

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY

TRADESMAN COMPANY, PUBLISHERS

EST. 1883

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MARCH 26, 1930

Number 2427

## THE WORLD WASHED.

I saw God wash the world last night  
With His sweet showers on high,  
And then when morning came  
I saw Him hang it out to dry.

He washed each tiny blade of grass  
And every trembling tree;  
He flung His showers against the hills  
And swept the billowy sea.

The white rose is a cleaner white,  
The red rose is more red  
Since God washed every fragrant face  
And put them all to bed.

There's not a bird, there's not a bee  
That wings along the way  
But is a cleaner bird and bee  
Than it was yesterday.

I saw God wash the world last night;  
Ah, would He had washed me  
As clean of all my dust and dirt  
As that old white birch tree!

William Stidger.

**TWO  
PRODUCTS**

**EASY TO SELL**

**K**KNOWN and approved by housewives throughout the Middle West, Semdac Liquid Gloss has been for years an easy selling and profitable product to handle. Now, with the addition of Semdac Furniture Dressing, you have *two* products that will sell quickly.

The name Semdac is extensively advertised. Many of your customers have used the Liquid Gloss—and without doubt liked it. Those who try Semdac Furniture Dressing will like it fully as well.

Take advantage of the sales opportunities that these two products offer you—stock them.

**STANDARD OIL COMPANY**  
 910 S. Michigan Ave. (Indiana) CHICAGO ILL.



# SEMDAC

FURNITURE DRESSING  
LIQUID GLOSS



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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  
507 Kerr Bldg.

### Chain Store Notes.

Week before last the Reed City authorities fined the A. & P. Co. \$70 for undertaking to navigate trucks which were overloaded. Last week the A. & P. added \$100 to the municipal treasury for a similar offense of a more aggravated nature.

A gross tax on retail sales, reputedly directed against chain stores, is on the Kentucky statute books. Governor Sampson has signed the bill providing for a tax of 1/20 of 1 per cent. on the gross sales of \$400,000 or less. The rates would increase to a full 1 per cent. on total sales of \$1,000,000. The new law will group the sales of individual units of a chain for purpose of levying the tax. Strong opposition was exerted against the bill and it is pointed out that chain stores might be incorporated individually to avoid payment of the tax.

Fashion shows will be held this year by J. C. Penney at 500 of its 1,400 member stores, in an endeavor to promote style consciousness among its customers. The fashion note will be emphasized in the company's magazine, newspaper and farm paper advertising. Beginning this week the stores are presenting complete stocks of style merchandise modeled after Paris designs, but modified in lines and prices by the Penney stylists and buyers to fit the needs of its customers. As part of Penney's program is to realize a sales objective of \$245,000,000 this year. Full-page advertisements in the advertising graveyard will be devoted to exploitation of men's attire—an advertisement on April 5 carrying an announcement of caps, and May 10 of straw hats.

### Man Not So Puny.

The latest triumph of the human mind—the discovery of another planet by means of elaborate and intricate mathematical calculations crowned by actual sight of the elusive body through the telescope—should counteract some of the depression which a good many persons feel when they realize the insignificant place which man and the small world on which he lives occupy in the vast immensities of the universe.

Man is only a speck on another speck which is whirling about amid countless other whirling objects, in many of which his earth could be swallowed up without making any particular difference in their weight, although not a few of these larger worlds are so far away that if the earth approached them at the speed of light, it would be centuries in reaching them.

What of it? This tiny creature who hardly seems worth looking for from any other world with even a super-telescope, who seems fit rather to be placed under a microscope, is able by the working of his mind to say that there must be an unseen world rushing through a distant part of space and to indicate where it is. The telescope is pointed in that direction and, lo, a hitherto unobserved planet is seen.

Is there anything puny about an achievement like this? And is there any reason why one of the species making it should feel depressed or despairing as he thinks of his insignificant place in the vast stretches of the universe? His mind is not bounded by the limits of the tiny planet on which he is being whirled in at least two directions at once at incredible speed. With his intellect he penetrates the cosmic abyss, he crosses the trackless interstellar area, he explores remote regions of space—and he catches sight of a world he had not seen before. And he does this without bringing his body an inch nearer the distant globe.

Man puny? If he says so he slanders himself.

### The Test of Fortune.

The psychologists have been amusing themselves for a long time in finding ways to measure the spiritual elements in man. The questionnaire and intelligence tests are part of their equipment; so are sundry experiments in the individual's response to a carefully calculated stimulus. Lately these things have grown a little tiresome, and often they lead to nothing which interests the average man beyond the range of curiosity.

But Dr. Harry Kitson, of Columbia, proposes a test which is disarmingly simple and yet yields at once an in-

telligible and accurate result. He is interested in determining to what degree men and women are suited and happy in their work, which is a question of importance. To find the answer he offers to every man an imaginary yardstick a million dollars long. What would the man do about his work if he should suddenly and unexpectedly fall heir to such a sum?

It is obvious that those who love their work would come back to it when the shock of their inheritance was over. Some would seize their chance to take a short cut around the dusty trail of detail and discouragement to the real goal of their energies. Many would drop their jobs at once, but would turn to others hitherto denied them. Only a few would find nothing to do with the freedom and ease of entire independence.

The professor might go further with his yardstick and apply it to morals and character as well as to work. But any man can do so for himself if he chooses. What would he do with himself if he were made free by sudden fortune? The answer will be the truth about him.

### Gabby Gleanings From Grand Rapids.

Noyes L. Avery, President of the Michigan Trust Co., left the city Tuesday via automobile for a month's tour of the Atlantic Coast resorts. He is accompanied by his family. The party expects to reach Washington Saturday, where they will spend several days at the Mayflower Hotel. They will proceed from there to Norfolk, where a week or more will be devoted to sight-seeing.

John L. Lynch, the well-known sales expert, is putting in a few days with his aged mother at Friendship, New York. He recently closed out the entire stock of the Youngstown Dry Goods Co., at Youngstown, Ohio. The sale was continued for twenty-five days and was attended by over 150,000 persons.

Leland Sumner has opened an up-to-date grocery store at 1206 North College avenue. He reports good business already.

George Corrigan, who was associated with A. W. Clutter & Co. for some months, recently petitioned the court for the appointment of a receiver. The company settled with George by paying him \$60,000, which enabled him to clean up all the personal obligations he owed when the Corrigan, Hilliker & Corrigan aggregation failed some years ago.

The funeral of Willis D. Brown, of Brown & Sehler Co., who died unexpectedly last week, was held at the family residence on West Leonard road at 2 o'clock this afternoon. Interment was in Greenwood cemetery. Deceased was highly respected by all

who knew him. The country trade who came in contact with him all speak in high terms of his affability, energy and faithfulness.

### Late Business News From Ohio.

Hamilton—The Busch Packing Co. has been granted a charter to establish a packing plant here. The plant will be operated in conjunction with the sausage factory of the H. F. Busch Co., of Cincinnati. Capital stock of the new corporation consists of a thousand shares of no par value stock. The incorporators are George E. Emrich, Ira H. Weisbrod, William H. Santen and Froome Morris.

Columbus—The Wolfe Wear-U-Well Corporation, chartered in July, last year, and consisting of a merger of the Wolfe Bros. Shoe Co. of Columbus and its subsidiaries, the Grimsrud Shoe Co. of Minneapolis and the Western Shoe Co. of Kansas City at its annual meeting held recently announced that the chain of retail stores would be increased. It is planned to open 1500 new stores during the present year. There was an increase of 300 units during the latter part of 1929. The chain is one of the largest in the country and covers the entire Eastern, Middle Western, the Western and Southern sections. The company has ceased the manufacture of shoes and buys its stocks from various factories.

### Twenty-eight New Readers of the Tradesman.

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

Wolverine Potato Chip Co., Detroit.  
L. R. Maurer, Owosso.  
A. H. Dubois, Greenville.  
Sidney Veenstra, Greenville.  
Harry Lewis, Greenville.  
F. H. McKay, Greenville.  
Gates Bros., Greenville.  
H. B. Elhart, Grand Rapids.  
Lloyd Janchow, Kalamazoo.  
J. A. Laug, Coopersville.  
Carlson & Trofast, Kent City.  
E. S. Baldus, Nunica.  
Martin Reedy, Grand Rapids.  
B. K. Lenderink, Grand Rapids.  
M. K. Ferguson, Grand Rapids.  
William E. Postal, Grand Rapids.  
William Westveer, Grand Rapids.  
Thomas Holwerda, Grand Rapids.  
S. J. Brownlee, Sault Ste. Marie.  
Vidro's Grocery, Grand Rapids.  
Leland E. Sumner, Grand Rapids.  
M. S. Smolenski, Grand Rapids.  
H. P. De Windt, Grand Rapids.  
W. Klaassen, Grand Rapids.  
Fay E. Wooster, Reed City.  
J. C. Dillingham, Rockford.  
S. Popma, Grand Rapids.  
Louis Vandermale, Grand Rapids.

To-day every ambitious salesman must take care of his health. He must not be ill, nor half-ill, as so many people are.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

Such descriptions as "Rayon Silk" and "Fashioned Ankles" were used by copartners engaged in the manufacture and sale of hosiery for women when in fact their hosiery was not fabricated from silk, the product of the cocoon of the silkworm, but was made of a material other than silk, and was not manufactured in accordance with the process known to the trade and public as "Fashioned."

Signing a stipulation agreement with the Federal Trade Commission the company agreed to cease and desist from these misrepresentations.

"Beeswax," a designation for candles, was used by a selling and distributing corporation to advertise a candle not manufactured in substantial part of beeswax.

Signing a stipulation with the Federal Trade Commission the corporation agreed to cease using the word "Beeswax" to describe candles so as to imply that they are made in whole or in substantial part of beeswax when such is not the fact. Provision is made that when candles sold by this company are composed in substantial part of beeswax and partly of some other material the word "Beeswax," if used, shall be employed in connection with other qualifying words printed in type equally as conspicuous as that in which the word "Beeswax" is displayed, so as to clearly indicate that the product is not composed wholly of beeswax.

The Federal Trade Commission has ordered the Dixie Pecan Growers' Exchange, Inc., of Barnesville, Ga., to cease and desist from use of the words "Growers" and "Exchange" as part of their corporate name.

Except for a negligible amount of pecans produced on less than five acres of trees owned by the respondent, the nuts sold are purchased from independent growers.

The Commission's order also prohibits the use in advertising matter of the words "Growers" and "Exchange" or "Growers' Exchange," and the phrases or slogans, "Direct from the Groves," "Direct from the Growers," or words or pictures importing that pecan nuts sold by the respondent come direct from grower to purchaser, or that the respondent is a grower of pecan nuts or a co-operative association or exchange composed of pecan growers.

The Commission found instances where this organization's use of the trade name "Dixie Pecan Growers' Exchange, Inc.," had been confused with the trade name, "National Pecan Growers' Exchange."

The words "Growers' Exchange" were found to have a definite meaning in the pecan industry, namely, as referring to a co-operative association of pecan growers, and the respondents' use of these terms was held to be misleading to purchasers and to constitute an unfair method of competition with growers' exchanges who in fact sell their product direct to the public, and with dealers who purchase pecan nuts

from the growers and resell them to the public.

A corporation manufacturing flavors and syrups has signed a stipulation with the Federal Trade Commission agreeing to discontinue use of the word "Maple" connected with the word "Flavor" to imply that its product is composed of maple syrup or of the maple tree when such is not the fact.

The respondent, in advertising his product, which contained no maple sugar or sap of the maple tree, displayed the following phrasing:

"Maple Flavor—a maple flavor possessing the true aroma of the old, fine maple sugar, and yet more practical and economical."

The Better Business Bureau report the following accomplishments:

An advertised event in which "\$15-200 in prizes free" were offered by an uptown store, was one case investigated by the Bureau in the early years of its furniture work. The Post Office Department termed this event a lottery. After a strong warning from the United States Attorney the enterprise was ended.

Unfair trading upon the good will of the name "Grand Rapids" by several stores existed. With newspaper co-operation, the practices under investigation were entirely changed. The principal offender, discovering that without fraud he could not make his business pay, found it necessary to close his store. The name "Grand Rapids" was protected for its truthful use by dealers in furniture actually made in that famous center.

Another early problem in the furniture field was the advertising of a mid-town dealer who used "hammer" advertising, knocking his competition while he trafficked in tricks of his own. He offered dining room suites at startlingly low prices but refused to sell without the chairs which were held at exorbitant prices. He agreed to drop these tactics but continued to use exaggerated price comparisons. His flamboyant advertising of one-price sales is, however, not now acceptable to certain newspapers.

Furniture has been the favorite merchandise of disguised dealers posing as bonafide householders forced to dispose of their furnishings. Opposition to such "classified" advertisers began early in the merchandise work at the request particularly of the newspapers, with good results.

A manufacturer of upholstered furniture entered the general furniture business as a retailer. He claimed to retail at "wholesale prices. These claims were found to be, in a substantial part, false. This was made known to the newspapers and made public in Bureau bulletins.

A new furniture store was opened under a separate name by this manufacturer and his advertising agent. Misstatements in the advertising of that store were halted quickly.

In nearly a thousand instances, during five years, furniture advertising claims were investigated and changed for the better. Two examples are further illustrative: "Rome Mascot double day-bed at \$18.50" was offered by a

store. Investigation revealed that the bed illustrated could not be bought for \$18.50 and only an inferior model could be had. Krohler bed suites at \$142 were advertised by another store; the type of suite illustrated was available in the store only at a price of \$179.

Certain firms advertised slip covers and offered to reupholster furniture, in both instances quoting ridiculously low prices. Investigation revealed that it was not the intent of these advertisers to provide materials and service, as advertised, if sales strategy and "Knocking" of the materials at these low prices could get an order at higher prices. Various firm names were used by the few "gymps" employing this "bait." When one name lost its pulling power, a different one was adopted. Conferences with these men and their

attorneys failed to yield desired results. The Bureau's facts were then submitted to the newspapers; many banned such advertising from their columns.

Inaccuracies in describing china, porcelain, crockery and glassware have been found and replaced by accurate terms. A furniture house advertised a 100 piece dinner set at \$10.95, "less than the price of an ordinary 50 piece dinner set." This statement was changed. Another dinner set, offered at a "wholesale price" of \$9.95 and as "genuine American china" by another advertiser was found not to be wholesale and not to be china. Repetition of the claim was prevented.

What some folks need is a good dose of insomnia—during the day.

## WHOLESALE GARDEN SEEDS

TESTED

Flower and Vegetable . . Lawn Grass

IN BULK OR PACKETS AND CARTONS

We protect our Dealers by referring mail order inquiries back to them . . Distributors for VIGORO Plant Food.

**ALFRED J. BROWN SEED COMPANY**

25-29 Campau Avenue, N. W.

Grand Rapids, Michigan

WILL YOUR LIFE INSURANCE  
BE IN CASH . . AND  
SQUANDERED . . OR PROTECTED  
FOR YOUR FAMILY BY A  
TRUST AGREEMENT



**GRAND RAPIDS TRUST CO.**

Grand Rapids, Michigan



### Barrage of Facts About Chain Store Methods.

Friends, I want to talk to you seriously about this matter. Now, you Mr. Lawyer, how many cases do you try in a year for the chain boys? And Mr. Doctor, how many calls do you have a year from this crowd who take your money but give you none back? You, Mr. Dentist, how many teeth have you jerked out for the chain store crowd last year? You certainly must have lost your own wisdom teeth or you could see in the end you are cheating yourself, cause, you are not going to continue prosperous if your fellow citizens are not. And you, Mr. Farmer, you are the guy that thinks the whole world's agin you and yet you are spending your money with an outfit that does more to cut down the prices on the products you raise than any other agency in the world. If you don't believe this statement you should read the article on: "Farmers Now Face Chain Stores" by James E. Boyle, Professor of Rural Economy of Cornell University. He tells you of the methods used by the big chains to beat down the prices on the things you raise. Just one quotation from Prof. Boyle's article "Every year some canner of peas, corn, tomatoes, or peaches and so on, cans too big a pack. He rushes to the chain store with his surplus. They recognize this surplus as distress merchandise and drive a hard bargain, often buying below cost of production. This stuff then becomes a leader. The effect if the chain be a large one is to depress prices of the product over the whole United States, for the market is very sensitive. Here again the farmer is the shock absorber in the end, for buyers can protect themselves best by paying farmers less. Now, what do you know about that. You farmers who have almost, by your action considered the chain crowd as a Moses to lead you out of the Wilderness. You want to get a new pair of specs at the ten cent store and look into things.

Mr. Banker, you are supposed to be a wise bird. You make your money loaning other people's money to some one else, but if the folks who leave their money in town when they have any, haven't any money to leave in your bank, where are you going to get any money to loan. You can't loan the chain store boys' money, that's a cinch.

Now Mr., Mrs., and Miss School Teacher, we will take up your case. You are supposed to teach the young idea how to shoot, to train the young minds in the way they should go. According to our idea you are doing a poor job, for the folks who really are taxed to pay your wages are getting nothing back from you and eventually they won't be here to pay

and they do say that it will only be a few years now until school and school teachers will be passe and the youths will all be taught by talking pictures. The Big Chain Picture concerns are going to attend to your case if you don't look out.

Mr. Property Owner, you are the fellow who ran Charles Smith out of his corner store because he couldn't stand double rent and a ten year lease, but you have a lot of other property in town that isn't worth half as much as it was before, because all the Charlie Smiths in town haven't been doing so well. So, old man, you haven't derived a great lot of benefit from your high rent yet.

And you, Mr. Newspaper Man and employes around the office. Who fed you all the years around here until you developed a sizeable and profitable paper, and now isn't your paper full of propaganda put out by the Publicity Department of the big chain store organizations and run in your paper free as news telling of the holier than thou attitude of the chains, and how they are interested in the development of all communities, in which they operate and all that sort of bunk, and they never gave a darn cent to make it possible. You run their stuff free and spend a lot of time wondering why Charlie Smith can't pay his advertising bill.

What good is an education going to do your children, if the chain store method of distribution is to endure? They will have no opportunity for them to use the one your sacrifice helped create. If all the thinking, planning, tc., is to be done in New York or Chicago, and all they need is a yes mam yes sir, wouldn't it be cheaper to buy a phonograph and be done with it?

R. K. Galloway.

#### The Male Buyer.

In attempting to analyze our own buying reactions we have arrived at one conclusion at least. Men, as a rule, are not given to bargaining over price or hemming and hawing over quality. They usually have a fair idea of what they want before they enter the store, as any shopkeeper will tell you, and they walk in, ask for it, pay the price asked and exit. Sometimes they may feel that they are being imposed upon, but unless the thing is too flagrant there is nothing said. The only result is that the male buyer next time will go somewhere else if it is convenient. Men put service first, quality second and price last, it is granted, but they have some sense of the fitness of things. Of course we are told what a great percentage of purchasers are women, and perhaps it is just as well for the family pocketbook that they are the shoppers that they are, but if you value your male trade it behooves you to be as careful of the man who enters your store as you are of the woman.

# 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.**

Dearborn — The Peoples Wayne County Bank has increased its capital stock from \$100,000 to \$200,000.

Mancelona—M. H. Brown has sold his building known as the Opera house block to a Mr. Laing, of Onaway.

Flint—The City Ice & Fuel Co., 2125 South Saginaw street, has changed its name to the City Ice & Fuel Co. of Flint.

Muskegon Heights—The Mona Lake Ice Co., 1238 Sixth street, has increased its capital stock from \$50,000 to \$100,000.

Bay City—The Berdan Bread Co. has changed its capitalization from \$60,000 common to 12,000 shares at \$10 each.

Mancelona—E. S. Allen has sold his grocery stock to the Chain Stores, Inc., and is in charge of the business as manager.

Grand Rapids — The Dessert & Brown Lumber Co., Shepard building, has removed its business offices to Saginaw.

Ionia—John H. Shoemaker, dealer in dry goods, groceries, meats, etc., at 302 East Main street, is remodeling his store, installing a modern front among the other improvements.

Detroit — The Harry K. Jewelry Shop, 8256 Grand River avenue, has been incorporated with an authorized capital stock of \$6,000, \$1,000 of which has been subscribed and paid in in cash.

Zeeland — The Superior Poultry Farms Inc., has been incorporated to produce eggs and poultry with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Detroit—The Otis Fuel & Supply Co., 2256 Penobscot building, has been incorporated with an authorized capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Detroit — The Long Plumbing & Heating Co., Inc., 19208 Bauman avenue, has been incorporated with an authorized capital stock of 500 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Detroit—Baxters Clothes Shop, 342 West Michigan avenue, has been incorporated to deal in men's clothing with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Stanford Market, Inc., 16434 12th street, has been incorporated to deal in groceries and meats at retail, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Flint—The Producers Sanitary Dairy Co., 923 Mary street, has been incorporated to deal in dairy products with an authorized capital stock of \$10,000, \$2,500 of which has been subscribed and \$1,500 paid in in cash.

Detroit—Bern's Shoe Shop, Inc., 1548 Woodward avenue, has been incorporated to deal in shoes and hosiery with an authorized capital stock of \$10,000, all of which has been subscribed and \$8,000 paid in in cash.

Detroit—Gordon O. Rice, Inc., 15140 Livernois avenue, has been incorpo-

rated to deal in radios, refrigerators, oil burners, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Saginaw—The Gage Garment Co., 227 North Franklin street, has been incorporated to deal in women's wearing apparel at wholesale and retail with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in.

Detroit—The Michigan Wall Paper Co., 38 East Larned street, has merged its business into a stock company under the same style with an authorized capital stock of 2,000 shares at \$10 a share, \$8,000 being subscribed and paid in in property.

Detroit—Solomon P. Lachman has merged his jewelry and silverware business into a stock company under the style of Sol. P. Lachman, Inc., 5636 Michigan avenue, with an authorized capital stock of 40,000 shares at \$1 a share, \$40,000 being subscribed and paid in.

Ironwood — The Ironwood Style Shop, 109 Aurora street, has been incorporated to deal in women's and children's wearing apparel, with an authorized capital stock of \$50,000 common and \$25,000 preferred, \$75,000 being subscribed and \$7,500 paid in in cash.

Saginaw—Saginaw is given a high rating in the report of the National Board of Fire Underwriters, summarizing the results of an inspection in the city last fall. The fire department is lauded, as is the new water plant and recent and projected additions to the city's water main systems. The report criticizes as inadequate the city's building code.

Saginaw—An equity receivership for the A. A. Adams Stores, Inc., operator of a chain of department stores, including one in Saginaw, has been appointed by Federal Judge F. J. Caffey, of New York, on petition of the New York Merchandise Co. and with the consent of the Adams company. The Irving Trust, of New York, was named as receiver. Assets of the firm are listed at \$600,000 and liabilities at \$350,000, but it is said to lack liquid assets sufficient to meet current obligations.

Fremont—Fremont continued its exceptional record in the matter of successful fire prevention activities during 1929 and is anticipating another possible award in the competition sponsored by the Fire Waste Council of the National Chamber of Commerce. The total loss for last year was \$877.34, a per capita loss of 38.9 cents. In 1928 the loss was only \$415.96 and Fremont won second place in the State for its prevention program. The city's average loss from 1924 to 1928 has been \$1,648.

**Manufacturing Matters.**

Allegan—The Allegan Casket Co. has increased its capital stock from \$25,000 to \$50,000.

Detroit—The Detroit Salvage Co., 1425 Broadway, has changed its name to the Detroit Radio Salvage Co., Inc.

Detroit—The Detroit Septic Tank Co., 14580 Pierson avenue, has changed

its name to the Redford Tool & Die Co.

Detroit—The Dongan Electric Manufacturing Co., 2987 Franklin street, has increased its capital stock from \$100,000 to \$250,000.

Detroit—The Malcomson Automatic Stoker Co., 2842 West Grand boulevard, has changed its name to the Boulevard Automatic Sales Co.

Grand Rapids—The Grand Rapids Silent Automatic Corporation, 1426 Lake Drive, S. E., has changed its name to the Domestic Appliance Corporation.

Saginaw—Eekwin, Inc., has been incorporated to manufacture and sell furniture with an authorized capital stock of \$50,000, all of which has been subscribed and paid in.

Detroit—The Home Machine Co., 2000 Buhl building, has been incorporated to manufacture machinery with an authorized capital stock of 5,000 shares at \$10 a share, \$5,000 being subscribed and paid in in cash.

Detroit—The Detroit Fuel Saver Co., 14837 Kercheval avenue, has been incorporated to manufacture and sell draft regulators with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—Dailey & DuBois, Inc., 464 West Jefferson avenue, has been incorporated to manufacture and deal in factory supplies, machinery, tools, etc., with an authorized capital stock of 3,000 shares at \$10 a share, \$30,000 being subscribed and paid in.

Niles — The Ultra-Nu Basket Co., 1107 Sheffield avenue, has merged its business into a stock company under the same style with an authorized capital stock of 300 shares at \$100 a share, \$15,500 being subscribed and paid in, \$500 in cash and \$15,000 in property.

Battle Creek—The Midwest Farm Equipment Co., 4 New England street, has been incorporated to manufacture and sell farm implements and tools with an authorized capital stock of \$32,000 preferred and 18,000 shares at \$1 a share, \$17,500 being subscribed and paid in.

**Actualities in Aviation.**

In startling contrast to the buoyant hopefulness with which everything connected with aviation was regarded in the halcyon days when Lindbergh, Chamberlin, Byrd and other flyers were making the country air-minded are the reports emanating from the International Aircraft Exposition at St. Louis. Realizing that in their enthusiasm they were counting upon an immediate expansion of their industry which has proved to be impossible, the country's aviation leaders are now back on earth again. They are ready to face the cold fact that it does not follow that because a nation is air-minded every one of us wants to own an airplane or even to fly in one.

Two years ago it would have been heresy for an airplane executive to declare that aviation had so far obtained only one desirable element of modern transportation—speed. He would have been read out of the industry for saying that it still had to develop

economy, safety, comfort and convenience. But this is what is being said in St. Louis to-day and, together with other equally sober views of the present state of flying, it is receiving serious attention.

We do not believe that discouragement in regard to the future of aviation is any better justified than was the exuberance of the Lindbergh era. The development of the air mail and of passenger flying is all that could reasonably be desired. We have really made tremendous progress and are bound to go ahead still faster. If the number of accidents recently has somewhat dampened popular enthusiasm, we do not believe that the statement of the banker who said he would do anything for aviation except fly represents general opinion. But the aviation companies must realize that the safety factor is still their all-important problem and that public confidence can be strengthened only by continued improvement in this direction.

**U. S. May Grade Aged Cheese.**

After working on the problem for three years, the Department of Agriculture has worked out a plan for grading and stamping aged cheese. The plan will be put into operation in Wisconsin, it is expected, in co-operation with the State Department of Agriculture and Markets.

Though cheese has been graded for some time at the time it leaves the factory, it sometimes deteriorates after several months in storage, and no satisfactory plan had been worked out for grading the aged cheese because of the impossibility of putting a legible and permanent stamp on it after it has been paraffined.

A machine has now been perfected by John F. Barghausen, of the Federal Department of Agriculture, that solves the stamping problem. This device slightly melts the paraffin where the letters touch it and ink the melted depression at the same time. When the device is lifted, the paraffin flows back over the ink. The ink is embedded in the paraffin and does not touch the cheese itself.

According to the proposed plan only one quality of cheese would be graded—"United States Fancy Aged American Cheese." The grade would be stamped on the flat surface of styles of cheese known as twins, daisies and cheddars at least four months old at the time of grading and scoring 93 points. The words would be stamped ten times on the face of the cheese, just inside a circle ten inches in diameter. In the center, on a 5½ inch circle, would appear a notice to the effect that the cheese was graded jointly by the Federal and State Departments, and in the center of the circle would appear an advertisement of Wisconsin. Manufacturers would be permitted to use private brands around the outside of the cheese.

The grading service, as planned, would be voluntary, the manufacturer paying for the use of the machine.

It is expected that the plan, if put into effect, will increase the consumption of cheese, since consumers will be surer of what they are getting.



### 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.

**Tea**—There has been a slight strengthening during the week in Java, Ceylon and India teas. Holders seem unwilling to do much shading. This is a reflection from primary markets. This does not mean that there has been any material advance, however, at least not in this country. At the present writing there is an every day business, with prices not materially advanced from a week ago. Demand for Formosas, Japans and China greens is light.

**Coffee**—The past week has been another week of dullness and weakness in future Rio and Santos coffee, green and in a large way. Spot Rio and Santos, however, is about the same as last week. Milds are almost the same as a week ago, although some grades are a shade lower. The jobbing market on roasted coffee is fairly steady and practically all operators have now adjusted their prices to the reduced basis.

**Canned Vegetables**—Steadiness is the rule in the spot canned foods market, and canners are maintaining previous quotations except in cases of distress or a desire to clean up remaining stocks. It is thought extraordinary that tomatoes should be quoted so low when the supply is so limited. Quiet demand is the reason, of course, and on a sustained demand it is generally believed that the market will advance. It will be remembered that Florida tomatoes broke the Northern market last season and they have been expected to do the same this year with a pack of about 200,000 cases. So far, however, there have been no Florida tomatoes offered to speak of, and the pack is said to be short. Corn is featureless. Peas are inactive but the market shows a steady tone.

**Dried Fruits**—Spot business in dried fruits has not materially increased in volume this week, and prices show no further declines. In the domestic major dried fruits there is better sentiment, except, of course, in raisins. This is a reflection of the stronger primary market in California, which has developed of late, following a long and tiresome period of price cutting. California prunes have ruled quiet, but steadier than last week. List prices are more uniformly adhered to. Oregon are moving moderately well, with prices unchanged. Apricots are in better demand, with the tone especially firm on the grades from choice upward. Peaches are not moving so briskly, but considerable strength is shown because of light stocks here and a stronger primary market, where values are on the uptrend. Choice and extra choice peaches are said to be hard to replace from the Coast. It is reported from the Coast that packers are allowing no more concessions on this line. The cut made in raisin prices by Sun-Maid has been frequently shaded by independent packers lately. Raisins have ruled dull here, with

the market weak. Pitted dates are considered an attractive buy at the moment, prices being the lowest in years. Pitted sairs are available in carlot quantities at 8½¢ per pound. A fair volume of business has developed this week, but, as in other food lines, buyers are not generally disposed to stock ahead.

**Canned Fish**—The demand for canned fish does not increase noticeably in spite of the approaching Jewish holidays which ordinarily stimulates interest in pink salmon and tuna. There are a few cases of Japanese white tuna, packed in Japan, which are offered at low prices. The seller is cleaning out his stock of last year's pack to make room for new pack, which is due to be shipped from Japan about May 15. Shrimp rules quiet but firm. The primary markets in the South are holding very firm owing to the very short pack. Japanese crabmeat is moving in a limited way. Prices are firm and prospects indicated that there will be just about enough of halves to last until the new pack is ready for the market. Contracts on orders earlier contracted for are being filled with dispatch.

**Salt Fish**—Demand for most varieties of salt and cured fish has lately been light, and only a routine movement is reported by the jobbing trade. On the spot, prices on salt mackerel have shown little variation, holding firm on the large sizes, which are scarce, and showing a rather weak tone on the smaller fish. No. 2 mackerel are said to be very scarce. World markets for salt fish are generally in unsatisfactory condition at present, due to large stocks and poor consumption. In the opinion of one factor in a primary market, there is too much salt fish in the world to-day due to the lessened consumption by the substitution of cheaper foods. But there is no use for any merchant to worry over factors which cannot for the present moment be controlled, but he can give strict attention to the fish business of the future and be able to estimate his net profits by the price he is willing to pay throughout the season for purchasing supplies.

**Beans and Peas**—The demand for dried beans is exceedingly quiet, with the market steadier than one would expect. Pea beans are perhaps a little firmer than the rest of the list, and California limas are also steady to firm. The rest of the list is neglected and easy. Dried peas are also sluggish.

**Cheese**—Cheese is quiet and unchanged, with a slightly easy undertone.

**Nuts**—Business is generally quiet in the local market for shelled and unshelled nuts. No important price changes have occurred throughout the list. Walnuts are the most actively moving of the unshelled nuts. The most desirable brands and descriptions of the domestic nuts are becoming scarce. Supplies of the imported large fancy types of walnuts are more plentiful than the domestic, but are cleaning up well. Brazils in the shell are quiet but firm in price. Filberts are moving out in limited quantities. The market is firm, with available

supplies very light. Almonds are dull, but there is a little buying of spotty character. Shelled walnuts are moving only moderately well.

**Pickles**—Brokers and the trade in general report a fairly good demand for all sorts of pickles, with firmness showing in the scarce items, and steadiness in the others. There has been practically no price change. The indications are that there will be an increase in the acreage devoted to cucumbers for pickles this year, taking the country as a whole, possibly not to exceed 10 per cent., which is the normal increase sufficient to take care of the increased demand of the finished product. The sale of spreads and various kinds of relish continues strong.

**Rice**—Firmness in all divisions of the list is against the prevailing note of the week's rice market. Prices remain generally unchanged, and while buying activity is light, there is no particular pressure to sell exerted by any of the mills in the South. Advance estimates place February distribution at figures in the neighborhood of 900,000 pockets. If estimates from official sources confirm this, the trade will have added reason to contemplate the future of the market with supreme confidence.

### Review of the Produce Market.

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

Baldwins, No. 1	-----	\$2.25
Baldwins, Commercial	-----	1.35
Jonathans, No. 1	-----	2.25
Jonathans, Commercial	-----	1.35
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—5½¢ per lb.

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

Brussels Sprouts—30¢ per qt.

Butter—Jobbers hold 1 lb. plain wrapper prints at 40¢ and 65 lb. tubs at 38¢.

Cabbage—New red commands 10¢ per lb.; new stock from Texas is selling at \$7.25 per crate of 90 lbs.

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

Cauliflower—\$3 per crate for Calif. Crates hold 9, 10, 11 or 12.

Celery—Florida stock, \$4.25 for either 4s or 5s. Bunch stock, 75¢@85¢.

Cocoanuts—90¢ 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	-----	\$5.25
Light Red Kidney	-----	6.00
Dark Red Kidney	-----	6.50

Eggs—The market has rather favored buyers during the week, but with very little decline. Demand at present is quite moderate, but receipts are ample. Local dealers pay 23½¢ 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	-----	7.00
No. 80	-----	7.00
No. 96	-----	6.50

Choice, 50¢ 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	-----	\$6.75
300 Sunkist	-----	6.75
360 Red Ball	-----	6.00
300 Red Ball	-----	5.50

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ----\$4.00

Imperial Valley, 5s, per crate ---- 4.00

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

Limes—\$1.50 per box.

Mushrooms—65¢ per lb.

Oranges—Fancy Sunkist California Navels are being offered this week on the following basis:

100	-----	\$5.25
126	-----	6.50
150	-----	7.50
176	-----	8.25
200	-----	8.50
216	-----	8.50
252	-----	8.50
288	-----	8.50
344	-----	8.50

Floridas are held as follows:

100	-----	\$4.50
126	-----	5.75
150	-----	6.25
176	-----	6.75
200	-----	7.00
216	-----	7.00
252	-----	7.00

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

Parsley—50¢ per doz. bunches.

Peppers—Green, 80¢ per dozen for California.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	26c
Light fowls	-----	22c
Light broilers	-----	18c
Old Toms	-----	20c
Young Toms	-----	23c
Hen Turkeys	-----	20c

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.

Radishes—60¢ per doz. bunches of hot house.

Spinach—\$1.10 per bu.

Strawberries—25¢ per pint for Florida.

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

Tomatoes—\$1.25 for 6 lb. basket Florida stock.

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

Veal Calves—Wilson & Company pay as follows:

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

There are three ways to move: forward, backward and in a circle. Take your choice.



### Why Money Is Short in Kalamazoo.

How many people have you heard say that money is scarce? Many. Ask any man in business—whatever line of business and he will tell you that collections are poor.

Consider this money situation. Our factories and our farms produce a variety of things that are sold for money to other parts of the country. This money is brought into Kalamazoo. Then what happens? Part of the money stays here in legitimate circulation among our people, but a large amount is spent in chain stores and is immediately sent to New York, Chicago or Detroit, and leaves our city never to return.

There are around one hundred chain stores in Kalamazoo. These chain stores do a business probably averaging more than \$150 each daily, making a total of \$15,000 drained out of this city through the chain stores every day. Fifteen thousand dollars in cash taken out of Kalamazoo every day means nearly one hundred thousand dollars each week, four hundred thousand dollars each month. Nearly five millions of dollars a year.

But, you say, even if the money was spent with the Home Owned Stores much of it would be sent away. True, but at the same time probably one-fourth of it would remain in Kalamazoo, in circulation here, to be expended over and over again. Thus there would be kept in circulation here at least one hundred thousand dollars more each month if there were no chain stores in the city. This would be paid out for help, (better paid help than the chain stores usually employ), for taxes, for building improvements, and for various other necessities and luxuries that all of us want.

In the course of six months there would be so much more money in circulation in this city that the improvement in business and living conditions would be the talk of the town. It would amount to probably \$600,000 more money in circulation here than we have now, or an average of \$40 or \$50 for each family.

Do you remember the good old days when everybody always had a little money in his pocket? It was before the day of the chain store.

If we had no chain stores in Kalamazoo we would have more home owned stores, who would employ better paid help. The practice of the chain stores of paying very low wages to their help keeps the wages of other people down. For if a chain store is paying its clerks only \$10, \$15 or \$18 per week, how can the Home Owned Store pay high wages and compete with the chains?

Do you think you save money by buying at the chain stores? Well, in the long run we are sure you not only do not save money, but that your purchases actually cost you more. We show elsewhere in this little paper where you get cheated on weights. Where you go into a chain grocery, for instance, and buy a pound of lard or coffee or beans and are short weighted. Not every time, perhaps, but the reports from the city sealer of Kalamazoo who tests these things show

that short weights—which directly cheat the customer—have been a very common thing. So there is one way in which you do not save what you think you are saving. Then the quality of the goods purchased are often inferior. We also reproduce in this paper a story which shows how you are cheated on quality, and while this story treats of only a few articles, you may be sure there are plenty more. Have you ever opened a can or box of stuff from the chain groceries and found that it was not quite full?

And are the chain stores lower even for these inferior goods and short weight packages? Frequently they are no lower than the home owned store prices. If you do not believe this, compare the advertised prices of Home Owned Stores, with the advertised prices of the same sized cans or packages of the chain stores.—Kalamazoo Booster.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, March 25—It looks as if navigation will open about the middle of April this year, although some of the steamship lines may attempt to force a passage through the river earlier than that. Last year navigation opened April 13. Repair work on the locks is being rushed, so they will be ready for the opening of navigation. The work on the extension of the pier is employing sixty men, so that labor conditions have not been bad here during the winter. No bread line was needed, for which we are thankful.

H. A. Thibert, the well-known merchant at Oak Ridge Park, on Nebish Island, was awarded the contract to operate the ferry between Nebish Island and the mainland on condition that he furnish a \$1,000 bond to guarantee rates and schedules and that he further furnish a \$5,000 indemnity bond to protect the public while on the ferry. The traffic across to the island is growing each season and many more cottagers are planning on spending the summer on that delightful island.

The Western Union Telegraph Co. is changing managers this week. G. D. Slatery is the new manager, coming here from Iron River. A. D. Kinsey, the former manager, is at present at Marquette.

J. W. McCoy, a prospector from Glendale, along the lines of the Algoma Central Railway, near the Canadian Soo, reports that wolves are reaping a harvest of deer a short way North of the Canadian Soo. The deer hampered by melting snow, fall easy victims to the hungry wolves, who hunt in large packs. Mr. McCoy says that he has counted sixty-three half eaten carcasses of deer and moose lying on the ground in the vicinity of his camp. The carcasses lie over an area of possibly ten miles, where there are no large deer yards. The animals are not common coyotes, but the large grey timber wolves.

There is something about a windshield glass which magnifies a tack and makes a pedestrian seem a small matter.

Mrs. John Clark has sold her grocery store and stock on Minneapolis street to S. J. Brownlee, who will continue the business. Ill health caused Mrs. Clark to retire. The store has been doing a nice business and is in a good location, doing a cash and carry business.

We are to have another chain store here. The Scott Stores, Inc., a new Nationwide chain of 5 cent to \$1 stores, has leased the S. A. Marks stores at 512-514 Ashmun street. The store, which will be the seventy-ninth establishment by the Scott system,

will have a frontage of fifty feet and a depth of eighty-two feet. The design and equipment of each Scott store is declared to be different from any other store and the store is to be exceptionally attractive. It is stated that each city is chosen as a location for a Scott store only after an extensive survey and careful analysis of local conditions and trade factors and that such has been the case in choosing the Soo.

James Raefale, one of our popular South Side meat merchants, has just completed building and installing one of the largest retail refrigerators in the city. It has a glass display running the entire width of the market. Mr. Raefale did most of the work on the refrigerator himself. He spent all of his spare time during the winter and proved his efficiency as a professional carpenter. He has also rebuilt the basement, so as to hold ice enough to last all season and is now equipped to do a much larger business on the cash and carry plan.

Mrs. J. Plaunt, who has been conducting the Hotel DeTour during the winter at DeTour, has closed the hotel and left for Toledo, where she may go into business.

Some men never change their opinion because it has been in the family for generations.

William G. Tapert.

### Ripe Olives Rich in Vitamin A.

Ripe olives of the Manzanillo variety are rich in vitamin A, says the Bureau of Home Economics, U. S. Department of Agriculture, which bases the statement on tests it has just completed. The Manzanillo is a medium-sized olive grown in California for processing and packing ripe. It contains from 14 to 20 per cent. of oil, and when prepared for table use has a rich nutty flavor. Some unrefined fats and oils have been found rich in one or more vitamins. The Bureau specialists thought that ripe olives might also be a valuable source of at least one of these substances so important in good nutrition. Feeding tests confirmed their expectations. Vitamin A was abundant.

The ripe Manzanillo olives used in the experiments were prepared commercially, and are typical of those offered for sale at retail. The tree-ripened olives are first treated in the factory to develop nutty flavor, are then covered with weak brine and finally sealed and processed in the airtight containers like other canned foods. The Bureau followed the same general technique as in other studies.

### Hides and Pelts.

Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured, No. 2	06
Calfskin, Green, No. 1	12
Calfskin, Green, No. 2	10½
Calfskin, Cured, No. 1	15
Calfskin, Cured, No. 2	11½
Horse, No. 1	3.50
Horse, No. 2	2.50

### Pelts.

Sheep	25@50
-------	-------

### Tallow.

Prime	05½
No. 1	05
No. 2	04

### Wool.

Unwashed, medium	@22
Unwashed, rejects	@15
Unwashed, fine	@15

### Obedient Pair.

Minister: "Well, my little fellow, do you always do as your mamma tells you?"

Little Joe: "Yes, sir, I do. And so does papa!"

Some men are tractors, others only brakes. Which are you?

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

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

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

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

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



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

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



**Secretary Hanson is a Busy Man.**

On Thursday, March 20, I was privileged to accompany W. H. Caslow, known as the Main Street Crusader, to Jackson, to attend a public mass meeting sponsored by the Jackson wholesalers and retailers at the Jackson auditorium and which was attended by better than 4,000 people.

The G.A.R. fife and drum corp played while the people were arriving, and was indeed spectacular, the meeting being dedicated to the Merchants Minute Men, which has attained large membership in Jackson as a result of the organization efforts of C. V. Fenner, State Organizer of W. K. Henderson, better known as "Old Man Henderson of Station KWKH, Shreveport, Louisiana."

Mr. Fenner spoke on the unethical practices of the syndicate stores and exhibited several grocery and drug items, packed in similar cartons, but which contained different weights and count and informed his listeners, the short packages has been obtained from chain stores, while the regulation packages had been secured from independently owned stores.

Mr. Caslow delivered a very interesting and forceful talk relative to the duty of retailers and consumers to their community and the country and warned those present of the ultimate dangers, if the syndicate stores are permitted to continue their invasion and expansion, and showed how it reflects detrimentally on practically everybody regardless of their business connections.

A report has reached my hands from Kentucky that both houses of the Legislature have enacted a law imposing a gross sales tax on merchants. While the law was intended as a regulating measure of the chain stores, there seems to be some difference of opinion as to the merits of the act, and of which our members will, no doubt, receive first hand information from Secretary Haas, of Louisville, who is scheduled to talk at the Saginaw convention on Tuesday, April 22.

Another law has passed the Upper House of the Kentucky General Assembly, requiring advertisers of all goods, wares and merchandise for human consumption, in prepared packages or original packages, to give as part of the advertisement the true net weight in pounds or ounces or parts or fractions of either.

This measure appears to the to have real merit and is worthy of serious consideration at our Saginaw convention, and if favorably received, would afford ample time to prepare a bill for our next Legislature and to secure pledges of support from the candidates for both houses.

The writer is scheduled to meet with the grocers of Saginaw, Port Huron and Pontiac this week, and

from all indications the next convention will be the largest attended convention held in Michigan for several years. All retail grocers and meat dealers are being urged to plan a full three day convention April 21, 22 and 23 at Saginaw, which will serve as a recreation as well as very profitable in the managements of retail stores. Herman Hanson, Sec'y.

**Anti-Chain Store Philosophy.**

A man's town may be small, but the spirit that defends it and works for it, is not.

The greatest man was once a child and the biggest city but a hamlet.

There is such a thing as becoming so broad that one becomes exceedingly thin.

He who supports his own home is a more loyal friend to other homes, than he who neglects his home, while working for others.

He who is loyal to his own town and spends his money there, is more loyal to other towns than he who forsakes his home town to spend his money in them.

Civilization began when man adopted a local habitation and a name. It has made progress to the exact extent to which men have expanded a habitation into a home and a name into a personality.

America has exalted the individual beyond any other country. In this fact is to be found the secret to our progress, greatness and wealth. Any tendency that curtails the American's individuality is un-American.

Every independent business destroyed is a blow to Americanism.

Every honest business man is justly entitled to a fair profit, and the community which he serves is richer when he gets it.

How many persons ever stop to figure the value of a dollar spent at home? This is the question being asked by the business houses of Michigan to-day. It is pointed out that the dollar spent at home is worth one hundred per cent., for it remains in the community, while the dollar sent away leaves never to return and is therefore a complete loss to the community.

**She Gave Her History.**

The fresh young traveling salesman put on his most seductive smile as the pretty waitress glided up to his table in the hotel dining room to get his order, and remarked: "Nice day, little one."

"Yes, it is," she replied. "And so was yesterday, and my name is Ella, and I know I'm a pretty girl and have lovely blue eyes, and I've been here quite a while, and I like the place, and don't think I'm too nice a girl to be working here. My wages are satisfactory and I don't think there's a show or dance in town to-night, and if there was I wouldn't go with you, I'm from the country and I'm respectable and my brother is the cook in this

hotel, and he was a college football player and weighs three hundred pounds; last week he pretty nearly ruined a \$25-a-week traveling man who tried to make a date with me; now, what'll you have—roast beef, roast pork, Irish stew, hamburger or fried liver?"

**Wise Men Say:**

That little men have short tempers. That it is not work that kills men; it is worry.

That if you and your job are not friends, part company.

That the longer you live, if you live right, the less you will think of yourself.

That following the line of least resistance is what makes rivers and men crooked.

That determination reduces hard work to nothing, procrastination makes hard work out of nothing.

That to keep watching, to keep working, to let the brain and hand go together—that is the secret of success.

**Aztecs Used Cocoa Beans As Money.**

The Aztecs of Mexico and Peru during the sixteenth century used cocoa beans for money according to a recent book called "Epochs of American Banking" by N. F. Hoggson. For small transactions the beans were counted out singly, and for larger ones they were measured out in standard sized bags.

Cocoa beans were the standard currency in every province of the two countries noted except one, where salt was used instead.

**Paper Has Saved Many Dollars.**  
Pullman, March 19—I believe your paper has saved us many dollars. I wish you many more years of service to the independents.

George W. Masters,  
Mgr. Pullman Farmers Co-Operative Association.

**KENT**

One Week Starting

SATURDAY, MAR. 29TH

**"SUCH MEN  
— ARE —  
DANGEROUS"**

Elinor Glyn's Sensational  
Story of Smart Society

With  
Warner Baxter  
— and —  
Catherine Dale Owen

— Also —  
**"HIS BABY DAZE"**

**"Paramount Talking News"**

**"A CLOSE CALL"**

Coming Soon  
**"NO, NO NANETTE"**

NOW SHOWING

**MAJESTIC**  
GARDEN

Shows

at

1 - 3 - 5

7 - 9

THE SONG ROMANCE  
OF ALL TIME:

DENNIS KING in

**"THE VAGABOND KING"**

More Gorgeous Than Anything You Ever Hoped To See!  
ALL-COLOR — ALL-SINGING — ALL-AMAZING

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**SEEDS**

Distributors of PINE TREE Brand

**ALFRED J. BROWN SEED COMPANY**

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN



### HOPEFUL SIGN IN TRADE.

More initiative and less hesitation was urged on business interests during the week by the Governor of the Federal Reserve Board who emphasized how the banking system had eased credit to aid recovery from the present depression. Of course, there are various opinions concerning the policies of the Reserve in relation to the security inflation which preceded the panic, and there is still some question whether the door has been closed on another outbreak of the sort, but it is not doubted that easier money rates should help the present situation.

The fact of the matter is, however, that opportunities for the use of cheaper capital are not at once available. Overproduction is a common complaint in industry, and expanded output is certainly no remedy for the trouble. Initiative is decidedly checked by this condition.

A factor of equal importance on the side of hesitation is the continued decline in commodity prices, caused chiefly by large surpluses and partially by the former credit squeeze. Business men do not like to operate on declining markets.

Commodity deflation is somewhat on the wane after bringing many price levels to new lows. This is a hopeful sign, and it may very well turn out that the lower values for manufactured goods made possible by the drop in raw materials will stimulate consumption and mean larger outputs and increased employment. This has very often been the case in the past. It is not an immediate prospect but a measure of hope for the future.

### THE DRAMA OF WHEAT.

Alexander Legge, chairman of the Farm Board, has announced that by the end of the current season the Wheat Stabilization Corporation will probably have on its hands about 100,000,000 bushels of wheat bought from co-operatives at prices well above those now prevailing in the open markets at home and abroad. Meanwhile, financial depressions and crop conditions in many sections of the world tend to keep prices down. Mr. Legge also is demanding that American growers restrict production by 10 or 15 per cent. He sees no likelihood of an immediate demand for American wheat in foreign markets.

An oversupply of any commodity forces the general price level down. Wheat growers and those who normally stabilize commodity prices by speculative purchases with private capital are becoming tremulous. Suppose, they say, that the Stabilization Corporation should be moved suddenly to dump its wheat holdings. What would then become of the market prices? This thought suggests a duplication in the primary grain markets of the mood of fear that swept the stock markets of the country last November. The Stabilization Corporation, hoarding mountains of wheat for which there is no immediate demand, should look sharp. It is in a way to precipitate a panic of wheat selling that, if it ever got started, would put the price of

wheat down, temporarily, at least, to levels much lower than any one has thought possible up to now.

### DRY GOODS CONDITIONS.

Retail trade is reported to have made some improvement during the past week, but is running behind a year ago, of course, because Easter buying was then nearing its peak and has yet to begin in volume this season. Loss of purchasing power through unemployment and the natural tendency of those who are employed to bulwark their savings are undoubtedly holding down consumer trade. Activity still centers on apparel and dress accessories in the lower price ranges. Home furnishings respond fairly well to intensive promotion work.

The usual procedure this year, due to a late Easter, will be to average up March and April sales for comparison with the totals for the same months last year. This will give a fairer picture of progress, although the lull for most of this month may suffer as against the fair degree of activity that followed the holiday last year in April. On the other hand, more seasonal weather should help Easter sales this year despite the influence of business reaction.

Some pick-up in wholesale volume was noted during the week, but in most lines of merchandise orders are still far from liberal. Apparently, not enough buying at retail has yet been done to mean quantity business for the manufacture. There is good reason to believe, however, that store stocks are quite low on many items, so that spring demands in anything like the usual volume should mean a heavy reordering movement.

### HOLDING STOCKS TOO LOW.

When a large store finds it necessary to send a customer to a wholesale showroom to purchase an article which it would ordinarily carry in stock, there seems to be full reason for the complaints of manufacturers that the line is being too finely drawn on keeping down inventories. Such a case was related last week. The question quite logically arises whether the store imagines it is the purchasing agent for its customers or the selling agent, and one without samples, for the manufacturer.

The more important question, however, concerns the steps being taken by many retail organizations to deal with sub-normal trade conditions. The widespread outbreak of price competition is one phase of present policies and to a degree it is in keeping with the present emergency. However, it may be considered effective only when it represents an honest effort to meet the consumer's desire for economy.

The reduction of stocks below reasonable margins is another move which finds wide acceptance, judging from what salesmen and even buyers have to report. This retrenchment has two evil effects which seem to offset possible advantages. First of all a sale is lost and a customer disappointed. Then, the customer receives the impression that the store is economizing and may decide to pursue a like course.

which is just what is keeping back a lot of business at the present time.

### TESTS FOR FAILURES.

Out of fifty-five cases of business failure analysis in a near-by city, forty-three might have been obviated by practice of just the rudimentary rules of business, a study now being conducted has disclosed. This will not be news, of course, to the interests which suffered through these bankruptcies or to the business world at large. However, it is hoped that this and similar surveys may establish the necessity of some more effective control of the debtor who has not conformed to the normal. It has even been suggested that such persons be isolated for the protection of the community against future injury from the same source.

The latter step is probably a little too drastic for adoption, although it might be warranted in cases of extreme ignorance, negligence or fraud. A more practical plan, it seems, would be to make sure that the bankrupt who continues or re-enters business be given instruction on how to avoid his former errors.

Credit organizations and trade associations might very well unite in a campaign to compel every debtor to pass an examination on at least the elementary processes of good business practice before he is again furnished with credit. A start might thus be made on the biggest problem in business to-day—education of the rank and file in trade and industry on correct operating methods.

### UNFAIR AND DISGRACEFUL.

In the trial of Edward L. Doheny, charged with bribing former Secretary of the Interior Albert B. Fall, we witnessed the same pathetic and unpleasant accompaniments which marked the trial of Fall. When the name of his dead son was mentioned in court, the defendant broke down and burst into tears. His women folk joined in. Weeping followed Fall through court. It is a shame that the Government should try in 1930 a man charged with committing a crime in 1921. In nine years he, like Fall, has become a pathetic old man instead of a vigorous fighter with the full strength of life in his veins. The changes of time made the ordeal seem almost like trying one man for another man's sins. How unfair and disgraceful are the law's delays!

### SPRING COMES IN CHINA.

As the forces line up for annual spring session of China's civil war, the odds seem to be somewhat in favor of President Chiang Kai-shek and the Nationalists. They've got the arms, they've got the men, they've got—within limits—the money too. And what is more important, they know just what they are after.

Matters are complicated for an understanding of the of the situation, however, because we have no way of knowing just who it is they are fighting. Some of the arms and men and money now dedicated to the Nationalist cause may at any moment shift to the other side and upset all calculations.

Hsi-shan, war lord of Shansi, who has been trying to settle his feud with The obvious enemy is General Yen Chiang Kai-shek by persuading him to resign and is now reported ready to add force to diplomatic suasion. But Yen has many possible allies. Various disgruntled Northern militarists are ready to support him; he should command the rather wavering allegiance of Feng Yu-hsiang, our old friend the "Christian general," and he is angling for the assistance of the Manchurian war lord, Chang Hsueh-liang. If all these forces should combine against the Nationalist government and stay combined, the supporters of Nanking would have a right to demand even money on any later bets.

### ARTHUR JAMES BALFOUR.

America may leave to Britain the task of estimating the greatness of Arthur James Balfour, first Earl of his name, Chancellor of Edinburgh University, leader of the House of Commons, President of the British Academy, Prime Minister of England and author of "A Defence of Philosophic Doubt." But to America he will ever mean the tall, drooped, kindly man who came to us in 1917 as head of the British War Mission to the United States. He was a symbol. The official presence in Washington of one of the few greatest of England's contemporary statesmen meant the healing over of a mighty chasm. It was as significant in its way as the march of the first American troops through the streets of London. "We have not learned freedom from you," he said, "nor you from us. We both spring from the same root." With infinite tact "Mr." Balfour wrought the British share in the foundations of the marvelously effective structure of Anglo-American war effort. In that role he can never be forgotten here. Arthur James Balfour has his permanent place in the history of the United States of America.

### PASSING UP THE BREAD.

The slender woman, says Professor James L. Boyle, of Cornell, is to blame for the wheat farmer's slender bankroll. The market slump is all a matter of diet. And diet is a matter of feminine figures, and they conform to stylish frocks; frocks are designed in Paris. Ergo, Paris is to blame for the American farmer's predicament. The assumption is ingenious, but it was forecast some time ago in statistics from the Department of Commerce in Washington, which indicated a 20 per cent. decline in the consumption of bread in the last few years and an even greater falling off in the demand for good, red beef. The orange and the spinach leaf have become the staff of life. Now that the statistics have been interpreted, what will be the result? Will Chairman Legge, of the Farm Board, go to Paris to solve the grain problem in the style salons? Will the grain experts develop a starchless wheat? Or will the farmers struggle along in the same old path, hoping and praying and continuing to live only by the grace of that dwindling minority, the fat of the land?



## OUT AROUND.

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

I was amused to note a few days ago that the Kroger crowd quoted Paul Nystrom in their newspaper advertising as favoring the chain stores. I have known Mr. Nystrom nearly thirty years and have read every book he has written on merchandising. I have never found a line wherein he favors chain stores over the independents, but in order to draw fire, I sent him the following letter:

My dear Mr. Nystrom—The Kroger crowd is quoting you frequently in their display advertisements.

I am wondering if they quote you correctly in the advertisement I enclose herewith.

If so, I cannot see how you can think the chain store system is a benefit to the American public, because whenever they locate in small towns regular merchants are forced out of business, stores are vacated, rents decline, clerks are thrown out of employment, population diminishes, farmers are reduced to beggary by the low prices the chains force on the producers of fruit and vegetables, train service is curtailed, hotels close because the traveling salesmen have no occasion to visit those towns, churches and schools decline, public morals descend to a low level and the inhabitants become desperate.

I speak as a man of sixty years' experience as clerk, store owner and close observer. E. A. Stowe.

The letter brought the following reply:

Dear Mr. Stowe—Replying to your letter of March 5, I thank you for calling my attention to the Kroger advertising. Their use of my name and the quotation are entirely unauthorized. Immediately upon receipt of your letter I wrote the President of the Kroger Grocery & Baking Co., asking him to stop using this quotation.

My views on chain stores are officially expressed in a pamphlet by that name published by the Chamber of Commerce of the United States and in a chapter of my recent book, "The Economics of Retailing." I certainly would not, willingly or knowingly, permit the use of my name and connection in the manner of this advertising.

Paul H. Nystrom,  
Professor of Marketing Columbia University.

The most favorable reference Mr. Nystrom ever made to chain stores is as follows:

Much has been said about the possible elimination of independent retailers by any other forms of retailing, particularly chain stores. A careful survey of retailing, the world over, indicates that the independent retail store has never, so far, been completely eliminated. This type of retailing is able to survive in some fashion under almost all conditions. The independent store is to be found in communities too small, too poor or too far out of the way to be of any interest or to offer any possible means of existence for any other type of retailing. The independent retail store has survived the severe competition of chains in communities in which chain stores have apparently almost reached the saturation point. They have lived

through the very active competition of consumers' co-operatives in England. They have continued to exist in the face of governmental regulation and hostility in Soviet Russia. It seems utter nonsense to believe that the independent retailer may be completely driven out of existence. That will never come to pass.

There are qualities in independent retailing that fit it for survival under almost all conditions.

In the foregoing paragraph, there were enumerated some of the factors pointing to a continued existence and even strength of distribution of goods through small, independent, retail stores. Where the independent retailer fully utilizes such opportunities as exist for him he can scarcely be forced out of business, and there is even the promise of some degree of success for those who must effectively meet the difficult conditions of modern trade. One of the means by which the independent retailer has strengthened his position is by increased education in methods of merchandising, by meeting present-day requirements for attractive displays, cleanliness, good lighting and modern equipment.

There is obviously great vitality in the system of distribution through independent retailers. The mortality rate among such retailers is high and has always been high. Whenever a retailer drops out there is almost always another to take his place to make another trial. Out of the many efforts, an occasional store makes a success, and out of the many efforts lessons may be drawn which, when properly applied, may guide those who come after.

The Kroger crowd frequently quote people as favoring chain stores who have never written or spoken a line on the subject. Likewise, it is common for actresses to commend cigarettes—for a consideration, and college professors to sign statements approving chain stores—for a consideration. All of which suggests the cartoon James S. Kirk & Co. published as an advertisement of their soap line twenty years ago. The illustration was of a dirty looking tramp, who was represented as speaking as follows: "I used your soap twenty years ago and have never used any soap since."

I have precious little use for the opinions of most college professors (Mr. Nystrom is a notable exception) on any commercial or mercantile topic. When it comes to discussing chain stores I would rather have the opinion of the professor's wife or a discriminating woman buyer of the family food supply in any walk of life. The chain stores cannot bribe such women to lie for them, no matter how attractive the consideration may be.

The apprehension and arrest of the bombers who admitted one bombing and who are in all probability guilty of the other bombings of similar character in this city and Muskegon unfortunately do not carry with them the punishment of the real offenders in such matters—the union men who were probably cognizant of what was going on, who furnished the funds to purchase the dynamite and reward the implicated criminals for the damage they might do in destroying property to such an extent that the theater owners would be intimidated into employing union men in the work of pro-

jecting their pictures on the screen.

This is one of the tragedies of trades union practice. The actual incendiaries, sluggers, maimers, bombers and murderers who are employed by all union organizations from time to time to intimidate employers and non-union employees frequently pay the penalty of their crimes on the gallows, in the electric chair and the prison cell, but the men—God forgive me for using the word men in this connection—who hover in the background and contribute to funds which they know are to be devoted to the purchase of dynamite, to be used to coerce men who do not think as they do—frequently to the extent of murdering innocent people—are the real criminals, just as much as the men who apply the torch, explosive or bludgeon. They know this the moment they hold up their hands and take the iron-clad oath which is exacted of all union adherents. The taking of such an oath deprives a person of the power of independent thinking and independent action and makes him a dumb brute which must bend the neck to the venal and unscrupulous leaders of the organization. By taking such an obligation the subservient tool ceases to be a Christian (if he ever was one), ceases to be an American citizen (although he may continue to function as a voter) and voluntarily becomes an outcast and Ishmaelite, with his hand against everyone else's hand. This may seem like strong talk by those who have not come in close contact with unionism, but the writer has been in touch with the real thing—not the dress parade mockery which fool preachers prate about in their pulpits and politicians slobber over in their campaign speeches—for more than half a century and knows whereof he speaks.

Grand Rapids has recently promulgated a new and essentially fair rule regarding the navigation of cross streets by automobile drivers. Although the rule was promulgated in the papers and drivers were assured that it would be rigidly enforced, it is not observed one time in a hundred and crossing policemen appear to wink at violations of the ordinance. Frequent arrests will have to be made to convince the average driver that this praiseworthy measure will be enforced to the letter as it should be.

I am told that the A. & P. Co. has added soda fountains to their functions in a considerable number of stores in the East, for the purpose of ascertaining if that branch can be conducted successfully. Cut prices prevail in this new department—9 cents for plain soda, 14 cents for ice cream soda, 9 cents for ham sandwiches, 14 cents for chicken sandwiches. A friend of mine who bought a ham sandwich at one of these stores says he is dead sure the ham was a "picnic ham," because he could not bite through the meat. I think very few people will care to patronize a chain store for the sake of saving a cent on a unit purchase, but perhaps I am wrong. Time will tell.

If the chain invades the soft drink field the chain drug stores will be pretty likely to retaliate by adding lines of staple and fancy groceries to their stocks, so if the A. & P. gains in one department, it will possibly lose in another. E. A. Stowe.

## For Summer Toy Week.

About 150 manufacturers have indicated their co-operation in the staging of Summer Toy Week to be held in New York City from June 9 to 14, according to H. D. Clark, secretary of the Toy Fair Chamber of Commerce. The week is aimed to concentrate all of the Summer visits of toy buyers into one period. Plans for special displays during the week are now being considered.

Mr. Clark also added that efforts are being made to determine the reaction of the trade to the holding of the 1931 toy fair in a single central location. There is a division of opinion on the matter, as some groups continue to favor showings at two of the hotels in which the fair was housed this year. Mr. Clark indicated that enough data would be in hand by April to determine whether the Toy Chamber of Commerce would sponsor a single location. The fair next year will be held from Feb. 9 to 28.

## Outlook For Paints Uncertain.

The present situation in the building field, particularly as it concerns the limited volume of home construction planned for early Spring, makes the outlook for sales of paints and varnishes during the next few weeks somewhat uncertain. In view of the large amount of home building that was held up around the country last Spring by the almost continuous rains, it was expected that the current season would witness a proportionate gain, which makes the present prospect doubly disappointing. About the only bright spot in the situation, aside from large contract jobs on office and hotel structures in some of the larger cities, is the probability that much of the exterior decorating of dwellings that was not done last year because of the wet weather will be done this Spring.

## Uses Meat Cutters Only For Cutting.

An outstanding feature of a cash-and-carry meat and fish store, which is reported doing an annual business of \$600,000 in a down-town location of a New England city with about 200,000 population, is the offering of ready cut meat, which is displayed in show cases and sold by ordinary clerks who require only three days' training for the work. The system utilizes to the best advantage the time of the relatively high-priced meat cutters, the store's four butchers having no contact with customers but devoting their entire time to meat cutting. Special cuts are prepared to order, but they cost more per pound than the ready-cut meat.

## Two Stations After the Chains.

The Break the Chains Association has been formed in Minneapolis with E. S. Cary, criminal lawyer, broadcasting over two radio stations in an effort to arouse public sentiment.

### Dangerous Advice To Give the American Farmer.

Los Angeles, Feb. 21—A good deal of free advice is being handled around to American farmers, telling them to curtail production of foodstuffs this year. The latest broadcast is by Secretary Hyde, of the Agricultural Department. He talks about overproduction and the necessity for less acreage. Now, nobody has any objection to the farmer making a living or of farmers generally adjusting the supply to the demand, but it seems a dangerous sort of thing for the Government to tell farmers, wholesale, to cut down their acreage. Suppose all the farmers did this and arbitrarily reduced their product 25 per cent.? Shortage of food would result, prices would skyrocket and the poor, who buy most of the food would suffer. On the other hand, of course, if the farmer became convinced that there was to be a general movement to cut down the supply, there would be a heap of them who would surreptitiously plant a little more seed, so as to enjoy the higher prices to a greater degree.

Billy Sunday's sons seem to be "enjoying" all sorts of matrimonial troubles and their wives are seeking relief through the divorce route. They claim there is too much "Ma" Sunday mixed up in the deal. One would easily imagine it might be so, judging by the unfortunate temperament of the maternal ancestor.

The local weather bureau announces that it has been compelled to add more help to its force of prognosticators. Judging from the results in this neck of the woods, some greenhorns have been trying to do a man's work and have overplayed. Reminding me of a story General W. H. Sears, formerly head of the canning industry, at Pentwater, used to tell about a local character at Chillicothe, Ohio, who used to predict the weather conditions with such a wonderful degree of certainty that one of the Cincinnati papers sent a representative out there to interview the chap and ascertain what basis he had for making his claims. "Well," he said, "I always read the Government forecast and predict exactly opposite."

If the authorities of Chicago would apply deportation methods they would undoubtedly remove one great source of crime in that city, though when one looks over the list of "skis" in the official list he might gain the impression that it would play havoc with the roster of city officials, including judges and other law enforcers.

Out here in Los Angeles there is a constant turmoil in the city council over the plan to remove the height limit on skyscrapers. With its narrow streets it would certainly prove a problem in the down town district every time the whistle blows, and the inmates would be waddling all over each other. In New York skyscrapers are a necessity, hence subways are required to handle the human flood, but that is because they have a skimpy little island and have no room to expand except upward. But in Los Angeles there is so much room all the office buildings could be one story.

Some big trust company down in New York is putting in what is called a "marine" vault, accessible only through an elaborate system of pumps, air-locks and other submarine appliances. However, while this might do for a night control of their funds, it would not in any way interfere with the general bank plan to have all their funds on display in paying tellers

cages during the day, as a certain temptation for holdup men.

President Hoover's little Quaker church down in Washington has become so popular with transients, who were liberal in their donations, that the officials have decided to do away with the contribution box altogether. This is certainly a delightful condition and ought to prove encouraging to the element who have been denuding their trousers of buttons in the fond hope of keeping up appearances.

On the occasion of the anniversary of the birth of the Great Emancipator it is the habit of some people whose wish is father to the thought, to come forward with the statement that Lincoln said thus and so, especially concerning prohibition. Having spent some considerable time looking up the authorities, and reading the five annual messages sent to Congress by the martyred president in which no mention was made of liquor regulations, I am inclined to think that perhaps about his only declaration in this respect was when someone suggested that General Grant indulged in strong drink excessively, that Lincoln made the remark if he knew where the said general got his liquor he would endeavor to procure a supply for some of his other generals.

The proposal to abolish submarines as weapons of war can be set down as a part of the amiable social doings at the disarmament conference. No sane statesman supposes for one instant that submarines—once having been perfected as engines of war—will ever be abandoned. The history of war is that each new weapon as it develops is always regarded with holy horror and denounced as barbarous and inhuman. But none of such weapons have ever been abandoned for that reason. In the world war the submarine was still a crude experiment, yet accomplished astonishing results. The submarine of to-day is as different from the undersea boat of yesterday as the flying machine of Darius Greene differed from Col. Lindberg's new sky ship.

It has been the history of the world that laws change with the people; not that people change with the laws. Hence all great reforms of every age have been brought about by public sentiment. Human nature, for example, no longer looks favorably upon cannibal feasts. They were not, however, abolished by law. They were abolished by public sentiment, which is often at variance with law and often opposed to legal regulation. The idea that a certain portion of the Nation want laws enacted to "force" other people to do certain things, never gets anywhere. When laws are enforced is when the public wants them to be.

Only medical men of small caliber are opposing the Rosenwald Foundation formed for the purpose of lessening the cost of sickness in the average home. Most physicians are high minded and give largely of their time and resources toward reducing the hardships occasioned by ill health. The bigger they are the more they do in this direction. This, however, cannot be said of some of the hospitals. As a rule their charges are unjustified and the poorer class are deterred from accepting their ministrations, because of their inability to meet with their requirements. The Rosenwald Fund, however, has for its main purpose the making of clinics and hospitals more easy of access to those in hard luck or straightened circumstances and to this no just remonstrance can be made.

In this Government's history no man has accomplished more genuine and valuable public service than William H. Taft, the retiring Chief

Justice. No man will be sooner forgotten. This is just because he lacks showmanship. His valuable and intelligent work as Secretary of War, as

## AMERICAN COMMONWEALTHS POWER CORPORATION

New York Grand Rapids St. Louis

### Dividend Notice

The Board of Directors of American Commonwealths Power Corporation has declared the following dividends:

#### PREFERRED STOCK

The regular quarterly dividend of \$1.75 per share on the First Preferred stock, Series A, payable May 1, 1930, to stockholders of record at the close of business April 15, 1930.

The regular quarterly dividend of \$1.63 per share on the First Preferred stock, \$6.50 Dividend Series, payable May 1, 1930, to stockholders of record at the close of business April 15, 1930.

The regular quarterly dividend of \$1.50 per share on the First Preferred stock, \$6 Dividend Series of 1929, payable May 1, 1930, to stockholders of record at the close of business April 15, 1930.

The regular quarterly dividend of \$1.75 per share on the Second Preferred stock, Series A, payable May 1, 1930, to stockholders of record at the close of business April 15, 1930.

#### COMMON STOCK

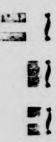
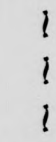
The regular quarterly dividend of 1/40 of one share, (2½%) payable in Class A Common stock on April 25, 1930, on each share of Class A and Class B Common stock, to stockholders of record at the close of business March 31, 1930.

Where the stock dividend results in Fractional shares Scrip certificates for such fractions will be issued which can, at the option of the stockholders, be consolidated into full shares by the purchase of additional Fractional shares. The Company will assist stockholders in the purchase of additional Fractional shares.

Checks and stock certificates in payment of dividends will be mailed in due course.

March 11, 1930.

ALBERT VERMEER, Treasurer.



"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





Governor General of the Philippines, as President, as Chief Justice, was tossed off with a good natured grin. No one will ever realize the extent of his service for the reason that he never posed with a careworn look of consecration in the limelight.

Los Angeles is always on the quiver when aviation is agitated. Her investments in this line are enormous. Its advances are talked of everywhere and at all times. But the airplane is never to take the place of the automobile or the railroad train, though it will probably go to limits as yet unthought of. Col. Lindberg, at a breakfast club session the other day, which I fortunately attended, spoke of the general public as having lost its reason over the problem of navigating the air. It is to be taken for just exactly what it is—an emergency substitute for accelerating the movement of persons or things—more particularly the mails. As for the transportation of individuals it will cease to prove so wonderfully profitable with the wearing off of its newness. But one cannot watch the tremendous tempo at which aviation is expanding without realizing that, through its conquest of distance and speed and belittling of time, through its use of the air roads that know no grade crossings or other material obstacles, with the conveniences it renders in time saving alone, it is bound to have a far-reaching effect on civilization.

While one divorce judge in Los Angeles makes the broad assertion that no childless wife, in normal health, need expect him to grant alimony outside of legitimate property settlements, another goes so far as to give the wife the privilege of crashing the gates so far as her husband's pay check is concerned. This ought to be a case for the humane society, for what could savor more of extreme cruelty than the transferring of the allegiance of the pay envelope or possibly the bank account to the deadliest of the species?

Frank S. Verbeck.

#### Let Us Have Free Mail Delivery.

Grandville, March 4—Grandville prides itself on being a progressive village, almost a city in fact, yet it is lacking in one provision that it must achieve when it comes to be known as up with the times and that is free mail delivery throughout the village.

When are we to have this? Why are not the business men of the oldest town on the Grand bestirring themselves to secure this much needed improvement, so that every citizen may have his mail landed at his door?

Other towns of less number of inhabitants have long ago secured the blessing of free mail delivery. Certainly our village is up and doing in other important lines of endeavor. Then why has this much needed improvement been wholly neglected? Again we ask why?

There is said to be a time for all things and it seems to the writer that now is the accepted time to inaugurate this much needed improvement. Grandville has certainly traveled nearly half a mile after its mail long enough.

Away back in early settlement days we thought nothing of going a score of miles after the mail. I think it was in the reign of James Buchanan that our Bridgeton village attained to the importance of a postoffice, which, however, was taken away when the Democrat who held it moved out and nobody but a Black Republican was left to take it.

Politics in those days was certainly partisan to the last degree. Our mail was carried once a week and when the office was taken up the carrier continued his weekly trips from Muskegon

to Newaygo regardless. This gentleman was a strapping six-footer and a thorough secessionist. I have often listened wide-eyed while he discoursed his secession principles to a gaping crowd of bystanders.

Not until the advent of Lincoln did Bridgeton get back its postoffice, then once a week the mail was delivered to the joy of the settlers of the woods.

Before the appointment of office and carrier we got our mail at Muskegon twenty miles away. Neighbors going to and from the Mouth would kindly remember the woods folks and fetch the mail. My brother, only eight, made weekly trips to Muskegon on horseback at one time for the purpose of fetching the mail.

Even then, under such discouraging conditions, the father was a subscriber to Greeley's semi-weekly Tribune and read those "bleeding Kansas" editorials with interest.

Like doctors the mail was hard to get. Time and again have I horsebacked it through the woods for a score of miles to bring a physician when a neighbor was seriously ill. Good old times, of course, yet none of us to-day would care to renew the experience.

Brother Davis came to be the mail carrier, and as he was a lover of the horse and dearly loved to ride the twenty mile trip once each week it did not seem to him a hardship. There came an end to these rides after a time, however.

Once upon a time the boy returned home with the story of seeing nearly a dozen wolves in the woods, and but for the fleetness of his horse he might have been devoured. That boy's mother after that said never again should her little boy make that lonely trip if we never had any mail.

Davis so loved the horse that he became an expert rider in many races with men along pine wood roads. Later he joined the U. S. cavalry and went South to save the flag. Somewhere near Knoxville he passed to the beyond, a victim to the slaveholders' rebellion.

For a time our mail was carried by stage from Muskegon up the river to Newaygo. After a time this was discontinued and a weekly mail route was compassed on horseback, the mail sack being shaped something like a doctor's saddlebags.

More than once have I made that trip of twelve miles with a mail sack over shoulder, going to some public doings at the county seat and giving the folks an extra mail that week by carrying the bag.

Fortunately I never encountered any wolves and saw but one bear crashing his way within sight. Now and then a screech owl would let out a blast that would raise the hair on any boy's head that heard it.

We trust that Grandville will not rest much longer under the ban of the Post Office Department. Nearly half a mile walk by invalids and children for the mail smacks of aboriginal days and should no longer disgrace the goodly town of Grandville.

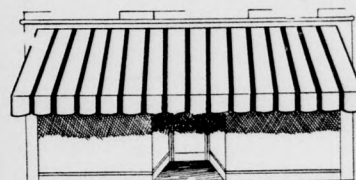
In general the early settlers on the Muskegon were a reading folk and each family had its favorite newspaper and the housewife her ladies' magazine which Godey's Lady Book was one of the best.

The Little Pilgrim for kiddies was first-class, conducted as it was by Grace Greenwood, the editress par excellence of those pioneer days. Considering the amount of mail handled to-day there are very few losses and we feel like giving due credit to Uncle Sam's workers in the postoffice.

Get a push on, fellow citizens, and let us see to it that our village has free delivery before another Fourth of July.

Old Timer.

## 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

## MICHIGAN BELL TELEPHONE CO.

Long Distance Rates are  
Surprisingly Low

For Instance:

for 95¢

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

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

From	Day Station-to-Station Rate
GRAND RAPIDS to:	
LIMA, O. ....	\$.95
LAPEER, MICH. ....	.85
GREEN BAY, WIS. ....	.85
DETROIT, MICH. ....	.95
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## FINANCIAL

### Utility Stocks the Most Popular With Trusts.

Examination of year-end reports of eighty-four investment companies with assets of about \$2,700,000,000 shows almost \$2,500,000,000 has been invested in securities by seventy-nine concerns. Cash held amounted to \$317,000,000.

The distribution of stocks was one of the most interesting exhibits of the survey published by Frazier Jelke & Co. Of the fifty-eight trusts that revealed their portfolios, thirty-nine held Consolidated Gas, while twenty-seven held Electric Bond and Share and twenty-six held American Telephone and Telegraph.

General Electric, New York Central and Union Carbide and Carbon were held by twenty-three trusts; while twenty-two included Columbia Gas and Electric and twenty-one had Standard Oil of New Jersey in their portfolios. Pennsylvania and Union Pacific appeared in twenty lists.

"Six trusts are shown to own May Department Stores," says the survey, "and their aggregate holdings constitute a fair percentage of the company's common capital. Reynolds Tobacco is found in large blocks in several portfolios, as are Kraft-Phenix Cheese, North American, Middle West Utilities, Commonwealth Edison, Mack Trucks, Atlantic Gulf and West Indies, Central Alloy Steel, Blue Ridge, Goldman Sachs Trading and Standard Gas and Electric.

"Of the eighty-five companies examined, at least thirty-eight have indicated a leaning toward stocks in which their management have a banking interest, at least thirty-eight have one or more large blocks of some one stock and about ten have purchased a large investment in some company in which there is little public ownership. As previously stated, not less than fifty-seven owned bonds as well as stocks, and in making bond commitments the trend has been toward convertible bonds and issues 'with warrants.'

"Since so many investment trust issues sold below their 'break up' or liquidating value during November and December, there was quite an incentive for trust managements to buy back their own stocks and thus increase the liquidating value of each share which remained outstanding as well as support the market for their own shares."

In groups public utility shares seemed to have the greatest popularity, with industrials and rails next. Amusement shares are found in few portfolios. Dairy Products shares are more in evidence than other foods, both National Dairy and Borden being held by more companies than such stocks as Standard Brands, National Biscuit, Corn Products, General Foods and Gold Dust. The three leading tobacco stocks—American, Liggett & Myers and Reynolds—each are in ten or more separate lists.

In the chain stores group only Safeway and Woolworth are in as many as eight different lists. Aside from these two, the chains most favored are

Kresge, Kroger, First National, May, Walgreen and Childs. Macy appears four times and Great Atlantic & Pacific three.

William Russell White.  
[Copyrighted, 1930.]

### Stocks Rose Against Adverse Business Tide.

A forward-looking stock market seems a strange companion to be running side by side with a business recession but 1930 in this particular resembles 1908.

In that post-panic year as now the market pushed forward wholly without regard apparently for a simultaneous diverse drift in industry. Bottom in the 1907 stock panic came on November 15. Business then as in 1929 had started down some months previous. But the market moved upward persistently in 1908 against a receding tide in business that continued until the middle of the year. These are striking analogies. Let us turn back to the records.

Even as late as June 1, 1908 the Evening Post in its financial column headed "Rapid Advance in Prices," says "resumption of speculation for the rise, in the Stock Exchange today, was again ascribed to expectations, to 'discounting,' rather than to actualities." Money loaned at 1½ per cent. as against 125 per cent. a few months before.

Easy money plus the hope that it would work its own effective cure were about all there was to stimulate market confidence. On another page we read that men were repeating jingles to give themselves courage. The "sunshine movement" was scattering seeds of good cheer. It was saying: "Let the people go out and buy and let them go out and sell; let them resume business the way they were doing twelve months ago. Start everything with a hurrah, and we will forget everything about the panic in a day or two."

Perhaps we should not push this analogy too far. But let us look further. Rising stocks after a panic went hand in hand with declining business until the middle of 1908. Then business turned upward. But the market's advance did not stop. The market kept on going up in the second half of 1908. It did not even stop then. It did not reverse its trend until two years after the panic by which time everything lost in the panic had been recaptured. That is to say, it took only two years for the market to reach the old peaks attained previous to the 1907 panic.

Paul Willard Garrett.  
[Copyrighted, 1930.]

### Investors Once More Think in Terms of Yield.

By their persistent decline interest rates these days present the strongest money inducement to buy securities witnessed in the market in recent years.

Inducements there were aplenty to buy stocks in the Coolidge-Mellon-Hoover bull market but they did not take the form of cheap money. People were tempted to buy despite the handicap of dear money. Softening

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**14 OFFICES  
RESOURCES OVER  
\$40,000,000.00**



money rates in the last ten days have appreciably accentuated a money inducement to buy that was restored by last autumn's panic.

Stocks once more are earning their own keep. Dividend paying issues for the first time in recent years have been in a zone attractive to purchasers who still follow old principles of investment. The experience is a novel one to many but the recent radical decline in money rates is encouraging shrewd investors to think again in terms of yields. The discovery that many sound securities now may be purchased on a basis of offering a return more than enough to carry such issues on borrowed funds is stimulating confidence.

Now of course the exhilarating market effect of easy money is even more pronounced in bonds than in stocks. Fundamental changes in the Federal Reserve's money program and the world-wide fall in rates are inducing the best bond market seen in two years. And it is in the last analysis an improvement in bonds that we must look for the basis of any sustained revival in business. Just as the life of our industrial expansion was finally choked by tight money rates it must be restored by a thorough relaxation in the whole credit structure. That this desired readjustment is taking place is nowhere evidenced so plainly as in the market for bonds.

While the reversed interest trend is presenting the strongest money inducement to buy stocks ever witnessed by our newest generation of investors the opportunity fortunately has not yet tempted any great number of weak purchasers to extend their margin commitments. Not until the last fortnight has the expansion in brokers' loans indicated any very substantial increase in borrowings of this character. Perhaps it is reasonable to suppose that the excessive ease in money if perpetuated will encourage expansion from this point on unless the industrial news takes a fresh turn for the worse. Paul Willard Garrett.

[Copyrighted, 1930.]

#### Business Tide Seems To Have Turned

Uncertainties on the business horizon seem slowly to be giving way to the certain though the statistics, as usual, are late in registering the turn.

Our first composite view of what happened in February did not take form on the negative until to-day and the completed photograph is more cheerful than anybody expected. January's sharp rebound from December low levels in business raised doubts. It seemed too good to be true. It suggested a February downturn. Now it turns out that January was poorer than we realized. But February was better.

Let us look at the statistics. Standard Statistics Company's production index in January, we now know, hit 112 instead of 117 as first figured. And—here is the significant point—this same index rose further to 115.9 in February. A year ago February was a poorer month than January. Everybody supposed it would be this year. But it was not. Substantial gains particularly in iron and steel, motor

trucks, silk and crude petroleum lifted the volume higher than January.

While the gap between this year and the 1929 peaks was handsomely narrowed in February it will take several more months of steady gains to make up the difference. Hope for a recovery from this level is based primarily on the excess flow of cheap funds.

Through repeated injections of easy credit the money authorities now are directing their efforts toward a revival in business. The Reserve is in a position to continue these applications. Fortunately the time of year is at hand when the stimulant will be working with rather than against the seasons.

Paul Willard Garrett.

[Copyrighted, 1930.]

#### The High Cost of Small Orders.

The office expense of recording, billing, granting credit and collecting is approximately the same for any order regardless of the amount of the sale. Figured proportionately it becomes five times as great for the small order as for a larger one. The office expense account should not be covered up as a part of some general overhead percentage; it should be charged against each sale, not as a percentage of the sale value, but on the basis of the number of items in the sale regardless of size.

These are the main conclusions reached by Dr. Leverett S. Lyons of the Brookings Institute, Washington, after a study of hand-to-mouth-buying. The enquiry involved 115 manufacturing establishments which reported that 95 per cent. of increased marketing costs arose from small-order buying involved office expense.

#### Kitchenware Demand "Spotty."

"Spotty" conditions mark the buying of merchandise in kitchen equipment lines at present. Independent stores are reported placing early commitments on utensils, while department and chain stores are buying only in small lots and showing extreme caution in their purchases, owing to the falling off of their volume in all parts of the country. The demand for new items in kitchen utensils has resulted in the development of a different type of measuring cup which is now being offered the trade. The cup is so marked that housewives can gauge the correct proportion of ingredients needed in preparing smaller quantities than the average recipe calls for.

#### Style Furs May Be Shown Late.

There is strong probability that leading style houses in the fur industry may this year show their Fall and Winter lines later than in 1929. While nothing definite has yet been done, it is expected that an agreement will be reached shortly by leading style houses not to introduce their lines until late in May. Last year the showings of a group of representative houses were made on May 20, and the success of the plan was so marked that it is to be repeated. There are indications that the current showings may even be deferred until June 1, due to the general setting back of the season by the lateness of Easter.

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### Forest Protection And What It Involves.

Forest fire protection is our first thought when forest protection is mentioned. Protection from fire is one of the most necessary measures in adequate care of the forest and, therefore, the State should maintain a well trained, efficient forest fire control organization.

The direct and indirect value of forests to the public necessitates such a course, but some of the public, not having personal interest in forest property, are careless in looking after outdoor fires, therefore the State has a great responsibility in saving the forests from harm because of such forms of carelessness.

When forests are not intelligently cared for, they are exposed to deleterious influences from which they need protection just as much as from fire hazards.

The effects are not so prominently in view, but eventually there are dire results which leave the forest but a shadow of its true greatness. From these dangers the State can protect the forests by adequate measures of control.

To be and remain a forest there must be a sufficient growing stock. If the timber is accounted merchantable at sixty years of age, then all below that age will be the required growing stock. To protect the forest the State must make sure that this required growing stock is properly maintained.

There should be inspection to determine the sufficiency of seeding or other manner of renewal of the beginning age classes of the forest growth and at the other end of the rotation to determine the proper limitation of the amount cut to an equivalent of the annual increment of growth.

For the time between these ends of the rotation, a proper inspection would easily determine as to the efficiency of thinnings to improve the final stand and remove ineffective growth which would be taking soil elements better to reserve for the development of the final stand to bring it sooner to maturity. In French experience, as stated by T. S. Woolsey, Jr., "Working plans or management plans as they are some times called, to enforce a wise use of forests, were finally required by law simply because it was found that systematic forest production with a sustained yield could not be obtained without them." In Michigan it is evident that we need to maintain production on all virgin forest areas that are not yet devastated and we need to institute legislation that will promote and protect the use of all land in forest development where forestry will constitute the best use. Some of the protective measures are outlined above and it is well to call attention to one of the basic elements that should control in a comprehensive plan for State protection of forests.

As stated by Mr. Woolsey, "Working plans are necessary because it is difficult to distinguish between the capital or growing stock, which is property held in trust and the annual income or growth which constitutes the owner's returns." It is apparent

that the growing stock of a forest kept productive is actually property held in trust. This is a rational view of the facts.

The owner must so treat it in that way and the State must also, as the most direct and logical way of protecting the forest. That will place the owner and State as co-trustees co-operating fully for the best development of the productive capacity of the forest.

Such treatment will add to the stability of the growing stock and bring assurance of the best utilization of the productive capacity of the forest.

Such treatment will add to the stability of the growing stock and bring assurance of the best utilization of the land.

The owner's return from the forest will be the value of the annual cut, less cost of seeding, thinning and protective measures. Taxation by the State or any tax agency should be only on the owner's net return.

To enlist the owners in the establishment and work of maintaining such forests the State should institute a registration law providing for these necessary protective measures, so that the owners can feel secure in their efforts to maintain timber production as a business.

Decades of past neglect make it necessary that Michigan act to really protect the forests. The above outline shows how.

Forests can be re-established where given proper care and protection.

Well established forests are the embodiment of true conservation of our soil and climate. Not to have good timber forests is a failure to conserve the natural power of our soil and climate for the best interests of all the people.

God Almighty started the forests. It is for us to see that no man's self interest stands in the way of their perpetuation. The law for us is, "Every man should so use his own as not to injure another." Frederick Wheeler, President Michigan Forestry Ass'n.

#### Pressing For Garment Deliveries.

Indications are that greater pressure than for some time will be put on manufacturers of ready-to-wear between now and the end of the month for deliveries. Easter is still about four blocks away, but most retail stocks are at present so "thin" that buyers are making every effort to get deliveries completed by April 1 in order to meet the expected consumer demand. This situation was foreseen by manufacturers early in the season, but no attempts were made to pile up stock in anticipation of the rush. Delayed buying, particularly of dresses and coats, is held responsible. For the present, at least, a sellers' market exists, with the probability that the season will wind up favorably, despite the slow start.

#### Six More Chain Managers.

Six chain store managers in three South Carolina cities were arrested a week ago for short weighing.

Four of the cases were in Greenville, the chains involved being the

A. & P. company and the Rogers Grocery Company. The others arrested were J. B. Brock, manager of Chain Store No. 1 at Cheraw, and J. J. Speers, manager of the Piggly Wiggly store at York.

The shortages occurred, according to J. W. Shealy, Commissioner of Agriculture, Commerce and Industries, in packages of sugar, rice, coffee, grits, beans, chicken feed and meal. The total number of short-weight packages found in the six stores was five-hundred and seventy.

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## MUTUAL FIRE INSURANCE

### Oil on the Farm.

Kerosene is used on almost every farm in the country and has been responsible for many destructive fires. It requires quick and intelligent action to prevent an overturned lamp or lantern from setting fire to surrounding objects. Lamps with glass bodies, when overturned frequently break and spill the oil. If lighted at the time, serious results might follow. Lamps with metal bodies are not subject to this hazard. Lamps and lanterns may explode if they are not handled carefully or if the oil gets too low in them. Some lanterns, as, for instance, switchmen's, are expressly designed to avoid danger when not handled carefully. The wick should always fit tightly. Enough vapor to produce an explosion may be generated if a lamp or lantern is refilled while still hot. For the same reason refilling should always be done at a safe distance from a hot stove. Lamps should never be set on the floor or upon the edge of a table, box or rickety stand. Electric lanterns, operating with one or two ordinary dry cells such as are used on gasoline engines and automobiles, could very well take the place of many of the old kerosene lanterns in the country. These will not start fires even if handled in the most careless manner and are also much cleaner and more convenient, always ready for use, and not affected by wind or rain.

Small individual electric lighting plants, designed particularly for farm use, can now be bought for from about \$150 up. There is practically no danger of fire from these outfits if the equipment and wiring are properly installed, and they not only eliminate the use and danger of kerosene lanterns and lamps but furnish a much better light, at the same time being cleaner, more convenient, and sanitary. In figuring the cost of installing modern lighting facilities in the home, due consideration should be given to the greater protection from fire which is entailed by such installation.

The same rules should be observed in the use of kerosene ranges and heaters as in the use of kerosene lamps and lanterns. They should always be kept free from leaks, and the flames should not be turned too high. When purchasing a portable kerosene heater, one should be selected which has a heavy base, so that it will not overturn easily. Both cook stoves and heaters which are built so that the fire is closed to the floor should have pieces of sheet metal or preferably asbestos beneath them. Care is always necessary in using kerosene to aid in kindling a wood or coal fire. When starting a fire the container should always be placed at a safe distance from the stove after the kerosene has been poured on the fuel. It should never be set carelessly on top of the stove or where the flames will reach it. Pouring kerosene on a smoldering fire in order to make it burn more rapidly is very likely to cause an explosion which may set the house on fire.

Many accidents have been caused by persons using gasoline when they

thought they were using kerosene. If gasoline and kerosene are both kept on the premises the containers for the two should not be alike, and it would be safer to keep them in different places.

### More Chain Store Cheats.

The following was taken from the reports of the City Sealer of Kalamazoo for the months of November and December. These reports are on file with the City Clerks.

Nov. 25—Kroger Grocery, 708 S. Burdick. Reweighed beans—short weight.

Nov. 29—Kroger Grocery, 634 Locust street. Reweighed rice and sugar—short weight.

Nov. 30—Atlantic & Pacific Tea Co., East Michigan avenue. Reweighed sugar—short weight.

Nov. 30—Kroger Grocery, 1719 East avenue. Reweighed sugar, lard, butter. Oleo and sugar—short weight.

Nov. 30—National Grocery, 1729 East avenue. Reweighed sugar, beans and rice—short weight.

Nov. 30—Atlantic & Pacific Tea Co., 1628 East avenue. Reweighed sugar, coffee and lard—short weight.

Dec. 10—Kroger Grocery, North West. Reweighed sugar, beans, rice and lard—all short weight.

Dec. 13—Atlantic & Pacific Tea Co., 621 Portage street. Reweighed sugar and green berries—short weight.

Dec. 13—Kroger Grocery, 825 Portage street. Reweighed potatoes in 150 pound sacks, found sacks 6 pound short weight.

Dec. 21—Kroger Grocery, 2048 S. Burdick. Reweighed lard, beans, sugar, butter. Beans and sugar—short weight.

Dec. 25—Kroger Grocery, 1227 E. Michigan. Reweighed sugar—short weight.

Dec. 28—Eckert's Market, S. Burdick. Bought one pound hamburger. One ounce short weight.

Although checks were made of similar weights in a number of home owned stores, not one was reported short weight.

### Refrigerator Buying Starts.

Although the purchasing of ice refrigerators by retailers opened up two or three weeks later than usual this year, buyers are now in the market for normal quantities. Iceboxes in the lowest price ranges are wanted chiefly. There is also an active demand however for the better priced types which can be used either for ice or to house an automatic refrigerating unit. These are wanted principally in sizes accommodating seventy-five pounds of ice at once. Color choices this season have been divided among green, ivory and gray.

### Curtain Orders About Complete.

Buyers of better-grade curtains and draperies have completed most of their purchases and are not expected in the

Eastern market until after Easter. The purchasing done so far has been cautious, the stores apparently favoring lower stocks. Manufacturers are now busy on colors and patterns which will be featured in Fall lines. These are

expected to be ready toward the end of May. Rust, gold and henna continue popular for drapes among consumers, while embroidered filet nets in natural colors are being purchased freely for glass curtains.

We are now making reservations for April eggs for storage. Come in and see us for rates.



## ABE SCHEFMAN & CO.

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who insist on getting the most for their money place their fire insurance with the Finnish Mutual Fire Insurance Company of Calumet, Michigan.

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## SUCCESSFUL SALESMAN.

## W. M. Nelson, Representing Purity Oats Co.

Wesley M. Nelson was born in Dwight, Ill., April 13, 1898, in the house in which the gold cure was subsequently invented and administered for many years. His father and mother were both Danish, having been born in Copenhagen.

In 1906 the family removed to Ionia where Mr. Nelson attended school, graduating from the high school on the literary course in 1917. For the next two years he was engaged in military service in Texas. He was connected with the Intelligence Department. For the next three years he pursued a business administration course at the Michigan University at Ann Arbor, then came to Grand Rapids and entered the employ of the Van Wiltenburg Lumber Co., on East Michigan avenue. He started as



Wesley M. Nelson.

credit manager and salesman and ended up seven years later as sales manager. Quite recently he decided that he would prefer a position that gave him larger opportunities for observation and acquaintance and formed an alliance with the Purity Oats Co., of Keokuk, Iowa. His territory includes the entire State of Michigan and he works through Lee & Cady, who are the exclusive representatives of the house in the State.

Mr. Nelson was married Oct. 5, 1920, to Miss Geneva R. Russell, of Lake county. They have one boy seven years old and they reside in their own home at 617 Marywood drive.

Mr. Nelson is a Mason, including the Consistory and Shrine. He is also a member of St. Mark's Episcopal church.

His hobby is hunting.

He attributes his success to good health.

## Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: American Cable and Conduit Co., Detroit. Sally Chain Stores, Inc., Detroit. La Cass, Inc., Ann Arbor.

Bloch Investment Co., Pontiac. Bay View House, Bay View. Egg-Safe Manufacturing Co., Three Rivers.

Automobile Finishing Co., Detroit. Miami Tile Co., Detroit. Hymer Combustion Co., Detroit. Kellogg Products, Inc., Grand Rapids. Century Boat Co., Manistee. X Cigar Co., Grand Rapids. Clifford Parke Cigar Co., Detroit. Rapid Transportation Co., Jackson. Spencer Kellogg and Sons, Inc., Detroit.

Franklin National Corp., Detroit. Leelanau Township Farmers' Club, Northport.

International Realities, Inc., Detroit. National Steel Corp., Detroit. Van-All Stores, Inc., Bay City. Michigan Vibrolithic, Inc., Detroit. Miller Rubber Co., Detroit. Great Western Oil Co., Detroit. Longridge Land Co., Detroit. Arenac Mutual Oil Co., Standish. Lindale Park Co., Detroit. Reversible Glove Manufacturing Co., Iron Mountain.

The Pine Oil Co., Saginaw. Wekiwa Springs Corp., Port Huron. Garden Land Co., Detroit. Raymond Log Loader Co., Escanaba. Heidelberg Club of Detroit, Mich. Zuckerman and Slobin Agency, Inc., Detroit.

Frank L. Pierce, Inc., Detroit. Maple Ridge Manufacturing Co., Rock. Schwartzberg & Glaser Leather Co., Grand Rapids.

## Flies Killed By Screen.

It has been recorded that what might be called a fly-proof screen for doors and windows has been invented which not only prevents the entrance of the fly while the door is closed, but makes it impossible for him to wait around on the screen to enter at the first opportunity. This it does by killing him electrically when he alights upon the screen. The device is said to be simple, consisting of a special insulated screen to which is attached one end of a transformer, the primary of which is connected to the house current. It is said that as many as 2,500 flies have been killed by such a screen in one day.

Commenting on the new screen, a bulletin of the National Electric Light Association says: "This device is fairly reminiscent of the device installed by Mr. Edison when he was a young telegraph operator in Boston. It seems that his office was over a restaurant and he was greatly annoyed by cockroaches. So he pasted two strips of tinfoil on the wall at his desk, connected one piece to the positive pole and one to the negative pole of the big battery supplying the current. The cockroaches moving up the wall would pass over the strips, and as they crossed, then there would be a flash of light and then nothing left but a puff of gas."

## Distributes Wrappers For School Books.

George Harrell, a grocer in the Bronx, sets aside two hours a year to make friends with about two thousand children. From three to five on a day just before school opens, he distributes to every child who comes into his store enough wrappers to cover all his school books.

Each wrapper bears an advertisement of Harrell's store.

Basic thinking begets firm foundations.



# 104 Turnovers a Year LARGER PROFITS in CHASE & SANBORN'S Seal Brand DATED Coffee

The Standard of Quality for  
over 65 Years

A new merchandising plan of DATED containers ensuring absolute freshness, backed by a big advertising campaign, is creating an unprecedented demand for this quality coffee. The same distribution system that for years has brought fresh Yeast to you ensures you of two deliveries a week making possible 104 turnovers a year, small stocks, and larger profits. Get your share of this business and profits. Ask your Standard Brands man for details.

## STANDARD BRANDS INCORPORATED

Distributors of Chase & Sanborn's  
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MICHIGAN MILLERS MUTUAL  
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AND ASSOCIATED COMPANIES



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20% to 40% Savings Made Since Organization

FIRE INSURANCE — ALL BRANCHES

Tornado—Automobile—Plate Glass



## ANTI-CHAIN LIGHTNING.

## Flashing Hotter Than Ever in Grand Rapids.

Fred J. Tepper, a nurseryman, Rural Route No. 2, Grand Rapids, formerly an unblushing chain patron, has been so decidedly won over to the home merchant's viewpoint that he recently did some broadcasting of his own on Mr. Caslow's time at the Grand Rapids station. This is what he said to the Caslow audience:

"Friends and listeners of Station WASH of Grand Rapids, Michigan: I had little thought of ever expressing myself on this matter of chain stores. In fact, this was of no concern to me as I patronized chain stores.

"I am standing before this 'mike' wearing a pair of shoes that I purchased at a chain. The suit of clothes I have on my back is from a chain, and looking myself over, I find myself pretty well chained.

"However, I am not alone in this matter of patronage. I doubt very much if there is anyone who has not contributed his share to this unhappy situation which is bound, if allowed to run its course, to destroy us.

"The undoing of the chain store, as far as it concerns my support, came when I purchased a radio, and after listening to much syncopated music, it was with a relief that I turned to that Abraham Lincoln of the South, W. K. Henderson. He has taken up the cudgels, and his initiative in this fight will liberate our country of this hideous thing which is undermining our social structure.

"I want to apologize to the Grand Rapids merchants for having spent money in a chain store, and you can rest assured I am through. In fact, now that I have awakened to this menace, I am filled both with disdain and pity whenever I see anyone patronizing these stores; filled with disdain for these stores, for they have no moral right to be in our city.

"There is nothing constructive about them, and their one purpose is to take. I am filled with pity for those who patronize them, for they are not yet aware of the danger which confronts them.

"These chains leave desolation in their wake, and are precipitating our fair land into the same debacle that struck Florida. We have political economists writing lengthy articles in current magazines, telling us this condition of affairs is the evolution of business. My friends, this is not true.

"This method of chain merchandising is the disintegration of business. We have the evidence on every hand. They crowd the manufacturer and crack the whip on him. They supplant the old established jobbing house.

"Edging into our city, they first put a premium on store frontage, and now leave the real estate man and property owner holding the bag. They own no property like our home merchants and thus avoid taxation. Pray, my dear listeners, does this tend to make a healthy and vigorous community?

"These chains fill their shelves with merchandise that has been made ac-

cording to their own dictates and their catch-penny schemes to lure the gullible public. These and scores of attendant evils could be cited. Citizens of Grand Rapids and elsewhere, it is your solemn and patriotic duty to remain away from chains.

"This method of doing business is, of necessity, without a soul, and has not a spirit to live and let live.

"Mr. Manufacturer, are you going to sit back complacently and allow this thing to destroy your business? Mr. Banker, are you immune, when local enterprise is destroyed and you cannot finance it? Is it a pleasant anticipation for you to lose your independence? And just how is this thing going to affect the opportunities of your employees?

"If this consolidation, amalgamation and syndicating should continue at this rapid pace, how long before it will be unnecessary to advertise? A few standardized products will be the inevitable result, and the consumer will have no choice. Not a happy contemplation for the newspaper to be subsidized.

"Mr. Laboring Man, you who have small savings and expect to start some business; just what chance have you?

"The entire field of human activity is affected. Shall we call this progress? No one need be a professor of economy to see the folly of all this change. Happily, the pendulum is swinging in the opposite direction. The very gluttony of this thing is going to be its own undoing.

"Mr. Chain Store Baron, you have aroused the ire of thousands of merchants and independent business men and thinking people. Mr. Chain Store Baron, you are stifling all human initiative and you cannot expect us to sit idly by.

"I believe the old method of doing business, allowing a wide distribution of profit to thousands of individual merchants, is a happy medium between two extremes—the two extremes of bolshevism and monopoly.

"My dear friends, I have a vision of a new political party being born, a party that will wield a stick; a stick that will be more effective than the one Roosevelt dropped when he passed off the scene. Big business needs to be relegated to its proper place.

"My dear friends and listeners, in closing my remarks, I would say the best weapon at hand is for you to withhold your patronage. Thank you."

## Did You Ever Hear of Futuristic Cooking?

Most of us know of the existence of what is known as "futurism" in painting, music and the drama, but few realize that the same movement exists in cooking. A French cook, Jules Maincave, has been advocating futuristic cooking since before the war.

Among the futuristic combinations he considers particularly appetizing are file of mutton with crayfish sauce, veal roast a l'absinthe, beef flavored with kummel and garnished with rounds of banana stuffed with Gruyere cheese, puree of herring with strawberry jelly, and sardines with Camembert.

You don't  
have to  
make a  
speech  
about  
**PARSONS'**



In these hustling days the secret of success is many sales quickly made. There are mighty few women who don't already know that PARSONS' means the highest quality in Ammonia. No long-winded explanations or arguments are necessary. For more than 50 years PARSONS' has been piling up good reputation for you to cash in on today. Advertising to more than 7,535,000 women in the leading women's magazines makes it certain that they don't forget. Follow the example of those progressive and successful merchants who insure a big and profitable Ammonia trade by selling PARSONS' ONLY.

Order Through Your Jobber



**PARSONS'  
HOUSEHOLD  
AMMONIA**

Major E. Jones, Michigan Representative, 1941 W. Fort Street, Detroit, Michigan

**HEKMAN'S**

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

**Cookie-Cakes  
and Crackers**

MASTERPIECES  
OF THE BAKER'S ART



**HeKman Biscuit Co.**  
Grand Rapids, Mich.

## 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.

### Aids To Coquetry.

Fans, those most feminine of accessories, are making a timid re-appearance as aids to coquetry and allies of the romantic mode. Lelong shows a beautiful chiffon fan with a ruffled chiffon frock. Chanel makes one of organdie to match one of her exquisite organdie Summer evening gowns. Cheruit also favors fans to

wool frocks. Patou prefers pale pink, in organdie, linen or georgette. Suzanne Talbot likes white linen cuffs, collars, linings, vests and belts with navy blue or black crepe suits and dresses.

Formal afternoon or evening handkerchiefs are large and made of chiffon. They may be of plain pastel colors, flowered, lace printed or trimmed with lace. Maggy Rouff ties them carelessly about the left wrist. The large square handkerchief shape is favored for scarfs by Chanel and Vionnet.

### The Easter Bonnet.

Hats for the younger generation, while of course simple in design, nevertheless show many interesting

beret has become a classic, but more formal berets of belting ribbon are smart for juniors.

### Sees Hosiery Fight Ahead.

The coming months promise to witness one of the most interesting situations the women's hosiery trade has seen for some time. This prediction was based on the rapid strides being made by manufacturers of seamless hose in the production and popularizing of their product. The relatively small number of concerns making these goods and the compact organizations they have formed will, it was said, make them formidable rivals of all but manufacturers of the highest priced full-fashioned hose. The chaotic condition of prices in the full-fashioned field will be of considerable value to the seamless interests, it was added, unless something is done to correct it and make it possible for retailers to handle full-fashioned goods at a satisfactory profit.

### Silverware Sales Trend Upward.

While sales of silverware are on the uptrend at present, no decided improvement is expected by the trade in general until after Easter. Then, it is expected, there will be considerable duplication on gift items to replenish stocks broken into by the post-Lenten matrimonial season. Emphasis continues to be placed on the better lines, and sales of fine sterling pieces and sets since the first of the year show up relatively better in comparison with 1929 than those of plated ware. French gray continues the popular finish on

fine sterling, but the growing vogue for pewter was said yesterday to presage a swing to brighter finishes on the former before long.

### Blues Lead Spring Colors.

As the season advances strong color leadership is being taken by blues in practically all shades from light blue to dark navy in both apparel and piece goods. Even at this comparatively late date, however, interest in black continues notable, with some placing it second to blues in order of importance. The rose tones are becoming increasingly important, with particular attention given opaline rose and dusty rose. The favored greens include both yellowish and bluish casts. Off-whites are also strong. The call for pastel tones has not developed activity as yet.

### Furniture Demand Gaining.

The demand for merchandise increased in the furniture trade during the past week. Re-orders of substantial proportions were received in the mail and the number of buyers visiting local showrooms also showed a gain. Business is concentrated largely in the low-end lines of merchandise, but better goods are expected to move also if the present low stocks held by retailers are reduced by even small amounts. Retail stores have started pushing the sale of Summer furniture and re-orders in this line are looked for in the next two weeks.

Insurance salesmen are not the only people who should stick to good policies.



The small merchant who is progressive, as well as the larger corporation, is constantly seeking ways and means of increasing his business. It is no doubt true that the impression created in the mind of the customer by the appearance of the store and stock is no small factor in developing new business and keeping old customers. Other factors, such as up-to-date stock, common courtesy to purchasers, affability and service must not be overlooked. But a modern appearance invites confidence and unattractive, poorly kept stores will continue to lose business in spite of price inducements.

C. J. Farley & Co. are devoting considerable space in their show rooms to an interesting display of several assemblies of Terrell steel shelving. These attractive elevations of counter and wall shelving have been erected to show the possibilities of steel construction. They are made up of stock parts, easily taken down and reassembled to meet changing needs.

Dry goods stores find this type of installation to be attractive, sanitary and economical and it is the belief of the manufacturers that there will be a real demand in this line of business for shelving and counters of steel. Steel is replacing wood more and more on account of permanence, the neat and sanitary appearance and the ease with which it may be adjusted, rearranged or moved. Standardized, interchangeable stock parts, shelves that are adjustable without the use of tools, a strength and rigidity that does not require fastening to the wall or floor—these are some of the reasons advanced for the growing preference for Terrell steel shelving.

complete the hostess gown or formal evening frock.

After dallying awhile, womankind has finally succumbed wholeheartedly to the vogue for a becoming bit of lace or linen at neck and wrists, and the neckwear counters of the big shops resemble humming beehives of activity. Really bewitching in their feminine charm are the frills and furbelows there displayed, to add fresh life to an old frock or adorn a new one.

Paris put the final seal of approval on these lingerie touches at the last openings. Chanel continues to make her famous ragged petal-edged collars and cuffs of white pique for all her

traces of the adult millinery mode. Brims are wider at the side, drooping gracefully to frame little faces. Soft fabric-like straws have to a large extent supplanted the heavier Milans of other years. An occasional posy or soft ribbon bow is seen in place of the strictly tailored grosgrain trimming.

The feather "fancy" posed so perkily on the side of the hat worn by girls is also a feature of many grown-up hats. Some hats are medium brimmed of natural linen baki, with crown and binding of imported linen in pastel colors.

The beret type continues a favorite with big and little. The simple Basque

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. 3

### Correction and Apologies

Issue No. 1 credited the Portland Observer with the ad "Who Built Portland." The Portland Review is the newspaper who published this and we wish to apologize to the Portland Review for our error. Additional copies of the ad "Who Built Portland" will be given gratis on request. It is being copied by many cities and with excellent results.

### Dresses

All the dresses bought by Mrs. C. J. Farley, our new dress buyer, went like "hot-cakes." She is going to New York again next week for a new supply.

Mrs. Farley formerly bought dresses for J. L. Hudson & Co. of Detroit.

If you want to stimulate business, buy some of our Ready-To-Wear and see how much good it will do you.

Several merchants said their customers bought the dresses as soon as put on display in their windows.

Ask our salesman to show you the dresses he is carrying in his Wonder-Robe Trunk.

### Our Model Store

is described in this week's issue of the Michigan Tradesman.

They are the latest word in steel fixtures and up-to-date merchandising.

We invite any merchant to come in and see them without any obligation. It is a pleasure to show and explain the features of our up-to-date Model Store.

### Wash Goods

are selling in volume. The new wash goods are so beautiful that our salesmen are carrying sample pieces to look over.

Ask our salesman to show you wash goods.

### Salesman Wanted

Not just an order-taker but a real salesman who knows how to sell dry goods. Must have complete knowledge of line and preferably know the trade. To such a man, can offer an excellent opportunity on commission whereby his earnings will be limited only by his ability.



## 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.

### Leasing Business Location By Street and Number.

Where a retail merchant rents or leases a business location which is described by street and number, as, let us suppose, 105 Mulberry street, the question of just what rights this gives the merchant in the premises is deserving of some attention. In other words, under such a description, is the merchant entitled to the use of whatever yards, alley-ways and passageways as may adjoin the building, or is his use restricted to the building alone?

Now, there is no gainsaying the importance of the above question where business property is leased that contains adjoining ground that is unoccupied. For, if the merchant assumes to use this space, and the landlord also desires to use it, perhaps for the erection of another building or otherwise, all the elements of a first class dispute may easily arise. In view of which, a brief review of a case or two on the subject may prove of interest and profit. For example.

In one case of this kind, a retail merchant entered into a lease for a store building, and the lease simply described the building by street and number. There was a large back yard just behind the building and a passageway also adjoined the building on one side, though the lease made no mention of this space outside the building.

The merchant went into possession and, as he had occasion, he proceeded to make use of the yard and passageway. Thereafter the landlord desired to make other use of this space, and disputed the right of the merchant to use it on the ground that it was not included in the lease. In support of his contention, the landlord took the position that the use of this space was not necessary in the conduct of the merchant's business, and that the building only was covered by the lease. A lawsuit followed, and the court held:

That, since the lease made no mention of the yard and passageway, it gave the merchant no right of use therein, other than that which was actually required by him in the use of the building. In line with this, the court held that the landlord was entitled to the use of the yard and passageway, with the exception of permitting the merchant to use the parts necessary for the conduct of his business in the building as described by street and number.

Of course, each case of this kind must necessarily be decided on its particular facts, but the general rule seems to be that even though a yard adjoining a building is not mentioned in a lease, the landlord will not be permitted to interfere with the use of the building by a separate use of the yard. The reasoning of the courts on this phase of the subject may be illustrated by the following:

In this case, a store building was leased that had an adjoining back yard, which the merchant used in gaining en-

trance to the building. The lease was by street and number and contained no provision respecting the use of this back yard.

Sometime after the merchant had taken possession, the landlord sought to erect another building on this ground. Quite naturally, the merchant objected. The dispute that followed was taken into court, and when the merchant demonstrated that this use of the back yard by the landlord would cut off his light, and also seriously interfere with his use of the building, the court forbade the landlord to make use of the yard. This on the ground that even though the yard was not mentioned in the lease, since it was necessary to the use of the building, the merchant had the right to use it.

From what has been said, it is obvious that where a business location is leased by street and number the right of the merchant to use passageways, yards, or alleyways, that may adjoin it should be set out in the lease. True, the merchant may have such right of use without mention; then again he may not, depending upon the facts and circumstances of each case of this kind.

However, in any event, the point is one of too much importance to be left to chance, and the after construction of the lease by the parties thereto. Certainly, the leaving of this question open may in many cases be openly flirting with a lawsuit later on, all of which may be quite securely guarded against by a fair understanding inserted in the lease at the time it is executed.

### Use Postal Cards in Your Easter Campaign.

If you could cover your entire mailing list three times between now and Easter with a message you knew was going to be read by practically everyone who received it would it help your sales? And if you knew you could send these three messages for no more than two ordinary form letters cost would you do it?

You can do this by using Government postal cards for your mailings and these have been found so successful that their use is fast increasing! Many shoe stores have found they produce better results than mailings costing twice as much.

With postal cards the best method is to advertise for direct results. Use a good illustration of some smart style you have in stock, be very brief in what you have to say, and put your price in big enough type so it will stand out. It is so easy to turn a postal card over and glance at it that you can be sure practically every card will be read.

If the shoe you illustrate is a smart one, and if the price is "right" you're going to get some direct response. And those who do not respond directly have had your name impressed on their minds just as effectually as a letter could do it. Perhaps they will respond to the next card, or the third. Even if they don't you've done a good job of advertising your store to them.

Try postal card advertising during the next month. Send out one card each week for three weeks to the best 500 names on your list, featuring your

three very best Easter shoe values. It will pay you.—Boot and Shoe Recorder.

### Make Your Advertising Distinctive.

The average shoe merchant cannot afford to use big space for his newspaper advertisements. Because of this he has a problem to get his advertisements read. Frequently his little advertisement is hemmed in by several larger ones on the same page until it almost seems lost.

But this very handicap can be turned into an advantage by giving your small advertisements some touch of originality that makes them stand out.

First of all—the small advertisement should never be crowded with type. Use plenty of white space. Be brief in what you have to say. The advertisement that can be read at a glance often gets its message over where the large advertisement fails.

An attractive border used regularly is a big advantage, as is an unusual name plate of some sort. Some advertisements gain distinction through their illustrations, particularly those that employ a touch of humor. Or if you or some one in your store has a gift for catchily worded headings, these may be just what your advertisements need.

We can't tell you which of these things to do, but we do recommend that you study your advertisements, and compare them with other advertisements in the paper that seem to have what movie producers call "it." Sooner or later you will hit on an idea that will make your little advertisements stand out on the newspaper page even though they are surrounded by larger ones.

It isn't necessarily the size of an advertisement that makes it command attention.

### Show Holiday Stationery Lines.

Christmas novelty lines in stationery are now on display. Buyers for jobbing houses have placed early or-

ders on the merchandise, but retail representatives are not expected to view the offerings until early in April. Pastel shades hold a prominent place in the Christmas numbers. Utility boxes are featured as they were last year but a greater percentage are finished this season in suede type paper coverings. Prices are unchanged but values are claimed to be much better.

## Styles that "Click!"

You'll go a long way  
to get faster sellers.  
Our In Stock Department  
with "Overnight Service"  
is at YOUR service.  
Forty-two styles in  
Men's and  
Young Men's  
Shoes for  
Spring.



## Herold Bertsch Shoe Co.

Manufacturers of Quality  
Footwear  
Since 1892.  
Grand Rapids, 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.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

### FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66  
Saved to Policyholders  
Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

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

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

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

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

### The Royal Road To Real Prosperity.

The kind of letter one gets but few times in his life is this one: "Dear Sir—In your price articles you tell us to advance a price from 20 to 21c where necessary for correct mark-up. If Mrs. Jones comes in and says she can get it for 20c from a nearby competitor, what do we do?"

"Now, it is long since I wrote to you. You answered a letter of mine November 10, 1922, in the Tradesman. I then enquired about investments. I told you what insurance I had, an annuity, and that I would have about \$200 to invest. You told me what to do. I did it. You predicted that in twelve years I would have a lot more. Well, I have my business and home all free of debt and I have several good securities—of course, all bought outright.

"This I want to tell you. Your issue of October 27, 1922, in the Tradesman entitled 'A Money Competence for Latter Years' was so good, and then your reply in the November 10, 1922, issue, that I filed them to be read in January every year. My son, who is now in business for himself I get to read the first article also. I have them both before me now. I know this will please you, but I wanted you to know it because I know that we are all helped when we know our work has been of value to others."

Somewhere, many years ago, I read a story of one who had helped another; and either the title or some subdivision was "to be a Lamp to a Man's Feet." The words have stayed with me ever since, because they pictured one whose leading was along a lighted pathway so that he who was led might tread with confidence. Perhaps that idea has been back of some of the quite simple directions I have given men from time to time on how to get something definite and tangible out of their life work.

It has happened, too, that all I have thus written took its rise from a few fortunate experiences of my own. Thus I have written no theory at all. The stories are all solidly founded on practice and practicable methods. There is also nothing exceptional about them. Each is within the range of any man's possibilities. That, of course, is what has made them valuable to such men as this present correspondent. Let me therefore tell them again now.

It was in 1903. We were doing about \$65,000 business with the very best trade in Madison, making satisfactory net earnings. We had acquired a fine home, located near the store, yet strictly in a residence district. Having converted the place into two flats, modern for that date, I was carrying \$2,000 at the bank. I

had no anxiety about it, for I was paying interest without trouble and discounting every bill. "Easy Street" described my feeling accurately.

Thus I was jarred one day when, going to renew my note, my banker gave me one made out for \$1,800 and demanded \$200 cash. I remonstrated that I'd lose some discounts and be out of my calculations—and then, after all, why? He said: "The bank has cared for you quite a while. You must now do something for the bank by paying off this note. It won't cramp you much to pay \$200 a month, and we need the money."

I did not like it, yet could not well object to anything so fundamentally reasonable, so I submitted. During the first few months succeeding I often felt cramped, but my banker was obdurate and so I kept on. Then I got the spirit of the thing and actually looked forward each month to the writing of that \$200 check which reduced that debt so rapidly. And the collateral effects were as wonderful as they were utterly unforeseen.

For this is what resulted: I had to have \$200 in cash each month. To get that I had to watch every step. I became the most careful buyer because all my traditions pointed to the discounting of every bill. I found I could run my business and discount my invoices, despite paying out \$200 each month. But to accomplish that I must cut every needless expense and be the firmest kind of collector, insisting on payment from all on the dot.

Came an afternoon when my wife happened in with one of the little girls and I called her to see me write a check, saying: "Only a short time now, Mother, and we'll be free from debt." My thought did not go beyond that; but her thought did. Instead of patting me on the back, she seemed conservatively pleased and said we'd talk more to-night.

"Dad, I've been thinking," she said that night after supper. "We have worked together for many years. Now for the first time we are about out of debt, where we shall own everything we have, no obligation to anybody. But this payment you have made hardly feeling it. In fact, your business is better and sounder now than ever before. So my proposal is that, as soon as this note is paid, you take \$150 per month—I'll not insist on more to start with—and pay it into the Savings Trust Company to draw interest at 5 per cent.—and we shall watch it grow. We shall thus be getting what we really want—something definite and tangible for our work in the store."

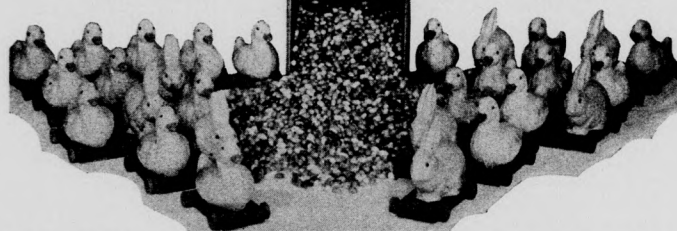
That was something else again. It took time for me to get the idea, but I did—and we did it—and thence came our independence. And the process which seemed slow at first gathered momentum until its speed astonished both of us.

But let this be noted: That the plan contemplated putting away \$150 every month, the first of each month, regardless of any other obligation. This obligation to ourselves was discharged and the money when paid out was re-

(Continued on page 31)



**RABBIT & DUCK**  
30 lb. Eggs  
Place Your



**ASSORTMENT**  
and 30 Toys.  
Order Now.

PUTNAM FACTORY

National Candy Co., Inc.

GRAND RAPIDS, MICH.

## The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

--

--

MICHIGAN

SWEET  
FRESH  
AND



CHURNED  
FRESH  
DAILY

WHOLESALE DISTRIBUTORS

**KENT STORAGE COMPANY**

## CHICAGO—GRAND RAPIDS ROUTE

Merchant Freight Transportation with Store Door Delivery  
Over Night Runs between Chicago and Grand Rapids

DAILY SERVICE

**GRAND RAPIDS MOTOR EXPRESS COMPANY**

General Offices 215 Oakes St., S. W., Grand Rapids, Michigan  
Chicago Terminal 1800 South Wentworth Ave.

## In More Homes Everyday

**HOLSUM**

*America's Finest Bread*

**SANCTUM BAKORIUM NEWS**

The day is fast approaching when home-baked bread will be as obsolete as the horse-drawn street car of old.

## ASSOCIATED TRUCK LINES

The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

**ASSOCIATED TRUCK LINES**

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





## 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—Plus Goedecke, Detroit.  
 Next meeting will be held in Grand Rapids, date not decided.

### Boneless Loin Lamb Chops.

While the lamb market is relatively low and retailers everywhere are selling lamb much below prices which ruled during the past year, the consuming public is eating more lamb than usual and finding enjoyment at a reasonable price in what many bought sparingly when its cost was much higher.

At present, many lambs are being marketed at heavier weights than is usual during the Summer and Fall months. This, of course, is because the bulk are a few weeks older than usual. At this season most of the lambs coming to market are carefully fed on the kind of feeds that produce delicious meat. Regardless of this the relatively heavy weights of many prove bothersome to retailers, and this condition extends to loins and other chop sections.

In some of the best hotels, clubs, and other high-class eating places boneless, rolled lamb chops are quite frequently featured. These provide a meat feature especially applicable to special dinners, banquets, luncheons, etc.

The good sized loin of lamb is carefully boned and then the loin ends—which really are part of the flanks are neatly rolled around and the chop skewered with either metal or small wooden skewers. Some prefer to wrap a slice of mild-cured bacon around the outside and broil with the meat. When thoroughly broiled, so the fairly thick chop is done all the way through, the cooked chop comes to the plate as a neat, round, solid chop, easy to cut and without waste.

Ordinarily one chop is sufficient for each person. This makes a very desirable dish to set before guests, and since there are a few who do not enjoy lamb, such a meat portion is sure to be a success.

We are not claiming anything new in this way of serving lamb chops. It has been done to some extent for years and years, but there are times when it may be more profitably done than at others. It can be done very economically now while loins of lamb are so reasonable in price and while the loins are fairly heavy and of such high quality. The housewife should have no trouble in getting a whole or half loin boned in any first-class market if she places her order a little ahead, and there are few retailers who could not do the job while she waits.

The single side of a loin should provide at least six good sized chops, each large enough for one person. The lamb from which such chops are cut usually carries a fair amount of fat under the fell, or tissue-like covering normally found over the outside of the chop. The amount of fat should not be excessive, however, and there is no reason why it should be, since heavy lambs are not necessarily unduly wasteful. During broiling the fat disappears to the extent necessary for

a nice, lean, meaty, juicy chop for the plate.

### Quality of Proteins As Important As Quantity.

One of the most important discoveries in the field of nutrition in recent years, according to D. Breese Jones, in charge of the Protein and Nutrition Division of the Bureau of Chemistry and Soils, is that quality in protein is just as important as quantity.

"To-day we know," says this authority, writing in the "United States Daily," "that a diet may supply abundant energy, and may contain a sufficient quantity of protein, fat, carbohydrate, mineral matter, and vitamins, and yet be entirely inadequate to provide for the growth and maintenance of an animal in a condition of normal health, if the protein is not of the right quality.

"Proteins differ from one another with respect to some 18 or more compounds of which most proteins are composed. These compounds are called amino acids, certain ones of which are essential for the normal growth and nutrition of animals. Several proteins in some of our important foodstuffs are deficient or lacking in one or more of these nutritionally essential amino acids.

"Young animals depending on such a deficient protein in their ration, though supplied in liberal quantity, will make little or no growth. If there is added to this ration, however, some feedstuff the proteins of which are rich in these same amino acids, then the proteins of the mixture will be satisfactory for normal growth.

"An exact knowledge of the chemical composition of the different proteins in foods is therefore essential, not only to know whether they are adequate in themselves, but also to know, when they are deficient, what amino acids are lacking, and what proteins can be added to correct the deficiencies."

### Claims Sirloin Steak Is of French Origin.

George Labardo, owner of hotels in Paris and on the French Riviera, is visiting in San Francisco and at the Sir Francis Drake Hotel he gave an interesting viewpoint as to the origin of the sirloin steak. Mr. Labardo contended that this steak was first named by French chefs in the sixteenth century, when it was called the "surlonge." He disputes the English claim that it was first named by their king, James I. The British story is that the king was so pleased with his first taste of this cut of beef that he humorously called it "Sir Loin."

### Market Uses Monkeys To Attract Trade.

One of the many open-air drive-in markets of Hollywood, according to the February 10 issue of the New York Evening Post, has adopted the novel advertising plan of placing monkeys at the point where the private driveway turns in from the main road.

The monkeys serve two purposes. They attract customers to the market and they keep them entertained while they are waiting to be served.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

We Cater to Independent Merchants Only  
 FRUITS AND PRODUCE  
 BANANAS A SPECIALTY

## D. L. CAVERA AND CO.

THE HOUSE OF PERSONAL SERVICE

Phone 9-3251

## M. J. DARK & SONS

INCORPORATED  
 GRAND RAPIDS, MICHIGAN

Direct carload receivers of

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.

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

## Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

## 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.

### Suggestions For the Hardware Dealer in April.

With April practically here, hardware dealers will find it timely to feature housecleaning lines. The demand in most stores is well under way, but it is a demand which will not slacken for some time if kept properly stimulated by good displays and good advertising.

Housecleaning lines will contribute materially to the April turnover, and will continue more or less active after that until the really hot weather sets in.

A good way to start the April business is by a strong display of housecleaning lines.

It is desirable in such a display, as in all your selling effort, to emphasize the desirability of being fully equipped for the big job of housecleaning.

Of course a lot of housewives have their spring cleaning already under way. Some may even by this time be pretty well through with it. But the majority are inclined to put it off until just a little later.

For these, a "Complete Housecleaning Equipment" display will have a strong appeal. The lesson for such a display to drive home is that it pays every housewife to have proper equipment for her work. This fact cannot be too strongly emphasized.

Efficient household help is hard to get, particularly at housecleaning time or in homes where the work is extra heavy. The greater the need of help, the greater the difficulty in securing it. Here is the hardware dealer's opportunity. He can deliver the sort of help that doesn't seek the easy job or the home where there is nothing to do but put in front.

It pays to make your appeal to the housewife before she gets into the thick of the fray, rather than to wait until the housecleaning is well advanced. For, once having started—unless an emergency demand unexpectedly crops up—the average housewife feels herself too busy to go out and buy added equipment, and is apt to put off purchasing until another year.

Many hardware dealers have found it profitable to specialize in households throughout April. You can, for instance, launch your campaign early in the month with a general display of housecleaning lines. Such a display might include brushes of various kinds, vacuum cleaners, wall dusters, mops, pails, stepladders, tubs, sweeping compounds, polishes—in fact, it ought to include everything that will tend to make housecleaning more efficient and to eliminate drudgery.

This display is just a curtain raiser. You can follow it up a week later with an "Easy Monday" display, featuring laundry equipment. For this you can show washing machines. Feature your electric machine, and, if possible, show it in operation in the window or give a full-fledged demonstration inside the store. Around the machine in the

window you can group all the accessories—tubs, ironing boards, sleeve boards, clothes baskets, clothes pins, lines, pulleys, reels, curtain stretchers, etc.

An interesting and perhaps more effective variation is to show a modern, well-equipped home laundry, with the electric machine, stationary tubs, etc.

In any such display drive home to the housewife the idea of making her washday equipment thoroughly complete and up-to-date. The idea you want the housewife to nurse in her mind, even if she can't realize it all at once, is the idea of having everything necessary for her work.

Next week you can put on a paint display. The paint department links up very closely with housecleaning. Housecleaning uncovers a great deal of unsuspected wear and tear. To meet this condition, there are numerous lines of varnishes, stains, enamels, wall paints and interior specialties.

A display of interior specialties will logically pave the way for the spring drive in exterior paints, which will be a big factor in your turnover a little later.

A good line to push in connection with your households is flat tone wall paint or other wall finishes. There are a great many homes that have never been decorated, or that have reached a stage where re-decoration is a crying need. The folks perhaps are considering the entire job; and naturally shrink from the work and outlay involved.

Now, if you can sell paint and brushes for redecorating every room in a house, well and good. But that isn't always possible. To re-decorate an entire home runs into a lot of money. If there is any indication that the would-be purchaser is getting cold feet on this account, and inclined to postpone the job until next year, jump in with a counter suggestion:

"Why not try one room? Take the room that needs re-decorating the most. Do that this year. Then when you feel ready to go on with another room, do that. In that way, the cost is spread over a longer time, and you don't feel it so much."

As a business-getting device, this "Why not try one room?" has them all beaten. For a single room properly re-decorated shows up the others, which, under ordinary conditions, might have got by for another year. The result is that, usually, several more rooms, perhaps an entire floor of the house, will be redecorated. Often the entire house is done.

April is a month when the tool department will stand some pushing. Carpenter tools and garden tools alike can be worked into very appealing attractive displays.

In putting on a display of small tools, a good plan is to arrange the window in terrace form, one step rising behind another. Another popular scheme is to provide a good-appearing background, and fasten the smaller tools in fan shape or other fancy devices on this background. The larger items can be shown in the front of the window. White cheesecloth makes an

inexpensive and fairly satisfactory background. Colored material can often be used to good advantage. The background and the color scheme are important factors in the success of a display of tools.

Garden tools, however, require very different accessories. Here the realistic display can be utilized. Thus, artificial leaves and flowers can be worked into the display. Or, the window can be floored with green turf; or flowers and vegetables, started a few weeks ago in boxes, can be shown starting to sprout. Often the seeds planted in long, flat boxes can be made to spell a word or a slogan. "Our seeds grow" is a good slogan, shown in little green sprouts against a background of black loam.

Corn sprouts or grass probably make the most satisfactory lettering.

In putting together such displays, the hangers supplied by the seed firms can be used to add a touch of color. So can the bright-hued seed packets. Show cards can also be improvised. Display the fullest possible line of tools. Here, again, it is sound policy to emphasize the idea of having complete equipment, even for the small back-yard garden.

As a further means of emphasizing this idea, quote prices on complete garden tool outfits as well as on individual tools.

April is a good month to push sporting goods. In most communities the various athletic associations are beginning to get busy. The dealer who is ready to meet the demand for these lines will get the biggest share of the

spring trade. Having the goods in stock just when the call for them comes is an important factor in handling this trade successfully.

Toward the end of April, a good many families will be moving. Here is an excellent chance to push your stove business. In many instances these migratory families represent good stove prospects. The new house suggests a new stove, but once the old stove is moved and set up, the chances of making a sale are far less than if you get into touch with such prospects before or when they move.

In communities where natural or artificial gas is available, gas ranges should also be a considerable factor in the spring business. In most places this trade is active in the spring and early summer. It is trade with which, as a rule, some preliminary work is necessary.

It is a good stunt, early in the season, to put on a window display of gas stoves, and at the same time hold a demonstration. One hardware dealer, at the first hint of spring weather, puts a pair of gas ranges, different models, in his window. He has them connected and in the evenings keeps a kettle boiling on top of each. At the same time, a carefully selected prospect list is circularized regarding gas ranges; and newspaper space is used to emphasize the convenience of cooking by gas in preference to coal or wood.

In connection with such a display or demonstration, it is often a good scheme to show a "complete kitchen" equipped with all the utensils neces-

## Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting  
Goods and  
FISHING TACKLE

## BROWN & SEHLER COMPANY

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

Farm Machinery and Garden Tools  
Saddlery Hardware  
Blankets, Robes  
Sheep Lined and  
Blanket - Lined Coats  
Leather Coats

GRAND RAPIDS, MICHIGAN



sary for efficient cooking. Here, again, you emphasize the idea of complete equipment. This idea, driven home by the hardware dealer at every opportunity, will make for bigger and better business.

Poultry specialties are worth featuring in at least one window display. Almost every hardware store carries a wide variety of these lines, from chicken wire to incubators, with, incidentally, chick feeds, poultry medicines, and similar goods. A never failing method of attracting attention to your display is to fill the window with fluffy, newly-hatched chicks. At the same time, see that conditions are favorable for them. If not, the chicks will droop dejectedly, and that spoils the value of your advertisement.

Victor Lauriston.

#### Maple Sugar Time at Hand.

Grandville, March 25—Spring in the lumber woods seventy years ago was not so gloomy as some of our present day people may imagine.

The latter part of March and first days of April were known as maple sugar and sucker time. The loggers who had lived through the long, cold winter on pork, beans and johnnycake accepted the sugar and sucker feast with grins of satisfaction.

It did one good to stand in the rear of the old waterwheel at the mill and watch the suckers wabbling up the swift current to bathe their heads under the white splash of the falling water. Men with spears and more often with dip nets coralled these suckers, which with milk formed a breakfast worthy of the gods.

Maze of the Newaygo Republican always sounded peans of praise each spring when the suckers began to run. "Suckers and milk," was the heading of his remarks.

Dip-netting suckers was a sport enjoyed by the half grown youths of the woods. Wagon loads of these passed along the down river road from Newaygo going to the market at Muskegon every spring.

Maple sugar, however, was the piece de resistance of the boy and girl element of the woods. The earlier makers of sweets from maple sap were the Indians who made very palatable sugar considering their limited means for the work. Stirred sugar put up in birch bark receptacles was the usual method for caring for the output.

I do not think there was any other more enjoyable season of the year than that of spring. It was then too that the newly elected president took his seat in Washington and the hollow rumble of civil war echoed through the land.

I stood at the river bank and watched the movements of a blue uniformed officer as he spoke to the men about the need of soldiers to defend the Union from the hand of traitors. Right then and there, with the first call for seventy-five thousand men, two of our mill crew signed enlistment papers and were a few days later footing it down the shaded State road South for Grand Rapids to become members of the Third infantry.

Not one man in a thousand imagined the long and sanguinary war that followed the firing on Fort Sumpter on that 12 of April 1861. Suckers, milk and maple sugar were forgotten in a time like that.

The Indian-made sugar was not bad, but that made by the new white settlers who came to make farms in the hardwood lands a few miles back from the river was perhaps a little sweeter.

I recall when several of the younger boys set out for a five mile walk through a thick forest to be in at a sugar-off to take place at a settler's

home in the woods. No, no, Jimmy, you can't go," objected the big boy of the crowd when I appeared to keep them company. A five mile walk was not for small boys and girls.

Nevertheless I was determined to be in at that sugar-off festival. I had heard them discussed before and knew what a lot of sweetness even a small boy can sometimes absorb. My elder brother led the gang. When about half way to the settler's home a shout announced the coming of yours truly, and then it was too late to send me back.

We all enjoyed that sugar-off festival and each and every boy was full to the chin of sweets when time came for the return. The settler's wife gave each boy several paper-wrapped small cakes of sugar to take home to his mother and the girls.

The enjoyments of those pioneer days were not the most refined perhaps, yet they were enjoyed fully as much as any social events of modern times. Maple sugar, suckers and milk were soon after followed by the advent of a real steamboat, to get a glimpse of which several naughty boys ran away from Sunday school.

Maple sugar season is now at hand but very little is made to-day compared with that time when the Michigan woods was in its prime. Several tons of this sugar was bought every spring by the woods store keeper which found ready sale to mill hands and log cutters of the pine woods.

The idea of adulteration of these sweets was something unheard of. Not perhaps of any superior honesty on the part of the fathers, but because of the fact that cane sugar was much more expensive than the article manufactured from maple sap.

It may be said that maple sugar was not the only sweets that went to make glad the stomachs of pioneers. There was the wild honey bee which did a land-office business by storing sweets in the hollow trunks of decaying pines along the shores of the Muskegon.

This honey was of darker hue than the modern make, and was more noticeable for real honey taste. A settler on discovering a tree in which the wild bees were storing their food always left his mark on the trunk of the tree, a notice that the honey there stored belonged to one of the settlers, its first discoverer.

The honor among borderers was remarkable. Not even an Indian of the wildest type would think of cutting a tree thus marked. I knew a man who seldom ate less than a pound of this wild honey at a sitting. I understand that he afterward was ill with stomach trouble.

Maple sugar time is at hand. Let us greet it with a cheer. Old Timer.

#### British Trade Fears American Invasion.

An article in the Daily Express of London, dated February 5, 1930, which has been brought to our attention by the Foodstuffs Division of the Department of Commerce, has it that a number of American firms have been conducting negotiations recently with the object of taking over meat stalls in Smithfield market from present British tenants. This development, according to the Daily Express, has aroused the fear that eventually Empire products will give way to the introduction of foreign meats. The article concludes with the statement that Americans who have been seeking the Smithfield stalls are interested only in the choicest locations and are prepared to pay premiums to secure them.

To control others, first control self.

#### Again Lowers Clothing Fabrics.

Another reduction on men's wear Fall fabrics is being made by the American Woolen Company. An announcement by the company says: "Due to the decline in raw materials and general conditions prevailing in the cloth market we are readjusting our prices on fancy and semi-fancy worsteds which were placed on the market for the Fall, 1930, season." Company officials declined to comment on the extent of this reduction on worsteds. The new price schedules, it was said, are now being worked out and will be given to the trade in the next few days.

#### Few Facts About the Home Town Merchant.

He is a local citizen.

He contributes to the support of the school, churches and charity.

He supports your family through sickness or other misfortune by giving you credit.

He sells you legitimate merchandise at a fair price and gives you honest weight.

He renders you a service that is not given elsewhere.

Imagine your community without him.

Each needs the others support.

Work only to "get by," and you'll get the go-by.

#### Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.  
Grand Rapids.

SAGINAW BRICK CO.  
Saginaw.



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

Member of the Federal Reserve System.

President, Gen. John H. Schouten  
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Ned B. Alsover

Assistant Cashier, Fred H. Travis

#### Jennings Manufacturing Co.

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

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All varieties, bulk and package cheese

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**NEW ERA  
LIFE ASSOCIATION**

Grand Rapids.

SOUND COMPANY, SOUNDLY  
MANAGED BY SOUND MEN.

25 Mixed Gladiolas \$1.00  
10 Different Dahlias 2.50

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

## HOTEL DEPARTMENT

### News and Gossip Regarding Michigan Hotels.

Los Angeles, March 21—Two of my most recent thrills in the entertainment line were a visit with our good friend "Uncle Louie" Winternitz, at the U. S. Grant Hotel, San Diego, and catching up with an old friend and patron, from Michigan, S. Steindler, of the Steindler Paper Co., Muskegon, now in Los Angeles. Both of these gentlemen are in the best of health and spirits. Uncle Louie is undecided as to whether he will trek back East this spring or not, but Muskegon will be a drawing card for Steindler soon after the first of May.

It is all very well for cadaverous looking manufacturers of jitneys to offer suggestions as to dietary forms, but in the good old days when I was patronizing railroads and hotels in carrying out an effort to sell goods I always made it a rule to always look up a plump landlord to dispense hospitality and, incidentally, food in my case.

If one could feel reasonably sure that the Detroiters would stop with his schedule of fruits for breakfast, proteins for lunch and starches for dinner, and not compel us to eat them, it would be all right, but in these days when someone else regulates our affairs for us there is always the possibility of "enforced feeding" by law. But on top of all this comes Professor Fishbein who calmly and collectedly states that we do not eat meat enough, notwithstanding the fact that the human family are restoring cannibalistic tendencies and are now bent on the task of consuming each other. Hotel men and, in fact, all purveyors of food are constantly confronted with suggestions and frequently demands for this, that and some other form of "health" food of which they know very little. As a practical measure, if the Government can do so with their present equipment and without forming another expensive commission, it would be well if they would make a scientific survey in the nature of finding out if the various health foods—so called—have any merit whatever along the lines so claimed. It is my contention that many of these preparations have no food value whatsoever and that many individuals are surely but slowly starving to death in the belief that they are quaffing the elixir of life. Manufacturers should be compelled to label their food products in such a manner as to conform to the facts of medical science and actual laboratory analyses. The authorities keep on the lookout for any form of misrepresentation vouchsafed by producers of proprietary medicines and the same acid test should be applied to food offerings.

The latest malefactor reported in hotel circles is the petty thief who hangs around the lobby of the small country hotel and abstracts letters from the receptacles in which they are usually deposited, in the hope of picking up remittance checks designed for travelers. I have in the past discovered evidence of carelessness in the handling of letters, especially in small hotels where someone is not constantly on duty behind the desk. It is well to look into this.

As previously announced the second hotel short course at Michigan State College, Lansing, will commence on Wednesday, April 23, and continue until Saturday, the 26th. Specialists from among prominent operators will conduct the course of instruction. Lecturers of National reputation will discuss issues confronting the hotel keepers of to-day. The buildings, laboratories and facilities of the Col-

lege will be at your disposal. No charge will be made for the course, except a registration fee of \$3, which includes the charge for the annual banquet.

There is yet another new slant in the enforcement of prohibition so far as operating a hotel is concerned, and it ought to be a subject for very careful thought. A few days ago in Iowa, six rooms in a prominent hotel were padlocked because it was proven that guests were served intoxicants in those rooms by an employee of the house. Of course it was bad enough to have these rooms taken out of commission for a year but the sad part is that each room has pasted on its door the regular "Closed for violation of the prohibition law." No matter what may be one's sentiments, a thing like this does not look well on any door, let alone a hotel. This matter of prohibition enforcement in hotels is getting more and more complicated and it is best to watch one's steps.

Fred Bucher, well known as the manager of Hotel Oliver, South Bend, is now manager of Parker Inn, at Albion, and the Albion Record in a quite comprehensive mention of the change has this to say:

"Mr. Bucher has not been at the helm of the hotel for a week, but he has already injected an entirely different atmosphere into the place. He has emphasized two features, especially, which no successful hotel can be without and prosper. He has improved the quality of the meals to a surprising and gratifying degree and he has made true hospitality one of the watchwords of the institution. The Inn has needed these two improvements tremendously."

Albion needed a better hotel when the Inn was erected, but they were not able until now to get hold of just the right kind of a manager to run it, hence it was not profitable. Mr. Bucher will fill the bill most excellently.

President Greene, of the American Hotel Association, has declared war on tax-exempt competition in the hotel field, and judging from the evidences of accomplishment he has displayed in other directions, there will be something stirring along these lines. This is a subject much talked of at all hotel gatherings. I have discussed it at length in these columns. The operator of the legitimate hotel, who pays taxes on everything he possesses is brought into direct competition with charitable institutions which go outside their own legitimate field to draw patronage to which they are in no wise entitled, and usually at much lower rates than can be made by an institution not kept up by charitable contributions and which is compelled to pay its share of the cost of local government.

The Farm Board came to the relief of the farmers and the result was wheat took a nose dive and hasn't recovered. But it is the same old story, when the Government bolsters up prices on a commodity, the public gets sore and reduces its buying capacity. Brazil tried it on coffee; England tried to do something with rubber. Why don't Uncle Sam try to do something for the hotel operators? There are hundreds of them in the doldrums and they are just as bad off as the farmer. The buying of a lot of vacant rooms would help some, and there would be no necessity of utilizing storage warehouses to take care of them.

Hotel Marquette, at Marquette, has closed for an extensive overhauling. This is the first cessation in operation in over thirty-seven years. Of course, the closing is but temporary and when it again sets sail it will be completely transformed. The exterior remodeling

### The LaVerne Hotel

Moderately priced.  
Rates \$1.50 up.

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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.



### HOTEL BROWNING

Grand Rapids  
Room & Bath \$2 to \$2.50. No Higher  
Half Dollar Dinners 5:30 to 8 P. M.  
Three Squares from Station.  
Liberal Parking Space.

### MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

#### RATES

\$2.50 and up per day.

### CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

### PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

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

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

### CHARLES RENNER HOTELS

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

### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

W. O. HOLDEN, Mgr.

### HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

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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,

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BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up.

Open the year around.

### HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

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



of the property has been going on for some time, and plans for the interior work call for enlarging the lobby, installation of an additional elevator, building of two additional dining rooms besides the addition of baths in guest chambers. John Lewis, its owner is a pioneer hotel operator in the Upper Peninsular section where his success has been steady. With improved offerings it is bound to continue.

There has been great development in the air service in this country but there is not so much to be said about it elsewhere. For example the post-office department has sent out a special notice to the effect that mail for Brazil still is transported by the same old methods—steamer from New York. However it will not be long before this service will be much improved.

The Hotel Tuller, Detroit, has a new caterin' manager in the person of F. W. Eigen, who for many years filled a similar capacity with Hotel Morrison, Chicago. The position of catering manager was created especially for Mr. Eigen, by Harold A. Sage, the recently appointed manager of the Tuller properties, and is along the lines of improved service to be found in its various departments.

The owners of the Prince Edward Hotel, Windsor, Canada, which is allied with the Michigan Hotel Association, through its manager, M. R. Gilbert, is discussing the proposition of enlarging its rooming capacity. Windsor and Windsor hotel activities have greatly increased in the past few years, and while Mr. Volstead may be responsible for some of it, I should say that it is largely due to the fact that improved facilities for entertainment have had much to do with it.

George A. Southerton, operator of Hotel Laverne, Battle Creek, also has a building program. He announces that he has in contemplation the addition of 100 rooms to his 64 room equipment.

The Majestic, one of the older hotels of Detroit, is being remodeled and will make a play for more extensive activities.  
Frank S. Verbeck.

Members of West Michigan charter, No. 22, Hotel Greeters of America, have been invited by George L. Crocker, manager of the Olds Hotel at Lansing, to hold their April meeting as his guests at the Olds, April 19. The meeting will be in the form of a dinner dance at 7:30 in the evening. It is expected from 80 to 100 members from the West Michigan charter will attend. Detroit charter, No. 29, also is expected to send from 50 to 60 members.

C. M. Luce, proprietor of the Mertens Hotel (Grand Rapids) has invited the board of governors and the nominating committee of the West Michigan charter, together with President Ted Beecher of Grand Rapids and Secretary James Jennings, to hold a meeting at the Mertens at 7:30 p. m. March 20.

J. E. Alexander, manager of the Pantlind Hotel, Grand Rapids, and coffee shop, has resigned and left for his home in Chicago. He plans a Southern trip with his wife and later will return to Chicago. Paul Kemper, steward of the Pantlind Hotel, has been placed in general charge of the Pantlind cafeteria and coffee shop.

### Warns Against Anti-Chain Store Propagandists.

The following is an extract from a special bulletin sent by Herman Roe, field director of the National Editorial Association to state press association secretaries and field managers:

You may not agree with my viewpoint but here is an editorial paragraph I wrote for my own newspaper, the Northfield News:

Opportunists, leeches, spongers, grafters—call them what you please—are already in the field cashing in on the anti-chain store fever stirred up by the rabid vapors of a "Give-m-hell" Henderson whose fiery denunciations and billingsgate is heard over the air from Shreveport nightly. Solicitors are obtaining cash contributions from small town merchants, ostensibly to go into a fighting fund but what they want is their share of the easy money. If the independent small town merchant has funds to throw away in this manner he does not deserve a great deal of sympathy. Let him invest it in co-operative, group-buying organizations in his line of business, in improving himself as a merchandiser and in business-building advertising.

Solicitors are already busy here in the Northwest. They represent organizations with high-sounding titles but they carry no endorsement from responsible state or national associations of independent retail merchants. And they are getting the money! The average small store proprietor is alarmed and is a ready victim for the clever presentation of what great things these fighters for his cause are going to accomplish. My own paper received an order for a 30 inch advertisement from the "National Association of Independent Interests," which advertises "National Headquarters" in Minneapolis on its letterhead. Also an order for 50 copies of the issue containing the advertisement—for use by the solicitors, of course, who would flash the advertisement before their victim as an illustration of a part of the educational campaign to be carried on. I notified Field Secretary Haislet of the Minnesota Editorial Association at once. He had already contacted this "National" outfit; said the head of it was a typical racketeer. We are calling a conference of the secretaries of all retail merchants associations here in Minnesota and devising plans for warning all merchants to be on their guard. Some mention of this situation in your bulletin might be timely—depending upon how seriously the movement has hit your state.

Every city should have a vigilance or censorship committee to investigate all such soliciting schemes and advertising stunts. The publisher should take the initiative in seeing that such a committee is named if one is not already functioning in his town.—Publishers' Auxiliary.

### Late News From Detroit.

Automobile manufacturers in Detroit are looking forward to an increase in business during the next three or four weeks. This, of course, will follow precedent, as the Spring buying season in the motor car field has always started between April 1 and 15.

Latest surveys show that stocks of cars in dealers' hands throughout the country are lower than they were last year at this time. If a sudden

spurge of buying should take place there undoubtedly would be a shortage of cars. It takes considerable time for factories to increase production, sometimes as long as ninety days. This results from the necessity of ordering materials and getting them to the factories in quantities.

There has been no change in production during the last week, most of the factories operating on either a four or five day schedule, such as has been in effect since the first of the year. It is not believed there will be any great increase in output during the month of March. The total probably will top the 350,000 figure.

Considerable attention is being paid to frontwheel drive automobiles. At least one large company in the Detroit district has been experimenting with this type of drive for nearly a year. Just how far this work has gone has not been announced, but it is reported that great progress has been made. Next Fall may see another front-drive automobile announced.

At least two more, and possibly three more, lines of straight eights will be announced before the end of the year. Engineers have been busy for some time past developing these units. They probably will be forthcoming during the Summer and Fall months.

Another new type of hydraulic shock absorber is being developed and will be announced in a short time.

What some men learn by years of experience, other men of extraordinary ability divine without experience.

### Specializing Brings Results.

It is a good idea for a grocery clerk to concentrate upon some department that has not been active, by working out a plan for the approval of the store owner that will push the department to bigger business and more profits.

For instance, many stores don't do much with their cheese department. Yet in some towns a grocery could build up a reputation as a store that specialized in domestic and foreign cheeses, and a slow department could be turned into a very busy one.

Fancies are another line with great possibilities. By means of an unusual permanent display, a little advertising, and quality goods, a store could easily build up a cheese department that would be profitably patronized by women giving bridge parties, teas, dinners, and various other affairs.

A clerk who can see such possibilities, plan for the development of them, and carry the plans through successfully, is worth a lot to any store—and to himself.

Just when the food industry is accommodating its expectations to the possibilities of dry ice, carbon dioxide taken from burning coke, Department of the Interior geologists hold out the prospect that carbon dioxide wells of the sunbaked stretches of Western Colorado and Eastern Utah will soon be tapped for the makings of dry ice. They say this ice is pretty sure to solve problems of meat and fish shipments and may even do for fruit and vegetables provided its freezing proclivities can be moderated.

## Here's our story — and we've stuck to it

We sell to the independent jobbers, who sell to independent grocers who sell to independent housewives who want quality without paying a premium in price.

If that's your policy, too, any really good independent jobber will be glad to take care of you.



*A. Rick*  
President

**PURITY OATS COMPANY**  
KEOKUK, IOWA



## 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, Crosswell.

Treasurer—P. W. Harding, Yale.

### Rewards in Drug Merchandising Depend on Right Management.

Despite the traditional jokes about the independent druggists of the land being engaged in a business that is largely altruistic accommodation, the significant fact remains that there has been a considerable increase in the number of drug stores in the United States during the last decade.

This fact, in the abstract, would seem to prove that good retail drug stores can always be made to pay as lucratively as any other retail specialty stores, provided they are properly located and progressively managed.

When the distribution of rural, urban and metropolitan drug stores the country over is considered with relation to the distribution of the country's population, it must be evident to the prospector in commercial pharmacy that the best opportunities for solid success are to be found in the urban and rural fields.

The larger metropolitan centers certainly have plenty of drug stores—most of them of a size and type that no beginner could hope to reproduce. And, furthermore, it is a fact worthy of understanding that to be the druggist in a small town or city augurs more favorably for attaining large success than being a so-called neighborhood druggist in one of the far-outlying precincts of a big city where you must, sometimes, pay a higher rent than in the heart of the restricted business area of a small town.

Most druggists, being professional men who have spent a large part of their first earnings for their technical education, necessarily start business with comparatively small capital.

Sometimes their only business preparation is the two or three years of

insight into "the other fellow's business" gained while working in another's drug store. Thus, it is inevitable that they are restricted in their ambitions, not alone by lack of voluminous capital and high financial rating, but also by a lack of general business experience, now so essential to the mercantile phases of pharmacy management as distinguished from the professional responsibilities of the prescription department.

While it is well for the ambitious young druggist to have foresight enough to see the full scope of the opportunity ahead of him in the field of his choice (particularly if he can enlist capital for the furnishing of a fine store), he would better underestimate, rather than over-estimate, the reception his enterprise will receive from his public.

Some drug stores have labored under an excessive investment from the start with the result that it has taken years to get back the equipment cost in net profits derived from the business. The volume of potential patronage and the growth of the community were both too far anticipated or over-estimated by their proprietors. In some cases, the local situation was such that the city or town really could not support such a store at the time of its opening unless it were the only one in the place.

Naturally, if the young druggist makes too pretentious a splurge and has no reserve capital, if business reverses come upon him, or generally unfavorable economic conditions set in during the first year or two of operation, he will find himself unable to weather even one major emergency.

And it is well to start in business with at least some capital in reserve for emergencies and preservation of credit which means so much to the prestige of your business with the wholesale and jobbing trade—remember that.

If competition were the blandishment of flattery, then pharmacists would surely be rated the most beloved among tradesmen. The boy or girl who sells soaps and toilet articles for some distant mail order house as a means of paying his way through school; the itinerant door-to-door peddler; the novelty shop; the department store, and even the grocery store, in some specialties, are to be reckoned among the potential competitors of a new drug-retailing enterprise.

This is no cause for discouragement, but it emphasizes the necessity of the druggist carrying a diversity of lines so that the greatest possible number of people in the community may be attracted to the store with recurring regularity. It also emphasizes the need for a price range in most of the auxiliary lines stocked that will permit meeting competition on trade that is influenced largely by price.

This does not mean that the druggist should stock every available brand of a given article, but he should provide for the demand as he finds it to run in his locality.

In the writer's opinion, one of the most powerful weapons in establishing a new store in the graces of the public is individuality—that subtle something that reflects the proprietor's personality, if you please, in the independently owned store, and gives it a "tone."

It is unwise to attract attention to manner at the expense of matter, so to speak; still, it cannot be denied that the store that is somewhat unconventional in its arrangement and furnishings, provided its plan and equipment are thoroughly practical, is the store that leaves the most lasting impression on the new customer.

Individuality should begin with the physical plan of the store, and that plan should be conceived from the perspective of the convenience and attention of customers entering the store.

It is good judgment to effect an arrangement so that some display of every line of goods carried in your store will be in evidence to the shopper without necessitating enquiries by prospective purchasers or leaving them in conjecture as to whether certain articles are procurable in your store.

Your show windows are supposed to be salesmen—not catalogs—and they cannot be expected to tell the whole story of the range of your stock. Like the cover of a book, they can be made a most valuable indication of the variety and high quality of what is to be found on the inside, however, provided you know how to trim them properly or employ a man with specialized experience in this line.

If you can develop local interest in your windows by means of timely and interesting window displays, always presenting to public notice articles that are new and seasonable, you can make your windows of more real business-getting value to you than any news-

paper advertising in the average small city.

Store fronts installed twenty years ago seldom meet modern requirements for the most effective show windows even though the windows may be large enough. The windows are so important in the success of a new drug store in this competitive age that it will pay to have them modernized, when necessary, to insure the best lighting arrangement and the best view of the store and the window trims from the sidewalk.

There is no limit to the possibilities in individualizing the store which simply means investing it with original touches of modern arrangement for the efficient serving and comfort of your customers. Complete renovation of an old store has often doubled the sales in six months under new management.

Did you ever observe the chain store magnates leasing an old store property and installing the fixtures without radical changes in the layout of the store to suit an original, distinctive plan, even though the same kind of a business may have occupied the premises before? Hardly!

In the planning of a new store, the location of the soda fountain is naturally a factor of paramount importance, for the fountain is now inseparably associated with the modern drug store, and the progressive druggist realizes that an artistic fountain is a powerful trade magnet, particularly in its influence on the younger element which usually indulges its penchant for luxuries wherever proper temptation is flaunted before it.

The more commonplace location for the soda fountain, particularly in small stores, is a short distance from the main entrance, and often opposite the cigar counter on the other side of the entrance. This seems to be a natural location, and perhaps, it was the best in the days before mechanical refrigeration when the ice man had to come behind the dispensing bar to "ice up" the fountain, but it is a question if it is the best location to-day, particularly if it be agreed that one of the principal functions of the fountain, aside from its well-recognized direct profit, is to get shoppers circulating around the store.

Some of the best stores in the country have their fountains installed squarely in the rear on a direct line



GRAND RAPIDS STORE EQUIPMENT CORPORATION

# GRAND RAPIDS STORE EQUIPMENT CORPORATION

GRAND RAPIDS - MICHIGAN

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

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

**GRAND RAPIDS  
SHOWCASE CO.**

*Succeeding*  
  
**WELCH-WILMARTH  
CORPORATION**



with the front door with no high fixtures or counter displays to completely obscure the view to the street ahead. Naturally, in going to and from the soda counter, patrons must pass a variety of displays of utilitarian merchandise, much of which, will be purchased from time to time by regular fountain devotees, provided there is the right kind of salesmanship in the personnel of the store and the goods are neatly and plainly priced.

If the store is large enough to employ the cashier system of payment, a good place for the cashier is somewhere near the front end of the store, as space in the center of most stores of fair width is considered the most valuable for the display of merchandise.

This reflection leads up to thought of the somewhat less conventional, but decidedly effectual, quadrangle plan of fountain installation which, if your store is of the right proportions to permit the arrangement, will enable you to have a very efficient and distinctive-looking soda fountain, with serving facilities and seating accommodations on all four sides. Of course, such a fountain plan requires no superstructure, but this need not detract from the beauty of the fountain, and the saving on the superstructure will absorb a part of the extra cost of the longer serving counter.

While the modern drug store has become little more than a merchandising establishment, so far as its appearance and physical appurtenances indicate, the reputation of the store as a safe and advantageous place to trade, should be built up on its professional aspects.

In any local or "personal appeal" advertising done, the aspiring young druggist should always emphasize that, so far as the business policy of the

store is concerned, it is his purpose that the professional aspects of pharmacy shall transcend everything else.

In other words, always strive to make friends and profits as a result of your personal reputation as a pharmacist—not at the expense of it. A drug store is fundamentally different from most other retail enterprises in that, while it derives its least revenues from the prescription department which gives it identity, that same department invests the business with a relationship to public health that no other type of store possesses.

Although the drug store is more of a commercial institution to-day than 25 years ago, there has been no diminution in the vital importance of, and the demand for, the services of the modern pharmaceutical dispensary. Proprietaries have supplemented, rather than usurped, the function of the apothecary.

Tradition and custom have established a relationship between toilet goods, stationery, confectionery, the soda fountain and the drug store. These are accepted auxiliary lines in modern drug—retailing establishments.

Sometimes magazines, fountain pens, and camera goods are carried, and of course, the tobacco department is omnipresent, it probably having been introduced into the drug store originally as the most effective discernible overture for the patronage of men in the early days.

No reasonable objection to any of these side lines suggests itself to the writer, but the idea of the druggist carrying radio outfits, phonographs, folding typewriters, etc., does seem to be too wide of the mark of the law of natural association and congruity in the stock carried by a drug store.

Consider the relevancy as well as (Continued on page 31)

## 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	1 35@1 50	Benzoins	@1 44
Boric (Xtal)	10 @ 20	Eligerson	5 00@5 25	Benzoins Comp'd	@2 23
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Buchu	@2 16
Cutric	52 @ 66	Hemlock, pure	1 25@1 50	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 76
<b>Ammonia</b>		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
Water, 26 deg.	07 @ 13	Lemon	6 00@6 25	Gentian	@1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@1 13	Guaiaac	@2 28
Water, 14 deg.	5 1/2 @ 13	Linseed, bld. less	1 25@1 33	Iodine	@1 25
Carbonate	20 @ 25	Linseed, raw, less	1 22@1 35	Iodine, Colorless	@1 50
Chloride (Gran.)	03 @ 13	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
<b>Balsams</b>		Neatsfoot	1 25@1 35	Kino	@1 44
Copaiba	1 00@1 25	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Canada)	2 75@3 00	Olive, Malaga, yellow	3 00@3 50	Nux Vomica	@1 80
Fir (Oregon)	65@1 00	Olive, Malaga, green	2 85@3 25	Opium	@5 40
Peru	3 25@3 50	Orange, Sweet	6 00@6 25	Opium, Camp.	@1 44
Tolu	2 00@2 25	Origanum, pure	1 00@1 20	Opium, Deodors'd	@5 40
<b>Barks</b>		Origanum, com'l	1 00@1 20	Rhubarb	@1 92
Cassia (ordinary)	25 @ 30	Pennyroyal	3 00@3 25	<b>Paints</b>	
Cassia (Salign)	50 @ 60	Peppermint	5 50@5 75	Lead, red dry	14 1/2 @14 1/2
Sassafras (pw. 60c)	@ 60	Rose, pure	13 50@14 00	Lead, white dry	14 1/2 @14 1/2
Soap Cut (powd.)	35c @ 30	Rosemary Flows	1 50@1 50	Lead, white oil	14 1/2 @14 1/2
<b>Berries</b>		Sandelwood, E.	12 50@12 75	Ochre, yellow bbl.	@ 2 1/2
Cubeb	@ 90	Sassafras, true	2 00@2 25	Ochre, yellow less	3 @ 6
Fish	@ 25	Sassafras, arti'l	7 50@1 00	Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	Spearment	7 00@7 25	Red Venet'n Eng.	@ 8
Prickly Ash	@ 75	Sperm	1 50@1 75	Putty	@ 8
<b>Extracts</b>		Tany	7 00@7 25	Whiting, bbl	@ 4 1/2
Licorice	60 @ 65	Tar USP	65 @ 75	Whiting	5 1/2 @10
Licorice, powd.	60 @ 70	Turpentine, bbl.	@ 66	L. H. P. Prep.	2 80@3 00
<b>Flowers</b>		Turpentine, less	73 @ 85	Rogers Prep.	2 80@3 00
Arnica	1 50@1 60	Wintergreen, leaf	6 00@6 25	<b>Miscellaneous</b>	
Chamomile (Ged.)	@ 50	Wintergreen, sweet	3 00@3 25	Acetanilid	57 @ 75
Chamomile Rom.	@1 25	Wintergreen, art	75 @1 00	Alum	05 @ 12
<b>Gums</b>		Worm Seed	4 50@4 75	Alum, powd and ground	@ 15
Acacia, 1st	50 @ 55	Wormwood, oz.	@ 2 00	Bismuth, Subnitrate	2 25@2 51
Acacia, 2nd	45 @ 50	<b>Potassium</b>		Borax xtal or powdered	05 @ 11
Acacia, Sorts	35 @ 40	Bicarbonate	35 @ 40	Cantharides, po.	1 25@1 50
Acacia, Powdered	40 @ 50	Bichromate	15 @ 25	Calome'l	2 72@2 82
Aloes (Barb Pow)	35 @ 45	Bromide	69 @ 85	Capsicum, pow'd	62 @ 75
Aloes (Cape Pow)	25 @ 35	Bromide	54 @ 71	Carmines	3 00@3 00
Aloes (Soc. Pow.)	75 @ 80	Chlorate, gran'd.	21 @ 23	Cassia Buds	38 @ 45
Asafoetida	50 @ 60	Chlorate, powd.	16 @ 23	Cloves	40 @ 56
Pow.	90 @1 00	or Xtal	17 @ 24	Shalk Prepared	14 @ 16
Camphor	87 @ 95	Cyanide	30 @ 90	Chloroform	49 @ 56
Guaiaac	@ 60	Iodide	4 06@4 23	Choral Hydrate	1 20@1 50
Guaiaac, pow'd	@ 70	Permanganate	22 1/2 @ 25	Cocaine	12 85@13 50
Kino	@1 25	Prussiate, yellow	35 @ 45	Cocoa Butter	60 @ 90
Kino, powdered	@1 20	Prussiate, red	@ 70	Corks, list, less	30-10 to 40-10
Myrrh	@1 15	Sulphate	35 @ 40	Copperas	03 @ 10
Myrrh, powdered	@1 25	<b>Roots</b>		Copperas, Powd.	4 @ 10
Opium, powd.	21 00@21 50	Alkanet	30 @ 35	Corrosive Sublim	25 @2 30
Opium, gran.	21 00@21 50	Blood, powdered	40 @ 45	Cream Tartar	35 @ 45
Shellac, Orange	50 @ 65	Calamus	35 @ 35	Cuttle bone	40 @ 50
Shellac, White	55 @ 70	Elecampane, powd.	25 @ 30	Jextrine	6 @ 15
Tragacanth, pow.	@1 75	Gentian, powd.	20 @ 30	Jover's Powder	4 00@4 50
Tragacanth	2 00@2 35	Ginger, African, powdered	30 @ 35	Emery, All Nos.	10 @ 15
Turpentine	@ 30	Ginger, Jamaica.	60 @ 65	Emery, Powdered	@ 15
<b>Insecticides</b>		Ginger, Jamaica, powdered	45 @ 60	Epsom Salts, bbla.	00 1/2 @ 10
Arsenic	08 @ 20	Goldenseal, pow. 6	00 @6 50	Epsom Salts, less 3 1/2	@ 10
Blue Vitriol, bbl.	@ 08	Ipecac, powd.	5 00@6 00	Ergot, powdered	@ 4 00
Blue Vitriol, less	09 1/2 @17	Licorice	35 @ 40	Flake, White	15 @ 20
Bordea. Mix Dry	12 1/2 @ 23	Licorice, powd.	20 @ 30	Formaldehyde, lb.	12 @ 35
Hellebore, White	15 @ 25	Orris, powdered	45 @ 50	Gelatine	80 @ 90
Insect Powder	47 1/2 @ 60	Poke, powdered	35 @ 40	Glassware, less 55%	
Lead Arsenate, Po.	13 1/2 @27	Rhubarb, powd	@1 00	Glassware, full case 50%	
Lime and Sulphur	09 @ 23	Rosinwood, powd.	@ 50	Glauber Salts, bbl.	@02 1/2
Dry	09 @ 23	Sarsaparilla, Hond.	@1 10	Glauber Salts less	04 @ 10
Paris Green	26 1/2 @46 1/2	Sarsaparilla, Mexic.	@ 60	Glue, Brown	20 @ 30
<b>Leaves</b>		Squills	55 @ 60	Glue, Brown Grd	16 @ 22
Buchu	@ 90	Squills, powdered	70 @ 80	Glue, White	27 1/2 @ 35
Buchu, powered	@1 00	Tumeric, powd.	20 @ 25	Glue, white grd.	@ 25
Sage, Bulk	25 @ 30	Valerian, powd.	@1 00	Glycerine	19 @ 40
Sage, 1/2 loose	@ 40	<b>Seeds</b>		Hops	75 @ 95
Sage, powdered	@ 75	Anise	@ 25	odine	6 45@7 00
Senna, Alex.	50 @ 75	Anise, powdered	35 @ 40	Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Bird, ls	13 @ 17	Lead Acetate	20 @ 30
Uva Ursi	20 @ 25	Canary	10 @ 16	Mace	@1 50
<b>Oils</b>		Caraway, Po. 30	25 @ 30	Mace powdered	@1 60
Almonds, Bitter, true	7 50@7 75	Cardamon	2 50@2 75	Menthol	7 00@8 00
Almonds, Bitter, artificial	3 00@3 25	Coriander pow. 40	30 @ 35	Morphine	13 58@14 32
Almonds, Sweet, true	1 50@1 80	Dill	15 @ 20	Nux Vomica	@ 20
Almonds, Sweet, imitation	1 00@1 25	Fennell	35 @ 50	Nux Vomica, pow.	15 @ 25
Amber, crude	1 00@1 25	Flax	9 1/2 @ 15	Pepper, black, pow	57 @ 70
Amber, rectified	1 50@1 75	Flax, ground	9 1/2 @ 15	Pepper, White, pw.	75 @ 85
Anise	2 00@2 25	Foenugreek, pvd.	15 @ 25	Pitch, Burgudry	20 @ 25
Bergamont	6 50@7 00	Hemp	8 @ 15	Quassia	13 @ 15
Cajeput	2 00@2 25	Lobelia, powd.	@1 60	Quinine, 5 oz. cans	@ 60
Cassia	3 00@3 25	Mustard, yellow	17 @ 25	Rochelle Salts	28 @ 35
Castor	1 55@1 80	Mustard, black	20 @ 25	Sacharine	3 60@3 75
Cedar Leaf	2 00@2 25	Poppy	15 @ 30	Salt Peter	11 @ 22
Citronella	75 @1 00	Quince	1 50@1 75	Seldilts Mixture	30 @ 40
Cloves	4 00@4 25	Sabadilla	45 @ 50	Soap, green	15 @ 20
Cocanut	27 1/2 @ 35	Sunflower	12 @ 18	Soap mott cast	@ 25
Cod Liver	1 40@2 00	Worm, American	30 @ 40	Soap, white Castile, case	@15 00
Croton	4 50@4 75	Worm, Levant	6 50@7 00	Soap, white Castile less, per bar	@1 60
<b>Tinctures</b>		<b>Tinctures</b>		Soda Ash	3 @ 10
Aconite	@1 80	Aconite	@1 80	Soda Bicarbonate	3 1/2 @ 10
Aloes	@1 56	Aloes	@1 56	Soda, Sal	02 1/2 @ 08
Asafoetida	@1 50	Asafoetida	@1 50	Spirits Camphor	@1 20
Arnica	@1 50	Arnica	@1 50	Sulphur, roll	4 @ 11
				Sulphur, Subl.	4 1/2 @ 10
				Tamarinds	20 @ 25
				Tartar Emetic	70 @ 75
				Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure 2	25 @2 50
				Zino Sulphate	06 @ 11

## 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 BAGS
MATCHED GOLF SETS	GOLF WOOD CLUBS
REGISTERED GOLF CLUBS	STEEL SHAFT 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

Pork

## DECLINED

Cheese

California Prunes  
Lamb

### 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

Arctic, 7 oz. tumbler	1 35
Royal, 10 oz. doz.	95
Royal, 4 oz. doz.	1 85
Royal, 6 oz. doz.	2 50
Royal, 12 oz. doz.	4 95
Royal, 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 60
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

Lizzie, 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 Kidney Beans	9 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 25
White Flame, No. 1 and 2, doz.	2 25

### BOTTLE CAPS

Obl. Lacquer, 1 gross	18
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### 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
Brn Flakes, No. 624	2 45
Brn Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

### Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

### Post Brands.

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

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

### Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

### Shoe

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

### BUTTER COLOR

Dandelion	2 85
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### CANDLES

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

### CANNED FRUITS

Hart Brand

### Apples

No. 10	5 75
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### 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 35
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, Kless	4 75
Salmon, Red Alaska	3 35
Salmon, Med. Alaska	2 50
Salmon, Pink, Alaska	1 95
Sardines, Im. 1/2, ea.	10 22
Sardines, Im. 1/2, ea.	22
Sardines, Cal. 1 35	2 25
Tuna, 1/2, Curtis, doz.	2 60
Tuna, 1/2, Curtis, doz.	2 25
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

### CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	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.	1 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 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, 18 oz.	1 05
Quaker, 18 oz.	95
Fremont, No. 2	1 25
Snider, No. 1	1 25
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	40
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 95
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 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 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	1 35
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	2 75
Little Dot, No. 2	2 55
Little Quaker	2 40
Pride of Michigan	2 15

### Tomatoes

No. 10	6 50
No. 2 1/2	2 35
No. 2	1 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50



0000	7 00
Barley Grits	5 00
Sage	
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.	
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 50
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	
Oleo	

Certified	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 bx	4 00
Ohio Blue Tip, 720-1c	4 00
*Reliable, 144	3 90
*Federal, 144	4 75

Safety Matches	
Quaker, 5 gro. 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 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 50

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

## PEANUT BUTTER



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

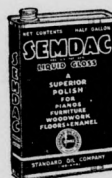
PETROLEUM PRODUCTS	
From Tank Wagon	
Red Crown Gasoline	19 7
Red Crown Ethyl	22 7
Solite Gasoline	22 7

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 "F"	65 1
Transmission Oil	65 1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8 3
Parowax, 40, 1 lb.	8 55
Parowax, 20, 1 lb.	8 8



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75
Sweet Small	
16 Gallon, 2250	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't 15 1/2@21	
Med. Steers & Heif.	18
Com. Steers & Heif.	16

Veal	
Top	21
Good	19
Medium	16

Lamb	
Spring Lamb	21
Good	20
Medium	19
Poor	16

Mutton	
Good	14
Medium	13
Poor	11

Pork	
Loin, med.	25
Butts	22
Shoulders	18
Spareribs	16
Neck bones	07
Trimnings	14

## PROVISIONS

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

Dry Salt Meats	
D S Bellies	18-20@18-17

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 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@26
Hams, Cert., Skinned	@26
16-18 lb.	@26
Ham, dried beef	@42
Knuckles	@42
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
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
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS	
Arm and Hammer	3 75

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

COD FISH	
Middles	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

Mackeral	
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.	4 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,	
6-10 lb.	4 50



Free Run'g, 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 Naptha, 100 box	5 50
Flake White, 10 box	4 15
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 120	5 00
Pumpo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 90
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	60
Williams Mug, per doz.	48

## CLEANSERS



80 can cases, \$4.80 per case	
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WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2

Brillo	85
Chimalline, 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	3 85
oz.	
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

SPICES	
Whole Spices	
Allspice, Jamaica	@40
Cloves, Zanzibar	@50
Cassia, Canton	@72
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, 105-110	@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



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 13.—In the matter of Clyde H. Smith, Bankrupt No. 3364. The final meeting of creditors has been called for March 28. The trustee's final report and account will be approved at such meeting. There will be a first and final dividend for creditors.

March 4. We have to-day received the schedules, reference and adjudication in the matter of Elton Lahr, Bankrupt No. 4045. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Coloma, and his occupation is that of a druggist. The schedule shows assets of \$799.10 of which \$500 is claimed as exempt, with liabilities of \$11,047.66. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Whitman Candy Co., Chicago ---- \$ 25.40  
Vice Chemical Co., Chicago ---- 26.65  
A. L. Kraemer Co., Chicago ---- 93.80  
C. & F. Sales Co., Lansing ---- 27.26  
J. A. McDonald, Salt Lake City ---- 16.02  
Marks & Berber, New York ---- 16.50  
Chelsea News Co., New York ---- 12.51  
E. C. DeWitt & Co., Chicago ---- 28.00  
Luxor Co., Chicago ---- 29.00  
Edwards & Chamberlain Co., Kala. ---- 42.15  
General Cigar Co., Chicago ---- 48.80  
Auburn Greeting Card Co., Auburn ---- 4.50  
Wayne Calendar Co., Fort Wayne ---- 33.31  
Lockway-Stouck Paper Co., Benton Harbor ---- 33.83

O'Brien Varnish Co., South Bend ---- 192.79  
Mutual Drug Co., Chicago ---- 106.40  
Western Oil Co., Grand Rapids ---- 20.39  
C. W. Beggs Sons Co., Chicago ---- 19.96  
Michael-George Co., Libertyville ---- 25.00  
Armard Co., Des Moines ---- 41.39  
Simmons Hardware Co., Toledo ---- 52.75  
Chilton Pen Co., Boston ---- 83.70  
Smith Aiso Paint Co., South Bend ---- 147.98  
Commercial Cigar Co., Chicago ---- 18.75  
Liberty Weekly Corp., New York ---- 24.87  
International Magazine Co., N. Y. ---- 42.47  
Plough, Inc., Memphis ---- 42.17

Burleson Santarium, Grand Rap. ---- 4.50  
Zerbst Pharmacal Co., St. Joseph ---- 10.89  
Hamilton-Harris Co., South Bend ---- 32.20  
Lion Leather Goods Co., Chicago ---- 36.63  
Kyra Cigar Co., Chicago ---- 26.38  
McInery & Warner Cigar Co., South Bend ---- 43.80  
Wengler & Mandell, Chicago ---- 28.13  
G. E. Bursley Co., Elkhart ---- 46.05  
DePress Chemical Co., Holland ---- 96.13  
Middle States Paper Co., Chicago ---- 9.63  
Vadco Sales Corp., New York ---- 394.27  
Gallup Map & Supply Co., Kansas City ---- 3.95

McLaughlin Paint & Varnish Co., Mishawakee ---- 13.52  
Van Enam Cigar Co., Zeeland ---- 3.75  
Hazelton & Perkins Drug Co., Grand Rapids ---- 359.48

Kidd Dater & Price Grocery Co., Benton Harbor ---- 19.38  
Warner Cigar & Tobacco Heuse, Benton Harbor ---- 104.18  
Paw Paw Bait Co., Paw Paw ---- 30.54  
Coloma Courier, Coloma ---- 27.40

Michigan Hardware Co., Grand R. ---- 20.05  
C. Kammert, South Haven ---- 52.85  
Mary Wayne Candy Co., So. Bend ---- 20.15  
Niagara Wall Paper Co., N. Y. ---- 193.80  
Standard Bros. Hardware Co., Benton Harbor ---- unknown

Ohio Varnish Co., Benton Harbor ---- 1,397.00  
Indiana & Michigan Electric Co., Benton Harbor ---- 45.00  
Michigan Bell Telephone Co., Benton Harbor ---- 13.62

A. W. Baker, Coloma ---- 1,094.58  
H. O. Wilson Co., Benton Harbor ---- 596.09  
Chicago Daily Times, Chicago ---- 4.20  
Chicago Daily News Co., Chicago ---- 3.80  
Herald & Examiner, Chicago ---- 160.00  
Evening American, Chicago ---- 45.00

Detroit News, Detroit ---- 5.50  
Detroit Times, Detroit ---- 3.48  
Detroit Free Press, Detroit ---- 6.80  
Mrs. F. E. Van Natter, Watervliet ---- 2,200.00  
Miss Effie Price, Watervliet ---- 875.00

State Bank of Coloma ---- 367.00  
Barensten Candy Co., Benton Har. ---- 29.30  
Reese Chemical Co., St. Joseph ---- 28.88  
David Linzer, St. Joseph ---- 10.00  
Chas. H. Ingersoll Pen Co., Benton Harbor ---- 33.53

Chas. Klett, Jackson ---- 300.00  
American Nut Co., Indianapolis, Ind. ---- 60.62  
Russell & Co., Cambridge, Mass. ---- 52.63  
Woodhouse Co., Grand Rapids ---- 38.00  
Lockwood Brackett Co., Boston ---- 16.60

Western News Co., Chicago ---- 27.65  
M. Veenstra & Son, Grand Rapids ---- 9.75  
Schaefer Hdw. Co., Decatur, Ind. ---- 88.28  
A. G. Morse & Co., Chicago ---- 38.40  
Putnam Candy Co., Grand Rapids ---- 19.03

Arrow Brush Co., Troy, N. Y. ---- 15.00  
Mennen Co., Newark, N. J. ---- 27.00

March 6. We have to-day received the schedules, reference and adjudication in the matter of John J. Seltenreich, individually and doing business as Surplus Machinery Co., Bankrupt No. 4050. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a dealer in machinery. The schedule shows assets of \$19,370.57 of which \$850 is claimed as exempt, with liabilities of \$30,709.98. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Kalamazoo ---- \$724.69  
First National Bank & Trust Co., Kalamazoo ---- 7,751.09  
H. De Young, Kalamazoo ---- 860.00  
J. Parent, Kalamazoo ---- 875.00  
W. Gairing, Kalamazoo ---- 193.84  
Sutherland Paper Co., Kalamazoo ---- 575.00  
Amer. Sign Co., Kalamazoo ---- 589.38  
Limousine Body Co., Kalamazoo ---- 370.00  
Kal. Railway Supply, Kalamazoo ---- 300.00  
Bryant Paper Co., Kalamazoo ---- 100.58  
Minwood Insulating Co., Kalamazoo ---- 170.00  
Merrill Mfg. Co., Toledo ---- 662.20  
Jeanning Electric Co., Toledo ---- 520.70  
Thompson & Jameson, Ind., Kalamazoo ---- 640.20

Tubor Velic, Chicago ---- 66.59  
Passman Bros., Chicago ---- 216.50  
Scott Bansbach, Chicago ---- 11.25  
Devilbiss Co., Toledo ---- 6.66  
J. A. Dillon, Hudson ---- 103.44  
Streine Tool Works, New Bremen, Ohio ---- 211.50

Kal. Paper Box, Kalamazoo ---- 50.00  
Kal. Color Type Co., Kalamazoo ---- 50.00  
R. L. Polk, Detroit ---- 25.00  
Presto-Lite Co., Chicago ---- 40.00  
Consumers Power Co., Kalamazoo ---- 214.50  
Amer. Scale Co., Kansas City ---- 38.81  
Protection Products Co., Kalamazoo ---- 200.00  
Enquirer News, Battle Creek ---- 7.00

Surplus Record, Chicago ---- 12.00  
Matheue & Sons, Bridgman ---- 125.00  
Rathmer Electric Co., Battle Creek ---- 235.00  
Air Reduction Co., Detroit ---- 10.75  
E. F. Houghton, North Philadelphia, Pa. ---- 3.40

Linde Air Products Co., Chicago ---- 52.80  
State Accident Fund, Lansing ---- 295.50  
Roy Baker, Goshen, Ind. ---- 700.00  
Western Paper Makers Chem. Co., Wiggington Co., Kalamazoo ---- 100.00  
William Fry, Kalamazoo ---- 166.00

Geo. Van Kersen, Kalamazoo ---- 125.00  
Universal Crane, Battle Creek ---- 96.00  
Grand Trunk Railway, Detroit ---- 989.00  
City of Otsego, Otsego ---- 130.00  
S. E. Fry, Kalamazoo ---- 307.00  
Pioneer Welding Co., Kalamazoo ---- 135.00  
Clyde Anderson, St. Johns ---- 25.00

H. Martinson, Kalamazoo ---- 60.00  
W. A. Lounsbury, Kalamazoo ---- 39.00  
Harry Umberger, Detroit ---- 1,188.00  
Kal. Stationery Co., Kalamazoo ---- 315.00  
J. R. Casselman, Grand Rapids ---- 1,800.00  
K. M. Scudder, Augusta ---- 80.00

Medart Patent Pulley Co., St. Louis ---- 276.00  
E. Munger, Kalamazoo ---- 600.00  
Consumers Power Co., Kalamazoo ---- 55.87  
Ole Pearson, Benton Harbor ---- 3,250.00  
W. H. Rice, Kalamazoo ---- 15.00  
E. M. Sergeant, Kalamazoo ---- 150.00

Cadman Plating Co., Kalamazoo ---- 20.00  
R. R. Lambert, Chicago ---- 279.90  
Humphrey Co., Kalamazoo ---- 25.00  
Hill Curtis Co., Kalamazoo ---- 35.00  
A. N. Langenbach, Chicago ---- 500.00  
Clinton Mach. Co., Chicago ---- 21.90

Bronson Hospital, Kalamazoo ---- 100.00  
Gerline Brass Fdy., Kalamazoo ---- 37.00  
Winternitz Co., Chicago ---- 225.00  
Decatur Cold Storage Co., Decatur ---- 200.00  
Geo. Dorman, Camp Custer ---- 43.50  
H. A. Kelly, Kalamazoo ---- 6.00

August W. Zick, St. Joseph ---- 83.44  
Michigan Bell Tel. Co., Kalamazoo ---- 85.00  
Nicholas & Shepherd Co., Battle C. ---- 550.00  
Beckwith Co., Dowagiac ---- 1,100.00

March 5. We have to-day received the schedules, reference and adjudication in the matter of George G. Doxey, Bankrupt No. 4049. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a druggist. The schedule shows assets of \$9,037.90 of which \$850 is claimed as exempt, with liabilities of \$6,953.70. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Kalamazoo ---- \$307.03  
Humiston, Keeling & Co., Chicago ---- 700.00  
Hazelton & Perkins Drug Co., Grand Rapids ---- 1,929.07  
Kal. City Savings and Trust Co., Kalamazoo ---- 450.00  
Henderson-Ames Co., Kalamazoo ---- 2,650.00  
Gesto Lumbard & Co., Chicago ---- 223.20

Vadco Sales Corp., New York ---- 86.32  
John Wyeth & Bro., Philadelphia ---- 102.87  
Carl F. Skinner & Sons, Kalamazoo ---- 43.21  
National Vaporizer Co., Kalamazoo ---- 25.00  
June Days, Des Moines, Iowa ---- 50.00  
Robt. J. Pierce, Inc., New York ---- 36.45

Star Paper Co., Kalamazoo ---- 32.74  
Youngs Rubber Co., New York ---- 13.13  
Dr. Chas. Camp Corp., Chicago ---- 32.00  
Pond Pharmacal Co., New York ---- 12.50  
Lambert Chocolate Co., Jackson ---- 45.00  
Zert St. Pharmacal Co., St. Joseph ---- 20.45

American Silver Truss Corp., Condersport, Pa. ---- 30.40  
Solon Palmer, New York ---- 38.85  
Ohio Truss Co., Cincinnati ---- 39.21  
Wm. R. Warner & Co., St. Louis ---- 34.79  
Steven L. Bartlett Co., Boston, Mass. ---- 31.50

Auto Strop Safety Razor Co., Inc., New York ---- 19.98

will be made herein. The list of creditors of said bankrupt is as follows:

Wayne E. Gay, Dowling ---- \$905.00  
Universal Garage, Hastings ---- 322.00  
Battle Creek Citizen's Loan & Investment Co., Battle Creek ---- 33.40  
Memorial Park Cemetery Ass'n., Battle Creek ---- 170.00

E. J. Brak & Sons, Chicago ---- 19.75  
Carl P. Skinner & Sons, Kalamazoo ---- 20.00  
Walter E. Wallace, Hastings ---- 60.00  
Armour & Co., Kalamazoo ---- 11.70  
Hastings Banner, Hastings ---- 3.00  
Loose Wiles Biscuit Co., Chicago ---- 44.68

Mishawaka Rubber & Woolen Mfg. Co., Mishawaka ---- 3.96  
B. C. Lumber Co., Battle Creek ---- 32.35  
Taylor Produce Co., Battle Creek ---- 28.34  
C. L. Breese, Battle Creek ---- 51.50  
National Grocer Co., Jackson ---- 402.84

Consolidated Cigar Corp., G. R. ---- 3.75  
Strong Hardware Co., Battle Creek ---- 20.00  
R. W. Carr Granite Co., Battle Ck. ---- 60.00  
C. J. Farley & Co., Grand Rapids ---- 32.35  
Blodgett Beckley Co., Toledo ---- 29.66

Citizens Telephone Co., Banfield ---- 11.75  
Dr. Haight, Bellevue ---- 27.00  
Clyde Lybarker, Battle Creek ---- 12.00  
Mrs. Gorsline & Kolvoord, Bat. C. ---- 12.00  
Dr. McIntyre, Jr., Hastings ---- 35.00  
Baumgartner & Co., Toledo ---- 20.00

Hastings Dowling Tele. Co., Hast. ---- 10.00  
Rose Ford Service, Battle Creek ---- 6.40  
Bankable Cigar Corp., Ft. Worth, Ind. ---- 3.85  
Cortright Paper Co., Battle Creek ---- 19.56  
Mrs. J. Radcliffe, Battle Creek ---- 20.00

Mutchlen Oil Co., Battle Creek ---- 156.88  
National Grocer Co., Grand Rapids ---- 138.06  
L. Perrigo Co., Allegan ---- 6.36  
G. J. Haan Calendar Co., G. R. ---- 13.52  
Fisher & Oswald, Dowling ---- 7.36  
B. C. Sanitarium, Battle Creek ---- 191.60

Herald Examiner, Chicago ---- 4.74  
Enquirer & News, Battle Creek ---- 31.30  
B. C. Citizen's Loan & Investment Co., Battle Creek ---- 322.08

March 10. We have to-day received the schedules, reference and adjudication in the matter of Samuel Meretsky, individually and as Meretsky Bottling Works, Bankrupt No. 4054. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$9,150 of which \$850 is claimed as exempt, with liabilities of \$21,430.51. 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:

Charles Pierson, Grand Rapids ---- \$2,164.40  
Industrial Co., Grand Rapids ---- 3,600.00  
Israel Smith, Grand Rapids ---- 400.00  
Rose Schneider, Detroit ---- 1,000.00  
Old Kent Bank, Grand Rapids ---- 7,164.00  
Jordan & Jordan, Grand Rapids ---- 200.00

DeBoer Heating Co., Grand Rap. ---- 2,403.00  
Boston Store, Grand Rapids ---- 487.38  
Herpolsheimer Co., Grand Rapids ---- 108.98  
Wurzburg's Dry G. Co., Grand R. ---- 54.00  
Friedman-Springs, Grand Rapids ---- 70.00  
Houseman & Jones, Grand Rapids ---- 28.95

Verstey Sheet & Metal Co., G. R. ---- 67.50  
Fred Brogger, Grand Rapids ---- 115.00  
V. C. Lumber Co., Grand Rapids ---- 175.00  
Graybar Electric Co., Grand Rapids ---- 99.00  
A. B. Knowlson, Grand Rapids ---- 38.29  
Alden & Judson, Grand Rapids ---- 56.66

Owen-Illinois Glass Co., Toledo ---- 60.77  
W. H. Hutchinson & Son, Chicago ---- 57.15  
Pure Carbonic Gas Co., Chicago ---- 45.85  
E. L. Norman, Grand Rapids ---- 5.68  
Henry Klomparsens, Grand Rapids ---- 25.20  
Harry W. Thompson, Grand Rapids ---- 3.25

A. C. Benson Furn. Co., Grand R. ---- 264.85  
Wm. Myler, Grand Rapids ---- 12.00  
Pittsburgh Plate Glass Co., G. R. ---- 10.00  
G. R. Art Glass & Mirror Works, Grand Rapids ---- 9.40  
Frank Ley Plumbing & Ht. Co., Grand Rapids ---- 30.00

Riverview Furn. Co., Grand Rapids ---- 39.50  
Gay Coal Co., Grand Rapids ---- 16.85  
DeKorne Furn. Co., Grand Rap. ---- 3,900.00  
Himes Coal Co., Grand Rapids ---- 360.00  
Hayden Supply Co., Grand Rap. ---- 1,006.25  
E. Fulton Hardware Co., Gd. R. ---- 3,000.00

McCauley Bros., Grand Rapids ---- 1,089.00  
Philip Allen, Grand Rapids ---- 550.00

March 13. On this day was held the first meeting of creditors in the matter of Arthur B. Ragon, Bankrupt No. 4025. The bankrupt was present in person and represented by attorneys Cleland and Snyder. Creditors were present in person and represented by attorneys Hilding & Hilding and by G. R. Credit Men's Association. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

resented by attorneys Lokker & Den Herder. Creditors were present in person. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

March 13. We have to-day received the schedules, reference and adjudication in the matter of Willard Bruce King, Bankrupt No. 4058. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Three Rivers, and his occupation is that of a farmer. The schedule shows assets of \$369 with liabilities of \$1,570.40. 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 13. We have to-day received the adjudication and reference in the matter of Ray Scher, doing business as Ray's Cut Rate Store, Bankrupt No. 4040. The bankrupt has been ordered to file schedules and upon receipt of same the list of assets and liabilities will be made herein. This is an involuntary case and the matter has been referred to Charles B. Blair as referee in bankruptcy. The concern is located at Kalamazoo.

On this day also was held the first meeting of creditors in the matter of Robert C. Luz, Bankrupt No. 4022. The bankrupt was present in person and represented by attorneys Watt & Colwell. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

March 13. On this day was held the first meeting of creditors in the matter of Wesley M. Tift, Bankrupt No. 4032. The bankrupt was present only. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day was held the first meeting of creditors in the matter of Bert Maxon, Bankrupt No. 4019. The bankrupt was present in person and represented by attorneys Wetmore & Bagley. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district, as a case without assets.

In the matter of Irwin Henry Miller, Bankrupt No. 3860. The final meeting of creditors has been called for March 31. The trustee's final report and account will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of George A. Jackson, doing business as Hastings Upholstering Co., Bankrupt No. 3831. The final meeting of creditors has been called for March 28. The trustee's final report and account will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Hendrick Candy Co., Bankrupt No. 3843. The final meeting of creditors has been called for March 28. The trustee's final report and account will be approved at such meeting. There may be a first and final dividend for creditors.

March 14. We have to-day received the schedules, reference and adjudication in the matter of Otto F. Stoeffler, Bankrupt No. 4061. 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 merchant. The schedule shows assets of \$4,186.63 of which \$850 is claimed as exempt, with liabilities of \$6,052.08. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Alma Stoeffler, Grand Rapids ---- \$ 40.00  
Universal Credit Co., Grand Rapids ---- 338.00  
Abbey & Imbrie, New York ---- 231.00  
Butler Bros., Chicago ---- 270.84  
Brown & Sehler Co., Grand Rapids ---- 53.18  
Baltimore Leather Goods Co., Baltimore ---- 5.77

Cattaraugus Cutlery Co., Little Valley ---- 27.76  
Central West Products Co., G. R. ---- 21.61  
Commercial Credit Co., Grand R. ---- 15.00  
Consumers Power Co., Grand Rap. ---- 5.28  
Dornbos Garage, Grand Rapids ---- 4.80

C. J. Farley & Co., Grand Rapids ---- 33.13  
Franklin Fuel Co., Grand Rapids ---- 65.55  
Foebing Chemical Co., Milwaukee ---- 18.70  
Favorit Store & Range Co., Piqua, Ohio ---- 5.40  
Foster, Stevens Co., Grand Rapids ---- 119.45

G. R. Wood Finishing Co., G. R. ---- 10.05  
Hazelton & Perkins Drug Co., G. R. ---- 133.33  
Hanisch Bros. Mfg. Co., Chicago ---- 7.50  
Hayden Supply Co., Grand Rapids ---- 2.26  
Hillsdale Screen Co., Hillsdale ---- 2.75  
S. C. Johnson & Son, Racine ---- 13.83  
Levee Aluminum Co., Kewaunee, Wis. ---- 31.26

S. Klausner & Sons, Cleveland ---- 29.28



George Kopf, Grand Rapids	3.75
C. J. Litscher Electric Co., G. R.	41.47
C. W. Mills Paper Co., Grand Rap.	34.71
Michigan Hardware Co., Grand R.	472.45
Michigan Bell Tel. Co., Grand R.	17.65
Morley Bros., Saginaw	365.18
Memco Electric Co., Grand Rapids	10.50
Naylon, Pierson, Hough Co., Detroit	20.47
Safe Padlock & Hdwe. Co., Lancaster, Pa.	4.65
Fnn Mfg. Co., Charlotte	29.25
Timmer & Tepper, Grand Rapids	163.14
Toledo Plat & Window Glass Co., Grand Rapids	31.55
New Jersey Wire Cloth Co., Trenton	34.68
John Seven Co., Grand Rapids	65.24
G. R. Nat'l. Bank, Grand Rapids	1,375.00
Rosine Stoeffler, Grand Rapids	550.00
C. W. Meyjes, Grand Rapids	550.00
Twin City Iron & Wire Co., St. Paul	12.00
State of Michigan, Lansing	561.20
Fox & Snook, Grand Rapids	23.75
J. Tome Preston, Grand Rapids	50.00
H. Hannink, Sr., Grand Rapids	50.00
Roland Winterstein, Saginaw	85.00

March 14. We have to-day received the schedules, reference and adjudication in the matter of Joseph Jennings, Bankrupt No. 4059. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$215 of which the full amount is claimed as exempt, with liabilities of \$1,147.14. The court has written for funds and upon receipt of same the notice of first meeting will be made herein.

March 15. We have to-day received the schedules, reference and adjudication in the matter of Paul DeLong, doing business as DeLong Bros., Bankrupt No. 4060. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of North Muskegon. The schedule shows assets of \$16,736.72 with liabilities of \$34,499.93. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Lyle Snow, North Muskegon	\$321.00
Anderson Packing Co., Muskegon	642.00
Alamo Furnace Co., Muskegon	8.00
William Banninga, Muskegon	4.85
Bauknecht Bros., Muskegon	30.00
Black Diamond, Chicago	15.00
Boyd Auto Sales, Muskegon	4.15
Universal Credit Co., Grand Rap.	47.10
Clark Chemical Co., Bay City	3.15
Central Pochontas Coal Co.	287.70
Colton Nws Agency, Muskegon	4.00
Cardinal Dixie Co., Muskegon Heights	285.19
Cory Mann George Corp., N. Y.	168.00
Pere Mar. R. R. Co., Muskegon	277.54
Campeau Mullally & Meier, Muskegon	38.02
Coco Cola Bot. Co., Muskegon	180.00
Darling & Co., Chicago	96.18
C. M. Ferry & Co., Detroit	89.50
Poster Stevens & Co., Grand R.	38.82
C. J. Farley & Co., Grand Rapids	539.41
Harrison Mfg. Co., Shelby	483.47
L. G. Jebavy, Ludington	140.00
John R. Hilt Co., Muskegon	5.25
Hekman Biscuit Co., Grand Rapids	648.97
Hume Grocer Co., Muskegon	3,912.92
E. W. Klatt, Coopersville	284.73
C. Karel & Son, Muskegon	8.30
Leckie Coal Co., Inc., Columbus	149.40
Langeland Mfg. Co., Muskegon	81.15
Muskegon Bottling Co., Muskegon	2.00
Michigan Millers Mutual Fire Ins. Co., Lansing	8.51
Mill Mutual Agency, Lansing	124.51
Michigan Banker's & Merchants' Mutual Fire Ins. Co., Fremont	18.44
Muskegon Hardware Co., Muskegon	7.50
Motor Rebuilding & Parts Co., Muskegon	30.42
Muskegon Cooperative Oil Co., Muskegon	302.65
Moulton Grocer Co., Muskegon	516.74
C. W. Mills Paper Co., Grand Rap.	210.74
Muskegon Candy Corp., Muskegon	954.95
Northern Coal Co., Detroit	372.44
North Shore Garage, No. Muskegon	6.50
Postal Telegraph Co., Muskegon	.55
Peoples Milling Co., Muskegon	2,462.95
Reliable Tire & Accessories Co., Muskegon	45.78
Schust Co., Saginaw	51.96
Schultema Elec. Co., Muskegon	1.50
Steiner Electric Co., Muskegon	3.43
Schulte Motor Sales, Muskegon	6.97
Steindler Paper Co., Muskegon	35.25
Saco Mercantile Co., Milan	99.40
Virginia Caroline Chemical Co., Richmond	6.80
Vanderberg Cigar Co., Grand Rap.	7.50
Towner Hdwe. Co., Muskegon	89.63
Wit & Van Andel, Muskegon	904.28
White Bros., Scotts	350.35
West Crescent Fuel Co., Toledo	205.11
Western Union Tele. Co., Muskegon	1.45
Wolffs Bros., Muskegon	54.90
Consumers Power Co., Muskegon	26.14
Greater Muskegon Industrial Foundation, Muskegon	90.00
Coal Credit Bureau, Muskegon	11.00
Edward Bowsma, Muskegon	6.32
Fred Peters, Casnovia	327.95
I. Van Westenburg, Muskegon	74.96
L. Bestrom, Bailey	34.90
William Rutledge, Muskegon	7.79
Van's Chemical Co., Holland	93.00
T. Schillaci & Co., Muskegon	unknown
John Rudin & Co., Chicago	60.00
Peoples Milling Co., Muskegon	6,375.00
F. L. Bargwell, Coopersville	365.34
Anderson Packing Co., Mus. Hts.	1,700.00
Michigan Biscuit Co., Mus. Hts.	500.00
Swift & Co., Muskegon Heights	80.00
C. Karel & Son, Muskegon Hts.	25.00
Schust & Co., Saginaw	125.00
Bauknecht Bros., Muskegon	174.01
Wit & Van Andel, Muskegon	650.00

Peoples Milling Co., Muskegon 160.00  
Lyle Snow, Muskegon 320.00  
Mrs. Lyle Snow, Muskegon 400.00  
Mrs. Berendina DeLong, Muske. 1,200.00  
Herman Friesma, Muskegon 1,250.00  
Wesley DeLong, Muskegon Hts. 1,600.00  
F. G. Hartwell Co., Chicago 1,449.75  
Van's Chemical Co., Holland 90.00

In the matter of Frank A. Brooks, Bankrupt No. 3969, the trustee has filed his return showing no assets over and above exemptions and abandoned assets, and the case has been closed and returned to the district court, as a case without assets.

March 17. We have to-day received the schedules, reference and adjudication in the matter of Lynn S. Castner, Bankrupt No. 4063. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a book-keeper. The schedule shows assets of \$140 of which the full amount is claimed as exempt, with liabilities of \$939.40. 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 17. We have to-day received the schedules, reference and adjudication in the matter of Elizabeth E. Wellman, Bankrupt No. 4012. This matter has been referred to Charles B. Blair as referee in bankruptcy. This is an involuntary case and the schedules have been ordered filed, upon receipt of same the first report of assets will be made herein.

In the matter of Otto F. Stoeffler, Bankrupt No. 4061. The first meeting of creditors has been called for April 7.

In the matter of Edward W. Murphy, Bankrupt No. 4052. The funds have been received and the first meeting of creditors has been called for April 7.

In the matter of John Hasper, Bankrupt No. 4056. The funds have been received and the first meeting of creditors has been called for April 7.

In the matter of Paul DeLong, doing business as DeLong Bros., Bankrupt No. 4060. The first meeting of creditors has been called for April 7.

In the matter of Johanna Kooiker and Mrs. George Huizenga, as copartners trading as George H. Huizenga & Co., Bankrupt No. 4051. The first meeting of creditors has been called for April 8.

In the matter of Vernon Corkins, Bankrupt No. 4057. The funds have been received and the first meeting of creditors has been called for April 8.

On this day also was held the first meeting of creditors in the matter of Frank L. Billings, Bankrupt No. 4036. The bankrupt was present in person and represented by attorneys Cleland & Snyder. Claims were proved only. Creditors were present. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

#### Rewards in Drug Merchandising Depend on Right Management.

(Continued from page 27)

the profitability of any new side line you are urged to take on. If you're ever tempted to stock furniture, display wheel chairs, and open a hospital supply or sick room department.

It is not advisable for any drug store to shed too much of its professional atmosphere in the public eye. Successful independent druggists are making money without jeopardizing their professional prestige.

The better class of patrons expect a little higher quality in a drug store, and will pay a little more for it, in certain items, because of the professional associations of the high-class drug store, and the superiority of service which does, or should, characterize the drug store as contrasted with the department store.

In the building of a local reputation, the young druggist will derive valuable aid from high-grade exclusive sale specialties—indeed, such specialties are important weapons in combating de-

partment store competition in certain stock items—particularly those in the toilet goods and sundries lines.

Giving your customers a superior grade of personal service should prove a telling advantage to the retail druggist—in fact, the personal touch of the proprietor is one of the best merchandising advantages of the independent drug store over the chain store, if properly used.

Personal-tone, direct-by-mail advertising is also a strong factor in developing and retaining a discriminating local trade.

No matter how much patronage rewards your endeavors, however, you must have some practical system for recording and analyzing the transactions of your store so as to keep your thumb on the financial pulse of the business. You must know your quick assets in cash and stock at all times, and have no speculation as to the rate of net profit at which you are operating.

Credit accommodation and delivery service should have no place in the economics of the drug store, unless of course, the delivery consideration arises in an emergency when the professional ethics of the pharmacist must decide his duty.

It is well to remember that for every known means of increasing retail profits, there are a dozen loopholes for losing track of your profits; hence, eternal vigilance in all details of buying, selling and general store management is the price of success—more so to-day than in those days when the commercial side of pharmacy was not so complex. Victor N. Vetromile.

#### The Royal Road To Real Prosperity.

(Continued from page 20)

garded as lost—inaccessible, never to be touched—the earnings always to be added to the principal and so on indefinitely.

This process had barely started when I found myself being more seriously regarded in local business circles. My banker heartily approved. Other substantial men treated me as an equal. Within four years the Savings Trust increased its stock and I was invited to become a stockholder, which I did.

Another fundamental of this plan was never to increase the \$150 monthly until I felt certain I could maintain the increased amount. So when I got up to \$175 and \$200, I kept that going as regularly. No need for more details. Independence was the reward—"something for our work," as my wife had said.

My present correspondent had no \$150 per month. He had \$200 per year. But the process was the same. He put that away every month—\$16.67 per month. Like me, he invested on his banker's advice. He has traveled

steadily onward. I said in twelve years he'd have doubled his first deposit, for money at 6 per cent. doubles in twelve years. He has done better than that. He tells his own story well enough. The amount at beginning does not matter. What matters is the persistence, the continuity of the plan. Lay by such sum as you may be certain you can keep up—and do it every month, regardless of rent, clerk hire or any other expense. Pay yourself first. Save it. Keep it. Accumulate its earnings. The rest follows automatically, for "there would be little money lost if men could realize that one of the best ways to make money is to keep it." Paul Findlay.

## Business Wants Department

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

FOR RENT — MODERN CORNER STORE, Bay City, Mich. SUITABLE FOR DRUG STORE OR ANY OTHER BUSINESS. RENT VERY REASONABLE. Address No. 264, c/o Michigan Tradesman. 264

For Lease—Corner drug store, modern front, centrally located in city of 10,000 in the heart of a prosperous farming community. Cement roads from all directions. Chas. F. Graff, Belding, Mich. Rt. 4. 265

For Sale—\$4,000 will buy an established shoe business in live little town in Michigan. Stock comprises Brownbilt shoes and Phoenix hosiery. Address No. 266, c/o Michigan Tradesman. 266

WANTED TO BUY—Grocery or general store in the central or northern part of Michigan with an inventory of about \$3,000. Must show owner is doing fair business. Address No. 267, c/o Michigan Tradesman. 267

SMALL TOWN MANAGER — Twenty years' modern, popular-price, and chain store experience. Advertising, show windows, signs, buying, training help, getting business. Fine character, pleasing personality. Wants pleasant connection and stay. Reasonable salary. CHRISTEL, Shenandoah, Va., Box 53. 268

DRUG STORE FOR SALE—Good manufacturing and farming town of 6,500. Best location in town. Address No. 269, c/o Michigan Tradesman. 269

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—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

FOR RENT—Store building 25x85 feet, east front. Good location in thriving town. Address Mrs. C. H. Curtis, Frankfort, Kansas. 259

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

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.

**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.

**I OFFER CASH!**  
For Retail Stores—Stocks—  
Leases—all or Part.  
Telegraph—Write—Telephone  
**L. LEVINSOHN**  
Saginaw, Mich.  
Telephone Riv 2263W  
Established 1909



## THE RULE OF BRASS.

### Well To Drop It in the Garbage Can.

Somewhere in the majority of business establishments, if sought diligently, may be found scattered bits of the golden rule. But in easy reach is the "rule of brass."

Just what is this modern rule?

It was handed down from the jungles and, in effect, would substitute the law of self above all other considerations. Its measure is selfishness. By its standards one sees only the faults and none of the virtues of those about him. This applies more emphatically in the business realm, wherein all competitors are condemned in no uncertain terms, and the slave of the brass rule assumes a "holier than thou attitude" from sun-up to sun-down.

Let us stray too far in this idealistic field of fancy, let us get down to the proverbial "brass tack," rather than the "brass rule."

The commercial world is to-day divided into two great camps. There is a war raging. Lined up on one side is the might of money, mergers, syndicates; ruthless invasion of all fields of human endeavor with merciless rules of efficiency—mass production, mass selling—elimination of former methods of wholesaling (jobbing and use of traveling men). An upheaval far reaching, full of industrial menace.

On the other side stand the pioneers in community building—the independent business forces of America. With them the jobbers, "middle-men" and the families of this vast army.

As one surveys the battlefield and grasps the significance of the struggle, the bitter hatreds which must generate themselves, it is not to be wondered that that age old law of heaven is becoming dimmed with dust, "What-so-ever ye would that men should do unto you do ye even so to them."

The independent ranks have become thinned. Their former strongholds are empty. The doors of golden opportunity for the sons and daughters of the masses have been swinging shut. The machinery of the syndicate has taken unto itself cogs upon cogs. Unfair trade practices, amounting even to fraud, have swept the land. The public, between the opposing forces, has been plodding along, lending innocent aid to the enemy.

But in this year of grace, 1930, there has come a new soul-stirring hope to the weary forces. They have seen victory and tasted that glorious thrill of conquering where defeat seemed inevitable.

Yet the embers of hate smolder and flare forth with frequency. There are tales told which have no foundation. There exist moral incendiaries who delight in creating class hatreds, the communists of the locality. The sane, God fearing and decent minded independent, even though he has been down to the very gates of hell, has no use for the rule of brass. He knows that truth is mighty and will prevail. There is enough of good sound, legal evidence to convict the enemy. Education is the factor which is routing the

monopolistic forces in spite of "forty-three professors," to the contrary.

The public is awakening to the realization that the chain-syndicate system is in reality a robber (and this term is used in its fullest sense), taking by devious methods the money that rightfully belongs in a community and diverting it to outside financial centers. It is also learning that there can be no great amount of employment, no high scale of wages under the banners of the chains. Knowing the truth, the reaction sets in.

It is not for the great army of independents to merely cast epithets, to slander and villify. Losing one's temper, even under extreme provocation, is unwise. The battle is not over, it will be long-drawn out, the enemy has itself well entrenched, plenty of dollar ammunition and the fear of consequences in any one battle, in one sector, will make them stick to the last barricade.

Yet the independent army is gaining recruits in the newspaper ranks. The radio adds its voice. Mass meetings beget missionaries who spread the truth by word of mouth. Thus the independents have their own ammunition which in the long run will prove more effective than either dollars or political power—main ammunition being public opinion. You can query any statesman, any business executive, any student of human economics, as to the power of public opinion—and the answer will be, "It is absolute."

Having gained much of this precious public opinion, lay down the rule of brass and cultivate the public. Friends are God's greatest gift.

Bury the harsh criticisms, the urge to dig into those who have spitefully used you; greet each and every customer as a friend, go out of the way to be affable, to be serving and courteous. Take those packages out to the car for the women, wait on the folks who come in as speedily as possible. No matter if one of your clerks is waiting on a man or woman, make it a point to give a word of personal greeting to them, before they leave your store. You know how the good minister often hurries to the vestibule after the sermon and shakes hands with as many of the congregation as he can? Well, he is using the golden, not the brass rule, and people appreciate it. Personal contact cements the friendly feeling your trade have for your store. You are not a hired man. You are the boss. Realize that and revel in the thrill of it.

A wise man makes more opportunities than he can find. Get that, he makes opportunities—and friends are golden opportunities. Study your customers. I recall a woman who said to me, one day, "Well, there's a grocer who has a wonderful memory. He asked me how Snitz was, when I was in the store this afternoon." Snitz was a fox terrier. And that woman was mighty fond of that dog. A chain manager wouldn't get her trade—no, sir! Trivial, not a bit of it—it is the trivialities which go to make the great mercantile successes of this little old world of ours.

I've heard it said that the only dif-

ference between a rut and a grave is in the length and the breadth—don't get into the rut. You have all you can do to attend to your own business, and if you attend to that it will take care of you. This does not mean in any sense that you can entirely ignore unfair competition, mean, low trade tactics and broadsides of competitive advertising. You must fight cheerfully, with optimism, and when you advertise live up to your messages and invitations to the public. Don't pretend to be what you are not. Use your newspapers more; circulate more circulars, use dead stocks for week-end leaders (but not too dead).

Here's one closing thought—it has helped many another in this eternal grind of winning the business battle. Once in a while, along about 9 or 10 o'clock when everyone is away from the store, when there will be no interference, boldly stride down to your store, get on the opposite side of the street and say to yourself, "There's a food market over there. I wonder how it looks to outsiders? I'm cooped up in it all day and it is so close to my nose I cannot see its faults or its beauties." Get an outside perspective on the place. How does it compare to the other stores on the street?

Then drop in and give yourself the unique experience, mentally, of being a customer. Be fair, be critical and it is ten to one when you and the "gang" get down in the morning, you will be finding some changes to make, some cleaning to do, some new ideas to carry out.

But while you're at it—take the old brass rule that came down from the jungle and drop it in the garbage can.

Hugh King Harris.

### Recalling the Days of Yore.

Grandville, March 25—Memory of old Indian days and ways, together with the queer aboriginal names, haunts the aged pioneers of Western Michigan. Despite the fact that the woods abounded in redmen as well as wild animals, never was a white family molested by the wild men of the woods.

Quite frequently, did any trouble arise, the whites were the aggressors, as when a large bark of maple sugar was stolen from the Indians, and because of it considerable excitement was aroused, the Indians holding an indignation meeting, demanding redress and the punishment of the thief.

Several days elapsed with no resultant explanation of how the bark, about forty pounds of sugar, had taken wings and disappeared. The Indian is in a way superstitious. He has his medicine men who foretell coming events and reveal things hidden under a cloud.

The Indians of our settlement sent a messenger to Grand Haven, a distance of thirty-five miles, to consult a big medicine man there. That messenger returned fully assured that a white man of our settlement was guilty of the sugar theft, and when some honey bees were noticed by the Indians flying in and out of a bedroom window of the boarding house suspicions were doubly confirmed.

The man who kept the boarding house denied all knowledge, but the evidence of the bees demanded an investigation, resulting in the discovery of the stolen sugar packed in a man's shirt, this concealed in a chest of the bedroom.

The Indians were delighted at the discovery of the lost sugar, while the keeper of the boarding house folded

his belongings and quietly quitted the settlement.

Such incidents as this confirmed the red men in their belief in a superior being, known to them as the Great Spirit, as much a reality as the white man's God.

Indian names are oft times musical, yet not always. Who can see any music in the name Chicago, which I have been assured means in the white man's language, skunk. And perhaps in a way that describes some of the characteristics of the big city near the West foot of Lake Michigan.

An old Indian once told me that Grand Rapids meant in Indian, Boba-tink. That this is true I do not assert, although my informant was one of the most highly respected Indians of the Muskegon valley.

I understand that the old Indian burying ground at Muskegon is, through the generosity of Martin Ryerson, still intact, preserved for all time as a landmark of old Indian days.

Not for many years after the settlement of the woods was the Indian name of Muskegon generally recognized. All through my boyhood days the town at the mouth of the river was known as "The Mouth," and what was later Croton was in early settlement days "The Forks." Neway-go, I think, bore that name throughout early as well as later days.

That burying ground at Muskegon is, undoubtedly, a unique place to visit. I understand the high-ups among the braves were buried in a sitting posture with their hunting utensils beside them. The Indian saw in the spirit land a vast hunting ground where the dead and gone braves of this world continued to live in a proverbial happy hunting ground.

Old Indian legends are interesting and the simple faith of the followers of woods trails was, indeed, remarkable as well as touching. In whirling clouds the Indian saw the great Manitou, and in the flash of the lightning and the crash of the thunder recognized the voice of God.

Few of these people are left and the day is not far distant when the last native American will be gathered to his fathers. We must respect their religious faith and recognize in this red race beings every way worthy our respect and admiration.

Numbers of Indians served in the Union army at the time of the civil war, and it is recorded that these wild men of the forest gave a good account of themselves.

I do not think that any concerted attempt was made to educate our Michigan Indians. Their wild nature was not susceptible of book learning. They were born wild woodsmen and so decided to remain to the end of the chapter.

Whites were seldom molested by their red neighbors, but at times angry discussions broke out among the Indians themselves, and this was carried to action. The Flat River chief had an argument with the Rogue River chief and one of them slew the other. Great excitement prevailed among the Indians, but the whites refused to take up the quarrel, leaving the Indians to settle their own quarrels.

It seems strange that this Grand River and Muskegon River region has never had a historian who has revealed the exquisite romance of the surroundings.

It certainly furnishes an abundant supply of material for the pen of the novelist, yet I think none has invaded the sacred precincts to produce the real Indian novel.

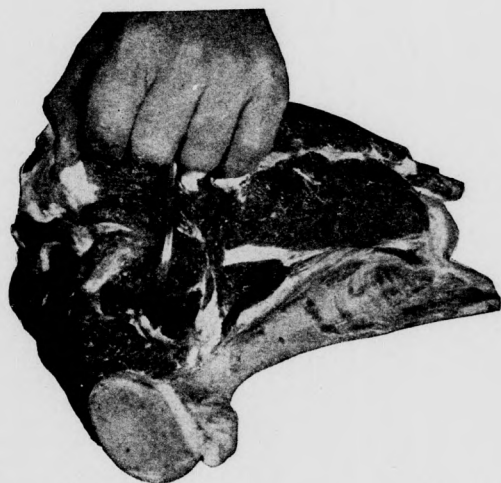
In civil war days an Indian war was threatened upon the whites of Michigan immediately following the massacre of whites in Minnesota by the redmen of that state. That war was mostly a scare and blew over without bloodshed.

Old Timer.



# Making Top Chuck Roll

The top chuck roll is approximately the same size as the popular rib roll. However, unlike the rib, its use is better adapted to moist heat cooking.



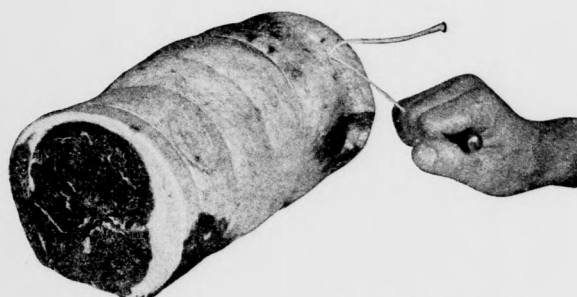
1. Bone top chuck by cutting down each edge of the blade bone with the point of the knife, beginning at the knuckle end. Strip meat back from knuckle joint to ridge of blade bone. Cut small muscle loose from side and over top of ridge bone.



2. Pull meat from shoulder blade beginning at the knuckle end.



3. Roll into shape, making the rib side the face of the roll.



4. Complete the top chuck roll by tying.



5. Convenient-sized pot roast cut from top chuck roll.

## IMPRESSING THE CUSTOMER INCREASES THE PROFITS



Terrell Steel Shelving is adaptable—attractive—neat—sanitary—economical. Easily adjustable, strong, permanent, interchangeable parts may be rearranged or moved quickly without the use of tools.

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