for old; new, 75c per doz. bunches.

**Veal Calves** — Wilson & Company pay as follows:

Fancy	16c
Good	13c
Medium	11c
Poor	10c

### Late Mercantile News From Ohio.

**Columbus**—C. B. Merrill, who has had extensive experience as buyer and merchandise manager in shoe stores in Atlanta, Ga., Boston, Pittsburgh and New Orleans, has been named manager of the three shoe departments of the Dunn-Taft Co., which will soon move into an eight-story store building at 108 North High street. The building was formerly occupied by the Z. L. White Co.

**Dayton**—The Gem City Meat Market has been opened by George Hust, Sr., at 1906 North Main street.

**Lorain**—The grocery and meat market of Sam Magezena at 326 East 21st St. was recently damaged by fire.

**Toledo**—A. S. Shoheen has purchased the grocery and meat market at 1401 Huron street from Wm. F. Mueller. J. B. Dolson sold his grocery and meat market at 2542 Dorr street to A. Waldman.

**Columbus** — Walker T. Dickerson, president of the Walker T. Dickerson Co., formerly the Riley Shoe Manufacturing Co., announces the acquisition of the modernly equipped shoe factory at Logan, Ohio, recently abandoned by the Julian & Kokenge Co., of Cincinnati.

**Cleveland**—J. Antal has purchased the meat market at 375 East 93rd street from Thomas Straus.

**Dayton**—Menke & Shaw has opened a grocery and meat market at 1400 Wayne avenue. F. M. Saettel sold his grocery and meat market at 2503 North Main street to E. C. Webber.

**Oakwood** — The Williams Market Co., 31 Park avenue, has been incorporated by F. R. Williams and others.

**Toledo**—W. H. Stevenson has purchased the grocery and meat market at 3126 Franklin avenue from Theo. Majewski. Max Weiss sold his grocery and meat market at 302 Indiana avenue to I. Rubin.

### Regular Store Departments Encroaching on Basements?

The marked tendency this year of the upstairs departments of retail stores to feature popular-price merchandise to obtain turnover has led to the complaint on the part of basement department executives that their "style is being cramped."

"Price ranges in basement departments cannot go any lower and cannot very well go up," was the burden of one complaint. "On the other hand, upstairs prices are moving lower and the basement field is being encroached upon."

To bear up under loss—to fight the bitterness of defeat and the weakness of grief—to be victor over anger—to smile when tears are close—to resist disease and evil men and base instincts—to hate hate and to love love—to go on when it would seem good to die—to seek ever the glory and the dream—to look up with unquenchable faith in something ever more about to be—that is what any man can do, and so be great.—Zane Grey.



### Traveling Men Gave Minstrel Show at Gobleville.

During the summer of 1896 three of the leading merchants of Gobleville, Ed. Bailey, his partner, Bill Bush, grocers, and Saul Frank, general merchandise, hatched up a plan to pay off the indebtedness the G. A. R. owed on a skating rink they had bought to transfer into a hall and auditorium, and having a grudge against the traveling salesmen who called on them, conceived a diabolical conspiracy to make them pay the bill.

On the first visit of any one of the victims thereafter, they would carefully and confidently draw out of each one any particular ability he might possess in the way of vocal or instrumental music, recitations, parlor magic or anything suitable for a minstrel show. Of course, the poor victims would innocently extol their abilities to the limit. Then the three high-binders would carefully make a note of the "rating" of each, until they had a list of about twenty "good ones." Then they sprung their trap.

A registered letter was mailed to each of the salesmen, advising them that they must without fail, appear at the auditorium in Gobleville on the evening of July 17, 1896, at 6 o'clock, clad in white plug hat and long linen duster and cane and with his complete repertoire. A penalty of \$10 would be collected and paid to the G. A. R. from those who did not respond. In case such penalty was not paid, the delinquents would receive no orders for merchandise from these three high-binders until it was paid.

Well, were we there? Not a single one was missing, and two or three impressed some of their talented friends and brought them.

No opportunity was possible for "ensemble" rehearsals, the only one we had was the musical director had us sing the overture just before the curtain went up.

About half of the minstrels came on the 6 p. m. train from the East. We were met at the depot by the three local managers, the Gobleville brass band, Ed. Bailey's big mastiff covered with a decorated blanket, lettered "Bailey, Bush & Frank's All Traveling Men Minstrels." And with our long linen dusters and white plug hats and canes, we made a very presentable appearance as we marched up through the town to the hotel, where a fine supper was awaiting us. Then the band and townspeople marched back to the depot to meet the boys coming from the West on the 6:45 and brought them up to the hotel just as we were leaving for the auditorium.

The writer had been chosen master of ceremonies. The only programme we had was the list of victims and their respective repertoire that Bailey, Bush and Frank had made up, so I had to make up a time schedule and place on it the time allotted to, or required for each act, and see that each one was ready to promptly "go on" the stage when it was time for him.

The doors were to open at 7:30 and curtain to rise at 8, but the mob "crashed the gates" at 7 and soon the hall was packed clear up to the stage,

and we had to move our orchestra up on the stage, back of the performers.

Temporary boxes were built outside of the windows and standing room was all packed.

As a curtain raiser we sang "America" in honor of the G. A. R. with Eddie Desenberg at the piano. The good strong voices of some of our soloists carried it through in fine shape and I was very proud of my boys. When the curtain went up on the twenty fine looking young men standing across the front of the stage in a row, they did not appear the least bit embarrassed, and at the request "be seated gentlemen" they sat down. When "Tambo and Bones" in regulation black face and big collars and big feet opened their rapid fire cracks on each of the minstrels and the local and visiting merchants, they brought the house down. We remained on the stage while the soloist, duets and quartette were doing their acts, until Adams, the parlor magic man, came on, when we all retired to the wings, as we wanted to "see it too."

Mr. Adams had brought two trunks of paraphernalia and had intended to use only one, but when he was closing up his first trunk, the audience would not allow him to retire, and in place of taking up thirty minutes, as we had allotted him on the programme, he occupied an hour and a quarter, and the audience continued to encore him for some time after the curtain went down. He was equal to many of the professionals on the road and I believe that a year or two later, he was employed by some noted troupe as a professional.

From the time the curtain first went up, the acts moved off promptly and completely, with not a hitch or break, and every number was encored, but as we had sufficient to fill a three hour programme, the only encore we permitted was Adams parlor magic.

Many of the duets and quartettes were neighbors who sang together frequently at home, and in consequence were in excellent practice and harmony, and although the acoustics of the old skating rink were not very favorable for music, vocal or instrumental, still some streamers of bunting and banners stretched across the ceiling helped quite materially.

At the close of our programme, an old grey haired veteran, the Commander of the G. A. R. Post, was brought up on the stage by Mr. Bailey, who requested that every member of the minstrels be asked to line up on the stage, which was done, and in a few well chosen words, he expressed the appreciation of the members of his Post and of all the citizens of Gobleville for our loyal and successful assistance in their effort to secure a home for their meetings, and a good public hall, which they would now be able to do.

He then turned to the audience and asked for a rising vote of thanks and three cheers for the traveling men's minstrels, which were earnestly given.

Mr. Bailey then ordered us to fall in behind the band and we were marched back to the hotel, where they had prepared a most ample banquet, which

was followed by speeches, songs and stories by several local ladies and gentlemen present. Then dancing was enjoyed until the "we sma' hours of the mornin'," when we caught the early morning trains home, all with the satisfaction of having done a loyal act for those who by their sacrifice of life and limb, had ordained that "from the rock bound shores of the Atlantic, to the golden sands of the Pacific, and from the murmuring pine trees of our Northland to the fragrant magnolias of the South, there should be but one God, one Nation and one Flag."

The following artists comprised the Bailey, Bush & Frank's Minstrels:

L. M. Mills, Hazeltime & Perkins Drug Co., Grand Rapids, master of ceremonies.

E. B. Desenberg, Desenberg Grocer Co., Kalamazoo, musical director and piano soloist and accompanist.

E. J. Rosenbaum, Kalamazoo Pant & Overall Co., Kalamazoo, "Tambo" and soloist (blackface) end man.

Dave (Farmer) Bostwick, Detroit Crockery Co., "Bones" and soloist (blackface) end man.

E. C. Adams, South Bend Crockery Co., parlor magic and ledgerdemon.

C. D. Waldo, wholesale candy, Kalamazoo, mandolin, ocarina and soloist.

Grant Hackett, wholesale grocer, Detroit, guitar and vocalist.

George Anderson, South Haven, guitar and vocalist.

J. L. Dewey, South Haven, mandolin and vocalist.

C. Crawford, Hazeltime & Perkins Drug Co., magic knitting needles and vocalist.

M. M. Cohn, Kalamazoo, vocalist.

R. B. Morley, Kalamazoo, club swinging and calisthenics.

C. D. Crosby, Detroit, vocalist.

F. L. Walker, Kalamazoo Elkhart Paper Co., vocalist.

Ed. Aylward, Cleveland Hardware Co., vocalist.

Bert N. Beedon, Detroit Drug Co., funny man and harmonicas.

H. Rice, Kalamazoo, soloist.

M. Johnson, St. Louis Hardware Co., soloist.

Harry Hill, Kalamazoo, soloist.

James Pinckney, Kalamazoo, soloist.

Lloyd Max Mills,  
Salem, Oregon.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 18—Traffic between the two Soos opened on Sunday for the season and the ferry is running on schedule again. This service means much extra business to the merchants on both sides of the river.

Mrs. J. Clark, for the past two years owner of a grocery store on Minneapolis street, sold out last week to Sid Brownlee, one of the custom men, who will continue the business, which will be in charge of Mrs. Brownlee, while Mr. Brownlee will continue his Government position. Mrs. Clark is at present at Rochester, receiving treatment at the Mayo institute. Ill health was the cause of her selling out.

The Rapin Insurance Co., on West Portage avenue, will move its office to the Gilhooley building at 106 East Spruce, which is being remodeled to suit the requirements of an insurance agency, giving Mr. Rapin more room and a better location.

After a steady increase in butterfat production in Chippewa county during

January. The reports of the North and South Chippewa Cow Testing Associations show a considerable slump in February. The heaviest drop was in the production of herds in the South Chippewa Association.

Charles Calder, general agent and adjuster for the Citizens Mutual Insurance Co. in this district, left Sunday for Howell, to spend a few days at the home office of his company.

James Troyer, 2231 Fourth avenue, has accepted the agency for the Lincoln Casualty Co., of Detroit, and will write automobile insurance. He will handle insurance in connection with his real estate business.

The formal opening of the New Soo theater occurred last Wednesday. The theater was built by the Butterfield-Michigan Theaters Co. The theater is a thing of beauty and no expense has been spared to make of it a show place of which we can justly feel proud. The outer lobby, the main lobby and foyer are rich with color and the carefully selected furniture adds to the beauty, cheeriness and refinement of the place. The main auditorium, with its beautiful decorations, is as the interior of a jewel box. The harmonizing fixtures, the heavy carpeted floors, rich stage curtains add greatly in making your frequent visits to this theater pleasant ones. The projection machines are of such a type as is used generally only in large theaters. The sound equipment is of the latest design and produces sound as near to perfection as modern invention will permit. The Soo theater is built for to-day only, but constructed in the hopes that it may be a monument for years to come and a credit to our community.

Did you ever notice that a person who continually banks on his dignity soon overdraws his account?

Gianakura Brothers, owners of the American Ice Cream Parlor, on Ashmun street, will move into the New Soo theater building about April 1. They will occupy two stores, giving them a floor space of 40 x 36 feet. They will rent the Fuoco block, which they purchased a short time ago, to the present occupants, having decided to take the theater stores, instead of moving to the Fuoco block, as they had planned.

When you get anything for nothing, don't kick if it is not worth any more than it cost. William G. Tapert.

### New Notes in Bags.

Bags for Spring are simple in line, relying for distinction upon unusual material and stunning clasps and handles. Fabric bags are more important than ever, tweeds and Rodier fabrics being used for sports; satin, crepe de chine and faille for afternoon.

An interesting revival is patent leather, reintroduced successfully by Patou at his Spring opening. A large pouch of patent leather, with flap closing has handle and ball fastening of prystal and is worn with plain patent opera pumps. Pin seal has also reappeared in the mode. Formerly reserved for old ladies, it is now shown in the smartest of street bags, and one exclusive shop has matched it to oxfords and opera pumps in pin seal with patent leather trim.

Lovely bags for the afternoon ensemble are made of crepe de chine and faille, either plain or elaborately tucked and pleated, with clasps of carved prystal or colorful galliera.

Fixity of purpose often calls for flexibility of method.



## IN THE REALM OF RASCALITY.

## Questionable Schemes Which Are Under Suspicion.

The Better Business Bureau report the following accomplishments:

The Federal Trade Commission issued a complaint against the J. A. Stransky Manufacturing Co., of Pukwana, South Dakota. The Stransky company sold a vaporizer and decarbonizer and advertised widely and extravagantly. Scientific tests that had been obtained jointly by several Better Business Bureaus, indicated that the device had very little, if any, value.

A most reprehensible fraud, that of the Criterion Bible Co., 1472 Broadway, New York, was discontinued when the Postoffice started an investigation, upon Bureau complaint. The company procured the names of recently deceased individuals from mortuary records and sent a Bible to the name and address of the deceased, asking for a check of \$1.98 by mail. This request was often met by relatives who supposed the Bible had actually been ordered.

The Chicago and New York Bureaus co-operated to uncover the practices of two Chicago dealers in obscene photographs and helped to put them out of business. One of them, Jesse Gledeon, was convicted and sentenced to six months in the Cook county jail.

Selling events based on the claim, "Two Dresses for the Price of One" and "One Dollar Dress Sale" were frequent among low-price women's dress stores when the Bureau began its merchandise work. Steady procedure, to win the co-operation of the erring advertisers and the aid of the newspapers removed these devices from the field. In certain important retail districts, window bait persisted in spots. This practice was to put a price mark on an attractive garment in the window which would not sell for that price inside the store. A shopper was told the dress was too large or too small for her and salesmanship wiles were exerted to foist other merchandise upon her. By steady pressure this device was greatly reduced. When a retailer of women's wear launched a "Going Out of Business" sale and offered by window cards dresses at \$3.95 each, which the Bureau could buy in the store only by paying \$10.95 each, the instance was noteworthy. It was exceptional. Publicity stopped it completely after more friendly, constructive efforts failed.

Numerous abuses in the description of hosiery, a large item in a woman's dress budget, were met and dealt with. There was the improper description of seamless hosiery sold in unfair competition with full-fashioned hose. The misleading term "semi-fashioned" made its appearance, was opposed by the Bureau, and then disappeared. The confusing, and oftentimes meaningless use of the knitting term "gauge" was frequently overstated—100 "gauge" being used for hosiery of not more than

50 or 60 gauge. By the same system of case-work, persuasion and education, this condition was likewise bettered. There was the important matter of irregular or substandard hosiery "seconds" offered by careless or by unscrupulous dealers, without full notice to the woman purchaser that the hose were not first quality. By specific case work, by group-conferences, by bulletins and news publicity these conditions were substantially improved. Hosiery shops run by irresponsibles, some of them in upstairs rooms used the word "mills" in their trade titles to obtain high prices for inferior hose (often "seconds"). They conveyed the impression that the prices were wholesale. Many of these shops changed their names and their tactics, at the request of the Bureau. The practices of others are being constantly watched.

Descriptions of the thread or yarn from which hosiery is made claimed attention continuously through the years. Slowly but surely these inaccuracies were cut down. To a serious extent, five years ago, hosiery made of rayon or of rayon and cotton was described as silk. Other hosiery was misdescribed as to wool, or silk and wool content. Now descriptions of content, construction, quality, gauge, wearing qualities and washability are hardly a serious problem.

One of the last bad spots among reputable retail stores of the greater city was wiped out, during the past year. When methods of persuasion exerted over a period of nearly two years had failed to bring about necessary improvements in practice by one merchant, the Bureau used publicity in one of its bulletins. The necessary result was obtained. In six months now there has not been a single complaint against the hosiery department of that store.

The fight against fake jewelry auctions has been handicapped in this city by the inadequacy of existing law and the lack of the enforcement of such law as does exist. The practices carried on by licensed auctioneers who conduct jewelry auctions are notorious. The Bureau has used investigation where possible to combat certain specific practices or events, but with minor success. The public-spirited action of newspapers in campaigning through their news columns against the jewelry auction racket has served to hold in check the spread of an evil that pollutes the stream of fair trade. Efforts, by sections of the industry, to obtain State legislation providing for effective and enforceable laws on the subject have made little headway against the kind of opposition encountered. The Bureau is prepared to endorse and to support vigorously the right type of bill aimed at fraud in auctions at any time it appears before the Legislature of this State.

Not all so-called credit jewelers attempt to use advertising which misleads the public. The small minority who do so, create an impression which imposes a burden of suspicion upon the whole business. The Bureau has

opposed "bait" advertising and deceptive credit claims and other misstatements in specific cases. Action has helped to halt the spread of such unfairness, particularly in 1928. Facts gained in responding to newspaper advertisements and making purchases, were presented to the advertisers involved and changes requested. If moral suasion failed, facts were presented to newspapers accepting such advertising to get a result. Where necessary certain firms and practices were named in publicity through bulletins. Progress was made in the matter of a half-dozen firms. Certain newspapers refused to accept further advertising from some of these dealers. The effect of these activities upon the advertising of others in the trade was considered wholesome. The National Jewelers Board of Trade adopted a resolution expressing appreciation of the Bureau's work.

## Bicycle Makers Optimistic.

Manufacturers of bicycles for both adults and children are optimistic regarding 1930 business, despite the lack of the "running start" which was enjoyed in the early months of last year, reports received by the Cycle Trades of America indicate. Producers in that group reported increases for 1929 ranging from 30 to 40 per cent. and strong efforts will be made to duplicate this showing in 1930. Business in children's "wheels" was better during 1929 than for some time, according to F. A. Baker, a director of the cycle trades group, due chiefly to the better construction and finish given them. Sales in suburban sections around the larger cities were particularly good, Mr. Baker said yesterday.

Employees worth their salt don't get fresh.

## Vacuum Bottle Sales Start.

Retailers are beginning to show an interest in vacuum bottles for Summer trade. Although actual orders have been light so far, the stores are expected to start their regular purchasing within the next two weeks. Jobbers have filled most of their requirements for the season. Orders from this source have been heaviest on the pint size bottles, retailing at from \$1 to \$1.25. Colors preferred have been reds, greens and blues.

# KENT

Week Comm. Sat., Mar. 22nd  
THE COLLEGE MUSICAL  
COMEDY RIOT!



Talking!  
Singing!  
Dancing!

The finest and funniest comedy that has come to the Talking, Singing, Dancing Screen! Snappy song hits! Fair co-eds, high-jinks, football! It's a riot!

with  
ROBERT MONTGOMERY  
ELLIOTT NUGENT  
CLIFF EDWARDS  
SALLY STARR

COMING SOON  
"NO, NO NANNETTE"

# MAJESTIC

GARDEN

STARTS  
FRIDAY,  
MARCH  
21st

Never before has anything like it been seen on stage or screen. The romance of a famous soldier, poet, swordsman, lover. Told in thrilling action. The glorious voice of Dennis King will hold you spellbound. And beautiful Jeanette MacDonald sings the lilting love lyrics. A full-throated chorus of 500. Filmed in natural colors on backgrounds of stupendous beauty. It's the perfect production of the all-color, talking screen.

## DENNIS KING

## The Vagabond King

A Paramount Picture



with JEANETTE MacDONALD



### GANDHI'S CAMPAIGN.

Nowhere but in India and under no leader other than Mahatma Gandhi could anything happen in the modern world comparable to the campaign of civil disobedience which has now started upon his order as a first step toward winning Indian independence. Its result may be the arrest of Gandhi and his followers or it may end in complete frustration—certainly there is little likelihood that Gandhi will achieve his goal—but nevertheless there is something intensely impressive about what he is seeking to do.

There will always be disputes about the Indian leader's wisdom in attempting to give political expression to what are fundamentally spiritual views, and there are certain inconsistencies in Gandhi's career which even his friends cannot explain. Nevertheless there is no question either of his sincerity or of the phenomenal influence he exerts in India. To all Hindus he stands not only as a symbol of their aspirations for unity and independence but also as the personification of the strength and wisdom embodied in their great religious heritage. In the West we may feel that he looks too much to the past and that he fails to appreciate the realities of modern life, especially its political and economic implications, but he would not be true to India if he compromised with modern Western ideas.

We know little of his activities except when they bring him into conflict with the British government. But great as is his zeal for the independence of his country, to achieve which he is not willing to resort to force but only too ready to lay down his life, it is only a part of his program for India's rejuvenation. The revival of village industries is in his mind the vital problem in India's domestic life, and it is with this goal in view that he urges the development of hand-spinning. This campaign is not so much an attack upon British imports, although Gandhi is a strong protectionist, or a challenge to the machine age as it is a simple, common-sense movement to enable the Indian peasant to raise himself from the abyss of poverty. So, too, in Gandhi's efforts to remove the restrictions against the untouchables, to fight the drug and alcoholic evils, to further the emancipation of women, to promote Hindu-Moslem unity, to spread the religious ideal of service for the poor. In all these activities we find him not so much the political protagonist as the servant of his people.

In regard to his present campaign of civil disobedience there is overwhelming evidence that it has been undertaken only after exhaustive efforts to reach an understanding with the British government, which in his mind could hold out the promise of achieving the aims of the Nationalists by friendly negotiation. Gandhi recognizes the risk he is running in asking his followers to adopt a policy of passive resistance and non-violence of which he alone perhaps is capable. He nevertheless has felt constrained to attempt this striking demonstration of

India's desire for freedom despite his previous failure with a similar program. We may question the practicability of his methods; we cannot deny his spirituality or his patriotism.

### BUSINESS STILL LAGS.

Little change has been recorded in the general business and industrial situation except, perhaps, for slightly more mixed conditions. The steel business just now, with its ebb in general operations and contrasts within the field itself, gives a fairly accurate picture of industry as a whole, although many lines are not enjoying the same degree of activity. Automobile output has slowed down again and the trend in building construction has failed to hold the late February rate. Contract awards have slipped to 35 per cent. under a year ago.

Following upon the reduction in the Bank of England rate, the New York Reserve Bank last week took similar action, and it is hoped that the spread of easier money may be accelerated and the general situation improved thereby. Possibly the continued decline in commodity prices may be checked somewhat by this move, but the more likely effect is seen as the promotion of speculative operations. And it is questioned whether this is desirable in the absence of advancing business.

Carloading and bank clearing reports continue to testify to the subnormal levels in trade and industry, and a real gain in employment is still to be definitely shown. The most acceptable theory of the business outlook is that, despite some improvement which should be manifest as the outdoor season begins, a full recovery is not in prospect before next fall. The basis for this view is the hesitation and lowered activity in several of the important lines, such as building and automobile manufacture, which have supplied so large a part of our former prosperity.

### DRY GOODS CONDITIONS.

Trade progress was only fair during the past week and ran at about recent levels. Since it will be several weeks before Easter sales assume volume, the present situation is one of spotty consumer demand, which is governed largely by weather conditions. Home furnishing lines are providing fair activity, although apparel trade, especially dress accessories, is yielding the best volume at present.

The report on February sales by department stores disclosed a decline under a year ago of 2 per cent. for the country as a whole. This was about in line with expectations and the drop would have been larger but for a spurt toward the end of the month. The figures reflected a spottiness that was also foreseen. There were 314 stores reporting decreases, as against 200 reporting gains. Only five of the twelve reserve bank districts were able to report increases, the highest, in Richmond and Dallas, reaching 3 per cent. The declines ranged to 7 per cent. in the Chicago area, reflecting, no doubt, that city's troubled finances.

Trade volume in the present month will probably not improve on this showing. In fact, it is more than likely to make a more unfavorable comparison because March sales last year included all of the Easter business, the holiday falling on the last day of the month.

Wholesale business in the merchandise markets has developed a little more activity, but not up to earlier promises. Price pressure is still severe and style competition rather unsettling.

### WHY AMERICANS TRAVEL.

Americans go abroad, according to a Department of State study of 200,000 applications for passports, more for travel than for any other reason. Almost half of the applicants gave this simple reason to explain their departure from the familiar scenes of ordinary life. Members of the next largest group, some 68,000, gave as their motive in leaving the United States "family affairs"; 15,000 were bent on commercial and 2,000 on professional business, while 12,000 sought foreign parts in the interest of education. Apparently there were no confessions of a desire to achieve a temporary escape from prohibition.

These figures are in no way surprising, for travel is the normal motive of tourist and it is Americans of this class who throng the transatlantic liners. With the expenses of European tours greatly reduced from what they were in the pre-war era and every stay-at-home citizen subjected to an intensive barrage of tourist "literature," a vacation abroad has become the natural thing for an ever increasing number of people. It is no wonder that France appoints an under-secretary of tourism and that every European country is in the frantic race to attract the patronage of the American voyagers.

What was at first the imitation by a few wealthy Americans of the Englishman's "grand tour" has become for this country an annual exodus of hundreds of thousands and for Europe a lucrative industry.

### HANDLING RISING COSTS.

The chief problem in trade, as in industry, just now is how to handle rising costs brought about through lower volume. Where retailers and manufacturers are fortunate enough to be able to keep up their sales, they find in many cases that the pressure required to maintain volume is adding appreciably to costs.

In industry the issue which it was seen would confront mass production has arrived. Reduced output means higher costs. Margins were cut to obtain volume and now there is little or no profit as sales fall off and costs rise. It was pointed out previously that the only recourse would be higher prices, and yet it was doubted that producers would wish to mark up quotations in the face of depressed markets. Nevertheless, this has been done in the automobile line and results will be closely watched.

In trade there is greater progress reported along lines aimed at increas-

ing economy. Reduction of store supply expense is making much faster headway, now that the need is more pressing. The idea has become clearer that every dollar of saving in this way equals the profit on added sales of \$20—or \$5,000 saved represents \$100,000 extra volume. Attention is also being directed in a more positive way, at least, on compensation of the sales personnel since it has been demonstrated that low salaries do not always mean low costs, while frequently higher salaries do yield that result.

### FADS GO THEIR WAY.

Under the pressure of more exacting business conditions many fads of the easygoing times of prosperity are being dropped, and properly so. A good deal has been said and written about volume without profit and about the practice of seeking National distribution at a cost too high to justify it. Some other fads also require examination, and a prime field for investigation is found in advertising.

This important work has been conducted at times along very fanciful lines. The manufacturer may have his own notions, but it is frequently the agency which is at fault in suggesting marketing appeals or media which are quite unsound. Appropriations are wasted on notions having the flimsiest of foundation. For instance, a manufacturer of an article having style appeal is persuaded that he must carry his message in certain magazines catering to this class of merchandise, despite the fact that he may purchase a circulation three times that of the best of these publications for a lower rate.

The fact of the matter seems to be that not a few agencies like to see their work in "smart" publications—it satisfies an esthetic yearning and duly impresses their competitors. But if results, by any chance, enter the matter, and to-day they do, perhaps this costly fad will go the way of some others.

### THE INDUSTRIAL TREND.

One of the surest barometers of industrial activity and trends is the output of the electrical power plants. In the first two months of the current year there was an increase of 2½ per cent. in the volume of electrical energy distributed in the manufacturing centers of the United States. This information, coupled with figures indicating that industrial production is now proceeding at averages equaling those of the early part of last year, which then were considered unusually high, has been conveyed to President Hoover by representatives of major industries. Simultaneously the federation of labor reports that there has been in the present month a 2 per cent. increase of unemployment. This is a season at which in some lines of business there is a lull preparatory to the increasing activity of late winter and spring. Such unemployment as the federation reports could probably be traced largely to the building trades, which are still hesitant in many sections of the country.



## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

For three months or more Out Around has been essentially a misnomer, because the condition of the roads and the large number of stormy Saturdays have precluded much outside traveling. Last Saturday was so pleasant, over head and under foot, that an initial trip was made to Kalamazoo, which presented many outward indications of normalcy, notwithstanding the depression in some branches of the paper making industry.

I confined my calls mostly to business houses on Portage street, which is always a very interesting thoroughfare to me.

Guy Mahoney showed me an order for \$5.61 he had just taken over the telephone from a man who had patronized chain stores exclusively for years up to two weeks ago. He has evidently seen the light and is now patronizing an independent store with greater satisfaction—and the knowledge that he is a city builder instead of a city wrecker.

Directly across the street I ran into an old customer in the person of H. A. Crawford, formerly manager of the Lull Carriage Co. He is now Treasurer of the Milburn Refrigerator Co., which has engaged in the manufacture of coolers, refrigerators, refrigerator counters and store and market fixtures at the East end of Reed street. The company is fitting up a handsome showroom on Portage street and is arranging to go out for business on a large scale. The line looks good to me and I see no reason why it should not be in great demand, if it is properly exploited, as I have every reason to believe it will be.

I found every independent merchant I called on entirely free from the fear of chain store competition which was so strongly in evidence in the minds of merchants a year ago. They have all come to the conclusion that the alleged advantage of mass buying enjoyed by the chains is more than offset by the advantages the independents possess in personality, prompt attention, superior quality, full weight, full count, full measure, honesty in addition and change making and charge and delivery service. They have started a little monthly publication under the auspices of the Kalamazoo Boosters Club for distribution among their customers, which tells some plain truth about chain store dishonesty which are little less than appalling.

While in the Celery City I called on a chain store merchant who was in arrears on his subscription. I noticed he was specializing on men's socks at 69 cents per pair. He had a row of the goods strung on a string the entire length of the store. I asked him how he came to specialize on that particular article. His reply amused me: "I paid \$3 per dozen for those socks

in case lots. I made a special price of three for a dollar and displayed them in one of my show windows. I did not sell a pair, so I decided to ascertain how much the average man knew about quality and featured them at 69 cents per pair. Quite a difference between 33½ cents and 69 cents, but I am now selling my third case at 69 cents when I could not sell a single pair at the lower figure. All of which goes to show that the average male buyer knows no more about quality than an atheist does about purgatory." To me this incident, related in a boasting tone as though the perpetrator of the episode had accomplished a notable feat in merchandising, plainly discloses the tricks chain store operators employ to obtain more than 100 per cent. profit on their goods by trickery and chicanery.

Careful survey of those portions of the city I passed through leads me to the conclusion that Kalamazoo is suffering less from the "financial readjustment," as Will Rogers characterizes it, than any other city I have visited of late. Rogers says that business reverses are called panics when they occur during Democratic administrations, but when they take place during Republican administrations the term is softened down to financial readjustments.

En route home I made a few stops to greet my mercantile friends in Plainwell, Martin and Wayland. At Martin I was struck by the atmosphere in the meat market of Bernard Spoelstra, who insisted on showing me through his market and basement. I have never inspected a cleaner place devoted to the preparation and sale of meat.

While in Lansing two weeks ago I undertook to attend the mass meeting held at Prudden's hall to protest against the crimes committed by the chain stores. I could not get within gunshot of the building—and there were 1,500 others to keep me company. Naturally I bought a copy of the Lansing State Journal the next day to read its report of the meeting. Greatly to my disgust and disappointment, I found the meeting described as a mob. Announcing that a meeting was held, the Journal stated that it was "sponsored by a group of Lansing business men, without making mention of the fact that those who sponsored it were the independent merchants and business men who have made Lansing grow. In no case was the word chain store used, nor was there any intimation that the purport of the meeting was to curb the criminal practices of the chain stores. To all practical purposes the report could be applied to indians or hottentots as well as chain store criminals.

I am exceedingly sorry to see so great a newspaper as the Lansing State Journal prostitute itself at the feet of Mammon in this manner. The time is coming—and I think it is not far distant—when every newspaper which stultifies itself in this manner

will eat the bread of bitterness. During the civil war we called individuals who aided and abetted the enemies of the Republic copperheads. I wonder what term could be applied to the newspapers which are so completely under the domination of the click of the money till that they are willing to sell their birthright for a mess of pottage and betray the cause of honorable fellow citizens and good government in this manner?

I took occasion last week to criticize Hibbard, Spencer, Bartlett & Co. for selling a portion of the opening stock of the Clarence Thomas chain hardware store—intended to be the initial establishment of a large chain—when it was opened at the corner of Burton street and Eastern avenue. My authority for the statement was the man in charge of the booth of the Chicago house at the hardware exhibition here two or three weeks ago. When I took him to task for flaunting a large painted sign asserting that H., S., B. & Co. were friends of the independent hardware dealer because they do not sell chain stores, citing as an instance the Thomas sale, he promptly stated: "We sold only \$1,500 worth of goods to Thomas. Bingham sold Thomas goods to the amount of \$6,000." Relying on this statement, I made the reference I did to the matter last week. Now the sales manager of the Bingham house writes me that Bingham has not sold a dollar's worth of goods to Thomas. Enquiry at the downtown office and retail store of Thomas fully confirms the protest of Bingham & Co. and also brings out the statement that H. S., B. & Co. sold the entire opening stock—and are still selling the embryo chain system. I am glad to make this correction, so far as the Bingham Co. is concerned, because I do not want to do any many or business institution an injustice under any circumstances. At the same time I feel that H., S., B. & Co. have voluntarily cut themselves out of any further consideration at my hands, because in permitting an authorized representative to tell me a falsehood by word of mouth, they have confirmed the opinion I have previously expressed that the head of that house can play with the truth and keep about as far away from it as any man of my acquaintance.

Garrit Vander Hooning opened a new grocery store at 1935 Eastern avenue (Grand Rapids) Dec. 14. He had as competitors four chain grocery stores and two chain meat markets. His store was a pronounced success from the start. Every chain shop immediately took on the atmosphere of a country grave yard. The first day he had to employ twenty clerks to handle the business. His regular force was then four clerks. Now it is nine clerks, with extra help every Saturday. Last week the Piggly Wiggly store shut up shop and Kroger and A. & P. might as well follow the example, because they are both doing no business to speak off.

I note that De Long Bros., general

dealers at North Muskegon, have gone into bankruptcy, owing more than \$33,000, with alleged assets of about \$15,000, which reminds me of a prediction I made in their store when they discontinued the Tradesman about three years ago. Both brothers stated very emphatically that they had no time to read anything, "least of all a trade journal." I replied that I had been a careful observer of business men and business conditions for over forty years and that I had never seen any merchant succeed who failed to avail himself of the suggestions and advice of a trade paper. They laughed me to scorn, but I held my ground, repeated my prediction and stated that I passed by their store about twelve times a year and that within three years I would see a bankruptcy sale sign displayed on the premises. I appear to have called the turn, because bankruptcy proceedings showing a wretched disparity between assets and liabilities now stare De Long Bros. in the face. Strange to say, I have never known this rule to fail. E. A. Stowe.

## Curtain Demand Off Sharply.

Declining prices, attributed to the falling cotton market, and a restricted demand for goods, are worrying sales agents for popular-priced curtains and curtain goods. Retailers have failed to re-order in normal quantities, it is explained, and the market is now inactive when it should be enjoying a heavy seasonal business. A circular letter from a large mail order house, advising its supply sources that they must be ready to fill all orders within five days, has further depressed manufacturers. Such an injunction, it is pointed out, has never been sent out before and implies that the house will restrict its stocks to new low levels this year.

## Slip-On and Long Gloves Sought.

The nearer approach of Easter has helped business in women's gloves somewhat, but buying is still not particularly active. The slip-on holds its position for volume at the moment. Long gloves ranging from 8 to 16 button types are also sought. Cuff gloves are not in special demand. Kid gloves continue to lead over fabric types. Silk gloves, however, are believed headed for a good season, in both long and short styles. Lengths of up to twenty-two inches are being featured. The preferred color range in gloves includes blonde, black, beaver, white and eggshell. Importers are now receiving import samples of gloves which will form Fall lines.

## Predict Change in Lamp Shades.

A belief that public fancy will shift shortly from the parchment lamp shades decorated with prints to some other material has been voiced by several manufacturers. They base their prediction on the claim that parchment shades are now at the height of a popularity which they have enjoyed for a long time. Although forecasts concerning the styles which will supplant parchment are lacking, manufacturers point to the fact that pleated chintz types are selling more freely now than they have for several months.

## SUCCESSFUL SALESMEN.

James H. Cable, Representing the Toledo Scale Co.

It makes no difference upon which side of the counter he may stand, a first-class salesman is born with certain characteristics which enable him to accomplish with seemingly little effort that which the man without inherent and God-given salesmanship ability finds he cannot accomplish, either to his own satisfaction or to the profit of his employers. Salesmanship is hypnotism. The "knack" of selling goods is something which cannot be taught in a school for salesmen. If a man possesses this something which cannot be described and defined by a better word than "knack," he is born with it. Constant use and application will polish and temper it, but no amount of coaxing or driving will develop it if the seed—and it must be larger than a mustard seed—be not planted in a man's head by the Almighty himself. The men who sit in offices, draw salaries and expense checks, sweat blood and are called



James H. Cable.

"the old man" realize that out of the many thousands of traveling men there are really but very few salesmen. The old stories, "Too wet," "Too dry," "Out of city," "Will give good fall order," etc., are familiar phrases to every man who employs any number of traveling men and, alas! too frequently take the place of orders which are given to the salesman who possesses the "knack."

The life of a salesman is not an easy one, for however much salesmanship ability he may possess, if he is successful under present trade conditions and with the fierce competition which prevails to-day, he must be a hard worker, he must catch early trains and stick to late trains, he must copy his orders and write to his wife after all the stores are closed and there is no opportunity to take orders. He must have his clothes pressed after he goes to bed and he cannot afford to wait twenty-four hours in a town in order to get a pair of duck trousers laundered or spend his time and the firm's money drinking high balls and smoking 15 cent cigars in order to show

that he is a good fellow and one of the boys.

The life of a mere traveling man is an entirely different proposition. If he be fond of change—and most of them are, judging from their frequent demands for expense checks—their life is a continual round of pleasure. The hardest work they feel called upon to do is to write an occasional weather report to the house which employs them, and, what is, perhaps, still more laborious, make out a weekly expense account, which really requires considerable ingenuity and is quite a tax upon their nervous system.

James H. Cable was born in Crawfordsville, Indiana, Oct. 1, 1888, under the sign of Lebra. His father was of German-English descent, some of his ancestors having been Dunkard priests. His mother, who was a Lee, was of Scotch-Irish descent. She was a cousin of General Lew Wallace, author of Ben Hur, and a great granddaughter of General Robert E. Lee, of Virginia. Cable was brought up in Cleveland, where he attended the public schools, graduating on the literary course in 1908. He then attended Kenyon College, Gambier, Ohio, which is the oldest college West of the Allegheny Mountains, graduating on the literary course in 1911. During his college career he became a member of the Delta Tau Delta, which connection he still retains.

His first dip into business was as a footwear salesman for the B. F. Goodrich Co., of Akron. He was given Montana as his territory and made his headquarters in Helena. Four years later he was made district branch manager of the tire department at Youngstown, Ohio. Two years later he enlisted in the army when the kaiser declared war on the remainder of the world. He enlisted at Canton, Ohio, and was transferred to Camp Taylor, Louisville, where he received the commission of Second Lieutenant. He was subsequently advanced to First Lieutenant and transferred to Camp Stanley, near San Antonio, Texas. He finished his career in the army as regimental airplane observer and was discharged from the service after the armistice in 1918.

He then went to Kalamazoo, where he formed a co-partnership with his brother, D. L. Cable, and engaged in business under the style of the Cable Sales Co. They handled all kinds of rubber supplies, their motto being, "Everything in Rubber." Five years later he retired from this business to connect himself with the Toledo Scale Co. He was located in Grand Rapids as West Michigan salesman. A year later he was made branch manager of the Grand Rapids office. He was a member of the One Hundred Per Cent. Club both years.

Mr. Cable was married Feb. 14, 1925, to Miss Lovena Bryant, of Kalamazoo. They have one child, a boy, now two years old. They reside at 2663 Central avenue, Wyoming Park.

Mr. Cable is a member of the St. Luke's Episcopal church, at Kalamazoo, and is affiliated with the Masons up to and including the third degree. He is also a member of the T. P. A.



"If the goods you sell your customers please them — THEY WILL COME BACK TO YOU. You make this a CERTAINTY

with  
MUELLER MACARONI  
PRODUCTS

C. F. Mueller Co.

Jersey City

New Jersey



## INVESTMENT . .

THINK FIRST OF WHERE  
AND THEN OF WHAT  
YOU BUY.



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan



Mr. Cable insists that he has but one hobby, which is partridge shooting. He attributes his success to careful study and a thorough knowledge of the business in which he is engaged and its correct application.

The blunt unswerving honesty and integrity of Mr. Cable has the indelible guinea stamp and always and everywhere rings true. He is a man of strong and steady intellect and kind heart. He is deliberately and rationally helpful and generous to others without ostentation and seeks always to have such others aided to help themselves. He is a man of positive principle, who in his quiet way wins appreciative friends, and to those principles and friends he is steadfastly unwaveringly, loyal and true. Although he has a strong, positive and unique personality, he is not a man who carries all these qualities upon his sleeve and is not a man to be quickly and superficially understood. His strong, positive qualities of mind and heart are such as to command the increasing admiration and appreciation of those who know him well.

#### Sidelights on the Shreveport Prophet.

W. K. Henderson, better known as "Hello World" Henderson, undoubtedly is a thorn in the side of the chain store industry. His radio attacks have been such that it has been difficult to meet him on common ground. He is of the school that does not give its opponents an opportunity to make an answer. When they do answer, no one listens in, because everyone knows that the big chains are dominated by rascals whose word is not accepted as final by people who realize the unreliability of the speakers.

Mr. Henderson is owner of the W. K. Henderson Iron works of Shreveport. He also owns radio station KWKH of the same city. He built his station in the thought that it might prove to be a profitable side line for his iron business. He had no intention of launching a fight on the chains; this came about as the result of a freakish combination of circumstances and in the following manner:

One day Mr. Henderson happened to hear a local retailer make a speech before the Shreveport Chamber of Commerce in which the speaker told how the chains were cutting in on the local dealers. He liked the speech and invited the man to repeat it that night over KWKH. After it was finished Mr. Henderson himself went to the microphone, according to a reporter from the Kansas City Star, who recently visited him in Shreveport, and said:

"I am going to tell you what that address means. It means that these dirty, sneaking chain stores are coming into your town and taking your money and sending it out to a bunch of crooked, no account loafers in Wall Street! That's what it means."

That night and next day Mr. Henderson received hundreds of telegrams; and within a few days he had a couple of thousand letters from all parts of the country. He had struck oil! The comments ranged all the way from the commendatory to the satirical, critical and even abusive. Then, for two or

three hours night after night he would read the comments to his radio audience and briefly sermonize upon each in a highly entertaining way. Each night's performance brought in still another flood of letters and telegrams. Mr. Henderson very plainly realized that he had started something.

With the success of the chain store attacks came an expansion of Mr. Henderson's activities. He organized the Merchants' Minute Men, with a \$12 a year membership. Organizers of this group—the purpose of which is to carry on activities against chain store organizations—have been and are soliciting memberships over a wide territory. All of the fee goes to this radio wizard. He says he uses it to pay the overhead cost of maintaining and strengthening the organization and also to pay the cost of operating KWKH.

This little playmate of the chains also carries on a lucrative coffee business, selling the staple to his audience at \$1 a pound! He is said to sell about 1,500 pounds a day at this price. This money, Henderson states, is used also to defray the costs of his campaign.

Presumably many merchants in the territory covered by his radio lose coffee business to this monarch of the air. So the chains are not the only ones that are taking business away from the independent. Here comes the champion of the independent merchant himself in the role of a merchant who is doing a tremendous business on this one item alone. Other merchandise also is sold through a similar system and appeal.

#### Fruit Conditions in the Rio Grande Valley.

Edinburg, Texas, March 11—I have been quite interested in looking over the conditions in the Rio Grande Valley, following the extreme weather of the past winter, and after talking with many people interested here, I find that while the frosts of a few weeks ago did some damage to the young trees, no damage whatever was done to the older orchards and everyone seems most optimistic as to the future. Even the smaller trees which were frozen back are coming along splendidly now and the past experience seems to show that these setbacks, instead of working a hardship, prove to be an advantage in the future growth.

You might be interested to know that one of the local newspapers gives detailed figures of outgoing shipments during the past season, showing that something over 12,000 carloads of fruit and vegetables have already been shipped from this section. The prices have been very good and this year's crop seems to have placed plenty of money in circulation, and a very strong feeling of optimism prevails throughout the section.

E. D. Albertson.

Do you know what amazes me more than anything else? The impotence of force to organize anything. There are only two powers in the world—the spirit and the sword. In the long run the sword will always be conquered by the spirit.—Napoleon.

There would be some sins worth all we paid for them; but most we would not care for.

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From	Day Station-to-Station Rate
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CHICAGO, ILL.	.75

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

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

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



## ULTIMATE OUTCOME OF CHAIN STORE DOMINANCE

The Tradesman publishes on its third cover page a circular which is conceded to be the strongest analysis of the ultimate outcome of the chain store ever written.

The distribution of this circular among consumers has been found to do more to cause buyers to avoid chain stores than any other presentation of the subject ever written.

To any one who would like copies of this circular to distribute among his trade the price is as follows:

100 copies	-----	\$ 3.75
500 copies	-----	7.75
1000 copies	-----	12.75
5000 copies	-----	50.00

Both retailers and wholesalers are buying this analysis in one to five thousand quantities for distribution among their trade.

We shall be pleased to receive your order.

TRADESMAN COMPANY

## FINANCIAL

### Review of Business Conditions in Michigan.

General business in the United States failed to maintain in February the sharply upward movement inaugurated in January. Improvement was moderate, and not equally shared by all groups in industry, trade and finance.

Among the basic industries, steel, automobile and building, the movements were quite dissimilar. The number of automobiles produced was larger and steel production maintained a level slightly above the level reached during the final week in January, but building failed to equal its January total.

Some improvement was made in employment, but the number of unemployed is still large, and presents a serious problem in twelve states, it is said. There is a wide difference of opinion as to the number who are without work, but it probably is in excess of two million, even when allowances are made for the number who are normally unemployed and for unemployment of a seasonal nature.

Retail trade normally declines in February, and February, 1929, preliminary estimates of department store sales as reported by the Federal Reserve Board show a 2 per cent. decline. The heaviest declines occurred in the Chicago and Cleveland districts, and amounted to 7 per cent. and 5 per cent., respectively.

Prices have continued to decline but the amount of this decrease since last July falls far short of the precipitous drop in prices which occurred in 1920-21. Two explanations are advanced for the present decline: One of them is based upon monthly theory, and attributes the declining price level to a credit shortage, the other attributes it to the fact that because of improved methods, production has outstripped for the time being at least, the ability of consumers to purchase and utilize the commodities produced.

The position of the banking group in February continued to improve. Total borrowings of member banks from the Federal Reserve banks declined to \$152,000,000 in the last week of February, as compared with \$193,000,000 in the final week of January, and with \$729,000,000 on October 30, 1929. The rediscount rate at the New York Federal Reserve Bank declined to 4 per cent. during February and each of the other 11 banks made reductions during the month. On March 13, the New York Federal Reserve Bank made a further reduction to 3½ per cent.

What has been said of the contribution made in February toward improvement in the business situation in the United States may be applied with greater force to Michigan. Automobile production was greater than January output. If, however, allowance is made for increases which are purely of a seasonal nature and for a long time growth such as has been evident over the past fifteen years, it appears that, relatively, February was a poorer month than January. The Union Trust Company's index of passenger automobile production stood at 95 per

cent. of normal in January, but declined to 91 per cent. in February.


Factory operations in the furniture cities of Michigan are, without exception, reported as below normal. Manufacturers of farm implements in such cities as Port Huron, Jackson and Kalamazoo have participated in the general improvement which has taken place in this industry throughout the United States. Sixty-one agricultural implement manufacturers in the United States report sales 30 per cent. greater during January, 1930, than in the same month of 1929. The chemical industry in Michigan also continued to enjoy good business in February and reports indicate a very good outlook for the future. One large chemical company is so confident of improvement that it is expanding its production facilities. Activity in cereal manufacture is dropping off somewhat from its previous high rate of production. The paper industry shows little or no improvement over January and is still below normal, though some gain in activity is anticipated. Excessive production facilities are leading to price cutting tactics by some paper manufacturers, however, and this makes for uncertainty regarding the future of the industry.

As evidenced in the amount of electrical energy used by industrial concerns, industrial activity in February was one-half per cent. higher than in January, but 17 per cent. lower than in February, 1929. Building activity in February, as indicated by the value of building permits issued in 16 cities, in Michigan, declined 41 per cent. from January, and was 44 per cent. less than in February, 1929.

The situation in agriculture shows little change from last month. Declining prices for dairy products, such as milk and butter, are affecting adversely the areas where this type of farming is carried on, and the outlook for a higher level of prices is not good. Potato growers are reported to be holding a large part of their 1929 crop. Most of the crop will be moved in the next 30 days, although at relatively low prices. Bean growers are in about the same position as the potato producers. As indicated last month, those farmers who are classed as livestock feeders, are faced with considerable loss because of the drop in livestock prices in the period since their stock was purchased. Lamb feeders, especially, are affected in this manner.

Some improvement took place in the unemployment situation in Michigan during February. It was not enough, however, to keep Michigan out of the group of 12 states in which "unemployment amounting to distress" was reported to exist. The automobile manufacturing centers are more seriously affected than the smaller cities and the rural districts in the State. In the Upper Peninsula there has been some decrease in mining and lumbering activity, but the situation in this part of the State is not bad, and has not been serious all winter. With but two exceptions, the reports from 14 Upper Peninsula cities indicated normal employment.

Retail trade for the State as a whole

 Once upon a time, you went to your banker for accommodation . . . now you go to him for service. And the whole evolution of banking, as conceived by the Old Kent, lies in that difference. Do you know just how far the Old Kent goes to serve you? If you don't, why not find out? An investigation might prove lastingly profitable!



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## The Measure of a Bank

The ability of any banking institution is measured by its good name, its financial resources and its physical equipment.

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was slightly below normal in February. Goods which fall outside the necessities class are said to have moved slowly, and then only at substantial concessions. Inclement weather in various parts of the State during the month was responsible for some of the decline in general trade. Collections were reported as fair except in the Southwestern part of the State. Merchants in the summer resort section of Michigan are looking forward to another good year, and tourist associations are preparing the way for this influx of people who spend, it is estimated, from one-quarter to one-half billion dollars in the State.

Debits to individual accounts in five large cities in Michigan outside Detroit decreased 24 per cent. in February compared with January, and were 17 per cent. less than debits in February, 1929. General commodity prices in Michigan continue to fall in sympathy with the decline in the United States as a whole.

The season of year approaches when bank loans are sought for various productive enterprises. Only in the industrial Southeastern portion of Michigan is money reported as scarce and insufficient for local needs. Some loans, especially in agricultural communities, are being made to meet tax payments, which is an unusual and highly undesirable situation. Although no easing of the rates on commercial loans has yet appeared, the reduction in rediscount rates in this district should eventually make money available at lower rates. Mortgage money is tight, but some improvement occurred in February.

Many people are looking to the automobile and steel industries for further indications of business revival. In the case of the automobile industry, at least, this seems illogical. Automobiles can be sold at home only if general business recovers so that sufficient purchasing power is placed in the hands of the industrial and agricultural workers. A continued foreign demand for American cars and trucks is also desirable, but will depend to some extent on the development here during the next few months of a market for foreign securities. The lower discount rates which have been inaugurated at the Federal Reserve banks recently should make for a better bond market, both for domestic and for foreign issues.

As funds made available through new flotations flow into industry the general commodity and labor markets should benefit, the commodity price decline will tend to be stopped, and the laborers will be furnished with buying power. The present case in credit conditions and the added purchasing power created by virtue of large capital undertakings should thus eventually prove a powerful stimulus to general business, at which time the demand for automobiles as well as for other commodities in this class should increase. It seems, therefore, that general business recovery will precede any increases which may occur in the automobile industry.

Navigation on the Great Lakes will soon commence, and should lead to

improved business. Tourist trade, which has in recent years become one of Michigan's greatest sources of revenue, is also expected to be large this summer. Thus, while the return to normal of automobile manufacture may be slower than desired, considerable improvement is nevertheless possible in Michigan business.

Ralph E. Badger, Vice-President,  
Carl F. Behrens, Economist,  
Union Trust Co.

#### Emphasis Is Switched To Bonds.

Nowhere is the 1930 complexion of the market more strikingly portrayed than in the character of new security issues that investment houses now are merchandising.

Up to the stock smash last autumn bonds aroused no appetite with investors. What they wanted was stock—and stock with a tempo. For months with the approach of the October-November episode a new bond was becoming more and more rare among the flotations. Then the emphasis turned abruptly.

First of all the volume of new corporate financing in the first two months of 1930 up to March 1 totaled but half the amount for corresponding months a year ago. A compilation by Standard Statistics Company, Inc., shows that the new financing for this year to date equals only \$1,304,000,000. The emission of new securities up to this time in 1929 was \$2,256,000,000. But the more conservative character of this year's financing is revealed in the nature of securities brought out as much as in the reduced volume.

It takes no very close examination of the 1930 lists to see that with a large number of important investors in this country the emphasis has been shifted from stocks to bonds. Up to this time a year ago new financing through the sale of common stocks totaled \$1,085,000,000. So far this year financing of this character has been small indeed. At \$260,000,000 the volume of common stocks offered for public consumption totals scarcely 25 per cent. of that a year ago.

Let us see how popular bonds are now. Up to this time a year ago bonds were less popular than stocks. Flotations of all bond descriptions up to March a year ago totaled only \$656,000,000, a volume, it will be obvious, very materially under that represented by stock offerings. But bonds this year have been popular. The flotation so far has totaled \$980,000,000. That is to say not only is the volume of bond offerings substantially higher than that a year ago but the preponderance of new security flotations now is bonds rather than stocks.

What is even more impressive is the fact that most of the bonds offered this year have been those of operating or producing companies rather than issues of non-productive enterprises. It indicates that a solid foundation for a far-reaching restoration of normal conditions in business and finance is now in the process of formation.

Paul Willard Garrett.  
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## MENACE OF HEART DISEASE.

### Offers Greater Problem Than Cancer or Tuberculosis.

Few people realize the growing menace to life of heart disease and that its importance as a public health problem is greater than that of tuberculosis or cancer.

Special reports for 1928, showed that 228 persons out of every 100,000 died from heart disease, as compared with 106 from kidney disease, 105 from cancer, and 100 from pneumonia—the four great killers of mankind.

Moreover, these figures do not tell the whole story, because the number of deaths from heart disease is increasing. During the eight years from 1917 to 1925, the population increased by about one-third, deaths from heart disease practically doubled, and the number caused by heart disease as a contributing factor increased 81 per cent., although the number of deaths from all causes increased only about 14 per cent.

Heart disease is particularly a disease of early life. In the period 1921 to 1927, 82 per cent. of the total population of the country, heart disease was the third highest in the list of the causes of death among children.

Heart disease may be congenital or acquired. Little can be done to prevent the development of congenital cases beyond increasing attention to the supervision of expectant mothers. Acquired heart disease is most frequently due to improper habits of living and to the infections, particularly those of the rheumatic group.

It has been shown that the incidence of certain infections and rheumatic diseases in association with damaged hearts is very high—scarlet fever in 12 per cent., diphtheria in 16 per cent., chorea in 15 per cent., rheumatism in 44 per cent., and tonsillitis in 66 per cent. of the cases; and among adults, there is increasing evidence that social diseases are important and frequent cause of serious damage to the vascular system.

The liability to cardiac involvement in acute rheumatic fever varies with age, practically 75 per cent. occurring in children under 10 years of age, as compared with about 12 per cent. in persons over 40 years of age.

Diphtheria may act in two ways; in one way, to cause permanent damage to the heart, and in the other, by paralyzing the enervation of the heart, to cause sudden death. Therefore, special watchful supervision should be maintained over children recovering from diphtheria to prevent any undue strain, either physical or mental, for some weeks after an attack of diphtheria. Neglect of this precaution has resulted in the sudden death of children who apparently were far advanced toward recovery.

The chief factors in the development of heart damage are rheumatism and the conditions associated with this disease. Rheumatism is now believed to be a germ disease. The infecting organism seems to have certain favored portals of entry to the body, particularly through defective teeth and diseased tonsils.

Among the children whose tonsils had been removed, indicating serious tonsillar infection in the past, 20 out of every 100 had attacks of rheumatism and 4 out of every 100 had heart disease. Of the children with defective tonsils, 17 out of every 100 had rheumatism and approximately 3 out of every 100 had heart disease.

In regard to prevention, an understanding of the underlying causes is of primary importance to the institution of measures to prevent the occurrence and to prolong the lives of those who have developed heart disease. The health habits of all children must be carefully supervised to maintain nutrition, secure adequate rest and sleep, limit activity when necessary, and to avoid infection.

The very marked association of rheumatism with heart disease clearly indicates the importance of the prevention and proper treatment of the rheumatic affections. Children with dental decay or who are subject to repeated attacks of tonsillitis most frequently are subject to rheumatic attacks.

Special care must be given, therefore, to the removal of the so-called portals of entry, such as adenoids, diseased tonsils, and decayed teeth. Moreover, since chorea and the so-called "growing pains" of children are most probably manifestations of rheumatic infection, children presenting these symptoms should be placed under constant medical supervision and subjected to repeated examinations in order to minimize any potential damage to the heart. Taliaferro Clark, Senior Surgeon, Public Health Service.

### Remarkable Report From Detroit Independent Grocers.

Detroit, March 18—Enclosed herewith our voucher for \$3 covering renewal of our subscription for the Michigan Tradesman for one year.

The Michigan Tradesman has been a great source of information and guiding spirit for the writer in our work, and wishes to express our appreciation of the Tradesman policy relative to the independent merchant.

This Association was organized fourteen months ago and we are highly pleased with developments, as we have to-day a membership of 150 of Detroit's better independent grocers. Our service consists of field work. In that we have efficiency men who call on the stores and help rearrange them in a very efficient manner, insisting on the proprietor making use of every modern facility, plus keeping his store clean, his merchandise and windows properly displayed and with price tickets on everything in the store. We are also giving them window posters and weekly advertising in the Detroit News, as well as circular advertising in the immediate neighborhood of our stores. We also have a meeting once every two weeks on Wednesday at the Wolverine Hotel, whereby independent merchants' problems are discussed, with valuable and timely suggestions by prominent business men on the subject of merchandising and other valuable features.

Ever since organizing we have pursued a policy with manufacturers and jobbers, by which we procure for our members the same advantages available to chain store organizations and we have been successful in getting for the progressive stores certain reductions in prices, as well as certain advertising concessions.

Last week we made a lease with the

Michigan Central Railroad to acquire the largest and most up-to-the-minute terminal building in Michigan, located on Michigan Central team tracks between Tenth and Twelfth streets and originally constructed by the M. C. for use as a produce terminal. We expect to have this warehouse ready to service our stores in the next fifteen or twenty days. We believe that this move will give our members the advantage for the first time in the history of Detroit of securing their merchandise with very reduced handling charge and very modern facilities. In plain, we expect to save our members from 10 to 20 per cent. on their buying and we believe that we will place our units one step ahead of chain store organizations from an economical standpoint and every other angle.

Louis Shamie,  
Sec'y Progressive Independent Grocers Association.

### Seek Novelty Jewelry Volume.

To develop volume on novelty jewelry, manufacturers are making a practice of showing new items very frequently, with marked attention given price ranges. Prystal merchandise continues to be an outstanding feature in the better lines. It is being offered in evening types in the favored rose opaline shade. Recently combinations of prystal and crystal necklaces have been offered in lengths ranging from 18 to 36 inches. The components of the necklaces are of odd cut, with prystal clasps also being employed. Clips continue in good demand.

A long life is worth more than an overloaded stomach.

## BIDS WANTED for

**\$200,000.00**

### City of Royal Oak Bonds ROYAL OAK, MICH.

Sealed bids will be received by the City of Royal Oak at 211 East Third Street, Royal Oak, Michigan, until 7:30 P. M. Eastern Standard Time, Monday, March 24, 1930, for the purchase of bonds numbered from one to two hundred inclusive, and maturing as follows:

January 1, 1932	-- \$25,000.00
January 1, 1933	-- 25,000.00
January 1, 1934	-- 25,000.00
January 1, 1935	-- 25,000.00
January 1, 1936	-- 25,000.00
January 1, 1937	-- 15,000.00
January 1, 1938	-- 15,000.00
January 1, 1939	-- 15,000.00
January 1, 1940	-- 15,000.00
January 1, 1941	-- 15,000.00

All bonds to be coupon bonds in denomination of \$1,000.00 each. Bidder to name rate of interest and premium.

The full faith and credit of the City is pledged in payment of the bonds.

The City will furnish legal opinion of Miller, Canfield, Paddock and Stone of Detroit, Michigan, as to the validity of the bonds.

The City reserves the right to accept any proposal, or to reject any or all bids.

For further information, address  
JAMES D. NEWSUM,  
Director of Finance.



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GRAND RAPIDS, MICH.



## MUTUAL FIRE INSURANCE

### A. & P. Fined \$70 in Reed City.

Reed City, March 15—I read an item in the Tradesman about the chain store trucks breaking down the streets and crosswalks. May I ask you why don't the people where this occurs wake up and get busy and use the law? That's what we have our laws for in every city. If you give these Wall street money bulls a finger they will surely take your hand also. We have the same thing to contend with in Reed City, but we put up a fight for what's right. This week the A. & P. chain store trucks were stopped several times on March 14. They were taken before the justice of peace, A. M. Fleischauer, three times in one day on three different counts and paid a fine of \$70 for one day's law violation. They are overloading their trucks and sneaking over our highways with overloaded trucks during the darkness of the night; but folks are waking up and they do not get by with it everywhere. Before we had good roads and before the towns throughout the State had paved streets the smaller towns were not much of an attraction to the Wall street money kings, but now as we have paved roads and paved streets they come by truck loads, tearing up our highways, crosswalks and blocking the traffic on side streets, so it is almost impossible to drive or walk. If your home owned trucks would do these things they would soon be arrested or stopped. What is there about these Wall street kings that everybody is afraid of them?

I noticed your item in the Tradesman a few weeks ago, in which you stated how a number of chain store managers were arrested for short weights and you remarked on the smallness of the fine they paid. I can't understand the reason, can you? Every farmer and some city folks are hollering about high taxes and shortage of money in the country. Little do they think of the millions that they send to Wall street every year all over the United States. It is true, however, that the home owned store is a fine asset to those that, after trading in the chain stores, they get out of a job or get sick and need credit. In closing, I just wish to say that it is too bad that some folks forget the Golden Rule and want others to do what they won't do.

Fred Hemund.

### World Is Getting Back To Normal Financing.

Basic evidence of improvement eventually in industry is to be found even more in reviving interest for bonds than in the advancing stock prices where most people now are looking for this sign.

Our difficulties must be unwound with regard for the order of events

that lead up to a recession. Just as the diversion of funds in unwarranted sums into speculative stock channels finally choked business by making money dear and bonds unpopular the restoration of the patient to good health depends on a return of these things that were taken away. For a full recovery in business the world over it long has been evident that we must first go back to some old principles.

The recently revived popularity of bonds provides the most hopeful existing evidence that the world is getting back to bedrock in matters financial. It means that a solid foundation is in the making to support a far-reaching group of industries that were not able to make progress under the handicaps imposed last year and to finance our foreign customers.

Special reasons may be given for the boiling markets lately in Government securities but in its less conspicuous way the 1930 performance in bonds generally has been as impressive as that in stocks. Notwithstanding the flotation of new bond issues at very nearly a peace-time record pace the market has held its own price level. Indeed it has moved up to the December highs which is to say that bond prices are gradually getting back to their early 1928 positions.

And here it should be noted that the trend in bond prices from 1920 to early 1928 was upward. Declining commodity prices and declining interest rates in that period reversed the downward movement in bonds that had been under way from 1902 to 1920 when commodity prices were steadily rising.

Recently there have been evidences of a resumption of the major upward movement in bond prices that was abandoned in early 1928. The influences supporting this view are the world-wide decline in interest rates and commodity prices not to mention the low portfolio bond positions of our own banks. Paul Willard Garrett.

[Copyrighted, 1930.]

### No Health Menace From Cooking in Aluminum Ware.

Some way the idea has got abroad that aluminum ware is dangerous to health—that foods cooked in aluminum utensils absorb some kind of poison.

How such a notion got started is hard to say. Certainly, it was not really to protect the public from harm. Perhaps the original idea was to help the sale of some other kind of cooking utensils.

But in the end, such trade wars serve mainly to befuddle the public. They benefit nobody.

The Department of Agriculture, itself, has not conducted any experiments on aluminum ware. We have, though, made a careful study of the scientific literature reporting experiments done by other reliable research institutions.

Not one statement can we find, backed by scientific research, that even suggests aluminum ware as the cause of disease or as a menace to health.

Ruth Van Deman.

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Suite 407 Houseman Building Wire or phone our expense—A Representative will call immediately.  
Grand Rapids, Michigan

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Grand Rapids, Mich.

## JAVA COFFEE.

### How It Is Produced in the Orient.

Millions of pounds of coffee are annually raised and exported by the Dutch of the island empire Southeast of the mainland of Asia, which they often call "Insulinde" and of which some are speaking as Indonesia. As a girdle of emeralds these islands are strung along the equator. The fairest of these emeralds and the best known is the island of Java, which the writer of these "Notes by the Wayside" had the pleasure of visiting from Christmas, 1929, to Jan. 18, 1930. A wonderful trip, indeed.

An infinite variety of crops is raised in Java and its neighboring islands. Of these crops, coffee is one of the best known and most important. Since during 1924, for instance, some fifteen millions of pounds of "Java" coffee found their way into the United States, it may interest some of the Tradesman readers to have us tell them about the raising and preparing of coffee.

Who of us has not drunk Java or Java-Mocha coffee? But we feel almost inclined to wager that but few of us have ever drunk it the way it is served in its native habitat. When on the island of Java, in a hotel, or on board an East Indian boat under the Dutch flag, one orders coffee, he finds that the fragrant and delicious drink is served quite different from our usual manner. The servant or "jongen" (boy) who fills your order brings in a tray on which you do not merely see a cup, a saucer, a spoon and sugar and a milk pitcher, the way we are accustomed to, but rather what looks like an old-fashioned syrup can—usually of glass. It is filled with what appears to be very dark molasses. But it is not molasses—it is a coffee solution which is placed before you, a solution as thick, as a rule, as the proverbial molasses of January. The accompanying milk (not cream) is served boiling hot.

Well, you pour as much of the coffee solution into the cup as you think you can stand, adding as much of the hot milk and granulated sugar as you care. That's your Dutch-Indian way of drinking coffee. Some Americans do not like it served in that manner. The writer of these lines learned to love it. Maybe the Dutch blood in him was instrumental in soon appreciating as well as adopting the custom of the country. For that matter, with a little good will one soon gets accustomed to the ways of India. That applies also to taking a bath, or, as the better term is, one's daily "ablution." Instead of using a tub or shower, you pour a few buckets of water over your cranium. Millions of people throughout the Orient bathe themselves in the aforesaid manner, even as countless millions prepare and use their coffee the way we described it.

But it is neither about coffee drinking nor about bathing that we wish to write in this letter. It is of the story of coffee raising in the Dutch East Indies and of the preparation of Java coffee for the markets of the world, that we desire to tell the Tradesman

readers. It is a story which speaks of a constant fight against disease and a constant lookout for the best kind of coffee that we will write; we mean the best kind of coffee suitable to the soil and climate of Java and its neighboring islands under the Dutch flag.

Coffee is one of the best known and most important crops of the East Indies. Some two or three centuries ago someone brought coffee plants from Arabia to Java. Possibly it was some Mohammedan pilgrim who had visited Mecca. But at any rate plants (or seeds) which had originated in Arabia were put into Java's fertile soil and thrived wonderfully well. The Dutch, as a rule, know a good thing when they see it and they saw to it that the seeds of the flowers of the imported plant were distributed among the natives. In the year 1711 the first small consignment of Java coffee was exported to the homeland. And by the time the calendar recorded the year 1724, over one million pounds of Java coffee were sold in Holland.


A century later, under what was called a (compulsory) "culture system" coffee was planted throughout Java, wherever the soil was found suitable, and the production increased so rapidly that between the years 1850 and 1880 the annual production of coffee was on an average 800,000 "piculs." One Java "picul" represents 136 pounds.

From Java the cultivation of the coffee plant spread rapidly to the neighboring islands, such as Sumatra and Celebes. And then, rather unexpectedly, there was a hitch in the proceedings. Beginning in 1878 the "coffee leaf disease," a kind of a mildew, recognizable by yellow spots on the leaves, began to prevail in Java and in Sumatra. The disease killed not only twigs and branches, but sometimes the entire plant. Later on a new enemy put in an appearance, the "berry bug," a beetle settling in the coffee berry as well as in the tree. Between 1918 and 1921 this last named foe of the coffee plant caused very serious damage.

But the doughty Dutch were not deterred. Up to that time the variety which had been planted everywhere was known by the name of Java coffee, technically called "coffee arabica." They tried a new species, brought from Liberia. When that also succumbed to the leaf disease, by a fortunate combination of circumstances, the Dutch discovered a species imported from Congo, the "coffee robusta," called "robusta" because it proved robust enough to withstand the enemies of the plant. And such a favorable impression was made by the new variety that the planters cleared their areas of the old trees and everywhere substituted "robusta" coffee plants.

In the year 1910 the export of robusta coffee amounted to only 20 per cent of the total coffee exports of the Dutch East Indies. But by 1927 this percentage had risen to 89, clearly indicating its important position.

Robusta coffee is grown on large estates, which the Dutch call "ondernemingen" or enterprises, employing thousands of natives. But these na-




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A good record bespeaks a solid future. Since its beginning this company has paid every dividend on its Preferred Shares, in cash on the date due.

This record is evidence of a careful, conservative and efficient management. A strong dividend record indicates a seasoned investment. Linked with this, the greater possibilities ahead for increased business promise a solid growth.

You can reap the benefits of savings well invested.



## Consumers Power preferred Shares

Ask our employees about our monthly payment plan paying you a good return on your savings.

### CONSUMERS POWER COMPANY

Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

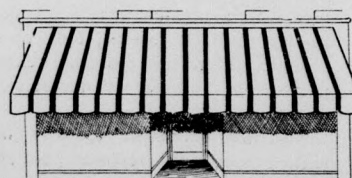
Rowena Yes Ma'am Graham      Rowena Pancake Flour  
Rowena Golden G. Meal      Rowena Buckwheat Compound  
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

## ATTRACT MORE BUSINESS



Our representative will call without cost or obligation.

by brightening  
your store with a  
COYE AWNING

CHAS. A. COYE, INC.

Campau Ave. and Louis St.  
Grand Rapids, Michigan



tives and other individuals also raise coffee as private enterprises to a remarkable extent, showing what individual initiative can do. Of the total robusta production of 1927, estimated at 113,000 tons, about 45 per cent. came from native cultivations.

Robusta coffee demands a loose soil. That is the reason it does so well in Java with the volcanic origin of its fields.

Coffee is usually planted together with shade trees. It thrives best at a height of from 1,000 to 2,500 feet above sea level. The upkeep of the gardens demands considerable topping and pruning, as well as weeding. When the tree has grown to a certain height, the top is cut off, with a view of keeping the plant low enough to facilitate the picking of the berries without the need of cumbersome ladders. This topping also develops side branches, thus increasing fruit-bearing. When a tree has become old it is cut down to the ground. One offshoot is allowed to remain, and this, in course of time, forms the new tree.

It is only after a tree has stood several years (the exact period differs) that it begins to produce the white perfumed flowers—the harbingers of the much coveted berry or coffee bean. Some varieties blossom right along, which means that berries can be picked throughout the year. Others have alternate periods of blossoming and fruit bearing. Eight or ten months after blossoming the green berries begin to change color. Slowly they become red. That means that the picking season begins. The pickers carefully pick off the red berries. By the time they cover the entire field, they can begin a second trip from start to finish, and they can continue until the entire crop is harvested. The native women do this picking. They also carry what they harvest to the factory, in which the beans are forced out of the skins by means of machines, called pulpers, and then put into fermentation tanks. This process is called the "West Indian" method. During the fermentation the slimy flesh of the fruit, still adhering to the bean, undergoes a change, facilitating its removal from the parchment. This removal is done by washing, a process which causes the inferior or diseased beans to float on the surface, so that they can easily be removed. The washing is continued until the water used in the process becomes clear and no inferior berries float on the surface. Then the beans are dried, at first in drying tanks to allow the water clinging to them to evaporate, and then in drying machines, through which currents of hot air pass until the last traces of moisture are removed and the beans become hard. About the roasting we need not write.

The coffee industry of the Netherlands East Indies shows, as we see it, that the Dutch are still up and doing, not content to rest upon their laurels, but alert to battle disease and to look for new varieties, the way Americans are constantly on the lookout regarding crops raised within their own borders and insular possessions. Perhaps the Hollanders are trying to

imitate us in this regard. At the same time, we might well follow their example of leisurely sipping their coffee, making "coffee time" during forenoons and afternoons half-hours of repose, often in the midst of their associates and families, instead of gulping the contents of our coffee cup with a few swallows, in lunch counter style and in a spirit of everlasting "hurry-up," shortening the span of life, ruining our appetites and robbing us of many a pleasant chat. Henry Beets.

#### Greetings From an Old Time Merchant.

Pontiac, March 17—Having been a reader of your valuable journal, the Michigan Tradesman for many years, I thought perhaps you might be interested in knowing how I became a patron of same and where I obtained the first copy. The first copy was handed me by my old time friend, Henry Voorheis, who lived at that time about seven miles Southeast of Adrian on what was known as the town line road between Madison and Palmyra townships. I have since learned my old time friend has passed to the beyond. His wife was a sister of Daniel Bateman, at that time my nearest neighbor and a good friend of mine. Perhaps you may have had an acquaintance with both of these parties.

At that time I was keeping store at a point five miles Southeast of Adrian on the town line road between Madison and Palmyra townships. I kept a grocery store and had the postoffice known as Gorman, which I got established and held under both Democratic and Republican administrations for over ten years. The office was named after Congressman James S. Gorman, of Chelsea.

I was also justice of the peace and notary public during that time, having been from Madison township. I married a great many couples during my twelve years in that office. I also had several law suits before me and I never shall forget the first time I addressed a jury.

I have also been down to Detroit on grand jury several times. At the present time I am engaged in selling insurance for the North American Accident Insurance Co., of Chicago, and I maintain an office in my residence at 221 Rockwell avenue, Pontiac.

I assure you of my kindest regards and best wishes for a long and prosperous life and the same to every patron of the Tradesman and all the office force as well.

I am seventy-six years old and am living on allotted and borrowed time and I thank God for every day I am permitted to live. I never have used tobacco or liquor in any form whatever during my life and I never was arrested or in jail in my life, so consequently I am happy and perfectly contented. I never worry. I am too busy for that and I am just waiting my Master's call. I am ready to go whenever the summons come to me.

T. E. Bentley.

There is no wealth but life. Life, including all its powers of love, of joy and of admiration. That country is the richest which nourishes the greatest number of noble and happy human beings; that man is richest who, having perfected the functions of his own life to the utmost, has also the widest helpful influence, both personal, and by means of his possessions, over the lives of others.—John Ruskin.

Aim to please but be sure you're aiming in the right direction.



## Guarantee Your Home Through a Life Insurance Trust

After all the reason you carry Life Insurance is to maintain your home and give your family financial security. Today you can doubly assure your Insurance . . . guarantee your home . . . through the modern Insurance Trust.

You can secure expert investment care with no worry to your family, who will get the income and such sums from the principal as you may direct for emergencies. The agreement is very flexible and can be made to meet your particular situation . . . We shall be glad to explain the advantages of Life Insurance Trusts to you.



Call or write for a copy of "How To Handle Your Life Insurance." There is no obligation.

THE MICHIGAN TRUST co.  
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

## DRY GOODS

**Michigan Retail Dry Goods Association.**  
President—J. B. Mills, Detroit.  
First Vice-President—Geo. E. Martin, Benton Harbor.  
Second Vice-President—J. T. Milliken, Traverse City.  
Secretary-Treasurer—Thomas Pitkethly, Flint.  
Manager—Jason E. Hammond, Lansing.

### Brevity Is the Soul of Chic Designs.

Those very brief evening wraps which looked a trifle chilly during December and January are back again in full force for late Spring and Summer, when they will have the merit of being appropriate as well as chic. After all, the short cape or jacket is the logical accompaniment of the long trailing skirts we are wearing now, and breaks the modern attenuated silhouette in a youthful and becoming line.

All the leading couturiers launched short wraps at their openings, and many are already being shown in New York. Chanel's little velveteen cape coat with the peplum bids fair to be a sort of uniform with the younger set. Tiny tucks mold the jacket to the figure in the front, and an elbow-length cape collar rolls high at the back in a dashing manner. In lacquer red velveteen, over a frock of black cire lace, the effect is sufficiently smart and sophisticated to charm even a 1930 debutante.

Patou contributes a demure little shoulder scarf of ermine, cut in a half circle and gathered into scarf ends. This hugs the shoulders in a real 1930 line. From the same designer comes a shoulder cape of figured chiffon, cut in sections to fit the shoulders, and bordered with black fox. This is part of an ensemble, as is Molyneux's short cape, knotted in front and bordered with a wide fringe, which is worn with one of the new fringed dresses.

Paquin shows a short wrap of velvet, with deep yoke and tucked hip band. Bows on the shoulder and hip are lined with a contrasting shade to match the frock. There is much interest in Maggy Rouff's short evening coats of figured lame and printed satin, with bold designs on white and silver grounds.

These coats are designed for wear over flat crepe, lace or chiffon frocks which repeat one of the colors in the print.

### April Bridal Gowns.

Most of the April brides are choosing satin for the wedding dress. This supple gleaming fabric lends itself perfectly to the long, slender lines of the princess and Empire silhouette, and gives the bride added height and distinction amid the pastel tinted frocks of her bridal attendants.

However, as warm weather approaches, we shall undoubtedly see many wedding frocks in sheer diaphanous materials, lace, net, even organdie for the very young bride. Norman Hartnell has just sent over one of the loveliest of the Easter bridal gowns, in ivory net, embroidered in long, trailing sprays of leaves. This frock has a round neckline and is cut in a slim sheath, molding the figure to the knees, where the fullness breaks away in a soft flounce, widening to a train at the back. The long sleeves

are slit to a point above the elbow and fall in lines of medieval grace. The chiffon underdress is embroidered with a tracery of silver.

### Sees Silk Trade in Vicious Circle.

Despite the unsatisfactory market conditions arising from overproduction in the silk trade, a large number of mills continue to run day and night. In the opinion of one well known executive in the trade, this condition seems destined to continue for an indefinite period. The prices on finished goods, he explained yesterday, are being made so close that the mills have got to keep operating on a day and night schedule. If they did not, he added, their overhead costs would notably increase, resulting in prices that would be much beyond what buyers wish to pay. The entire trade, he concluded, is operating in a vicious circle.

### List Summer Millinery Colors.

Twenty-three colors have been chosen for special Summer promotion by the color conference committee of the Eastern Millinery Association and allied millinery interests in co-operation with the Textile Color Card Association. The blues, which are featured, comprise baby blue, ciel, pale turquoise, equafone, linen and fleet blue. The pink range is also prominent and includes opal pink, opal rose, haze pink and rose mist. The greens selected are parrot, leafbud, spring and villa green. Attention has also been given the light beige and natural tones, which comprise bisque rose, beige clair, vanilla soufflé and seed pearl.

### Easter Gains May Not Hold.

In appraising the business outlook business men should not be overconfident that Easter is likely to bring with it a wave of consumer buying which will swell late Spring and Summer business, a local executive said yesterday. There is every indication that the approach of Easter will bring with it a revival of retail and wholesale activity, he declared, but whether this will continue into the succeeding months remains as yet an open question. According to his view, the retail demand is not likely to overcome inertia in many wholesale lines, which will await the Fall for substantial improvement.

### Orders For Men's Shorts Increase.

A buying movement among retail stores during the last few weeks has brought a heavy volume of orders to underwear sales agents handling men's shorts. Popular priced goods in both plain and fancy patterns are selling freely. Most of the demand so far has centered on goods retailing at from 39 to 50 cents. One mill specializing in this type of merchandise reports that for the first time this year it is asking from two to three weeks on deliveries. The increased business is making up to some extent for the lack of trade which marked the early weeks of the present season.

The man whose house fell on him wasn't the first man who was ruined by his overhead.

NOT IN THE SYNDICATE

## THE INDEPENDENT

Published every now and then to promote Independence in Business and especially to help the Independent Dry Goods Retailers of Michigan

By C. J. FARLEY & CO., Grand Rapids

Who are wholesale only and are not in the retail business in any way whatsoever

VOL. I.

No. 2

### Our New Dress Buyer

is Mrs. C. J. Farley, who formerly bought dresses for the best retail department stores in Chicago and elsewhere.

That she knows the best when she sees it is proved by the wonderful dresses which just came in as a result of her buying trip to New York City last week.

Several customers said they never saw such beautiful dresses on the racks either in Chicago, Detroit, or elsewhere. Our price ranges are \$3.75, \$6.75, \$8.75, \$10.75 and \$13.75.

And to guaranty that we will continue to show the way in Ready-To-Wear, Mrs. Farley has consented to continue to buy for this department, and make frequent trips to market to insure our having the latest and most stylish merchandise always.

Now is the time to visit us and stock up for Easter trade, or ask our salesman to show you the selection he is carrying in his Wonder Robe trunk.

### Our Model Store

is described in this issue of the Michigan Tradesman. The pictures do not really do it justice because they cannot talk and explain the up-to-date merchandising principles exemplified therein.

Several merchants said that these fixtures are the best and most practical they have seen, and the orders placed with Terrell's Equipment Co. prove it.

If you are thinking of remodeling, see our model store first. Remember we are glad to show you our model store without any obligation on your part. Just seeing it and having it explained would be beneficial even if you do not intend to remodel. We are trying to help—why not pay us a visit?

### Have You Heard About the Following?

1. The E-Z Way Blanket Ensemble Sale.
2. Special Deals on Strongalls and Wolverine Overalls.
3. Hey! Hey Workshirts.
4. Farley Hose.
5. Gloria Rayon and Cotton Flat Crepe.
6. Stamped Goods.
7. Batt.s

### Etc., Etc.

Including many other wonderful items which our salesmen will gladly explain. We solicit new accounts strictly on merchandising merit.

## Great Offering!

*DuroBelle*  
HUMAN HAIR NETS

at new prices

Now sell nationally known

*DuroBelle*  
profitably against  
ALL COMPETITION!

Only \$9 a gross!

Double or single net, cap or fringe, bob or regular — black, dark brown, medium brown, light brown, blonde, ash blonde, drab and auburn.  
(Formerly \$9.60).

Only \$12 a gross!

Special shades—grey, white, lavender and purple in above styles  
(Formerly \$15.00).

Remember, we also import the famous

**UNICUM**  
HAIR NETS.

Have us quote you on your own brand

**NATIONAL GARY CORPORATION**

Successors to  
**NATIONAL TRADING CO.**  
and **THEO. H. GARY CO.**  
251 Fourth Ave., New York, N. Y.  
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## GUARANTEED

5 1/2% and 6%

	Rate	Maturity
\$15,000 American Home Security Co.	6%	1943
Guaranteed by Metropolitan Casualty Insurance Company of New York		
\$35,000 Central Securities Company	6%	1940
Guaranteed by United States Fidelity & Guaranty Co.		
\$5,000 Federal Home Mortgage Co.	5 1/2%	1938
Guaranteed by National Surety Company		
\$11,000 Union Mortgage Company	6%	1932
Guaranteed by Southern Surety Company		
\$25,000 Illinois Standard Mortgage Corporation	6%	Serial
Guaranteed by Metropolitan Casualty Insurance Company of New York		
\$10,000 National Union Mortgage Company	6%	1946
Guaranteed by National Surety Company		

## The Industrial Company

Associated with

**Union Bank of Michigan**

**Grand Rapids, Michigan**

Resources over  
**\$5,600,000.**



## SHOE MARKET

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

### The Commercial Traveler a Wayside Missionary.\*

Were I to take a Scripture lesson it would be the Parable of the Good Samaritan; or a text it would be Ella Wheeler Wilcox's "The Commercial Traveler." The commercial traveler is not always an angel bright and fair. He may need to worry more how he will get his hat on over his horns than how he will get his robe on over his wings. Like all men he has his faults. But it does not follow that because all men have their faults that all are equally good or bad. Some men are essentially good; some essentially bad. Character must be judged by its totality. The vulgar type of salesman—that genus homo who is a disgrace to the generally fine gentlemen who ply their trade on the long trail—we will forget. There is too much exploitation of the bad; too much exclusion of the good. Our great dailies thrust us into an atmosphere of moral filth. If they featured the good instead of the vicious, we would have a psychology which would promote morality. "Daring bandits" would be pictured as they are, "Feeble minded degenerates." Good citizenship, not crime, would be glorified and exalted. So we will think of the good commercial traveler, the true representative of the knights of the long trail.

This commercial ambassador is a defender of morality and good citizenship. Samaritan-like, he is a wayside missionary. There have been great pioneer missionaries; Livingstone, Marquette and Paul who blazed the pathway of Christian empire. There have been missionaries who pioneered transportation, Stephenson, Lindbergh, Columbus. But the salesman goes into highways and byways and scatters everywhere the gospel of good citizenship, manhood, morality. Once I saw one in action. I think he must have been a U. C. T. A bull-necked brute had said: "Every man has his price. Every woman is impure." And this wayside missionary, a big two-fisted, red-blooded fellow stood up and said: "Take it back! You slander my mother, my wife, my daughter! Will you take it back?" And the big brute wilted.

That salesman that day was a missionary of the gospel of decency. The brute had quoted from the Devil's bible. The devil has a bible. In it are found such sayings as "Every man has his price." But when a man says that, he is not making a statement of truth, he is only making a personal confession. And to-day we need men like that big strapping salesman, who will stand for morality as opposed to the immoralities; for the constitution as opposed to revolution; for social responsibility as opposed to personal license, often called liberty.

The wayside missionary is a dis-

\*Talk by George Harlan McClung, pastor First Methodist church, Grand Rapids, before Salesmen's Club.

penser of good cheer. He scatters it everywhere, not only on the road, but in his home. He does not leave his smile at the railroad station or the garage. He brings it to his wife. Men have ridiculed the song "Brighten the Corner Where You Are" because it has no worldwide vision. We need the world vision to be sure, but we also need radiant personalities in the nooks and corners of life's wayside. The light which shines the farthest should shine the brightest at home. We want not gloom-spreaders but gloom-chasers. The world has much of sorrow and tragedy and darkness. We should scatter the sunlight. A kind word is more potent than philosophy; a good deed more powerful than infidelity. Kindly human interest is no substitute for justice, but it goes a long way toward making this a livable world.

When you see a man in woe,  
Walk right up and say Hello!  
Say Hello and How do you do  
And How's the world a usin' you?  
Slap the fellow on the back!  
Bring your hand down with a whack,  
Walk right up and don't go slow,  
Grin and shake and say, Hello!

Suppose he's clothed in rags, Oh sho!  
Walk right up and say Hello!  
Cause rags is but a cotton roll,  
Just for wrappin' up a soul;  
And a soul is worth a true  
Hale and hearty How D'you do?  
Don't wait for the crowd to go,  
But walk right up and say Hello!

Say Hello and How do you do?  
Cause other folks are good as you.  
And when you leave this house of clay  
A wandering in that far away;  
When you travel through the strange  
Country t'other side the range,  
Then the folks you've cheered 'll know  
Who you be and say Hello.

Then the salesman is a wayside missionary who relieves distress wherever he finds it. The Good Samaritan relieved the traveler who was in distress. He was the despised religionist of his day, that Samaritan; he wasn't orthodox at all. The priest of that old dispensation passed right on by; there was nothing for him to do—the man had been robbed already. Then the Levite came along; he wanted to help him, but he was on his way up to the temple to read a paper on "How To Reach the Masses" and he didn't have time to stop. Then the Samaritan came by and ministered unto him. He was like the Son of Man who came "Not to be ministered unto, but to minister."

A lad of fifteen years walks the icy sidewalk in the winter rain. His bare skin protrudes through great holes in both of his shoe soles. A kind hearted clergyman overtakes him. He is afraid that this youth may walk the path that leads to anarchy. The man who is out of work and wants work and cannot get it; who is hungry and ragged and hopeless is an easy victim to communism and anarchy. That clergyman ministers to the lad; buys him socks and shoes and rubbers and a shirt and gets him a suit of clothes. That is being a wayside missionary.

You all know that I law no claim to piety. You know me well enough that I can tell you this. I was taking an early morning train in an Illinois city the other day—trains always seem to be early, especially in winter. Having purchased my ticket I saw three lads, ragged, dirty and hungry,

loafing in the waiting room. "What are you doing out so early boys?" said I. One looked down his nose shamefacedly; one looked up with a defiant look; one blue-eyed boy said "We are trying to get home." "Where is your home?" said I. "In Chicago," he said. "And what have you been doing?" "We've been bumming around." "Having lots of fun?" "No. It was at first, but we are sick and tired of it now." Then I volunteered a little advice, sound as it seemed to me, about going back to home and school, lest a thousand doors of opportunity be forever closed against them. Then I asked them, "Had anything to eat this morning?" "Not since yesterday noon." A little financial relief brought an enthusiastic response as three mother's boys hurried out into the cold to find some coffee and hamburgers. There are great economic problems to be adjusted; many injustices to be righted; many transitions to be lived through before we will come to any Utopia. But in the meantime every man, as well as every commercial traveler, should be a wayside missionary, like the Samaritan of old, and

live that beautiful philosophy of Sam Walter Foss:

There are hermit souls that live withdrawn  
In the peace of their self-content;  
There are souls, like stars, that dwell apart  
In a fellowless firmament;  
There are pioneer souls who blaze their paths  
Where the highways never ran;  
But let me live in a house by the side  
Of the road,  
And be a friend to man.

### Back To Hess Lake Again.

Port Clinton, Ohio, March 16—After spending the winter on the South shore of Lake Erie, in Ohio, we are giving up our hotel here and returning immediately to Hess Lake, Newaygo, where we will re-open the Mary-Lou Inn, with the same careful attention to details and courteous treatment of our guests that, together with our chicken dinners, have made our Inn very well known in Western Michigan. We want you to change our address, as we do not want to miss a single copy of the Tradesman, having been subscribers for forty-seven years.

Mr. and Mrs. L. I. Thompson.

The best executive is the one who has sense enough to pick good men to do what he wants done, and self-restraint enough to keep from meddling with them while they do it.

## 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
1930	-----	241,320.66

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

**\$425,396.21**

for  
Information write to

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

## VEGETABLES

We specialize in  
CHOICE HOME GROWN AND SHIPPED-IN VEGETABLES

We can now furnish the  
Genuine Jerusalem Artichokes, MICHIGAN RAISED.  
WHOLESALE DISTRIBUTORS

**VAN EERDEN COMPANY**

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

First Vice-President—G. Vander Houting, 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.

### Unless You Save You Surely Go Broke.

"If you would know whether you can succeed, put this test to yourself: Are you able to save money? If not, drop out—give up—quit; for the seed of success is not in you." J. J. Hill.

I may not quote exactly, but those words convey the idea of that master builder J. J. Hill. On that text let me tell a little story.

Back in 1890 common labor commanded wages of \$1.25 per day—that is, when it could command anything at all. Every winter the two lakes which bound Madison, Wisconsin, on either side were harvested. The ice ran from around 24 inches to a record of four feet. During the harvest men who worked ten hours daily cutting and shifting blocks were in brisk demand.

Times were "hard." Work was scarce. Plenty of tramps were abroad in the land. Having in mind the way such floaters pleaded for work when there was no work, it seemed to me that here was the golden opportunity for those men now to lay up some cold cash for future emergencies. I said to my father: "Seems to me they could live on \$1 per day and save the 25 cents. That would give them a fair sum at the end of the harvest."

Father's reaction was interesting. "Save the quarter?" he emphasized: "Any man of real ambition would live on the quarter and save the dollar!" I felt justly rebuked for having so soon forgotten our own experiences, then but two or three years behind us. For we had just begun to recover from a disastrous failure which had followed on the panic of 1873.

I knew that father spoke from the book because, when we set up shop again in 1878, he and I slept in a portion of the little store, partitioned off the rear. We cooked our breakfast and supper—oatmeal porridge and milk and nothing else—eating dinner at a country hotel next door, 25c per meal, five tickets for a dollar. We surely lived on the quarter and saved the dollar during more than eight years while we were "beating back."

What a man can live on under pressure depends on the man. Jim Hill opens no avenue for compromise. Neither would Tom Lipton, who slept under a counter in his employer's store. It is not a question of what you have. The simple, stark, unforgiving question is: Can you save money? If not, the seed of success is not in you.

I write this with the young chain store manager in mind—him who asked me a few weeks ago where he might find a "course of study" to fit himself for such a position as Mr. Moffatt has attained. I told him to stay where he was and carve Opportunity out of his

present job. Let him read and ponder what I now write and test himself on this basis. Let him then put aside money—hard cash. Let it be more than he thinks he can possibly spare, and as you use the word spare, reflect that it is derived from a lot of Scandinavian languages and the German, and that it means to save and salt away against the future.

Take the savings to a savings bank. Go there with diligent regularity. Begin with any sum. Add any other sums—but always more than you can possibly spare. Get to know your banker. Continue for a few years. You must have patience to "labor and to wait." But if you do this, you will find your opportunity—never fear about that.

As usual, Shirley E. Haas, extremely keen and able secretary of the Louisville Grocers Association, hits the nail squarely. He refers to the Henderson radio broadcasting with which the chains are being lambasted.

"Quite a bit of dust has been kicked up," he writes. "Perhaps not enough to choke anybody, but enough to make grocery customers wonder and to make them aware that there really are two sides to where to buy groceries. They are in a mood to be convinced and the grocer who doesn't take advantage of this opportunity is fast asleep at the switch."

"What have they been told? They have been told that the individual grocer is a great credit to his community—that, being sole owner of his business, he gives better service; that his store is even a better place to buy food than is the chain store."

"That is a great compliment, Mr. Grocer. But it is also something to live up to. That is just what the people who buy groceries are trying to find out, whether the individual grocer really lives up to the claims that have been made for him. Are you going to convince them or are you going to be asleep at the switch that will roll the trainload of new business over to your track?"

"If you feel inclined to live up to your broadcasted qualities—OK. If you do not feel this way, Mr. Henderson might just as well talk into a rain barrel for the good it will do you."

Comment? Only this: That every thoughtful man familiar with the well known average grocer has questioned whether the Henderson effort is not going to so far overshoot the mark that benefits will eventually accrue to chains more than to individuals. For to criticize is to challenge and to challenge is to assume an obligation to go the criticized man one better. Let us not forget any of this.

"I am appalled," writes a friend, "at the way chain store managers are being arrested and fined for putting up short weight goods. One recently put up 130 packages for one day for afternoon trade. An official of the State weighing department found 98 of them short, showing that the lapse was not due to carelessness or oversight but actual intent. In this section chain managers are leaving their jobs rapidly and starting stores next door to

(Continued on page 31)

## ASSOCIATED TRUCK LINES



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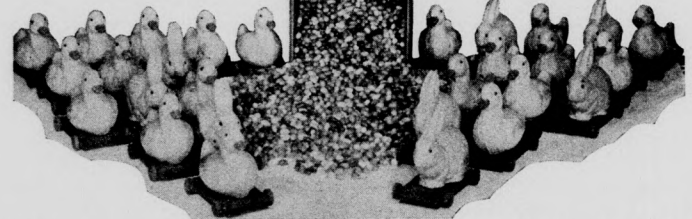
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America's Finest Bread

SANCTUM BAKORIUM  
NEWS

Quality — we have found — is an invincible salesman. We have given him a job for life in our bakeries.



## 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.

### Eliminating Guesswork of Cooking.

In preparing several popular leaflets on meat cookery the food specialists in the Bureau of Home Economics of the United States Department of Agriculture have emphasized three definite aims. These aims have grown out of long experience in cooking meats in the laboratory in connection with the Nation-wide study of the factors that influence palatability.

The first point developed is that meat must be cooked according to the cut. It is well known that the cuts of meat from different parts of a carcass vary somewhat in tenderness. Tender cuts can be cooked quickly unless they are large roasts, and are best cooked in utensils without lids and without water. Less tender cuts should be cooked slowly with a judicious amount of water to soften the connective tissue.

How to cook meat to bring out the maximum of flavor is the next point emphasized. The home economics specialists advocate browning meat on the outside to develop rich flavor. After that is done, cooking is continued in the appropriate way for the probable tenderness of the cut. The flavor of the meat may also be enhanced by savory stuffings and well-flavored gravies.

The third point emphasized in giving directions or cooking meat in the household is to eliminate guesswork as to when the meat is done. The oven thermometer and the roast-meat thermometer are recommended as a means to this end. "So many minutes to the pound" is not a sure guide. The roast meat thermometer, put directly into the meat before the cooking is begun, shows when the desired stage has been reached. Moreover, it shows when to stop cooking. Every additional minute's cooking beyond the required "rare," "medium," or "well-done" stage simply wastes the meat by shrinking it unduly.

### Meat Substitute Made From Cotton Seed.

The February 11 issue of the New York "Sun" reports the invention of a new meat substitute, compounded at a cost of only five cents a pound from cotton seed meal, which actually fools many into thinking it is the real thing. It can be used, according to the report, in sausage cakes, sandwich filler, croquettes and meat loaf, and contains a higher percentage of protein than beefsteak.

The new product, says the "Sun," is called "Wessona," after its inventor, Dr. D. Wesson.

### Applauders Are Paid in Wienerwursts.

Professional applauders, who are paid to give ovations to performers at the theaters in Vienna, have formed a union and established fixed rates for their services. In addition to free seats, they receive for ordinary applause two wienerwursts, complete

with mustard. For special applause they receive six wienerwursts and a glass of beer.

Performers who refuse to pay the required rates are frequently applauded at the wrong moment.

### Thirty-five Foods Frozen By Birdseye Process.

The Birdseye quick-freezing process, it is claimed, has already been used on no less than thirty-five relatively distinct products, including sole, calf's liver, hamburger steak, pork chops, scallops, broilers, squab, bacon, ducks, kidneys, pork sausage, swordfish, halibut, mackerel, shrimp, clams, oysters, steak, frankfurters, peas, codfish steaks, blackberries, raspberries, fresh whole hams, fresh unsmoked side of bacon, side of mutton, half carcass of mutton, leg of lamb and other lamb cuts, mushrooms, cherries, corn and squash.

### Japanese Oysters a Foot in Diameter.

Japanese oysters transplanted by Professor Trevor Kincaid, of the University of Washington, at Oyster Bay, near Olympia, have reached a diameter of over a foot. They were planted seven years ago to determine whether the Oriental mollusk would thrive in Puget Sound. They have never been marketed and are now valuable only as curiosities. Since the experiment has proven so successful, Japanese oysters have now been planted in the Sound on a commercial scale.

### Advises Hashed Raw Meat For Energy.

The proper food for building energy, according to Lawson Robertson, famous track and field coach of the Olympic and University of Pennsylvania teams, is chopped raw meat. The above statement was made recently at a meeting of physical training instructors.

As an illustration of the success of this diet, Robertson cited its use by Hugo Quist, in charge of the coast-to-coast derby two years ago.

### Provides a Place To Deposit Bundles.

One of the worst things, from a customer's point of view, about shopping in cash-and-carry markets, is holding a heavy bundle while waiting to be served. This unpleasant feature is eliminated in the B. & C. Market in Denver, Colo., by the simple device of a boxed shelf against the wall, a little too high to provide a comfortable seat but at just the right height to offer a convenient place to deposit bundles.

### Weighted Silks Show No Decline.

While the ultimate settlement of the question continues obscure until the completion of long extended technical tests, there has been no decline in the production and sale of weighted goods. The practice is said to be as widespread as before the agitation last year, with some doubt raised as to whether the limits agreed upon are not being exceeded. It was added that some producers who were foremost in the agitation for limits of weighting have been producing goods which are heavily weighted. The interest of retail buyers in weighted silks has shown no falling off.

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UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

## DOCTORS SAY

Dr. Edward Ehlers, internationally famed skin specialist of Copenhagen says: "I invariably prescribe Yeast in all cases of boils as well as in rebellious cases of acne."

Grocers are often asked about Fleischmann's Yeast-for-Health. Use these facts and sell more Yeast.

**FLEISCHMANN'S YEAST**

SERVICE

## 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.

## HARDWARE

**Michigan Retail Hardware Association.**  
President—Louis F. Wolf, Mt. Clemens.  
Vice-Pres.—Waldo Bruske, Saginaw.  
Secretary—Arthur J. Scott, Marine City.  
Treasurer—William Moore, Detroit.

### Building Up Trade in Wire Fencing.

In the sale of wire fencing, the mail order concern is the hardware dealer's most serious competitor. In fact, this is one of the big mail order lines.

Despite this fact, merchants who go after the trade energetically and systematically can be pretty sure of securing a reasonable amount of business.

Aggressiveness in advertising makes it possible for the catalogue house to secure this trade; and the retailer who wants to make good—and to make money—must be just as aggressive, and, if possible, a little more so.

The local merchant has this advantage over the catalogue house, that where the latter in a sense broadcasts its appeal, he, the local dealer, approaches his prospects as individuals whom he knows personally.

Another fact is worth remembering. Right now the farmer is not so busy as he will be a few weeks from now. Between the end of his fall work and the commencement of his spring work, he has more leisure than at any other season of the year.

For one thing, he has more time to read the mail order catalogue.

For another, he has more time to give to fencing jobs.

And, finally, he has more time to listen to the wide-awake merchant who decides that at this season he can spare some time to go out and call on rural customers and get after the wire fencing business.

An aggressive wire fencing campaign would seem to be timely. It is an experiment that can do the hardware dealer no harm; and that is pretty sure to do him a lot of good.

The mail order houses had originally two great advantages in appealing to farm trade. First, they were aggressive in their methods of going after business. Everything that printer's ink could do to secure them orders was done. It was their only weapon, but they used it with rare skill—a skill the local merchant would do well to emulate.

The second advantage of the mail order house was the reputation, skillfully fostered and usually quite undeserved, of "saving money" for the farmer.

The local merchant, on the other hand, has compensating advantages. He is right on the ground. He knows—or should know—his rural customers personally. Instead of a picture that may be misleading, he can show the actual goods. In addition to printers' ink, which he can use just as well as the mail order house, he has the advantage of local window display, and he has a further powerful weapon in his own personality.

Mail order competition cannot be effectively met by abusing the catalogue houses or mourning over their inroads. It can be met by adopting their aggressiveness, and improving upon it.

Here is how one local retailer has made a pretty good success with fencing:

"In the winter time I call the attention of the farmers to the line, and make up carload orders. By doing this they get their wire out before the spring work comes on. It helps them and it helps us. This work I can do right in the store during the winter months, by means of the rural phone."

The rural telephone is a great help in going after this class of business. Granted you know a lot of country customers personally, it's an easy enough matter to call them up some dull morning and discuss fencing.

But don't limit your talk to a perfunctory dialogue, such as: "Going to do any fencing this year?" "No." "Well, good morning."

Instead, don't be afraid to gossip for a few minutes. If anything startling has happened in town as revealed by word of mouth, or in the great world as indicated by the morning paper, pass it along. Then bring in the subject of fencing in that casual way which carries conviction.

Of course, all customers can't be reached by the rural telephone. It is, however, a great help. The hardware dealer should not disregard it.

A method quite frequently adopted is to secure mailing lists for the surrounding districts and send them to the manufacturers. The latter send literature to the farmers to get them interested in the subject. The dealer then proceeds to push his wares in the local advertising mediums, which can be relied on to reach the farmers. Often he can supplement this by a personal letter to every farmer listed. Some advance orders can be secured; and when spring opens, the results begin to make themselves evident in an accentuated demand for fencing.

Of course this method is not so apt to produce immediate results as personal solicitation. It is a method which pushes one of the merchant's best assets—his own personality—into the background.

To secure fencing orders, there is nothing so effective as a personal canvass. True, the merchant who can always find excuses will say in winter that the weather is too cold; in spring that the roads are too muddy; and in summer that the season is too late—and in the fall, why, it's too near winter, and everyone is thinking of Thanksgiving turkey and Christmas gifts.

The man who is constantly seeking excuses for following the line of least resistance will find plenty of excuses, but he won't find many fencing orders. But the man who wants fencing orders, and lots of them, can't afford to make excuses to himself. It is up to him to go out after business and get it.

Various methods are adopted by the hardware dealers who go out after this business. Some prepare the ground by mailing advertising literature in the winter months, and doing their actual canvassing in the early spring. Others start their canvassing at the very first of the year and keep it up.

The latter policy has its advantages. It enables the canvasser to get on the ground early, and to meet the farmer when the latter has plenty of time to discuss business. Immediate sales may not result in many instances; but in the spring, when the fencing problem confronts the farmer, quite naturally he turns to the dealer who has already approached him on the subject and whose samples he has promised to look at before he buys.

That is an important part in rural canvassing—if you can't get an order when you call, get a promise. Don't go away with a flat "No" ringing in your ears. Get the customer to say that he'll drop in and look at your samples, or that he'll buy from you when he's ready to buy, or that he'll see you before he buys from anyone else, or, at least, that he'll call you up and give you another chance to talk business.

The great thing, next to getting an actual order, is to get the farmer prospect into the store. There you can show him the goods; there you can demonstrate the strong points of the fence you handle; you can explain away his doubts by pointing out the actual merits of the fence itself.

Often it pays a country canvasser to widen the scope of his canvass from the one line he is pushing to a variety of lines. Many hardware dealers have their regular road men who make trips through the country selling anything in hardware from a tack to a tractor. It costs no more to make the trip, and the chances of getting profit-

able business are many times multiplied.

"If we don't sell this man a washing machine, we sell him a new wagon box or a binder or a stew pan or a screw driver. If we can't get him one way, we get him another. If we can't get it in cash, we take it in hay and feed the hay to our horses or sell it to the commission man in town." That is the method used, years ago, by an aggressive hardware firm in a town of 1,200 population, which sent roadmen within a few miles of a big city and drew business veritably from that city's suburbs.

Early in the winter, the carload lot scheme can be used to advantage in drumming up business in wire fencing. One hardware dealer has what he calls "Smith's Wire Fencing Club" under which a group of farmers get together to order wire fencing, and he handles to order.

In any event, a lot of wire fencing is going to be sold in your territory this year, and every year for a long time. It is going to run up into a lot of money, and make profits for someone? Why not for you?

Direct selection, prompt delivery, and having a local man he knows to stand back of the goods, are some of the arguments that will carry weight with your rural customers. Moreover, every rod of fencing you sell strengthens the farmer's confidence in local service as opposed to long distance dealing, and helps form in him the habit of buying at home.

But if you want the business, you

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes  
Automobile Accessories  
Garage Equipment  
Radio Sets  
Radio Equipment  
Harness, Horse Collars

Farm Machinery and Garden Tools  
Saddlery Hardware  
Blankets, Robes  
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Blanket - Lined Coats  
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GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

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GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting  
Goods and  
FISHING TACKLE



have got to go out after it. It won't come to you and it can't be picked up by a raw roadman who is sent out because the store can spare him more readily than anyone else. The work demands a real business getter who knows how to handle rural customers.

Victor Lauriston.

#### What It Is To Be An American.

Grandville, March 4—"From 1930 the United States can fix its true beginning as having reached the apex as a world power and as having attained an influence which for decades will decide the trend of history."

Such are said to be the words of that great statesman, Mussolini, the first Italian of his age.

Shall we as Americans and citizens of the greatest republic on earth make good the praise of our eulogist? We can if we will, and to be an American, that is, a citizen of the United States of America, is the acme of true greatness.

This country, born through the travail of a long and bloody war, has at length reached the summit of its greatest glory. Foreigners of Europe and the Far East have come to acknowledge our position in the governments of the world, and we shall be lost to all sense of faith in ourselves if we do not attain to the pinnacle given us by Mussolini.

Not another nation in the world can compare with ours, either in moral being and business capacity, or in the greatness of its home institutions.

The whole world bows in adoration of America's greatness and it remains for us to live up to our well-won reputation. As the greatest power on earth we have a work to perform which cannot be skidded if we wish to retain the respect of other peoples.

We have ample territory for many millions yet to be. Even though there seems to be a slight backing down of the stream of business prosperity that has been ours for many years, it need not be of real consequence if we are true to our traditions and stand as adamant with our sails trimmed for the breeze of a new prosperity which is already seen in the distance.

Let us hold our country to the bull ring in efficiency, and be determined to show all other nations what it means to be the Great Republic of the world.

We are to-day engaged in an attempt to fix a naval parity between five great naval powers of the world. The United States stands on safe ground and should not move a peg from a just and equal naval construction. That any great good will come from this meeting in London to settle naval construction differences is not likely. Nevertheless our willingness to be fair with our competitors on the sea will have a certain effect even though no real and lasting agreement may be reached.

Not one of the powers engaged in this confab but respects, if it does not fear, the power of the Great Republic. Not one of them, nor even a combination of them, really cares to win the enmity of the United States.

Is not our position in the world an enviable one? Have we not as Americans a right to be proud of the country we inhabit? This being true should we not hesitate about taking steps to tyrannize in our dealings with foreign peoples?

Mussolini sees world peace for perhaps the present year, yet beyond that he hesitates to prophesy. The world as he sees it, and this includes the Far East as well as America and Europe, sits over a seething cauldron that may burst forth at any moment into the hissing screams of bursting shells in

the greatest war the world has ever seen.

We Yankees may well feel proud of the fact that not one of the smallest countries of the world need fear devastation from guns of ours. We are a peaceable Nation and dare maintain the fact even if we have to fight for it.

A nation that is always prepared for the worst is quite frequently on the safest ground. Should we lay our ports open to attack, let our naval strength droop to nothingness, there can be little doubt but that some piratical craft will come in and make merry at our expense.

There is no doubt to-day that the United States is the most powerful Nation in the world. This was not always as manifest as at the present time. When the first gun was fired in the Spanish war, even Canadians sympathized with poor old Uncle Sam, fearing that our miniature navy could not long withstand the big ships of the Dons.

At the close of that war with the supposed impregnable Spanish warships at the bottom of the ocean sent there by Yankee guns, a revulsion of feeling swept over the European world. Our country awoke from a long sleep in 1898 to astonish the old nations of Europe with the fact that Yankee guns and Yankee sailors were still alive and ready to fight.

Later on came the world war with its educational effect. The soldiers of Uncle Sam, crossing three thousand miles of sea, fighting the veteran troops of Central Europe to a finish enlightened the old world in a manner that has not been forgotten. Hence the good will of the United States is to-day of paramount importance where the peace of the world is concerned.

There is no denying that our country is the most powerful in the world, hence American citizens should not lose sight of this fact, nor that other fact that we are at the peak of our splendid achievements with the opening of the present year. Honor all men; honor the Nation.

Old Timer.

#### Deadly Circle of Plant Infection.

Blister rust is a parasitic fungus plant living in the inner bark of the white pine and in and on the leaves of currants and gooseberries. The disease spreads by the means of spores or tiny seeds carried by the wind.

Spring spores produced in orange-colored blisters on the infected pine in the early Spring are carried by the wind. These Spring spores infect the leaves of currants and gooseberries.

Summer spores produced on the diseased currants and gooseberries spread the disease to other currants and gooseberries in the same vicinity. Fall spores produced by the leaf-infected currants and gooseberries spread the disease back to pine.

These spores are small and delicate. They can stand only a short period of exposure to the wind and air. Therefore pine infection rarely occurs beyond 900 feet from a currant or gooseberry bush.

All currants and gooseberries are susceptible to blister rust in varying degrees. The cultivated black currant is the most susceptible. It becomes diseased the most readily and the Fall spores produced on its infected leaves are capable of spreading the disease to pine within a mile.

Control measures are simple. They consist of the eradication of wild cur-

rants and gooseberries within a radius of 900 feet of pine stands and the removal of all cultivated black currants within one mile. This will prevent blister rust infection on pine with the accompanying loss to pine owners.

White pine has always been our most valuable forest tree. It is very essential that we protect our remaining stands of white pine from the alien disease. Prompt measures of control are necessary to prevent serious loss in the twelve counties where the disease is present. These control measures will retard the spread of the rust into other white pine areas of the State.

L. B. Ritter.



Capital and Surplus \$750,000.00  
One of two national banks in  
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Member of the Federal Reserve  
System.

President, Gen. John H. Schouten  
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Look for the Red Heart  
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Nothing as Durable  
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Makes Structure Beautiful  
No Painting  
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Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.  
Grand Rapids.  
SAGINAW BRICK CO.  
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25 Mixed Gladiolas \$1.00  
10 Different Dahlias 2.50

SPRINGHILL FARM, A. T. Edson  
R.F.D. No. 2, Grand Rapids, Mich.

#### Jennings Manufacturing Co.

Pure Vanilla Extract  
Made from prime Vanilla Beans  
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GRAND RAPIDS, MICHIGAN

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Grand Rapids - Muskegon  
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All varieties, bulk and package cheese

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OTHER SPECIALTIES

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**NEW ERA**  
LIFE ASSOCIATION  
Grand Rapids.

SOUND COMPANY, SOUNDLY  
MANAGED BY SOUND MEN.

## HOTEL DEPARTMENT

### News and Gossip About Michigan Hotels.

Los Angeles, March 14—The Republican House, of Milwaukee, had a National reputation fifty years ago, for its food offerings, as well as its old-time hospitality. I speak of this institution at this time for the dual reason that Wolverines were and still are familiar with it, and the added one that Messrs. Alvin P. and Herman Kletsch, have been owners of the property as a birthright from their antecedents, but the operation has been in other hands for many years. Now, however, through the expiration of a long-time lease, they are repossessed of same and are going to assume operation. I have enjoyed the acquaintance of these worthy people for some time, and in a friendly way they have shown me many courtesies. To retain the reputation of such a popular institution is no small proposition, but I opine they will add laurels copiously to those already acquired.

It is expected that the new half-million dollar W. K. Kellogg Hotel, Battle Creek, will be opened to the public on or about April 1, as announced by E. T. Sherlock, manager of the Kellogg Hotel Association. A later date had originally been announced, but the contractors have been making progress in advance of the building schedule. With the completion of this new structure Battle Creek will possess one of the most artistic and modernly equipped small hotels in the Middle West. Four stories in height, the building is faced with cut stone, with a first-floor base of black and gold marble. In addition to capacious public rooms, including dining rooms and a coffee shop, there will be 100 guest chambers. A special innovation will be the introduction of radios in all of the rooms, with a choice of selections, which does away with the arbitrary programs usually supplied in such cases.

Europe is thoroughly alarmed over the fact that the profitable tourist trade they have been enjoying ever since the war is falling off noticeably. It is claimed that the loss for 1929 was fully 25 per cent. All the European countries are organizing all-year and tourists clubs and have inaugurated campaigns to try and get back at least a portion of this desirable trade, much of which is showing itself in evidence in Michigan resorts. After all, Europe once explored is a pleasant memory, but in the land of the free and home of the brave there is something doing all the time to add to the attractiveness of our offerings. Not the least of all these is the wonderful development of our highways. Now they are planning two wonderful touring routes through Old Mexico as well, as an auxiliary to highways already being utilized in our own country. One of these will run from Nogales along the beautiful West coast; the other through Laredo, Texas, to the city of Mexico—the two to join in a future road through Central and South America to Buenos Aires. This will be the greatest trip in the world. The new way to California will be South via the City of Mexico, across to Guadalajara, thence up the West coast through the dream cities to be found on the way to the land of "sunshine and roses."

If Uncle Sam can build a granary as tall and expensive as Mt. Whitney, the farm relief commission may be able to continue the purchase of grain at fictitious prices. Otherwise it will come to a showdown and the discovery

will be made that the dole which is now being handed out is coming out of the pockets of another deserving class—the wage earners. Now that unemployment conditions look threatening someone prophesies adding 25,000 names to the Government payroll. There are too many Government employees now. It seems an absurdity that at many of the lonely border stations between California and Mexico, there should be separate forces of customs, immigration and prohibition officials. It is easily imaginable that at many of these stations one only, official, could handle the three jobs and then have plenty of time to devote to the hunting of jack rabbits and playing solitaire. Losing one's earthly possessions through lack of employment or through the ministrations of the tax gatherer are about on a par, and equally embarrassing.

Someone showed me an old-time bill of fare from the Bancroft Hotel, Saginaw, the exact date being New Years, 1876. On this bill were to be found offerings of chateaufort of pheasants, larded partridges, salmi of grouse, sauted quail, saddle of venison, roast prairie chicken, etc. To-day it would not be humanly possible to prepare such a bill of fare anywhere in this country. The game, if it could be gotten, which is extremely doubtful, could not be served because of the laws against such practice. In most places partridges are extinct, and quail, pheasants and grouse are only to be seen in taxidermists' displays. I almost forgot to state that the monstrous price for this hilarious meal was 75 cents.

Down in New York City two bell-boys have been given the insignia of the Legion of Honor, or something like that, because they refused to supply guests of one of the larger hotels with moonshine beverages on request. Out here they trade in such medals for the stuff itself.

There is much talk about the installation of radios in hotel rooms, and I am in touch with several hotels which have tried it, but I will be switched if I have found a single operator who will even admit that it is a "noble experiment." The great trouble seems to be that travelers, as a rule are well fed up on this species of entertainment, seldom use the room equipment, but are exceedingly annoyed by that used in adjoining chambers.

William Childs, the originator of the chain of restaurants of that name stretching from coast to coast, who was frozen out by his colleagues because of his insistence on exclusive vegetable offerings on their menus, is going to try to work out his theories by starting another chain. It is quite evident that vegetables have had something to do with his ripe old years of health and enterprise.

The Chicago lad who alleges that his mother taught him to steal has had no worse an example set him than thousands of American children who see their parents openly violate the liquor and automobile traffic laws. Every time daddy "steps on it," as it were, he is helping to undermine that which has been taught in the school-room and in the Sunday school.

Every day we are treated to eloquent discourses by gifted persons, claiming to know just what Washington or Lincoln would have said and done about prohibition, the tariff, naval armaments, Philippine independence and all the other problems that plague modern America. No one knows what these great statesmen might think in

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"  
That is why LEADERS of Business and Society make their headquarters at the

### PANTLIND HOTEL

"An entire city block of Hospitality"  
GRAND RAPIDS, MICH.  
Rooms \$2.25 and up.  
Cafeteria -:- Sandwich Shop

### The LaVerne Hotel

Moderately priced.  
Rates \$1.50 up.  
GEO. A. SOUTHERTON, Prop.  
BATTLE CREEK, MICHIGAN



### Warm Friend Tavern Holland, Mich.

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

E. L. LELAND, Mgr.

### MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

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### CODY HOTEL GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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Grand Rapids, Mich.

#### RATES:

Room and Bath \$1.50 - \$2

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### Halloran Detective Agency High Grade Detective Work

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Phone 65626

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

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.  
Muskegon -:- Michigan

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### CHARLES RENNER HOTELS

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

### Park Place Hotel

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Rates Reasonable—Service Superb  
—Location Admirable.

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### HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

### NEW BURDICK

KALAMAZOO, MICHIGAN  
In the Very Heart of the City

Fireproof Construction  
The only All New Hotel in the city.

Representing  
a \$1,000,000 Investment.  
250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.  
RESTAURANT AND GRILL—  
Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to  
Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

### Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up. Open the year around.

### HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the  
Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.



this day and age even if the records would seem to back up some of the claims made. No one ever will. No one knows, for that matter what he may individually think to-morrow no matter what pronounced opinions he may have to-day. What we believe to-day we discard to-morrow. Few people, looking back through life, can discover a single belief unchanged since childhood.

Comes the word from way down East in Michigan, from a hotel man I like exceedingly well, even if he takes issue with me, that he has a formula for cooking a certain meat product handed down by Noah's second son. It listens well, and the recipe costs you nothing. So here goes. A 12 pound ham, cup of vinegar or cider, cup hot water, teaspoon mustard, 4 dozen whole cloves, one-half cup brown sugar and six red apples. Plunge ham into boiling water, boil ten minutes, reduce heat and simmer two hours. Take from boiling water and remove skin from two-thirds of ham, leaving one-third on shank end. Bake in slow oven (275 to 300 degrees) one hour with fat side up, basting with a mixture of equal parts of cider and cold water, and the dry mustard. Score the fat side of the ham with a sharp knife in checkerboard fashion. Press whole cloves into the centers of these squares. Sprinkle brown sugar over the entire surface and continue the baking process one and one-half hours, basting frequently. Place the apples, halved and cored, but not pared, around the ham, and bake until they are done. A friendly chef in one of the large cafeterias here suggests that he uses pressure cookers for the boiling process, uses one-half the time for baking, thereby making a saving of 15 per cent. in the bulk of the ham, which is well worth knowing.

Upon the cover page of the last issue of the Hotel Review is a picture of our good friend Harold Sage, Detroit, manager of Hotel Tuller, accompanied with the text: "One of the youngest major hotel executives in the country." Sure, you couldn't keep a lad like this "under cover."

B. R. Proulx, who handles the business arrangements for the hotel training course at Michigan State College, has sent out the preliminary announcements of the four-day short course in hotel administration, sponsored by the Michigan Hotel Association, which is to be given at the college April 23 to 26 inclusive. The announcement contains a business reply card on which those interested may check the topics in which they are more particularly interested. The short course is offered by arrangement between the college faculty and the educational committee of the hotel organization, of which H. William Klare, of the Hotel Statler, is chairman, and Miss Ruth Mary Myhan, manager of Shamrock Hotel, South Haven, is head of the short course division. The course opens on Wednesday morning, April 23, with registration of the hotel people, and runs until noon on Saturday. Each of the four days of the short course will be devoted to one phase of hotel administration, so those who cannot attend all classes may attend one day and complete the study in which they are particularly interested. The schedule of subjects is as follows: Wednesday afternoon, front office practice; Thursday, catering; Friday, house-keeping and Saturday, engineering problems.

Promoters who believe that Smithville needs a hotel of a certain size merely because Brownsville has one of

the same size may be greatly misled unless the conditions are exactly the same in the two cities. Prospective investors and chamber of commerce secretaries should realize that one city of ten thousand may support a better hotel than some others five times as large. This is a point that is liable to be overlooked by anyone except the hotel man, and frequently no hotel man is ever consulted until after the hotel is erected and the builders are looking for a lessee.

W. J. O'Neil, proprietor of Hotel Alpena, Alpena, announces that the report to the effect that he is going to add 200 rooms to the hotel facilities of his city is erroneous, and he has no notion of doing so.

Returning friends from Florida tell me that W. L. (Billy) Cartwright, who operates Hotel Ramona, at Harbor Springs, in the summer time and Grand View, Eustace Park, Florida, in the winter, is meeting with most wonderful success down there. Mr. and Mrs. Cartwright have wonderfully good ideas concerning hotel operation and they apply them practically.

Frank S. Verbeck.

#### Pen Picture of Grand River Seventy Years Ago.

DeLand, Florida, March 15—I am glad to get your letter and thank you very kindly for your suggestion that I visit Eastmanville again and inspect the remarkable development of Noyes L. Avery. Times and circumstances have very much changed with the people, as well as the village and surroundings, since, as a boy, I first visited it and traded out a wagonload of shaved shingles for my father. The shingles I sold at Eastman's store—Thomas Hefferan as clerk—at \$1.50 per thousand (all in trade) and took pay in flour, pork, tea, etc., denim for trousers and hickory for shirts—just the necessities of life.

I remember Dr. Timothy Eastman, merchant and justice of the peace, and as I remember his three sons—Timothy Jr., Galen and George.

Small vessels—schooners—used to come from Chicago to Grand Haven and thence up Grand River to Eastmanville and load with shingles for the Chicago market. Small steamboats navigated Grand River, making daily trips from Grand Rapids to Grand Haven and had regular times at each landing for stopping and taking on freight and passengers. Grand River was deep enough then any place for the boats. The water was clear, sometimes a little dark, as the whole country, except settlements along the river, was almost an unbroken wilderness. The soil had not been loosened by the plow and hence there were no sand bars. Boats could land anywhere by running up to shore and running out the gang plank, so they could load or unload animals with much persuasion and pushing. The first steamboat I recall was the Humming Bird, a center-wheeler with twin hulls—catamaran style—a regular boat built over and upon these twin hulls. The hulls of the boat were not used or occupied. The next boats were the Empire and Algoma, side wheelers. They were some boats. Had a bar-room in which the men played cards and a dining room finished in good style. Freight was kept on main deck. I can hear Capt. Shoemaker call out to the mate, "Give her a turn ahead, Mike." or "Slow up a little—all right, make her fast." Then in later years the Olive Branch, a stern wheeler, a large fine boat, too large for Grand River. She was soon sold and went away.

At the time I am writing about there was no railroad in this part of Michi-

gan nearer than Kalamazoo. All communication was by wagon, boat, horseback or on foot. Largely by canoes, made from a large straight round log. I was an expert with a canoe.

Thinking of Eastmanville brought all this to mind, as well as much about Lamont, Zion and the other settlements and their environments along Grand River in those early days. I may write you further some other day of these.

O. F. Conklin.

#### Late News From Michigan's Metropolis.

Netzorg & Mallon, Inc., wholesale dealers in men's furnishings, have leased for one year a store 20 by 100 feet on the ground floor of the four-story building at 160 West Jefferson avenue, it was reported by Edward Lambrecht, of Lambrecht-Kelly Co., realtors, who made the transaction. Harry Soloman was the lessor.

A radio store and music supply house has been opened in the three-story building erected on a plot, 40 by 95 feet, at 4035 Fenkell avenue, by the Central Music Co., at a cost of approximately \$30,000. The plot was purchased by the company for approximately \$14,000. The building is of brick and stone construction and was designed by Charles S. Klein, architect.

The National Grocer Co. reports for fiscal year ended Dec. 28, 1929, net profits of \$19,289, after all charges and taxes. As of Dec. 28, 1929, there were 15,000 shares, par \$100, of 6 per cent. preferred stock, and 253,531 shares, par \$10, common stock outstanding. The company reported net profit of \$168,422 or 38 cents a share on 203,090 shares of common, after preferred dividends, in 1928. Expense of getting approximately 200 retail stores into operation during the last six months of 1929 was charged against 1929 earnings. Sales in 1929 totaled \$13,790,778 against \$13,879,906 the preceding year. January sales this year totaled \$1,489,584, an increase of \$388,195 or 35.2 per cent. over January, 1929. At the annual meeting, Oscar Monrad and Walter I. Colewell were added to the board. All officers were re-elected.

#### Good Report From a Very Good Town.

Traverse City, March 18—You will no doubt remember the writer as having spent some time with you one evening just before the holidays regarding the chain store movement and thought you would be interested to know what the merchants in Traverse City are doing along that line.

We started publishing a letter weekly early in January, placing same in every house in T. C. and have up to now issued seven letters and the eighth one is on the press now.

The movement is backed by upwards of fifty independent business men in all lines—grocers, drugs, furniture, meat markets, oil stations, shoe shops, creamery, fruit dealers, etc., and the backers are very enthusiastic over the results. Some claim they can actually see it on their cash registers. We started out for a twelve weeks' campaign, but think it will be extended now several weeks further.

The merchants who take your valuable paper speak very highly regarding your stand on the question and I see the paper in many places, although not as many as you should have. I

believe a representative from your office could add materially to your list if here while our merchants are in this present mood toward the Tradesman.

The writer cut the article out of your Feb. 26 issue by Hugh King Harris to the Cadillac editor and sent it to the managing owner of the Record-Eagle here with my compliments, as I felt it hit his case also, but as yet no comments. I thank you, in behalf of the retail merchants of T. C., for the fight you are making for independent industry. Horace B. Rose.

Sec'y Home Protection Service Bureau.

#### Department May Be Very Busy.

Scottville, March 18—I have been following your articles very closely relative to chain stores. Just read your article relative to the ninety-eight short weight packages at Morenci. Now on Jan. 24 W. R. Green, inspector of foods, weights and measures, was in my place of business. When we were alone I asked him if he had ever caught the chain stores here on short weight. He said, no, he couldn't catch them. I said I could and easy. I then gave a man 50 cents and told him to go to the A. & P. store and buy 10 pounds of scratch feed. He came back and reported they were selling 9 pounds for 25 cents. He gave me the 9 pounds he got and bill of same, calling for 9 pounds of scratch feed for 25 cents. Mr. Green then weighed it over my scales which he had just tested and approved. It weighed 8¾ pounds. He then paid me back my money and said the feed was his. He then went to the A. W. P. store and found four more packages short the same amount and to this day I think nothing has come of it. According to the law it should have cost the A. & P. \$100 for each of the five packages which were sold short weight. Mr. Green informed me when I saw him and approached him on the subject that he sent the packages to Lansing with his findings. Shouldn't something have been done before this and didn't Mr. Green have the authority to take this manager before a justice at the time and was it not his duty to do so? E. E. Kobe.

#### Evidently Likes the Tradesman.

Allegan, March 18—I have not received notice that I am indebted to you as I know I must be. You will find check for \$5 which I know is more than your regular rate for one year. I honestly feel you are entitled to it, as there is no question but what you are one editor who stands square. The best part of it all is that you tell the world about it, and surely every subscriber has had at least \$5 value from the Michigan Tradesman this past year and I am gambling \$5 this next year will be just as good, if not better. I hope you may be permitted to stay with us many more years and continue to make it unpleasant for the crooks. H. O. Maentz.

#### Asserts No Truth in Two Reports.

San Francisco, March 12—Our attention is called to two reports being circulated throughout the trade:

First, that the Great Atlantic & Pacific Tea Co. owns stock in the California Packing Corporation.

Second, that we pack a different quality of merchandise for certain distributors.

These two reported statements are false and untrue and are most emphatically and positively denied by us. California Packing Corporation.

Reed City—Fay Wooster has engaged in the bakery business in the Holmgren building under the style of the Home Town Bakery.



## DRUGS

### Michigan Board of Pharmacy.

President—J. Edward Richardson, Detroit.  
Vice-Pres.—Orville Hoxie, Grand Rapids.

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, Croswell.

Treasurer—P. W. Harding, Yale.

### Pondering the Problem Before Relinquishing the Store.

There are various reasons governing the sale of a drug store by one proprietor to another, yet how many times does the owner make his untimely exit very much against his wishes, simply because the store's monetary appropriations are becoming exhausted? Perhaps the proprietor was in the business for years; maybe he took only a short whack at it. At any rate, profits had not been up to expectations, and he stood out as a failure. So the next step, naturally, was to sell. Exit a disillusioned druggist.

Enter another druggist. Now, this individual may go about the work in entirely a different manner. It is a question, indeed, just how the predecessor had managed his business, but a very suggestive lesson can be obtained quite often from the procedures followed, or perhaps originated, by the successor. Where the former failed, the latter succeeds, and many times does so outstandingly.

It were well, hence, for such druggists contemplating disposing of their stores, and for such prone to very much worrying, by reason of their lack of business or lack of profits, to ponder the possibilities, possibilities that are ever present, and it were well, too, for them to study particularly the cases of such druggists who may be decidedly new to the trade, yet who nevertheless manage to make a very gratifying success of their work. Oftentimes we will find that even the rankest newcomers know a thing or two that the old-timers well might copy. Is that not true?

The old-timer may be too inclined to stick to old methods, meanwhile neglecting the more modern, to his own disadvantage, of course. The newcomers are more enterprising, and it is their initiative that tends to bring about speedy progress and worthwhile accomplishment in the druggist field.

Now look about you, and determine just how your own particular business would be better benefited by some much-needed steps. There's the question of merchandise, which of course should be always new, and even when the stock is of the latest it is not always displayed to advantage, neatly, as well as it might be. Certainly the druggist can't be too discriminating, for it is often the discriminating type of customer that makes or breaks a drug store. Having in mind the better class of trade, the foresighted druggist, naturally, will be minded to

prepare more modernly, in brisk, inviting ways, so that inevitably the most possible trade will be attracted and won to the store.

Well does the druggist proceed when he cleans regularly his entire stocks, when he inventories regularly all of his lines, so that he will not only know just in what shape his entire store is, from a merchandise standpoint, but that, also, thereby, he will be impelled to push more certain lines, lines that certainly should be pushed; so that, too, he will be prompted to eliminate, wherever desirable, slow-moving or poor-paying items, and, in place, order other articles, more systematically as required, so that, all around, the business here will be sure to perk up and make for general improvement. That is one way to help steer clear from the rocks. How many druggists, indeed, have been compelled to relinquish the business simply because they didn't know their own stocks?

Mr. Druggist, you can order the best merchandise for your stores, but if you neglect to display them properly; if you are disinclined to advertise them advantageously, attractively, you're going to be a loser, likely a very disappointed one, in almost every case. You are, assuredly, taking one wise step when you procure for your customers the best possible merchandise, then concordantly pricing your various lines reasonably, to proper profit. But, always, the customer or about-to-be customer, should know what he is getting. He must be told more about the goods he is or will be buying.

Give more attention to both your exterior and interior displays. Consider, incidentally, what your competitors are doing; don't be backward and hesitant, inclined also to view others in the business as just so many more hindrants to your own progress. The fact of the matter is that your every competitor should be your friend and a mighty helpful one he can be, too! Therefore, why will you not discuss different problems with other druggists, occasionally, swapping experiences to mutual benefit, so that no one will be the loser? Another step, assuredly, towards keeping your books from showing too much red ink.

Study more the window trims and interior arrangements presented by other druggists, and also in other businesses, so that you will be inspired and guided to bring out improved in your store. When your display arrangements are neater, more timely, more impelling, more reason there being for buying on the observer's part, then, to be sure, you will make for an increase in trade. It is the old story of going out for business, but you can go out for that business right in your own establishment.

If your business has not been all that it could and should have been—and whose is, exactly—then it likely may be well for you to give thought to the matter of your store assistants. No matter how much the druggist himself knows; no matter how much interested and enthusiastic the druggist himself is, it certainly is expedient that the store assistants really be assistants, that they be co-operators in every sense of the word; that they be inter-

ested and enthusiastic in you and in your business—else they're out of place in your store. Question: How many of your assistants now are people who like thoroughly their work? Do they all, incidentally, back up the store's policy?

It may easily enough be recalled where certain druggists who were particularly conscientious and energetic, who knew quite a bit of their work, and who gave a goodly amount of their time to the drug business, who nevertheless failed, simply because these men had not surrounded themselves with individuals who could really help them to succeed. Many times, oh, so many times, an enterprising and hard-working druggist's efforts are neutralized by some assistant, well-meaning though this assistant may be. How close, incidentally, to the assistant is the druggist? What is the proprietor doing to instruct and encourage his store force? Has he, also, seen to it that he has procured individuals who were really in the business to stay, who intended to progress in his own business? Certainly the druggist does not do well when he lets his assistants shift too much for themselves, so to speak. When the owner does his best to inspire the store force, then you can be assured that store force will exert more efforts, and more intelligently, to the ultimate good of everyone concerned, and particularly in the interest of the business.

Before being influenced to sell your own drug store, wait just a little. Determine whether or not you yourself can make the business pay, instead of proffering this opportunity to perhaps some very eager individual. Decide on just what needed measures to take; get the ideas and suggestions from friends, other drug stores, from trade papers, from advertisements. Speaking about advertisements, incidentally, just how much advertising has the losing drug store done? None at all? Be not surprised then when your business is not all jake. Be not surprised when you have then difficult going. Be not surprised when for your efforts then you have very little to show.

Why not, therefore, run a trial advertisement, getting help and suggestions from your local newspaper publisher? Results may prove decidedly revelatory, and also may prove a turning point in your career. Just how many drug stores, indeed, have been kept away from the rocks through the element of advertising? And just how many of them have succeeded by reason of same?

Hesitate now before letting go of your drug store simply because it is not paying as it should. Certainly it is not always wise and necessary to wait for a successor to make a business succeed. Many times an anxious and failing seller could do it himself.

Frank V. Faulhaber.

All worthy life is harnessed up to work. It is held in with checks, loaded down with weights of responsibility and anxiety. Blessed are they who, having learned the secret of being content with such things as they have, find their chief satisfaction in faithful service.

### When On Your Way, See Onaway.

Onaway, March 18—But few people are aware of the activities of the Michigan Bell Telephone Co. through Onaway and vicinity during the past winter.

The work performed has been very unusual and somewhat experimental, inasmuch as the cold winter months have heretofore been considered unfavorable for construction work.

However, the project mentioned includes a very complete telephone line from Onaway to Indian River and thence, eventually, to Pellston.

The explanation given for performing this work during such severe weather is, first, to have the service available for resorters this coming season, and second, to provide and give employment to local help during a period of the year when work is somewhat scarce, which has been especially true during the past few months.

The company is to be commended for employing practically all local help, consisting of laborers and a lot of farmers whose lands the lines traverse and from whom right-of-way has been purchased. Cutting and clearing right-of-ways, requiring the use of many teams and tractors as well as trucks, has put a lot of money in circulation, estimated at a good many thousand dollars, which directly and indirectly reaches all the places of business in this vicinity.

The efficiency men under whose supervision this work has been performed are C. G. Harris, W. B. Nackenburg and J. W. Kolbow, who kindly furnish the information explaining in detail the efforts required and the material used necessary to build such a complete telephone system.

A total of 3,500 rods of right-of-way had to be brushed out and cleared. There were 900 holes made, of which less than 600 could be drilled with the big power drilling machine; 325 holes had to be blasted owing to the rocky formation of the soil, requiring from one to three sticks of dynamite to each hole or even more in stubborn cases.

From ten to twelve men were kept putting down holes, divided into crews of four men each together with the aid of a team or truck.

About 900 poles were set averaging a distance apart of 130 feet. The taller poles being forty-five feet in length were sunken to a depth of seven and one-half feet, while the twenty-five foot poles were five feet down.

Procuring poles of this nature and dimensions is not an easy matter compared with former years. Until recently the swamps of Michigan furnished in large quantities cedar poles of excellent quality and sufficiently long for any undertaking and trailload shipments were made up until recent years. Now conditions have reversed. It is surprising to learn that the poles required for the above named project were Southern yellow pine from Mississippi or Alabama and thoroughly creosoted by a penetration system, preserving them for a good many years.

Each pole will carry one cross-arm and ten copper wires, making up five circuits, allowing ten persons to talk at a time.

Following the completion of the pole-setting will come the wire stringing crews, thus ending a task which early last fall was somewhat of a speculation as to the probable outcome or possibility of completion. Deep snow retarded the work. On the other hand it assisted in preventing the freezing of the ground.

Modern methods and the assistance of perfected powerful machinery, together with an abundance of dynamite, perform wonders and obviate the necessity of endless hand labor and lame backs.



Here is another accomplishment in another direction: Claude F. Palmer, geologist, who has spent two summers in Onaway, during which time he has formed many acquaintances and made numerous friends, left suddenly for Florida last December for a six weeks' visit. Word is now received that he is on his return trip, traveling tandem, that is, he is bringing home a bride. Like the little birds, Mr. and Mrs. Palmer wisely migrate North in the spring to enjoy the beauties of Northern Michigan, together with the exhilarating atmosphere.

From a business outlook, oil prospects look favorable. A successful test has been made in the vicinity of Sunken Lake and the drilling near Rainy River will proceed rapidly, where indications look very encouraging. We're not counting chickens, but why not be optimistic?

Charles H. Kenrick went to Newberry last week. They say he went voluntarily of his own free will and accord and intends to return in the same manner.

Mart Jenkins has opened up a new barber shop in the front of the Frank Wilson building, newly furnished and fitted.

Ray Bannon, former D. & M. agent has accepted a like position at Alpena, and the family has moved there. He is succeeded here by Dorcas H. De-Rosia.

#### A Business Man's Philosophy.

A man whose days are easily worth \$250 each told me that he has found jobs for at least fifty men in the last ten years, and that to fifty others he has given advice that led them to find better jobs.

This man will let anyone into his office who comes to him for help. He isn't sure why he does this; he was just made that way.

I mention that so you may better understand the next few paragraphs.

When this super Boy Scout, always accustomed to doing one good deed each day, went into business for

himself, he and his partner made a list of the friends from whom they might expect work. These friends were notified that the new business had been set up, and a tactful bid was made for orders.

The first year was unexpectedly successful.

The list was checked. Not a dollar's worth of business had come from the friends.

He wondered why his friends ignored him.

I think the reason is simple. We like to help those who are not as well off as ourselves. Every friend probably said, "That fellow will take care of himself. He doesn't need encouragement from me."

William Feather.

#### The Cause of Crime.

Chicago, Nov. 2, 1919—Harry Greenberg arrested for picking a pocket. He appealed.

April 19, 1922—Supreme court of Illinois affirmed the sentence. Meantime, Greenberg had been arrested 63 times and had paid a \$10 fine.

Nov. 17, 1925—Arrested for picking a pocket. Still had not started serving his sentence.

March 8, 1926—Forfeited \$5,000 bond rather than go to trial.

Nov. 14, 1929—Rearrested.

March 4, 1930—Convicted and sentenced to from one to ten years in the penitentiary. Now he has thirty days in which to file a bill of exceptions.

Some hesitate to pick a rose fearing the thorn. Others turn back the thorn, grip the stem and enjoy the perfume. A successful business is much like a bush of roses: there are blooms and briars and unless we overcome the briars we cannot enjoy the blossoms except at a distance.—Clement Coments.

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>		<b>Cotton Seed</b>		<b>Belladonna</b>	
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Benzoin	@2 28
Boric (Xtal)	10 @ 20	Eigeron	4 00@4 25	Benzoin Comp'd	@2 40
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 1/4 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catschu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/4 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
<b>Ammonia</b>		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 14	Gualac	@2 28
Water, 14 deg.	5 1/4 @ 13	Linseed, boiled, bbl.	@1 17	Iodine, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld. less 1 24@1 37		Iodine	@1 25
Chloride (Gran.)	08 @ 18	Mustard, raw, less 1 21@1 34		Iodine, Colorless	@1 50
<b>Balsams</b>		Neatsfoot	1 25@1 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Oliva, pure	4 00@5 00	Kino	@1 44
Fir (Canada)	2 75@3 00	Oliva, Malaga, yellow	3 00@3 50	Myrrh	@2 52
Fir (Oregon)	65@1 00	Oliva, Malaga, green	2 85@3 25	Nux Vomica	@1 80
Peru	3 25@3 50	Orange, Sweet	6 00@6 25	Opium	@5 40
Tolu	2 00@2 25	Origanum, pure	@2 50	Opium, Camp.	@1 44
<b>Barks</b>		Origanum, com'l	1 00@1 20	Opium, Deodora'd	@5 40
Cassia (ordinary)	25 @ 30	Pennyroyal	3 00@3 25	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Peppermint	5 50@5 70	<b>Paints</b>	
Sassafras (pw. 60c)	@ 50	Rose, pure	13 50@14 00	Lead, red dry	14 1/4 @ 14 1/4
Soap Cut (powd.)	20 @ 30	Rosemary Flow	1 25@1 50	Lead, white dry	14 1/4 @ 14 1/4
<b>Berries</b>		Sandelwood, E.		Lead, white oil	14 1/4 @ 14 1/4
Cubeb	@ 90	I.	12 50@12 75	Ochre, yellow bbl.	@ 2 1/2
Fish	@ 25	Sassafras, true	2 00@2 25	Ochre, yellow less	3 @ 6
Juniper	10 @ 20	Sassafras, arti'l	7 50@7 75	Red Venet'n Am.	3 1/4 @ 7
Prickly Ash	@ 75	Spearment	7 00@7 25	Red Venet'n Eng.	@ 8
<b>Extracts</b>		Sperm	1 50@1 75	Putty	5 @ 8
Licorice	60 @ 65	Tany	7 00@7 25	Whiting, bbl	@ 4 1/2
Licorice, powd.	60 @ 70	Tar USP	6 50 @ 75	Whiting	5 1/2 @ 10
<b>Flowers</b>		Turpentine, bbl.	@ 66	L. H. P. Prep.	2 80@3 00
Arnica	1 50@1 60	Turpentine, less	73 @ 86	Rogers Prep.	2 80@3 00
Chamomile (Ged.)	@ 50	Wintergreen, leaf	6 00@6 25	<b>Miscellaneous</b>	
Chamomile Rom.	@1 25	Wintergreen, sweet birch	3 00@3 25	Acetanilid	57 @ 75
<b>Gums</b>		Wintergreen, art	75 @ 1 00	Alum	06 @ 11
Acacia, 1st	50 @ 55	Worm Seed	4 50@4 75	Alum, powd and ground	09 @ 16
Acacia, 2nd	45 @ 50	Wormwood, oz.	@ 2 00	Bismuth, Subnitrate	2 25@2 51
Acacia, Sorts	35 @ 40	<b>Potassium</b>		Borax xtal or powdered	05 @ 11
Acacia, Powdered	40 @ 50	Bicarbonate	35 @ 40	Cantharides, po.	1 25@2 00
Aloes (Barb Pow)	35 @ 45	Bichromate	15 @ 25	Calome't	2 72@2 82
Aloes (Cape Pow)	25 @ 35	Bromide	69 @ 85	Capsicum, pow'd	62 @ 75
Aloes (Soc. Pow.)	75 @ 80	Chlorate, gran'd	54 @ 71	Carmine	8 00@9 00
Asafoetida	50 @ 60	Chlorate, powd.	16 @ 23	Cassia Buds	38 @ 45
Fow.	90 @ 1 00	or Xtal	17 @ 24	Cloves	@ 60 56
Camphor	87 @ 95	Cyanide	10 @ 24	Maak Prepared	14 @ 16
Guaiaac	@ 60	Iodide	4 06 @ 4 23	Chloroform	49 @ 56
Guaiaac, pow'd	@ 70	Permanganate	22 1/2 @ 35	Choral Hydrate	1 20@1 51
Kino	@ 25	Prussiate, yellow	35 @ 45	Cocaine	12 85@13 50
Kino, powdered	@ 1 25	Prussiate, red	@ 70	Cocoa Butter	60 @ 90
Myrrh	@ 1 15	Sulphate	35 @ 40	Corks, list, less	30 @ 10
Myrrh, powdered	@ 1 25	<b>Roots</b>		Copperas	03 @ 10
Opium, powd.	21 00@21 50	Alkanet	30 @ 35	Copperas, Powd.	03 @ 10
Opium, gran.	21 00@21 50	Blood, powdered	40 @ 45	Corrosive Sublim	2 25@2 30
Shellac	65 @ 80	Calamus	35 @ 85	Cream Tartar	35 @ 45
Shellac	75 @ 90	Elecampane, powd.	25 @ 30	Cuttle bone	40 @ 50
Tragacanth, pow.	@ 1 75	Gentian, powd.	20 @ 30	Dextrine	6 @ 15
Tragacanth	2 00@2 35	Ginger, African, powdered	30 @ 35	Jover's Powder	4 00@4 50
Turpentine	@ 30	Ginger, Jamaica, powdered	60 @ 65	Emery, All Nos.	10 @ 15
<b>Insecticides</b>		Ginger, Jamaica, powdered	45 @ 60	Emery, Powdered	@ 15
Arsenic	08 @ 20	Goldenseal, pow.	6 00@6 50	Epsom Salts, bbls.	@ 03 1/2
Blue Vitriol, bbl.	@ 08	Ipecac, powd.	5 50@6 00	Epsom Salts, less 3 1/4 @ 10	
Blue Vitriol, less	09 1/4 @ 17	Licorice	35 @ 40	Ergot, powdered	@ 4 00
Bordea. Mix Dry	12 1/4 @ 23	Licorice, powd.	20 @ 30	Flake, White	15 @ 20
Hellebore, White		Orris, powdered	45 @ 50	Formaldehyde, lb.	12 @ 35
powdered	15 @ 25	Poke, powdered	35 @ 40	Gelatine	80 @ 90
Insect Powder	47 1/4 @ 60	Rhubarb, powd	@ 1 00	Glassware, less 55%	
Lead Arsenate, Po.	13 1/2 @ 27	Rosinwood, powd.	@ 50	Glassware, full case 60%	
Lime and Sulphur		Sarsaparilla, Hond.	@ 1 10	Glauber Salts, bbl.	@ 02 1/2
Dry	09 @ 23	Sarsaparilla, Mexic.	@ 60	Glauber Salts less	04 @ 10
Paris Green	26 1/4 @ 46 1/4	Squills	35 @ 40	Glue, Brown	20 @ 30
<b>Leaves</b>		Squills, powdered	70 @ 80	Glue, Brown Grd	16 @ 22
Buchu	@ 90	Tumeric, powd.	20 @ 25	Glue, White	27 1/2 @ 35
Buchu, powered	@ 1 00	Valerian, powd.	@ 1 00	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	<b>Seeds</b>		Glycerine	19 @ 40
Sage, 1/4 loose	@ 40	Anise	@ 35	Hops	75 @ 95
Sage, powdered	@ 35	Anise, powdered	35 @ 40	iodine	6 45@7 00
Senna, Alex.	50 @ 75	Bird, is	13 @ 17	Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Canary	10 @ 16	Lead Acetate	@ 20 30
Uva Ursi	20 @ 25	Caraway, Po.	30 @ 35	Mace	@ 1 50
<b>Oils</b>		Cardamon	2 50@2 75	Mace powdered	@ 1 60
Almonds, Bitter, true	7 50@7 75	Coriander pow.	40 @ 50	Menthol	7 00@8 00
Almonds, Bitter, artificial	3 00@3 25	Dill	15 @ 20	Morphine	13 58@14 33
Almonds, Sweet, true	1 50@1 80	Fennell	35 @ 50	Nux Vomica	@ 40 30
Almonds, Sweet, imitation	1 00@1 25	Flax	9 1/4 @ 15	Nux Vomica, pow.	57 @ 75
Amber, crude	1 00@1 25	Flax, ground	9 1/4 @ 15	Pepper, black, pow	57 @ 75
Amber, rectified	1 50@1 75	Foenugreek, pvd.	15 @ 25	Pepper, White, pw.	75 @ 85
Anise	2 00@2 25	Hemp	8 @ 15	Pitch, Burgudry	20 @ 25
Bergamont	6 50@7 00	Lobelia, powd.	@ 1 60	Quassia	12 @ 15
Cajuput	2 00@2 25	Mustard, yellow	17 @ 25	Quinine, 5 oz. cans	@ 60
Cassia	3 00@3 25	Mustard, black	20 @ 25	Rochelle Salts	28 @ 35
Caster	1 55@1 80	Poppy	15 @ 30	Sacharine	3 60@3 75
Cedar Leaf	2 00@2 25	Quince	1 50@1 75	Salt Peter	11 @ 22
Citronella	75 @ 1 00	Sabadilla	45 @ 50	Seldits Mixture	30 @ 40
Cloves	4 00@4 25	Sunflower	12 @ 18	Soap, green	15 @ 30
Cocoonut	27 1/4 @ 35	Worm, American	30 @ 40	Soap mott cast	@ 25
Cod Liver	1 40@2 00	Worm, Levant	6 50@7 00	Soap, white Castile, case	@ 15 00
Croton	4 50@4 75	<b>Tinctures</b>		Soap, white Castile less, per bar	@ 1 60
		Aconite	@ 1 20	Soda Ash	3 @ 10
		Aloes	@ 1 56	Soda Bicarbonate	3 1/4 @ 10
		Acafoetida	@ 2 28	Soda, Sal	02 1/4 @ 08
		Arnica	@ 1 50	Spirits Camphor	@ 1 20

## WE WHOLESALE

A. J. REACH and WRIGHT & DITSON SUMMER  
ATHLETIC EQUIPMENT

BASE BALLS	PLAYGROUND BALLS
INDOOR BALLS	PLAYGROUND BATS
TENNIS BALLS	TENNIS RACKETS
RACKET PRESSES	RACKET CASES
VISORS	TEE'S
GOLF BALLS	GOLF WOOD CLUBS
MATCHED GOLF SETS	STEEL SHAFT CLUBS
REGISTERED GOLF CLUBS	

Write for Catalogue and Net Price List. Write Promotion Department, care of

**Hazeltine & Perkins Drug Co.**

Grand Rapids

Michigan

Manistee



# GROCERY PRICE CURRENT

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

## ADVANCED

Spices

AMMONIA	
Parsons, 64 oz.	2 95
Parsons, 32 oz.	3 35
Parsons, 18 oz.	4 20
Parsons, 10 oz.	2 70
Parsons, 6 oz.	1 80



### MICA AXLE GREASE

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

### APPLE BUTTER

Quaker, 24-21 oz., doz.	2 15
Quaker, 12-38 oz., doz.	2 40

### BAKING POWDERS

Arotic, 7 oz. tumbler	1 35
Royal, 10c, doz.	95
Royal, 4 oz., doz.	1 85
Royal, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Calumet, 5 lb.	25 40
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 85
Calumet, 16 oz., doz.	3 25
Calumet, 5 lb., doz.	12 10
Calumet, 10 lb., doz.	18 60
Rumford, 10c, per doz.	95
Rumford, 8 oz., doz.	1 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50

### K. C. Brand

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

### BLEACHER CLEANSER

Lizette, 16 oz., 12s	2 15
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### BLUING

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

### Perfumed Bluing

Lizette, 4 oz., 12s	80
Lizette, 4 oz., 24s	1 50
Lizette, 10 oz., 12s	1 30
Lizette, 10 oz., 24s	2 50

### BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	7 75
Col. Lima Beans	14 50
Black Eye Beans	16 00
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	7 00

### BURNERS

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

### BOTTLE CAPS

Dbt. Lacquer, 1 gross	18
pkg., per gross	18

### BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Pep. No. 224	2 70
Pep. No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

## DECLINED

Smoked Hams  
Lard

### 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
Roman Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bks., 36s	3 85
Shred. Wheat Bks., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

### BROOMS

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

### BRUSHES

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

### Stove

Shaker, No. 50	1 80
Fearless	2 60

### Shoe

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

### BUTTER COLOR

Dandelion	2 85
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### CANDLES

Electric Light, 40 lbs.	12 11
Plumber, 40 lbs.	12 8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	10
Tudor, 6s. per box	30

### CANNED FRUITS

Hart Brand

Apples	
No. 10	5 75

### Blackberries

No. 2	3 75
Pride of Michigan	3 25

### Cherries

Mich. red, No. 10	12 50
Red, No. 10	13 00
Red, No. 2	4 25
Pride of Mich. No. 2	3 65
Marcellus Rose	3 25
Special Pie	2 70
Whole White	3 10

### Gooseberries

No. 10	8 00
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### Pears

19 oz. glass	5 65
Pride of Mich. No. 2 1/2	4 20

### Plums

Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25

### Black Raspberries

No. 2	3 75
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

### Red Raspberries

No. 2	3 25
No. 1	3 75
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

### Strawberries

No. 2	4 50
No. 1	3 00
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 75

### CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 85
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 75
Sardines, 1/4 Oil, Key	4 75
Salmon, Red Alaska	3 55
Salmon, Med. Alaska	2 50
Salmon, Pink, Alaska	1 95
Sardines, 1/4, ea. 10@22	
Sardines, 1/4, ea. 25	
Sardines, Cal., 1 35@25	
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4, 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	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., sil.	1 35
Beef, 3 1/2 oz. Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

### Baked Beans

Campbells	1 05
Quaker, 18 oz.	95
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

Hart Brand

Baked Beans	
Medium, Plain or Sau.	95
No. 10, Sauce	6 50

### Lima Beans

Little Dot, No. 2	3 10
Little Quaker, No. 10	14 00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

### Red Kidney Beans

No. 10	6 50
No. 5	3 70
No. 2	1 30
No. 1	90

### String Beans

Little Dot, No. 2	3 45
Little Dot, No. 1	2 50
Little Quaker, No. 1	2 00
Little Quaker, No. 2	3 00
Choice Whole, No. 10	13 25
Choice Whole, No. 2	2 60
Choice Whole, No. 1	1 80
Cut, No. 10	10 75
Cut, No. 2	2 15
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 60
Marcellus, No. 10	8 50

### Wax Beans

Little Dot, No. 2	2 80
Little Dot, No. 1	2 10
Little Quaker, No. 2	2 70
Little Quaker, No. 1	1 95
Choice Whole, No. 10	13 25
Choice Whole, No. 2	2 60
Choice Whole, No. 1	1 75

Cut, No. 10	10 75
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 50

### Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 50
Pride of Michigan	2 25
Marcellus Cut, No. 10	6 75
Marcel. Whole, No. 2 1/2	1 85

### Carrots

Diced, No. 2	1 40
Diced, No. 10	7 50

### Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 60
Golden Ban., No. 10	10 75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen., No. 2	1 80
Pride of Mich., No. 5	5 25
Pride of Mich., No. 1	3 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

### Peas

Little Dot, No. 2	2 75
Little Dot, No. 1	1 90
Little Quaker, No. 10	12 50
Little Quaker, No. 2	2 50
Little Quaker, No. 1	1 75
Sifted E. June, No. 10	10 35
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	2 00
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. Ju., No. 10	7 50
Templar E. Ju., No. 2	2 15
Templar E. Ju., No. 10	7 00

### Pumpkin

No. 10	5 50
No. 2 1/2	1 80
No. 2	1 45
Marcellus, No. 10	4 50
Marcellus, No. 2 1/2	1 40
Marcellus No. 2	1 15

### Sauerkraut

No. 10	5 00
No. 2 1/2	1 60
No. 2	1 25

### Spinach

No. 2 1/2	2 50
No. 2	1 90

### Squash

Boston, No. 3	1 80
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### Succotash

Golden Bantam, No. 2	
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0000 ----- 7 00  
Barley Grits ----- 5 00

Sage ----- 10  
East India ----- 10

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

Jiffy Punch  
3 doz. Carton ----- 2 25  
Assorted flavors.

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

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 85  
Pure, 6 oz., Asst., doz. ----- 90  
Pure Pres., 16 oz., dz. ----- 2 40

JELLY GLASSES  
8 oz., per doz. ----- 36

OLEOMARGARINE  
Van Westenbrugge Brands  
Carload Distributor



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

Wilson & Co.'s Brands  
Cortez ----- 24  
Nut ----- 18  
Special Roll ----- 19

MATCHES  
Swan, 144 ----- 3 75  
Diamond, 144 box ----- 4 75  
Searchlight, 144 box ----- 4 71  
Ohio Red Label, 144 bx ----- 4 20  
Ohio Blue Tip, 144 box ----- 5 00  
Ohio Blue Tip, 720-1c ----- 4 00  
\*Reliable, 144 ----- 3 90  
\*Federal, 144 ----- 4 75

Safety Matches  
Quaker, 5 doz. case ----- 4 25

NUTS—Whole  
Almonds, Tarragona ----- 25  
Brazil, New ----- 17  
Fancy Mixed ----- 24  
Filberts, Sicily ----- 22  
Peanuts, Vir. Roasted ----- 11  
Peanuts, Jumbo, std. ----- 13  
Pecans, 3, star ----- 25  
Pecans, Jumbo ----- 40  
Pecans, Mammoth ----- 50  
Walnuts, Cal. ----- 27 @ 29  
Hickory ----- 07

Salted Peanuts  
Fancy, No. 1 ----- 14

Shelled  
Almonds Salted ----- 95  
Peanuts, Spanish ----- 12  
125 lb. bags ----- 32  
Filberts ----- 32  
Pecans Salted ----- 82  
Walnuts Burdo ----- 67

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. ----- 2 85  
Quart Jars, Plain, doz. ----- 5 00  
1 Gal. Glass Jugs, Pla. ----- 1 30  
5 Gal. Kegs, each ----- 7 50  
3 1/2 oz. Jar, Stuff., doz. ----- 1 35  
6 oz. Jar, Stuffed, doz. ----- 2 35  
9 1/2 oz. Jar, Stuff., doz. ----- 3 75  
1 Gal. Jugs, Stuff., dz. ----- 2 50

PARIS GREEN  
1/8 ----- 34  
1s ----- 32  
2s and 5s ----- 30

## PEANUT BUTTER



Bel Car-Mo Brand  
24 1 lb. Tins ----- 8 00  
8 oz., 2 doz. in case ----- 7 75  
15 lb. pails ----- 9 10  
25 lb. pails ----- 12 15

PETROLEUM PRODUCTS  
From Tank Wagon  
Red Crown Gasoline ----- 19.7  
Red Crown Ethyl ----- 22.7  
Solite Gasoline ----- 22.7

in Iron Barrels  
Perfection Kerosine ----- 14.6  
Gas Machine Gasoline ----- 38.1  
V. M. & P. Naphtha ----- 18.8

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



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

PICKLES  
Medium Sour  
5 gallon, 400 count ----- 4 75

Sweet Small  
16 Gallon, 2250 ----- 27 00  
5 Gallon, 750 ----- 9 75

Dill Pickles  
Gal. 40 to Tin, doz. ----- 10 25  
No. 2 1/2 Tins ----- 2 25  
32 oz. Glass Picked ----- 2 75  
32 oz. Glass Thrown ----- 2 40

Dill Pickles Bulk  
5 Gal., 200 ----- 5 25  
16 Gal., 650 ----- 11 25  
45 Gal., 1300 ----- 30 00

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

PLAYING CARDS  
Battle Axe, per doz. ----- 2 65  
Torpedo, per doz. ----- 2 25  
Tubs, 60 Count, fy. fat ----- 5 50

POTASH  
Babbitt's, 2 doz. ----- 2 75

FRESH MEATS  
Beef  
Top Steres & Heif. ----- 23  
Good St's & H's 15 1/2 @ 21  
Med. Steers & Heif. ----- 18  
Com. Steers & Heif. ----- 16

Veal  
Top ----- 21  
Good ----- 19  
Medium ----- 16

Lamb  
Spring Lamb ----- 22  
Good ----- 22  
Medium ----- 20  
Poor ----- 18

Mutton  
Good ----- 14  
Medium ----- 13  
Poor ----- 11

Pork  
Loin, med. ----- 22  
Butts ----- 21  
Shoulders ----- 17  
Spareribs ----- 16  
Neck bones ----- 07  
Trimnings ----- 13

## PROVISIONS

Barreled Pork  
Clear Back ----- 25 00 @ 23 00  
Short Cut Clear ----- 26 00 @ 29 00

Dry Salt Meats  
D S Bellies ----- 18-20 @ 18-16

Lard  
Pure in tierces ----- 11 1/2  
60 lb. tubs ----- advance 1/4  
50 lb. tubs ----- advance 1/4  
20 lb. pails ----- advance 3/4  
10 lb. pails ----- advance 3/4  
5 lb. pails ----- advance 1  
3 lb. pails ----- advance 1  
Compound tierces ----- 11 1/2  
Compound, tubs ----- 12

Suasages  
Bologna ----- 18  
Colonial, 36-1 1/2 ----- 18  
Colonial, Iodized, 24-2 ----- 1 50  
Med. No. 1 Bbls. ----- 2 85  
Med. No. 1, 100 lb. bk. ----- 95  
Farmer Spec., 70 lb. ----- 95  
Packers' Meat, 50 lb. ----- 57  
Crushed Rock for ice  
cream, 100 lb., each ----- 85  
Butter Salt, 280 lb. bbl. ----- 24  
Block, 50 lb. ----- 40  
Baker Salt, 280 lb. bbl. ----- 4 10  
24, 10 lb., per bale ----- 2 45  
50, 3 lb., per bale ----- 2 85  
28 bl. bags, Table ----- 42  
Old Hickory, Smoked, ----- 4 50  
6-10 lb. ----- 4 50

Smoked Meats  
Hams, Cer. 14-16 lb. ----- @ 26  
Hams, Cer., Skinned ----- @ 26  
16-18 lb. ----- @ 26  
Ham, dried beef ----- @ 42  
Knuckles ----- @ 42  
California Hams ----- @ 17 1/2  
Picnic Boiled ----- @ 25  
Hams ----- 20  
Boiled Hams ----- @ 41  
Minced Hams ----- @ 20  
Bacon 4/6 Cert. 24 ----- @ 32

Beef  
Boneless, rump 28 00 @ 36 00  
Rump, new ----- 29 00 @ 35 00

Liver  
Beef ----- 17  
Calf ----- 55  
Pork ----- 10

RICE  
Fancy Blue Rose ----- 05 1/2  
Fancy Head ----- 07

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

SALERATUS  
Arm and Hammer ----- 3 75

SAL SODA  
Granulated, 60 lbs. cs. ----- 1 35  
Granulated, 18-2 1/2 lb. packages ----- 1 00

COD FISH  
Middle ----- 20  
Tablets, 1/2 lb. Pure ----- 19 1/2  
doz. ----- 1 40  
Wood boxes, Pure ----- 30  
Whole Cod ----- 11 1/2

HERRING  
Holland Herring  
Mixed, Kegs ----- 90  
Mixed, half bbls. ----- 9 75  
Mixed, bbls. ----- 17 50  
Milkers, Kegs ----- 1 00  
Milkers, half bbls. ----- 9 75  
Milkers, bbls. ----- 18 50  
K K K K Norway ----- 19 50  
8 lb. pails ----- 1 40  
Cut Lunch ----- 1 50  
Boned, 10 lb. boxes ----- 16

Lake Herring  
1/2 Bbl., 100 lbs. ----- 6 50

Mackerel  
Tubs, 60 Count, fy. fat ----- 6 00  
Pails, 10 lb. Fancy fat ----- 1 50

White Fish  
Med. Fancy, 100 lb. ----- 13 00

## SHOE BLACKENING

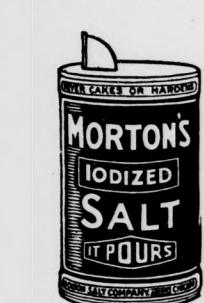
2 in 1, Paste, doz. ----- 1 35  
E. Z. Combination, dz. ----- 1 35  
Dri-Foot, doz. ----- 2 00  
Bixbys, Dozz. ----- 1 35  
Shinola, doz. ----- 90

## STOVE POLISH

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

## SALT

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



Free Spec., 32 26 oz. ----- 2 40  
Five case lots ----- 2 30  
Iodized, 32, 26 oz. ----- 2 40  
Five case lots ----- 2 30

## BORAX

Twenty Mule Team  
24, 1 lb. packages ----- 3 25  
48, 10 oz. packages ----- 4 35  
96, 1/2 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 15  
Grama White Na. 10s ----- 3 75  
Jap Rose, 100 box ----- 7 85  
Fairly, 100 box ----- 4 00  
Palm Olive, 144 box ----- 10 50  
Lava, 100 box ----- 5 00  
Octagon, 120 ----- 4 90  
Pumpo, 100 box ----- 4 85  
Sweetheart, 100 box ----- 5 70  
Grandpa Tar, 50 sm. ----- 2 10  
Grandpa Tar, 50 lge. ----- 3 50  
Tribby Soap, 100, 10c ----- 7 25  
Williams Barber Bar, 9s ----- 50  
Williams Mug, per doz. ----- 48

## CLEANSERS



30 can cases, \$4.80 per case

## WASHING POWDERS

Bon Ami Pd., 18s, box ----- 1 90  
Bon Ami Cake, 18s ----- 1 62 1/2

Brillo ----- 85  
Climaline, 4 doz. ----- 4 20  
Grandma, 100, 5c ----- 3 50  
Grandma, 24 Large ----- 3 50  
Gold Dust, 100s ----- 4 00  
Gold Dust, 12 Large ----- 3 20  
Golden Rod, 24 ----- 4 25  
La France Laun., 4 dz. ----- 3 60  
Old Dutch Clean, 4 dz. ----- 3 40  
Octagon, 96s ----- 3 91  
Rinso, 40s ----- 3 20  
Rinso, 24s ----- 5 25  
Rub No More, 100, 10 oz. ----- 3 85  
Rub No More, 20 Lg. ----- 4 00  
Spotless Cleanser, 48, 20 oz. ----- 3 85  
Sani Flush, 1 doz. ----- 2 25  
Sapolio, 3 doz. ----- 3 15  
Sopline, 100, 12 oz. ----- 6 40  
Snowboy, 100, 10 oz. ----- 4 00  
Snowboy, 12 Large ----- 2 65  
Speedee, 3 doz. ----- 7 20  
Sunbrite, 50s ----- 2 10  
Wyandote, 48 ----- 4 75  
Wyandote Deterg's, 24s ----- 2 75

## SPICES

Whole Spices  
Allspice, Jamaica ----- @ 40  
Cloves, Zanzibar ----- @ 50  
Cassia, Canton ----- @ 22  
Cassia, 5c pkg., doz. ----- @ 40  
Ginger, African ----- @ 19  
Ginger, Cochon ----- @ 40  
Mace, Penang ----- 1 39  
Mixed, No. 1 ----- @ 32  
Mixed, 5c pkgs., doz. ----- @ 45  
Nutmegs, 70 @ 90 ----- @ 59  
Nutmegs, 105-1 10 ----- @ 59  
Pepper, Black ----- @ 50

## Pure Ground in Bulk

Allspice, Jamaica ----- @ 40  
Cloves, Zanzibar ----- @ 53  
Cassia, Canton ----- @ 28  
Ginger, Corkin ----- @ 35  
Mustard ----- @ 32  
Mace, Penang ----- 1 39  
Pepper, Black ----- @ 52  
Nutmegs ----- @ 50  
Pepper, White ----- @ 80  
Pepper, Cayenne ----- @ 37  
Paprika, Spanish ----- @ 45

## Seasoning

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

## STARCH

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

## Gloss

Argo, 48, 1 lb. pkgs. ----- 3 60  
Argo, 12, 3 lb. pkgs. ----- 2 62  
Argo, 8 1/2 lb. pkgs. ----- 2 97  
Silver Gloss, 3, 1s ----- 11 1/4  
Elastic, 64 pkgs. ----- 5 35  
Tiger, 48-1 ----- 3 30  
Tiger, 50 lbs. ----- 06

## SYRUP

Corn  
Blue Karo, No. 1 1/2 ----- 2 77  
Blue Karo, No. 5, 1 dz. ----- 3 91  
Blue Karo, No. 10 ----- 3 71  
Red Karo, No. 1 1/2 ----- 3 06  
Red Karo, No. 5, 1 dz. ----- 4 29  
Red Karo, No. 10 ----- 4 01

## IMIT. Maple Flavor

Orange, No. 1 1/2, 2 dz. ----- 3 25  
Orange, No. 5, 1 doz. ----- 4 99

## Maple and Cane

Kanuck, per gal. ----- 1 50  
Kanuck, 5 gal. can ----- 6 50

## Maple

Michigan, per gal. ----- 2 75  
Welchs, per gal. ----- 3 25

## COOKING OIL

Mazola  
Pints, 2 doz. ----- 6 75  
Quarts, 1 doz. ----- 6 25  
Half Gallons, 1 doz. ----- 11 75  
Gallons, 1/4 doz. ----- 11 30

## WASHING POWDERS

Bon Ami Pd., 18s, box ----- 1 90  
Bon Ami Cake, 18s ----- 1 62 1/2

## TABLE SAUCES

Lea & Perrin, large ----- 6 00  
Lea & Perrin, small ----- 3 25  
Pepper ----- 1 60  
Royal Mint ----- 2 40  
Tobasco, 2 oz. ----- 4 25  
Sho You, 9 oz., doz. ----- 2 85  
A-1, large ----- 4 75  
A-1 small ----- 3 15  
Caper, 2 oz. ----- 3 30

## TEA

Japan  
Medium ----- 35 @ 35  
Choice ----- 37 @ 35  
Fancy ----- 52 @ 31  
No. 1 Nibbs ----- 54  
1 lb. pkg. Sifting ----- 14

## Gunpowder

Choice ----- 40  
Fancy ----- 47

## Ceylon

Pekoe, medium ----- 57

## English Breakfast

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

## Oolong

Medium ----- 39  
Choice ----- 45  
Fancy ----- 50

## TWINE

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

## VINEGAR

Cider, 40 Grain ----- 23  
White Wine, 80 grain ----- 26  
White Wine, 40 grain ----- 19

## WICKING

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

## WOODENWARE

Baskets  
Bushels, narrow band, wire handles ----- 1 75  
Bushels, narrow band, wood handles ----- 1 80  
Market, diron handle ----- 90  
Market, single handle ----- 95  
Market, extra ----- 1 60  
Splint, large ----- 8 50  
Splint, medium ----- 7 50  
Splint, small ----- 6 50

## Churns

Barrel, 5 gal., each ----- 2 40  
Barrel, 10 gal., each ----- 2 55  
3 to 6 gal., per gal. ----- 16

## Pails

10 qt. Galvanized ----- 2 60  
12 qt. Galvanized ----- 2 85  
14 qt. Galvanized ----- 3 10  
12 qt. Flaring Gal. Jr. ----- 5 00  
10 qt. Tin Dairy ----- 4 00

## Traps

Mouse, Wood, 4 holes ----- 60  
Mouse, wood, 6 holes ----- 70  
Mouse, tin, 5 holes ----- 85  
Rat, wood ----- 1 00  
Rat, spring ----- 1 00  
Mouse, spring ----- 30

## Tubs

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

## Washboards

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

## Wood Bowls

13 in. Butter ----- 5 00  
15 in. Butter ----- 9 00  
17 in. Butter ----- 18 00  
19 in. Butter ----- 25 00

## WRAPPING PAPER

Fibre, Manila, white ----- 05 1/2  
No. 1 Fibre ----- 06 1/2  
Butchers D F ----- 06  
Kraft ----- 07 1/2  
Kraft Stripe ----- 09 1/2

## YEAST CAKE

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

## YEAST-COMPRESSED

Fleischmann, per doz. ----- 30

## Making Bottom Chuck Roll

The bottom chuck roll affords attractive pot roasts of convenient size to meet the demands of the average household purchaser.



1. Roll boneless bottom chuck into shape, smooth side out, making the rib side the face of the roll.



2. Tie securely completing the bottom



3. Convenient-sized pot roast cut from the bottom chuck roll.

## Making Small "7" Steaks from the Top Chuck

The small "7" steaks are about one-half the size of the large "7" steaks. These are of handy size and fill the demand for small steaks.



4. Cut small "7" steaks from the top chuck, blade bone left in.



## Unless You Save You Surely Go Broke.

(Continued from page 20)

chain units they formerly managed." There is much in that information and comment. First, let me say that wakeful chain merchants are not blind to their own weak spots. They have, as a class, gone far, not because but in spite of such weakness. They know that well enough and the best ones are relentlessly trying to remedy these conditions. They are quite frank, also, to say that not all chain merchants are high grade or successful, any more than are all individual merchants.

A buyer for the perishables department of a large chain told me only yesterday that he felt that any able retailer could prosper beside a chain unit. But he commented on their lack of attractive displays, especially in his own line—perishables. "You see," he said, "our managers keep good displays because they have to do that to hold their jobs. They must have everything shipshape by a certain time every morning. But the individual grocer has no boss. He can poke around until 4 p. m. smoking cigarettes—and his store reflects such habits."

Let the grocer put on that shoe if it fits him. Then let him reflect that he must apply self-discipline if he is going to keep his place in 1930 retailing. Economics eventually plays no favorites.

Chain managers are going into business on their own. They do precisely that. They go, please note, with a good training in display and merchandising. Old-timers will have to step some to keep up with those boys. Let no man overlook that fact.

Paul Findlay.

## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 3—On this day was held the adjourned first meeting of creditors in the matter of Arthur Adolph Roth, Bankrupt No. 4010. The bankrupt was not present or represented. No creditors were present or represented. Claims were proved and allowed. The adjourned first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

March 5. We have to-day received the schedules, reference and adjudication in the matter of Fannie Bent, Bankrupt No. 4047. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and her occupation is that of a baker. The schedule shows assets of \$100, of which the full amount is claimed as exempt, with liabilities of \$987.98. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Lee & Cady, Kalamazoo	\$122.29
Worden Grocer Co., Kalamazoo	32.62
Little Bros., Kalamazoo	96.55
Star Paper Co., Kalamazoo	33.75
Wolverine Spice Co., Grand Rapids	2.77
Wm. Bent Estate, Marcellus	700.00

March 3. On this day was held the first meeting of creditors in the matter of Thomas B. Carlile, Bankrupt No. 4014. The bankrupt was not present in person, but represented by attorney Willis B. Perkins, Jr. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Davey & Klooster, Bankrupt No. 3773, the trustee has filed his final report and account, and a final meeting of creditors was held Feb. 14. The trustee only was present. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses, as far as funds permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final

meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Hall B. Cox, Bankrupt No. 4041. The funds have been received and the first meeting of creditors has been called for March 21.

In the matter of Ben H. Grover, Bankrupt No. 4038. The funds have been received and the first meeting of creditors has been called for March 21.

In the matter of Gordon K. McKenney, Bankrupt No. 4024. The first meeting of creditors has been called for March 21. In the matter of Charles Jerrick, doing business as Peck Street Garage, Bankrupt No. 4016. The first meeting of creditors has been called for March 21.

In the matter of Bert I. Banta, Bankrupt No. 3792, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Jan. 20. The trustee was present in person and represented by attorneys. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, and for the payment in full of tax claims, and a first and final dividend to general creditors of 6.1 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

March 6. We have to-day received the schedules, reference and adjudication in the matter of Gerald M. Burnett, Bankrupt No. 4048. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Sparta, and his occupation is that of a factory worker. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$590.70. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

March 7. We have to-day received the schedules, reference and adjudication in the matter of Edward W. Murphy, Bankrupt No. 4052. 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 \$125 of which the full amount is claimed as exempt, with liabilities of \$1,342.64. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of John A. Sonneveld and Philip Veen, individually and as copartners as Sonneveld Baking Co., Bankrupt No. 3885. The bankrupts were not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. The balance of the assets for sale at auction at the final meeting were offered for sale and sold. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 15 per cent. All preferred claims have heretofore been paid. No objections were made to the discharge of the bankrupts. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Ernest W. Kraus, Bankrupt No. 3825, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 18. The bankrupt was present in person. One creditor was present in person. The trustee was not present in person, but represented by attorneys Hilding & Hilding. Claims were proved and allowed. An order was made for the payment of expenses of administration, preferred labor claims and tax claims in full and for the declaration and payment of a final dividend to creditors of 15.9 per cent. A previous dividend to general creditors of 10 per cent, has been paid. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of West Michigan Fur Farms, Bankrupt No. 3968, the trustee has heretofore filed his final report and account, and a final meeting was held March 6. The trustee was present in person. One creditor was present in person. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Gerald M. Burnett, Bankrupt No. 4048. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of Elton Lahr, Bankrupt No. 4025. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of Fannie Bent, Bankrupt No. 4047. The funds have been re-

ceived and the first meeting of creditors has been called for March 25.

In the matter of Vern Crawford, Bankrupt No. 4043. The funds have been received and the first meeting of creditors has been called for March 25.

In the matter of John J. Seltnerich, individually and doing business as Surplus Machinery Co., Bankrupt No. 4050. The first meeting of creditors has been called for March 24.

In the matter of George G. Doxey, Bankrupt No. 4049. The first meeting of creditors has been called for March 24.

In the matter of Fred DeVries, Bankrupt No. 4034. The funds have been received and the first meeting of creditors has been called for March 24.

In the matter of Peter Van Driel, Bankrupt No. 4042. The funds have been received and the first meeting of creditors has been called for March 24.

March 10. We have to-day received the schedules, reference and adjudication in the matter of Millard F. Beebe, Bankrupt No. 4055. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Vicksburg. The schedule shows assets of \$230 of which the full amount is claimed as exempt, with liabilities of \$530.85. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

March 10. We have to-day received the schedules, reference and adjudication in the matter of John Hasper, Bankrupt No. 4056. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a salesman. The schedule shows assets of \$712 of which \$450 is claimed as exempt, with liabilities of \$61,735.34. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Dekker Furniture Co., Bankrupt No. 3655, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Nov. 22. Several claims were objected to and heard on that day and now cleared up. The trustee was present. Certain claims were represented by attorneys Rogoski and Landman and by the claimants in person. Claims were allowed. The trustee's final report and account was considered and approved and allowed. An order was made, dated March 10, for the payment of expenses of administration and for the payment of all preferred taxes and labor claims in full and for the declaration and payment of a first and final dividend to creditors in general of 14.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Vanderstelt Bros., Bankrupt No. 3999. The sale of assets has been called for March 25 at the premises formerly occupied by the bankrupt, 1426 Peck street, Muskegon Heights. The assets consists of groceries and fixtures for a retail grocery store, appraised at \$846.07.

In the matter of George G. Doxey, Bankrupt No. 4049. The sale of assets has been called for March 26, at the premises formerly occupied by the bankrupt, 348 W. Michigan avenue, Kalamazoo. The assets consists of drugs, etc., scheduled by the bankrupt at \$5,300 and fixtures at \$3,200. The bankrupt conducted a retail drug store. All interested in such sale should be present at date and time.

## Summer Beverage Sets Moving.

Retailers handling household novelties made their initial purchases of Summer beverage sets in the Eastern market last week. The demand so far has been slight, but is expected to gain steadily as the month progresses. Prices have remained at last year's levels in the metal-mounted glassware sets, and ice buckets of this type are in good demand. Sales of pewter now being carried on by retail stores have been satisfactory to date, sales agents state, and have resulted in substantial reorders.

## Do You Wish To Sell Out! CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich.  
Phone Federal 1944.

## Business Wants Department

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

Merchants Special Sales Service—We conduct reduction or closing out sales for stores of any kind, any town. Write Greene Sales Co., Mechanic & Pearl, Jackson, Mich. 257

FOR SALE—A carpenter shop, doing a good business. Has a complete set of woodworking machinery, a band saw, jointer, Modest machine, circle saw; 1/4 horse power 220 volt A. C. motor. Also a large quantity of lumber. PRICE REASONABLE. ADDRESS KATE BROMELING, Albion, Michigan. 256

FOR SALE—Stock of general merchandise in a good farming community. Good, live town, two churches, good school. Daily railroad and truck service. Living rooms in connection. Stock inventory \$5,000. Can be reduced. Will sell building, or rent. On U. S. 23 between Bay City and Alpena. Address No. 258, c/o Michigan Tradesman. 258

GET YOUR MAN—And stop business worry. Modern department store advertising manager. Right hand efficiency man and assistant to manager. Newest window work, fine readable cards. Afraid of nothing in business. Original, peppy, sensible, different. Pleasing personality, fine character, highest type of references. Smallest or largest store, know my business. Address CHRISTEL, Box 53, Shenadoah, Virginia. 260

FOR RENT—Store building 25x85 feet, east front. Good location in thriving town. Address Mrs. C. H. Curtis, Frankfort, Kansas. 259

Card Writer—And window trimmer. Five years in large and small department store experience, best of references. ALBERT LODGE, 195 Hawley Ave., Salem, Ohio. 261

WE ARE INTERESTED in buying well established manufacturing utility or laundry business. Only concerns with good balance sheets and established earnings need reply. Cost range \$75,000 to \$200,000. Address No. 262, c/o Michigan Tradesman. 262

MEAT AND GROCERY BUSINESS—At Indian Lake Resort, five miles west of Dowagiac. Five acre apple orchard, seven-room house, and lot. Two car garage. Particulars, write MRS. R. WHITE, 204 Telegraph, Dowagiac, Mich. 263

This publication accepts my advertising because the publisher knows that DAVIS SALES are sincere efforts and convert stock into CASH. Make all signs and conduct the business in a straightforward manner. References from bankers and merchants of five states and of Canada. E. E. DAVIS, 608 Pines St. phone 214, ALMA, MICHIGAN. 246

BUSINESS HOUSE TO Rent—Best location in city of over 3,000. New modern front. The best in the city; new oak floor; especially suitable for jewelry store. One jeweler going out of business. Reasonable rent. Come and see this location, J. H. Sharpe, Council Grove, Kansas. 253

FOR RENT—Up-to-date store building, 47 x 80 feet, all in one room. Ideal location for general store or dry goods, clothing, shoes. Fully equipped with clothing cabinets, show cases, counters and tables, electric lights, water and furnace. Located in center of business district. Best store building in town. Practically no competition. For rent April, 1930. Live merchant can do from \$60,000 to \$70,000 per year. Reasonable rent with good lease. Write or phone E. F. BLAKE, MIDDLEVILLE, MICH. 244

FOR SALE—Men's and boys' clothing, furnishing, and shoe store. Old established business. Also furnished cottage at Greenbush, on Lake Huron. W. H. Parry, Vassar, Mich. 243

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—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.

## I OFFER CASH! For Retail Stores—Stocks—Leases—all or Part.

Telegraph—Write—Telephone

L. LEVINSON

Saginaw, Mich.

Telephone Riv 2263W

Established 1909

**Rayon Uncertainty Noted.**

While the decline in raw wool, cotton and silk has left the price position of rayon dubious, leading producers as yet have taken no action on prices, with the exception of marked concessions on sub-standard supplies. The reduction voted by the Senate in the minimum specific rate on rayon im-

ports in the pending tariff is a development regarded as likely to have an effect on domestic prices. The demand for rayon has eased and unless market conditions improve the recent additions to plant capacity will not be called upon to do much during the current half-year.

**Glass Trade Continues Quiet.**

The demand for window glass showed no improvement during the week and consumption continues below that of this time a year ago. The price situation in this branch is reported far from satisfactory with the need for a stabilization of the market quite apparent. The distribution of plate glass

continues below the high average of a year ago, due to the smaller volume of business from the automobile industry. Continuance of the present tariff on both plate and window glass seems assured regardless of the outcome of the struggle over the pending bill.

## Announcing

# THE AMERICAN CORPORATION

*(Organized under the Laws of Virginia)*

### AUTHORIZED CAPITAL

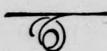
2,500,000 shares of Common Stock (No Par)

### TO BE PRESENTLY OUTSTANDING

400,000 shares, together with Warrants to purchase an additional  
400,000 shares at \$10.00 per share on or before October 1, 1931.

Only Holders of Class "A" and Class "B" Common Stock — \$7.00 Dividend Series—"A," and \$6.50 Dividend Series First Preferred Stock — Second Preferred Stock Series—"A" — and Definitive Option Warrants — of record on the books of American Commonwealths Power Corporation at the close of business March 21, 1930 will be entitled to subscribe at the preferential price of \$10.00 per share for the Common Capital Stock (Full Voting—No Par) of The American Corporation, with accompanying Warrant.

Full information has been mailed to Stockholders of American Commonwealths Power Corporation of record on March 17, 1930. Stockholders not of record as of that date may obtain information at the offices of American Commonwealths Power Corporation at 120 Broadway, New York City, or Grand Rapids National Bank Building, Grand Rapids, Michigan.



**American Commonwealths Power Corporation**

New York

St. Louis

Grand Rapids



# SLOW BUT SURE STARVATION

## *Dominance of Chain Store Must Necessarily Result in Impoverishment of the Community.*

I have been accused of many things of which I had no knowledge during the time I have conducted the Tradesman, but one accusation has never been laid at my door—that I have an inordinate love for the chain store. I have fought this menace to legitimate merchandising with all the vigor I could command ever since the viper showed its head. I shall continue to oppose it as long as I have any breath in my body, not because it has no good features to commend it, but because the bad features outweigh the good. Under existing conditions it has but one fundamental theory—to make money for the owner. Such features as service to the public, duty to the community, and fair treatment to clerks are entirely overlooked by the chain stores in the mad endeavor to make as much money as possible and get the money so made out of the town in which it is made at the earliest possible moment. Money made by a legitimate merchant usually finds lodgment in the local bank and is utilized to assist in meeting the payrolls of local factories, from which it comes back to the merchant in never ending procession and succession, but no local banker dares to use the deposits of chain stores in meeting local calls and necessities; because he knows that such action on his part will force him to either suspend payment or go on a borrowing expedition day after tomorrow or week after next.

The independent retail dealer sends out of town only sufficient funds to cover his foreign purchases. The remainder of his bank deposits, which represent the profit he has made in his store transactions, remain in the bank until invested in a home, devoted to payment on a home already purchased on time, applied to the purchase of additional home furnishings, needed additions to his store building, desirable additions to his stock or fixtures or investment in local manufacturing enterprises which give employment to home people and thus contribute to the growth and prosperity of his home town.

The chain store, on the contrary, sends the entire receipts of the store (less rent and wages paid the store manager and his clerk) to the headquarters of the chain system in Detroit or elsewhere, to be immediately transferred to New York, where they are absorbed by high priced executives and clerks and divided among the greedy stockholders of the organization.

This steady stream of money, constantly flowing out of town every week, **NEVER TO RETURN**, must ultimately result in the complete impoverishment of the community. It is a process of slow but sure starvation.

This is the strongest indictment ever presented against the chain store—an indictment which precludes the possibility of a defense, because there can be no defense to a charge of this kind, based on the logic of events.

This indictment effectually outweighs and overcomes any possible advantage which can be presented in favor of the chain store, because of its low prices on some lines of goods, alleged uniformity in methods and prompt service.

In the light of this disclosure, which no one can successfully contradict or set aside, the consumer who patronizes the chain store, instead of the regular merchant, is effectually destroying the value of any property he owns in the town in which he lives, placing an embargo on the further progress of his own community and helping to bring on a period of stagnation in business, real estate and manufacturing which will ultimately force him to accept less pay for his services and reduce the level of living he enjoyed under conditions as they existed before the advent of the chain store.

The decadence of the town, due to lack of employment and the diversion of all available capital to the headquarters of the chains in Eastern money markets, will cause a depression in farm products, due to lack of local demand, which will ultimately result in the impoverishment of the farmer. He can still ship his wheat to Liverpool, but there will be no local market for perishable products which must be consumed near at home.—E. A. Stowe in Michigan Tradesman.



# The Mill Mutuals Agency

Lansing, Michigan

*Representing the*

## Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)  
*and its associated companies*

COMBINED ASSETS OF GROUP  
\$62,147,342.79

COMBINED SURPLUS OF GROUP  
\$24,791,128.22

**Fire Insurance—All Branches**

**Tornado**

**Automobile**

**Plate Glass**

**20 to  
40%**

**SAVINGS MADE  
Since Organization**