Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 2, 1930

Number 2428

There are still some who sit apart, who do not see, who cannot understand. To them our industrial life is the apotheosis of selfishness. They cannot realize that the rattle of the reaper, the buzz of the saw, the clang of the anvil, the roar of traffic are all part of a mighty symphony, not only of material but of spiritual progress. Out of them the Nation is supporting its religious institutions, endowing its colleges, providing its charities, furnishing adornments of architecture, rearing its monuments, organizing its orchestras, and encouraging its painting. But the American people see and understand. Unperturbed, they move majestically forward in the consciousness that they are making their contribution in common with our sister nations to the progress of Calvin Coolidge. humanity.

SALESMEN the Grocer rarely sees

Principal products
distributed by

GENERAL FOODS SALES CO., INC.

Postum Cereal

Instant Postum
Grape-Nuts
Post Toasties
Post's Bran Flakes
Jell-O
Diamond Crystal Salt
Log Cabin Syrup
Minute Tapioca

Walter Baker's Cocoa Walter Baker's Chocolate

Maxwell House Coffee and Tea

Franklin Baker's Coconut Certo

Hellmann's
Mayonnaise Products
Calumet Baking Powder
La France

Swans Down Cake Flour Satina

Sanka Coffee

MILLIONS of these salesmen gain a welcome entrance into American homes every year.

They sell the same things the grocer sells—because they sell *for* the grocer.

They do their selling by increasing the daily use of sugar, butter, flour, extracts, salt and pepper, nuts, fruits, syrups, baking powder, cocoa, chocolate, coconut, tapioca—and dozens of other items.

These millions of salesmen are the recipe booklets sent out to women who have mailed coupons or written letters to advertisers asking for them—the booklets distributed from home to home. They are, also, the recipes printed in millions of magazine and newspaper advertisements, and on packages themselves.

This is only one of the ways in which the advertising of food products proves itself a powerful and helpful force in increasing the sales of the grocery trade.

Why not have a talk with the salesman that any grocer can easily see—the General Foods salesman? There is one assigned to your territory. He can give you helpful suggestions for getting extra value out of the advertising and merchandising campaigns of General Foods products.

"Ask the General Foods Salesman"

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Number 2428

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

Every free-born American citizen should refrain for purchasing anything from a chain store, for in doing so, he is helping to tear down the legitimate institutions in his own community, and helping to build up organizations that in time will strangle the Government of our Nation and force the common people in a state of peonage, taking from our future generations all opportunities of advancement, and destroying all chances for the ambitious boys and girls of the rising generations to reach the achievements that each father and mother hope for them. Chain stores offer nothing in return for the money that they take out of each community. Independent merchants build the communities in which they are located.

It was President Wilson who said the backbone of America is the independent merchant. The first pioneers of this country were independent merchants, the pioneers of to-day are independent merchants and if a chain store ever in the history of chain stores in the United States pioneered it got lost and has never been heard from. Mr. Henderson has got it right. They attend the barbecue just in time to eat. They couldn't be found when the hole had to be dug, the wood cut and the hogs slaughtered and dressed but when the feast was ready those bullies came and even asked for napkins.

Chain store employes are not happy, because they cannot exercise their God-given rights of being natural. They have to live their daily lives by the blue book. They are dwarfed. They are in the army now. Their instructions are get the money, it's there to get, get it or there are thousands on the farms that are anxious to fill your place. It doesn't take any extra amount of brains to run a

chain store. It doesn't take any initiative, why the blue book is the whole story.

Kentucky has passed a law to which the governor's signature gave immediate effect that imposes a tax of 1 per cent. on the gross sales of retailers doing a business within the State of as much as \$1,000,000 a year. Retailers with a volume of \$400,000 or less pay only one-twentieth of 1 per cent. Between these extremes the tax is steeply graded. The law was urged for revenue purposes. Its real object is to handicap or oust the large national or sectional chains. Lawyers for the chains are sure no such discriminatory legislation will be sanctioned by the courts. Most similar attempts have proved abortive because of constitutional defects. It is manifest, however, that eventually a way will be found to give practical expression to popular feeling on the subject if public opinion crystallizes against the chains. Efforts in this direction have failed in the past, not because the right to use taxation as a weapon of destruction is in question, but because the sponsors of state bills have sought to have their emotions enacted rather than policies in the public interest. Just where that interest lies in this issue is not now clear. The debate has been one-sided and lacking in factual foundation. The anti-chain movement is based largely on sentiment inspired by appeals to local patriotism, dislike of absentee ownership and individual ambition, intensified by allegations of misrepresentation in the form of sensational price-cutting here and there and lack of participation in community activities. The chains have been content with popular patronage as evidence of approval. But if they are not to run the risk of losing their case by default they will have to tell the story behind their prices and values in such a fashion that all can understand their place in the body social as well as economic. Merely to defeat in the courts badly drawn laws passed by popular assemblies will not advance their cause.

The popular belief that the chain store sells more cheaply is based upon the practice of underselling standard articles in order to oversell the independent merchant in the bulk and articles not trade-marked. An investigation by customs officials found that an underselling cigar chain store had a French briar pipe which it im-

ported for 20 cents, selling for over \$1, while a large department store chain which advertised as selling 6 per cent. lower than its competitors was retailing a German weather set which it imported for \$1.40 for \$7.94. As a further illustration of chain store methods, the Department of Labor found the average wage paid to chain store sale girls to be \$12 a week.

A St. Louis grocer wrote to Prof. Bice and took him to task for his so-called endorsement of the chain stores and received a reply that such quotations, without publishing his complete statement, were misleading. He added the startling information that he himself bought 90 per cent. of his groceries from an independent grocer and admitted that the chain store men were a cold-blooded lot. Prof. Bice was the only one of the forty-three checked up on, but if the remainder were treated in a similar manner, the Kroger gang must have been hard put to gather the impression that it had been indorsed by the edu-

The Great Atlantic & Pacific, Kroger and Grand Five & Ten Cent Store companies have applied to the State Commission of Labor and Industry for permits to employ minors. The hearing re-vealed that the Kroger company had a permit, which was revoked on charges of working women employes more than the legal minimum of ten hours and that the A. & P. has employed 700 or more minors in ignorance of the requirement for a permit. According to Eugene Brock, chairman of the Commission, the companies employing minors without permits must pay double compensation in case of injury and are technically subject to arrest. The petitions for permits were taken under advisement.

It is significant of the deepseated prejudice which prevails against the chains that when it was reported that the A. & P. had a large stock interest in the California Packing Corporation that organization found it absolutely necessary to promulgate a statement that the A. & P. had no interest in the Del Monte concern. The California organization felt an immediate cessation in sales to independent merchants as soon as the report ganed currency.

Henry ford is again riding for a fall. When he undertook to furnish food and other merchandise to his own employes at cost

or less the sales of his cars and trucks dropped off so rapidly that he felt compelled to retire from the field of mercantile distribution. Now he permits himself to be quoted by the Kroger gang of pirates as unqualifiedly in favor of chain store distribution. Of course, Henry's opinion on any subject except mass production in manufacturing is not worth five cents, but as soon as he begins to hear from the independent merchants in America, he will probably recant, the same as he did in the case of the infamous attacks he made on the Jewish people as a class as soon as he found that the Jews had taken a strong stand and refused to purchase any article produced by the ford estab-

Twenty New Readers of the Trades-

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

B. H. Putnam, Sparta.
C. H. Hodges, Lowell.
E. E. East, Sparta.
Frank Cnossen, Sparta.
Martin DeVries, Grand Rapids.
R. Vinkemulder, Grand Rapids.
Adrian Stellard, Grand Rapids.
L. Vanderveen, Grand Rapids.
Fred Galloway, Belding.
McPhail's Dept. Store, Benton Har-

Alfred F. Bucher, Albion.
Adams & Lich, Lawton.
Henry Faber, Holland.
Jacob Zoerman, Holland.
A. W. Heldenbrand, Alma.
Jean Boelema, Grand Rapids.
Pettie & Van Haren, Grand Rapids.
C. Daane, Grand Rapids.
J. J. DeKoster, Holland.
LaHuis Co., Zeeland.

Perhaps a Little Too Severe.

The Tradesman is in receipt of a letter from Paul A. Martin, publisher of the Lansing State Journal, protesting against the strictures we uttered in our issue of March 19 regarding the publicity given a mass meeting of independent merchants and their friends, held in Lansing March 5.

The indignation of Lansing retailers over the superficial manner in which the event was handled by the newspaper in question may have had something to do with the treatment accorded the affair by the Tradesman.

A careful re-reading of the article leads to the conclusion that perhaps our comment was a little too severe and we cheerfully give our newspaper friend the benefit of this statement.

Unless your word is as good as your bond you're not likely to have many bonds or anything else,

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Five years ago the radio business was just out of its swaddling clothes and was beset by nearly all of the ills known to an infant industry and some that were entirely new. A horde of gyps invaded the distribution side of this business. Sometimes they were aided by producers. The accuracy and fair play problem in this field was serious. It was tackled with the same vigor, but by somewhat different methods, that the Bureau two years earlier had applied against chicanery and fraud in the sale of radio securities.

Both the legitimate and the gyp stores were to be dealt with. Among the former was the question of accuracy in descriptions and trade terms applied to merchandise they had never sold before. The Bureau set about to build good examples of practice on the part of reputable, responsible retailers on the one hand while, on the other, it applied the weight of carefully gathered facts in specific cases, aggressively, against unscrupulous or irresponsible vendors. Without this, the gyps were in a fair way to ruin this new business of great promise or to so injure public respect as to retard greatly its sound development. The Bureau lent its facts and its moral force to educational articles in newspapers and the trade press in the protection of the fair name of the industry. It helped newspapers and other periodicals to exclude gyp practices from their columns. It aided newspapers to establish their own strict rules governing the acceptance of radio advertising.

"Bait" advertising yielded when fought with persistence by the Bureau's case-system. Publicity was used to acquaint consumers with tricks used to snare dollars. "Oversize" storage batteries offered as having 100 ampere hour capacity but actually containing about 50 ampere hour capacity were driven out of the trade. "Bloated" B batteries, constructed to seem of a size which they were not and offered at a price which deceptively appeared to undersell the market, were unmasked. "Bait" and "switch" tactics in the sale of tubes were continually investigated and opposed with good effect.

As new developments occurred in radio sets and accessories, the Bureau worked with the trade to establish correct terminology and descriptions. Experience in case-investigations and group conferences in the trade led to the adoption of recommendations for accuracy practice in which the newspapers were valuable allies.

As responsible organizations distributing and manufacturing radio merchandise have increased it has been possible to draw sharper lines between the legitimate man in the field and the illegitimate. The latter has been marked and is being brought step by step into line, or is being crowded, by continuing evidence of his malpractice, into an isolated position where sooner or later he can be treated as the dishonest parasite on legitimate business

must be treated. Bureau records show that approximately 650 cases were investigated and corrected in the field in 1925-27. Since that time, in two years, about 250 cases were the subject of action.

The greatest single evil that existed in the piano business five years ago, and it still exists but in a much less serious way, was "bait" advertising and "switching" in selling. The practice was rank fraud but shrewdly veiled by subtle execution.

The chief "bait" used was the player piano, at from \$225 to about \$325. The advertisers offered to supply "free" a floor lamp, piano bench, player rolls and cabinet. It was customary to claim a value for these low price instruments of from \$500 to \$700 or more.

When the prospective purchaser, having relied upon the advertising, entered the store he found the advertised player piano was, so to speak, "nailed to the wall." It was demonstrated but was damned with faint praise or blattantly "knocked" and every effort made to divert buying interest to other players at much higher prices on which larger profits were made. These other instruments always sounded better because the "bait" was usually left out of tune or otherwise fixed to make a poor showing. The salesman made sure that the comparison was to the sharp disadvantage of the advertised instrument. If this selling effort failed, then perhaps a sale was made of the advertised piano and a down-payment accepted. Renewed efforts would be made by another salesman usually posing as "the manager" who would endeavor to break the first contract by every trick and persuasive means known to the art of 'sell and switch."

Few reputable firms countenanced this practice but a certain class of salesmen adhered to it in one form or another, even in honest stores.

Continuing its specific investigations, the Bureau in New York used publicity with good effect, particularly in May, 1928, when it exposed the practices of a so-called manufacturers' exchange which claimed to sell "direct from factory" player pianos and grand pianos having a "regular value" tremendously in excess of the low prices featured. One advertisement offered player pianos at \$95, "regular \$650." But all that shoppers could find at the price were two very old instruments in bad physical and musical condition. The company's selling conduct improved after the expose.

In another instance, where low priced pianos were advertised without revealing that they were second-hand instruments, the Bureau's facts were discussed with the advertiser in the office of the District Attorney. The firm's misrepresentative practice ceased, along with other practices including the misuse of famous piano names.

Early in the merchandise work among piano companies, one large store announced in a full page advertisement that it had entirely re-organized and revamped the piano department of its business, which had been subject to some of the common abuses with which a part of the trade was then afflicted. In a confidential statement it said that the Bureau was responsible in substantial degree for the step that had been taken.

Among other large and important companies, the Bureau also moved to obtain improved practices when necessary. These instances occurred during special sales to dispose of surplus stocks. The principal error was the failure to state that instruments offered at bargain prices were actually used and not new instruments. It was also sometimes found that pianos listed in special sale advertisements could not always be seen in the stores. In other instances pianos were tagged with fictitious regular, or former, prices. These lapses from sound performance were, in due course, removed by the presentation of facts to the head of each company involved. Information was furnished in detail as to the methods revealed by the Bureau's shopping investigations. Expressed appreciation from the president of one large company resulted, when facts submitted aided him in some necessary house cleaning.

As in other fields of business, pianos have been advertised in classified columns of newspapers by dealers posing as private persons and such activities have been checked.

In view of our recent losses in wheat exports, due largely to supplies from Russia, special interest attaches to the news last week that the Dutch Farmers' Co-operative Buying Association had declared a boycott against all Russian products and that 30,000 tons of

Russian grain bound for Amsterdam and Rotterdam had been diverted to British ports.

Many a salesman talks a customer into a sale and then goes on and talks him out of it.

EKENT

One Week Comm.

SATURDAY, APRIL 5TH

The Perfect Musical Comedy

"NO, NO, NANETTE"

With —
ALEXANDER GRAY
BERNICE CLAIRE
LOUISE FAZENDA

— and —

Greatest Eye, Ear and Throat Entertainment Ever Conceived.

A Masterpiece of Mirth, Melody and Color!

Added "Kent" Features
"A RADIO RIOT"
and "Paramount Talking
News"

MAJESTIC

Ends Thurs. Night, April 3

"THE VAGABOND KING"

STARTING FRIDAY, APRIL 4
A NEW ART IS BORN:
GRETA GARBO

Talks for the First Time in the Famous O'Neill Play
"ANNA CHRISTIE

Uncle Jake Says

"The world owes a living only to the man who earns it, hence a lot of people are getting head over heels in debt."

KVP DELICATESSEN PAPER

has a wonderful earning power. The many uses and protective qualities of this sheet will actually earn money for the user.

If by the quality of this sheet and the service we give you, we do not earn the right to ask for your business, we have no right to expect it.

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

Chains May Even Undertake To Run the Government.

Will Rogers, in Los Angeles, presided over a Sousa band concert in New York last week. The radio event was staged at the expense of the Standard Oil Company. Rogers joshed the big mergers and the chain stores. He said in part:

"I am working here for the Standard Oil of Indiana. In fact, sooner or later we will all be working for 'em, or for somebody else. For the day of the guy working for himself is past. We are living in an age of mergers and combines. When your business is not doing well you combine with something and sell more stock.

"But it's one of the mental weaknesses of the American people that if two things go together they think it must be great. They don't know how it will be financially, but they know that the stock will go up, and that's all they think about—never mind the dividends.

"We used to think that it was only things of the same nature that could combine, but now it's liable to be the Pennsylvania Railroad and Mennen's Borated Talcum Powder. Blue Jay Corn Plasters are just as liable to go in a financial huddle with Whirlwind Motors as they are to join pedal extremities with Allen's Footease.

"General Motors not only took over Chevrolet but Frigidaire Ice Boxes. Now what's a Buick car got to do with keeping the smell of onions out of the butter? What's a Cadillac got to do with keeping your milk cool? I don't know, but Wall street does. It knows that the stock went up. General Electric can take over a tooth paste, and Wall street will turn a cartwheel in enjoyment.

"Montgomery Ward has put in everything else and now I look for 'em to put in postoffices in every town in opposition to the ones the Government runs. Then where is your little fellow going to be who has struggled along all these years trying to build up his postoffice? Heretofore he has only been troubled by the fact that the Democrats were liable to come in and dispossess him. But now the chain stores are liable to put him out of business quicker than the Democrats. They can put out their stamps and postcards by the millions, and they can even lose money on stamps in some little town where people can't write much, but make it up in a town where people mail out a lot of stories to the movies and then get 'em back again and then mail 'em out again to somebody else.

"It just looks like the day of the little postoffice holder is over. And the little anything is over; little newspaper man, little grocer, butcher—everything. You can't possibly live more than six miles from a chain store. They will sell you a mowing machine, Standard Oil stock, United States bonds, a farm, town lots, ice cream soda, or a house all put together like blocks. If you want meat, you don't go to the butcher. The chain will sell it to you and throw in a radio set and a mattress.

"Independent druggists might just

as well pack up their unpaid charge accounts and their aspirin tablets and lettuce sandwiches and quit and join the navy. For the chain will slice ham thinner than they ever could. They buy their Coca-Cola in oil tankers. They can serve your wife a case of gin and you a ford tractor, and deliver it over the counter with your apple pie. If you die, Piggly Wiggly will bury you cheaper than your local mortician. They've even got the poor old bootlegger on the run; they can sell Oklahoma City people Jamaica Ginger cheaper than the bootlegger can square the authorities.

"And the minister's business is not safe. Julius Rosenwald, an old friend of mine, wanted me to go in some of his chain stores and do a little fancy preaching for 'em. He figured the people would buy something before they got out if it was nothing but an Old Testament. His stores figure that they can deliver you your salvation cheaper than you can get it elsewhere, and a better grade. 'Big Business' has already corralled the big preachers.

"We will either be doing that or else, 'Or else what?' Or else not eating regular.

"I don't know what's going to be done about it. One time the Government split up the Standard Oil into thirty-one parts, and in two years each one of the thirty-one was bigger than the original. So it looked like they just thrived on being split up. There is not much you can do about it unless you change human nature. Americans are the greatest people in the world to blow and want to talk and go to big things. They will go to the biggest hotel, regardless of service; the biggest theater, regardless of performance; the biggest funeral, regardless of whether they knew the deceased, and the biggest store to get anything, whether it's the best or not.

"Of course, I hope the politicians can fix it, for my sympathy is naturally with the little fellow who has struggled along all these years and given the best he could for the money. He must have given pretty good value, for none of them got rich. I don't know what to do about it. We are not only raising too much wheat; we are raising too many people. There ain't enough jobs to go round, and there ain't enough business to go round."

Retail Trade Gaining Slowly.

While perhaps not exactly marking time, retail turnover during the past week did not exhibit any notable swing away from the pace of the past month or so. Milder weather has been helpful in the sale of some merchandise in several sections of the country, but this improvement has been spotty and delayed. Most retailers are apparently pinning their faith on the turn of the month to pull trade out of present conditions, with the general expectation that April sales will go ahead briskly. Popular price apparel and accessories retain dominant leadership.

Isn't it as bad to speak well of an undeserving man as to speak ill of a deserving man? And it is better to do neither.

QUAKER BRAND PRODUCTS

The quality has been recognized by the consuming public for many years with constantly growing popularity and an ever increasing demand.

Quaker Brand Products will be continued by us and the high quality will be maintained.

A few of the Many Quaker Products:

Quaker Coffee

Quaker Pickles

Quaker Tea

Quaker Canned Fruits

Quaker Spices

Quaker Peanut Butter

Quaker Catsup

Quaker Canned Vegetables

LEE & CADY

MOVEMENTS OF MERCHANTS.

Detroit—Harry D. Smith has sold his meat market at 8072 Russel street to I. N. Nagler.

Grand Haven—Tom Ruiter has purchased the People's sanitary market from Otto Glueck.

Detroit—P. V. Zucca is the manager of the Super grocery and meat market on Woodward avenue.

Detroit—The American State Bank of Detroit has increased its capital stock from \$2,000,000 to \$2,500,000.

Carson City—George Beck and R. W. Rhoades have purchased the grocery and meat market of Victor Stone.

Detroit—The Superior Cheese Co., 1211 25th street, has changed its name to the Vitalac Dairy Products Corporation.

Detroit—The Lorne Plumbing & Heating Co., 641 West Congress street, has increased its capital stock from \$35,000 to \$70,000.

Frankfort—The Frankfort Hotel Co. has been incorporated with an authorized capital stock of \$50,000, \$42,500 of which has been subscribed and \$20,000 paid in.

Ann Arbor—The Ann Arbor Fuel & Supply Co. has been incorporated with an authorized capital stock of \$200,000, \$17,500 of which has been subscribed and paid in in cash.

Holland—The Ottawa Mushroom Farms, Inc., R. F. D., has been incorporated with an authorized capital stock of \$25,000, \$5,000 of which has been subscribed and paid in in cash.

Ann Arbor—The Ann Arbor Lumber & Coal Co., 635 Main street, has been incorporated with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in.

Ishpeming—The new Kirkish shoe store, in the McEncroe building, Main street, will be ready for the formal opening about the middle of the coming week, according to Ned Kirkish, the owner.

Kalamazoo—The Imperial Beverage & Distilled Water Co., 650 East Walnut street, has been incorporated with an authorized capital stock of \$15,000, \$9,500 of which has been subscribed and paid in.

Highland Park—Otto Laula & Co., 13857 Woodward avenue, has been incorporated to deal in jewelry, etc., with an authorized capital stock of \$50,000, \$40,000 of which has been subscribed and paid in.

Pentwater—Lee Cooper has sold his wayside stand business, known as Lakeside Kozy Kamp, to Henry Nietiedt, recently of Los Angeles, Cal., who will continue the business under the same style.

Delton—The Delton Lumber & Coal Co., has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$35,000, \$25,000 of which has been subscribed and paid in in cash.

Detroit—The I. Miller Salon, Inc., Fisher Bldg., has been incorporated to deal in women's shoes, hosiery and bags, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Highland Park—The Priscilla Shop, 16537 Woodward avenue, has been incorporated to deal in apparel for women with an authorized capital stock of \$5,000, all of which has been subscribed and \$1,500 paid in in cash.

Detroit — The Detroit Equipment Co., 4-136 General Motors building, has been incorporated to deal in machinery as manufacturers' agent with an authorized capital stock of \$9,000, all of which has been subscribed and paid in.

Caseville—Meyers & Dufty have merged their fish, etc., business into a stock company under the style of the Meyers, Dufty & Hoy Fish Co., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Ionia—The Ionia Bakery Co. has removed to its remodeled building where machinery of the most modern type has been installed. The building has been entirely rebuilt with a modern plate glass front as one of its main features.

Detroit—Maurice Footwear, Inc., 1601 Washington boulevard building, has been incorporated to deal in footwear at retail with an authorized capital stock of \$30,000, all of which has been subscribed and \$15,000 paid in in property.

Detroit—The Drug Products Corporation of Michigan, 323 Insurance Exchange building, has changed its name to the Rite-Wate Corporation and increased its capitalization from 100,000 shares no par value to 200,000 shares no par value.

Detroit — The Progressive Service Warehouse Corporation, 812 Fox building, has been incorporated to deal in groceries, food products, etc., with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit—Epnew, Inc., 7631 Second boulevard, has been incorporated to deal in women's ready-to-wear garments with an authorized capital stock of \$50,000 preferred and 1,000 shares at \$20 a share, \$60,000 being subscribed and \$50,133.50 paid in.

East Lansing—The M. S. C. Restaurant, Inc., 213 East Grand River avenue, has been incorporated to deal in tobacco, candy and conduct a restaurant with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in.

Lansing—The Gloor Tractor & Implement Co., 257 Tussing building, has been incorporated to deal in tractors, farm implements, hardware, etc., with an authorized capital stock of \$10,000, \$5,300 of which has been subscribed and paid in in cash.

Battle Creek—The Stephen J. Demsey Co., 79 Harvard street, has merged its plumbing and plumbers' supplies business into a stock company under the same style with an authorized capital stock of \$25,000, all of which has been subscribed and paid in.

Detroit—The No-Rheum Distributing Co., 1106 Book Tower, has been incorporated to manufacture and sell patent medicines with an authorized capital stock of 50,000 shares at \$1 a share, \$25,510 of which has been subscribed and paid in in property.

Grand Rapids—The Knee Heating Co., 706 Wealthy street, has merged

its business into a stock company under the same style with an authorized capital stock of \$75,000, all of which has been subscribed, \$8,516.20 paid in in cash and \$52,869.10 in property.

Inkster—Frank Fellrath, dealer in fuel, oil, hardware, auto supplies, etc., has merged the business into a stock company under the style of F. H. Fellrath's Sons with an authorized capital stock of \$200,000, \$1,000 of which has been subscribed and paid in in cash.

Wyandotte—The Down River Ice Cream Co., 1016 Vinewood street, has been incorporated to manufacture and deal in ice cream and dairy products, with an authorized capital stock of \$50,000, \$29,000 of which has been subscribed and \$5,500 paid in in cash.

Detroit—Harry Kalinsky, 8256 Grand River avenue, has merged his jewelry, silverware and optical goods business into a stock company under the style of the Harry K. Jewelry Shop, with an authorized capital stock of \$6,000, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Ernest Radke, dealer in meats and groceries at 11032 East Jefferson avenue, has merged the business into a stock company under the style of the Radke Market, with an authorized capital stock of \$25,000, of which amount \$11,500 has been subscribed and paid in.

Detroit—The Toastry Corporation, 935 Dime Bank Bldg., has been incorporated to manufacture and sell electrical household appliances with an authorized capital stock of \$10,000 preferred and 2,000 shares at \$1 a share, of which amount \$3,662 has been subscribed and paid in in cash.

Mt. Clemens—The Mount Clemens Products Co., 37 Broadway, South, manufacturer and dealer in liquid malt and machinery appliances, has merged the business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—Roth Bros., Inc., 18706 Woodward avenue, has merged its building supplies, fuel, etc., business into a stock company under the style of Roth Detroit Builders, Inc., with an authorized capital stock of 100 shares at \$100 a share, \$10,000 being subscribed and paid in in property.

Grand Rapids—The Albert Misket Fuel Co., 1623 Grandville avenue, has merged the business into a stock company under the style of the A. Misket Fuel & Lumber Co., with an authorized capital stock of \$50,000 common and \$25,000 preferred, of which amount \$30,000 has been subscribed and paid in in property.

Kalamazoo—Frederick H. Cooper, for twenty years connected with the carpet and rug department of the J. R. Jones' Sons department store, has severed his connection and will engage in the floor covering business under his own name as soon as he can find a suitable location. His office where he is completing his plans is located at 457 Egleston avenue.

Manufacturing Matters.

Pentwater — The Lenert Aircraft Corporation has increased its capital stock from \$50,000 to \$100,000.

'Hillsdale—The Hillsdale Manufacturing Co., manufacturer of boys' pants, has increased its capital stock from \$150,000 to \$300,000.

Detroit—The Michigan Forge & Machine Co., Inc., 4815 Cabot avenue, has been incorporated with an authorized capital stock of \$15,000, \$9,000 of which has been subscribed and paid in in cash.

Hillsdale—The Hillsdale Machine & Tool Co., Inc., 50 Short street, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$19,250 paid in in property.

Detroit—L. G. B., Inc., General Motors building, has been incorporated to manufacture and sell mechanical devices with an authorized capital stock of \$7,500, all of which has been subscribed and paid in in cash.

Detroit—The Automobile Transport Corporation, 8-268 Gen. Motors Bldg., has been incorporated to manufacture trailers with an authorized capital stock of \$200,000, \$70,400 of which has been subscribed and \$64,370 paid in.

Detroit—The Redbon Manufacturing Co., 17235 Wanda avenue, has been incorporated to manufacture electrical and mechanical devices with an authorized capital stock of \$15,000, \$9,960 of which has been subscribed and paid in.

Detroit—The Consumers Metal Corporation, 12th street and West Jefferson avenue, has been incorporated for smelting and handling of metals with an authorized capital stock of \$100,000, \$40,000 of which has been subscribed and paid in in cash.

Detroit—The S M S Products, 289 Adelaide street, has been incorporated to manufacture and deal in accessories for engines, motor cars, etc., with an authorized capital stock of 2,500 shares at \$10 a share, \$1,500 of which has been subscribed and paid in in cash.

Detroit — The Ken-Nite Co., 2926 West Hancock avenue, manufacturer of automobile and furniture polish has merged the business into a stock company under the same style with an authorized capital stock of \$15,000, all of which has been subscribed and paid in

Recent Mercantile Changes in Indiana.

Evansville — Construction on the new building and remodeling of the old building of the Weil Packing Co., Hancock and Oakley street, will begin within the next few weeks, officers of the company recently announced. Cost of additions and new equipment will amount to about \$50,000.

Indianapolis—Martin Zinkan, proprietor of a grocery and meat market here, will erect a store building on Kentucky avenue, and will move his market there when same has been completed.

Bloomington—Ray F. Blakely has sold his grocery and meat market on South Dunn street to Orville Minkes.

Indianapolis—The Standard Co. has opened a grocery and meat market on 13th street.

Terre Haute—A meat department has been added to the grocery business of Floyd Webster.

New Albany—C. J. Scheuler has opened the State Street Meat Market.

Essential Features of the Grocery Staples.

Sugar—The market is 10 points higher than a week ago. Jobbers hold cane granulated at 5.75 and beet granulated at 5.45.

Tea-An outstanding development in the tea market is the announcement that the Dutch tea growers have begun to carry out the plans of reducing output in Java and Sumatra for 1930. That the Dutch growers would act in concert with the British growers has for a long time been a subject of speculation. Although some questioned the immediate effects that this would have upon the world markets, opinion here seems pretty general that it would at least avert a decline. Growing scarcity of the black teas, mainly Ceylon, Indian and Java, continued to hold the local market in a firm position. The London market last week on Ceylon, Indians and Javas was higher with more activity developing. Colombo, as evinced in cables received within the trade, is strong on common teas, but slightly easier on good and medium teas, owing to a deterioration in quality.

Canned Vegetables — This week's business shows no material improvement over that of the previous week, according to local brokers and wholesale grocers, and the general market situation, while not registering any further depression, is on the whole unaltered. Prices remained easy in some lines; certain vegetables being obtainable at concessions, but in the main a fairly steady undertone pre-

Canned Fish—Fish packs are devoid of important feature. Maine sardines give promise of better movement and price condition on the decision of canners to go through with the advertising plan they have lately been considering. Local demand for sardines is slow and prices were unchanged.

Dried Fruits-The Coast packers revised their list prices downward a couple of cents or so last Saturday, thereby breaking the agreement they had previously made toward a stabilization of the market. However, this was expected by most of the trade here, and so it did not come as a surprise. The local market for prunes, while exhibiting a rather easy tendency, does not decline further in spite of continued hand-to-mouth buying. Apricots and peaches show a reasonable amount of steadiness on an underlying strong market condition, and gradually increasing movement into retail outlets. Raisins are moving in a sluggish manner. Although Coast raisin factors are still speaking of the market outlook as favorable, activities among brokers and jobbers in this part of the country offer little encouragement for the future. The Coast and spot markets have not recently changed much, and easiness remains the chief note.

Salt Fish—A little better enquiry for all sorts of salt and cured fish is reported by local dealers this week. Salt mackerel is moving a little more freely, and salt herring appears to be cleaning up satisfactorily. The market remains steady as to prices, and there are no alterations of any importance. From the primary markets it is indicated that stocks on hand are about normal for the time of year. Available supplies here are generally not overabundant, and the trade seems optimistic regarding the near future.

Nuts-Movement of walnuts, almonds and filberts is in rather limited quantities. Walnuts are better than most items, and the market shows a steadier tone. Filberts are in good statistical position and prices are maintained. Almonds are not being sought freely and weakness is apparent. Special prices to the Easter trade are being issued on all nuts in the shell. Brazils are held with a fair degree of confidence. The latest reports on the 1930 crop of Brazils indicates a production of something less than 20,000 tons-considerably less than twothirds of estimates made for the 1929 crop at this time last year. Among the shelled nuts quiet also prevails. Walnut meats are offered at various prices.

Pickles-The pickle trade is very dull this week. The spot market has not changed materially, however. Consumer demand appears to have fallen off considerably this year. Pickle manufacturers in the Central West, on the other hand, report a steady volume of business, some telling of an increase over the same period last year. Sweet pickles, they report, have been moving particularly well. According to Government reports, the acreage for pickles grown for market trade by truck gardeners will be greatly increased this year.

Rice—There is no interest in any particular variety. Jobbers report a moderate demand and evidently, recent special sales have provided consumers with sufficient rice for the time being.

Sauerkraut—Demand for sauerkraut especially in bulk, continues fair, although the presence of the Lenten season has slowed up sales to some extent. In canned kraut, manufacturers report a moderate business for the time of year, and it is expected that the spring trade will be heavy because stocks in jobbers' hands and distributors in general, are light.

Review of the Produce Market.

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, Commercial grade, 21/4 in 1.50
Delicious, A's 2.75
Cooking apples, any variety 1.00
Sutton Beauty 1.75
Artichokes—Calif. command \$4.75
per crate and \$1 per doz.
Asparagus—\$5.75 per crate or 50c

for 2 lb. bunch.

Bagas—\$1.25 for 50 lb. sack.

Bagas—\$1.25 for 50 lb. sack. Bananas—5½c per lb.

Beets—\$1.60 per bu. for old; 90c per doz. bunches for new from Texas. Brussels Sprouts—35c per qt.

Butter—Jobbers hold 1 lb. plain wrapper prints at 39c and 65 lb. tubs at 38½c for extras and 37½c for firsts. Cabbage—New red commands 10c

per lb.; new white stock from Texas

is selling at \$6.75 per crate of 90 lbs. Carrots—75c per doz. bunches or \$3

per crate for Calif. grown; \$1.25 per bu. for home grown.

Cauliflower — \$2.50 per crate for Calif. Crates hold 9, 10, 11 or 12.

Celery—Florida stock, \$4.25 for either 4s or 5s. Bunch stock, 75@85c. Cocoanuts—90c per doz. or \$6.50 per bag.

Cucumbers—\$2.25 per doz. for Ill. grown hot house.

Dried Beans—Michigan jobbers are quoting as follows:

strictly fresh. Egg Plant—\$2.25 per doz.

Grape Fruit—Extra fancy Florida stock sell as follows:

Stock sell as follows.	
No. 36	\$3.75
No. 46	5.00
No. 54	5.50
No. 64	
No. 70	7.00
No. 80	7.00
No. 96	6.50
Choice, 50c per box less.	

Green Onions - Shallots, 90c per doz.

Green Peas-\$5 per bu. for Calif. grown.

Lemons—The price this week is as follows:

360	Sunk	ist -	 \$6.75
300	Sunk	ist -	 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 ____\$4.25 Imperial Valley, 5s, per crate ____ 4.25 Hot house grown, leaf, per lb. __ 09c Limes—\$1.50 per box.

Mushrooms-65c per 1b.

Mustard Greens — \$2 per bu. for Texas.

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

26	6.50
50	- 7.50
76	8.25
200	9.00
216	9.25
252	_ 8.50
288	_ 8.50
344	8.50
Floridas are held as follows:	
00	_\$4.50
26	5.75
150	6.25
176	_ 6.75
200	7.00
216	_ 7.00
252	7.00
Oniona Home grown vellow	\$2.50

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

Parsley-50c per doz. bunches.

Peppers—Green, 75c per dozen for California.

Pineapples—Cubans have just come in. They command \$4.50@5 per box for any size.

Potatoes—Home grown, \$1.65 per bu. on the Grand Rapids public market; county buyers are mostly paying \$1.40; Idaho stock, \$4 per 100 lb. bag; Idaho bakers command \$4.25 per box

of 60 to 70; new potatoes from Florida command \$5.25 per bu.

Poultry—Wilson & Company pay as follows:

Heavy fowls	260
Light fowls	
Light broilers	180
Old Toms	200
Young Toms	230
Hen Turkeys	200
Radishes-60c per doz. bunches	s of

Radishes-60c per doz. bunches of hot house.

Spinach-\$1.10 per bu.

Strawberries-25@28c per pint for Florida.

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

Tomatoes—\$1.15 for 6 basket crate; \$3.25 for three crates.

Turnips—\$1.40 per bu. for old; new, \$1 per doz. bunches.

Action at Last on A. & P. Crooks.

For many months the City Sealer has been a law unto himself, so far as lack of action on his part in prosecuting chain stores is concerned. Instances of short weight have been brought to his attention, but he has taken the law into his own hands and forgiven the offenses on the promise of doing better. This naturally gave ground for the opinion that it would be impossible to get action in flagrant violations of this character.

This condition is now dispelled by the action of the City Sealer in lodging a complaint against Joseph L. Peet, manager of the A. & P. store at 429 Jefferson avenue. One package of sugar sold a woman customer for ten pounds was found to contain only nine pounds. The City Sealer found three other short weight packages on the counter of the store and thereupon haled Peet into Police Court. Judge Hess heard the testimony, pro and con, and fined the criminal \$75 and costs, which he paid.

Of course, he will be relieved from duty on Jefferson avenue and placed in charge of an A. & P. store in another part of the city or in a nearby town.

In reporting the circumstance the Herald proved to be a real newspaper, but the Press—true to form—showed its subservience to the chain store crooks by omitting all reference of the A. & P. in mentioning the matter.

Judge Hess is to be commended for handling the case without gloves and dealing out a fine which will make the A. & P. sit up and take notice.

Perhaps the City Sealer will also cease to usurp the duties of judge and jury hereafter and confine his operations to reporting cases of violation which he discovers or which are brought to his attention to the proper officers.

BOOMERANG ADVERTISING.

Chain Stores Afford a Horrible Example of Bad Publicity.

Advertising can make a success of a business or advertising can put a business irretrievably on the rocks. Someone has been quoted as saying, "All advertising is good advertising." Don't pin any faith to that slogan or you may have the same experience the chain stores are running up against right now.

After many years of intensive analytical research and broad study of the question of advertising I have come to view the matter much as the lawyers view the statutes. "Laws are made to be broken." A keen legal expert will take either side of the same, identical question, or case and proceed to tear the defense, or prosecution to shreds, as it suits his client's needs.

There are emphatically two sides to advertising.

I do not intend in this limited article to delve into the subject of retail dealer's advertising from the standpoint of the retailer except to demonstrate some pitfalls even the so-called advertising experts dig for themselves and into which they fall with a dull, sickening thud when someone else gets on the job.

The A. and P. and the Kroger outfits slid along for a considerable time with fairly good advertising copy for retail grocery stores, fancy borders, unique arrangements of prices, well selected type and generous enough in size to command attention. The advertisements were hammering the usual chain store cut price bait and it sufficed to line bargain chasers up to the counters for the sub-standard size packages, the unknown brands, the extra items added in which were not delivered. But why digress? Even though our ire is raised when we think of what was honestly (or dishonestly) behind those advertisements?

Let us stick to the advertisements. It is reported, on the authority of C. V. Fenner, of Shreveport, La., that the National chain stores have united in obtaining the services of the "world's greatest advertising genius." Well, as long as P. T. Barnum is dead, perhaps we'll let that slide.

At any rate the chains have secured as efficient an advertising man as any they know of. He happens to be—get this connection, please—head advertising man for Sears-Roebuck and is associate editor of the Chicago Tribune.

Draw your own pictures of how far the Chicago Tribune is going to go to help the masses against the chain syndicates.

The chains are said to be coming out with an advertising campaign of great magnitude, one which will "sparkle with genius" and perhaps some more half-truths and beautiful bunk.

Proof?

Maybe the Chicago Tribune associate editor and head of S-R advertising department won't be quite so bad as the man who has been guilty of perpetrating the last few Kroger advertisements. He may have brains enough to steer clear of pitfalls and if

he is the genius they claim he may be able to line up, concoct or brew, some distillate of irony, near-facts and hot air which cannot be nailed to the cross. But I pity any advertising man on God's green footstool who takes a job with the chain octupus and tries to gild that tarnished lily.

I started out to analyze some different phases of advertising. I have said that advertising is not all good, some of it is a boomerang. To illustrate this plainly, permit me to quote from a Kroger advertisement which appeared recently in the Grand Rapids Press.

"It was a new idea—back in 1883, when B. H. Kroger started this business. But he had an abundance of faith. Faith in the idea that by increasing his buying power, making a smaller profit, and selling the highest quality, he could earn public appreciation and trade. Mr. Kroger went direct to the producers for his supplies. He discarded the services of wholesalers and brokers."

Wow, what a boomerang that proved to be!

Here was the Nation being told over the radio and through the newspapers this very thing—the elimination of wholesale houses, jobbers brokers, the utter annihilation of armies of office employes warehouse employes, curtailment of freights and loss to railroads, the loss of jobs for over 100,000 traveling salesmen last year—and yet the advertising man of Kroger's was chump enough to come out in a paid advertisement and boast of that very fact—to boost trade for his out-

Folks who were skeptical of the truth could not well deny what the firm advertised over its own signature.

Then Kroger started to bally-hoo over an endorsement of forty-three university professors. They asked certain questions of forty-five professors, forty-three answered and Kroger claimed these forty-three gave endorsements of the chain system. Now some of these same professors who had their names linked in this campaign are demanding of Krogers how they came to use their names without authority.

Kroger seemed to have overlooked the fact that every advertisement they issue is being scanned, analyzed and put to the test by other experts besides their own, in the advertising and business realm. It does not do to print half truths, exaggerations or misstatements, when you are trying to bolster up an unpopular and losing fight, to say nothing of its being unwise at any time, under any circumstances.

Then Kroger claimed a saving of \$11 on every \$100 spent by their customers in their stores—this brought down an avalanche of exposure on short-weights, tax evasions, substandard size packages and other matters which swamped the 11 per cent. over night.

The public knows how the mail order houses have advertised a few Nationally known lines to stimulate belief the catalogue folks were selling all standard goods at cut prices. But this bunk advertising has worked out like a two-edged sword—ruined reputable manufacturers who were unwise enough to tie up with the fakers in the first place, and now the public is wise to the advertised bargain-bait leaders, look askance at the whole mess of pottage in the catalogue pages and on the shelves of the chain outfits and are turning the cold shoulder.

Truth in advertising has been fought for by honest advertising agencies, by reputable trade journals, newspapers and magazines. The advertising clubs of America are keenly jealous of the sterling value and responsibility of pirnted claims. Many magazines publish only guaranteed advertising, but to reveal the sinister menace of monopolistic power it is a sorry sight that our Nation faces to-day.

The truth in some chain store advertising is being stretched to the thinnest possible tissue, and in accepting such advertising, the publishers are salving a guilty conscience with nothing more nor less than hush money.

The silver in the cloud is the fact America still contains—and will forever contain—champions of truth, independent men and women who will print the facts. Whenever this barrage of boomerang advertising raises its venomous head, they will scotch it without fear or favor.

Independent business in America can draw its own lesson. There is but one sure, certain pathway to making a success of advertising and that is back it up by the facts. Otherwise you might just as well wrap up your publicity money in a gunny sack and toss it down the sewer.

Hugh King Harris.

Mercury As Link in Progress of Scientific Industry.

Approximately 1,000 uses are claimed for mercury. In many lines, satisfactory substitutes for the metal are employed; but in other lines there is a constant ebb and flow as consumers experiment with first one substitute and then another, only to return to mercury.

Neon lights already consume about 1,000 flasks of mercury each year.

Other new uses are the making of soda to be employed in the manufacture of artificial silk, certain processes connected with petroleum refining, the manufacture of automatic switches for iceless refrigerators and other electrical devices, radio tubes, storage batteries, and a fertilizer compound for grass on golf courses.

The Emmet mercury boiler is another potential factor in future demands. Mercury heated in one boiler is used first like steam to drive a turbine and is thence exhausted into a second boiler which acts as a condenser for the mercury and as a source of steam to drive another turbine.

Although there is no destructive consumption of mercury in a mercury power plant, each new installation will absorb a considerable quantity of the metal, as between 6 and 8 pounds are required per boiler horsepower installed. It is proposed to use mercury as a heat carrier in a somewhat similar way for cracking gasoline.

To obtain comprehensive information on the amounts of mercury used by various industries, so that some estimate for future needs may be made available, an economic survey of the mercury industry has been conducted by the Pacific Experiment Station of the Bureau of Mines in co-operation with the University of California, Berkeley, Calif.

Consumers of mercury have co-operated generously with the Bureau of Mines in furnishing information concerning their requirements, so that it has been possible to account for more than 30,000 flasks used during the past year and to give the first reliable data concerning the channels of consumption of the metal in this country.

The present market value of this material in the unrefined form would be between \$3,500,000 and \$4,000,000,000. Various individuals have estimated that the domestic consumption is from 32,000 to 35,000 flasks.

Pharmaceuticals, chemical manufacturing processes, neon and mercury lights, pigments and cosmetics, and the electrical industry are steady consumers. Mercury-containing disinfectants for seed treatment are gradually being replaced by cheaper substitutes.

Many attempts have been made to find substitutes for the mercury fulminate used in blasting caps and ammunition. Manufacturers have long threatened to use such substitutes at times of high mercury prices, but it seems significant that the use of the metal for explosive caps has not decreased during times of high prices.

Bridge, dam, subway, mine and all other work requiring explosives will be continued and will probably continue to take toll of mercury.

One surprising factor disclosed by the survey is the relatively large proportion of the mercury output used for scientific and technical instruments. The consumption of mercury for amalgamation processes of recovering gold, which is now declining and will soon be negligible, was formerly large, but the decline in this use has been more than compensated by the use of mercury for scientific and technical instruments.

Modern industry has turned more and more to scientific and quasi-automatic control methods in its processes. As mercury is a liquid metal at ordinary temperatures, it has in these processes a unique field of usefulness. To have faith in the future of modern industry is to have confidence in the future of mercury. Paul M. Tyler.

Do You Check Your Advertising?

If you advertise in several newspapers how do you know which one produces the best results? Do you know whether they all justify the expense?

It's a good thing to test your newspaper results at least once a year. One way is to advertise the same item in all papers simultaneously offering a low price on condition that the coupon in the advertisement is brought to the store. You can devise other tests just as efficient with a little thought. The important thing is to make some test that will show what you are getting for your advertising dollars.

PEACE MINDEDNESS.

It Is the Only Basis For World Peace.

When the kaiser's war ended, many believed that the world had learned its most needed lesson and that peace had come to stay. Others saw in the conditions and mental attitudes then prevailing an opportunity to formulate plans to ensure peace. And so by pledges, by agreements, by covenants, by compacts and by leagues they sought to bind the peoples of the world to maintain peace. For a dozen years these measures have been proclaimed and continuous efforts put forth to bring about the desired end.

Debate, dissention, discord, contest, strife, accusation and condemnation between nations, parties, classes and individuals have been the outstanding features of these efforts to promote peace. It seems a war to end war, but happily not one of blood, physical suffering and death. Wars have occurred; wars are still going on and the peaceful peoples must needs succor the living victims wherever possible to reach them

Amicable relations between nations have little assurance of permanency. Every incident of friendly relations between nations is hailed as the sunrise, only to be soon obscured by portent of storm. But not for one moment has endeavor ceased. All lovers of peace are seeking for efficient remedies for the malady of war. It is encouraging to know that the search has not been abandoned as unattainable.

For long we have felt that many of those earnestly advocating this or that measure for world peace have flung this challenge at the individual citizen: "Are you for peace or war?" If we answer "For peace," then we are told that it is our duty to endorse and strive for the proposed line of endeavor which that particular writer or speaker advocates. If we do not promptly assent, we are liable to be termed, "militarists," as are all who stand for preparedness and the maintenance of defensive measures.

To some of the latter all peace advocates are "pacifists." Neither of these parties seem considerate enough to grant that the other may be composed largely of earnest patriots. Hurling epithets at each other convinces no one of error.

Out of all this turmoil of discussion, of attempts and failures, of hopes and disappointments, of trying first one thing and then, another, there has come a settled conviction that there must be a sure foundation for peace; that promises, agreements or covenants are no more than a superstructure which must rest on a permanent foundation. That foundation is character—the established character of each nation as a whole, composed of individual units and of a preponderating proportion of the nations of the world. Thus may world peace be assured.

The goal to be sought is peacemindedness of the world in general. No matter what may have been or may yet be accomplished by international agreement we should inaugurate a

campaign of education to promote peace mindedness. At first thought this seems the most stupendous work ever undertaken. As regards the world it may be, but when we consider our own country we realize that great progress has already been made in this direction. We are a peace-loving people; we do not seek war; we never have. Wars have been forced upon us, and, with the possible exception of the Spanish-American, we have been sadly unprepared.

We are told that the first step in this campaign of education toward peace-mindedness is the revision of our school histories, so that they shall no more glorify war.

All my life I have tried to train myself to never be taken by surprise, so as to be able to meet emergencies in full possession of my faculties.

This implication that our histories have all along been glorifying war is at least unexpected. The surprise is that, if true, I had never discovered it.

In my twelfth year I read all or nearly all of Abbott's History of the Civil War—about 1,200 large pages. Before I had read a large book, The Life of Washington, and the Life and Exploration of General Fremont. I read the History of the Franco-Prussian war, and all my life I have read about war. I will not admit that all this reading ever affected me for ill. I do know that it has strengthened my patriotism; it has given me a realization of the necessity of defensive measures, including military training of youth as well as armament.

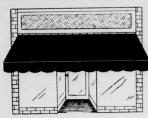
I shall not take time to investigate school text books to see if this charge of gloryfying war is well founded or not, for I believe the term "glorifying was" is mistakenly used. Our histories have glorified patriotism, sacrifice, devotion, steadfastness, heroism, courage, tenderness, sympathy for the wounded and stricken, whether friend or foe.

From the age of five un until the present, I have known the "boys in blue" who came back from the South. I have never known one who gave evidence of having been brutalized by army service. Now and then one had acquired the habit of drinking because of surroundings, such as are not tolerated in the vicinity of an American army to-day. I fear some of these advocates of peace mindedness would exclude from youth all reading which would promote those patriotic qualities enumerated in the preceding paragraph.

I wish that every youth might read a true history of the recent war, as much as could be included in 4,000 or 5,000 pages.

Histories should not foster race hatred; should not influence youth to regard any nation or people as enemies because of conflicts between former generations. National characteristics may not change, but attitudes may, as rulers, leaders or parties dominate government policies. So we must not think that changed attitudes indicate changed hearts.

The charge of glorying war has (Continued on page 31)



Phone or write for Estimates. No obligation.

COYE AWNINGS

will make your store more

Attractive and Comfortable.

CHAS. A. COYE, INC.

Grand Rapids, Michigan



You are never alone if you have an Extension Telephone in your bedroom

It is a safeguard in sickness, fire, or other emergency. You can make or answer calls quickly without leaving the room. Of The cost is only a few cents a day. A small service connection charge applies.

An Extension Telephone:

1. Saves steps

3. Promotes comfort

2. Is a convenience 4. Insures privacy

5. Is a safeguard

CALL THE TELEPHONE BUSINESS OFFICE



MICHIGAN BELL TELEPHONE CO.

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

SOME GAINS NOTED.

An upturn finally in employment and the first gain in six weeks in commodity prices were two of the chief developments last week that lend a more cheerful aspect to what is still a subnormal condition in business and industry. In addition there was a shade of increase in steel operations and building contract awards closed still further the wide gap which existed earlier in the month between the figures for this and last year. The decrease in the contract average for the month has been cut to 6 per cent., as against the 30 per cent. decline registered in the first week.

The quarter has closed, therefore, at a somewhat better business level than was hoped for not long ago, but decidedly under what some evidences of activity in January seemed to promise. The situation is spotty and the outlook indefinite. The chief hopes of improvement are based on the fact that sooner or later curtailed needs must be satisfied and on the gain in demand which should be brought about through the lower prices now possible after the decline in commodities. But purchasing power is still subnormal through unemployment, and consequently the factors described cannot become fully operative.

With the "open" season here, the point of chief interest to business observers will be the outcome of construction forecasts. This and the course of commodity prices, influenced no doubt by easier money rates, will be watched closely for the effect on employment and the response of buyers which may reduce the hesitation that has held down operations.

A FLEXIBLE TARIFF.

A good deal of emphasis has been placed on the chances the flexible provisions in the Senate tariff bill stand of getting through the coming conferences between the committees of the two houses. Recalling the original argument for the adoption of these provisions, the wonder is that there was any basis offered for their retention. They were put in the 1922 act to meet criticism of the heavy increases and to cope with fluctuating currencies abroad.

Little attention has been given to the passing of the emergency that created the flexible tariff. The argument and discussion have centered on who is to flex it in the future. The case made for the President is weak on all the grounds offered, if past experience is to serve as a guide to the future. There would be just as much speed made with Congress in command of changing the rates, and there would be the highly desirable feature of having each plea for higher or lower duty put properly before the public.

The plan suggested during the week to have the Executive order duty changes under the flexible section when Congress is not in session, but making such changes subject to approval by Congress, seems a fair compromise, if any is necessary. But by placing the flexible tariff authority where it belongs—with Congress—there is an opportunity to correct some

of the grievous errors now in the bill. And consideration of only one commodity at a time, as the Senate proposes, should greatly curtail the nefarious log-rolling responsible for outrageous rates now condemned.

NEW USE FOR BEARDS.

There was a time when a beard was a mark of distinction and side whiskers were a facial appendage which excited general admiration. But times have changed. Inspired by the efficiency of the clean-shaven American business man a great revolt against the beard has apparently swept the world. From Hungary and from Lithuania we learn that this feeling is so strong that to grow one has become a strike weapon, the explanation being that public sympathy can in no way be so easily aroused as by having presented to it the lamentable appearance of hirsuteness.

In Lithuania it is the postal emplovees who have thrown away their razors as a gesture of defiance in their struggle for higher wages. They are confident that when the public discovers its mail being delivered by men with shaggy, unkempt beards it will be so moved that the postal authorities will have to act. Whiskers, which might once have been exhibited with pride, now become a reproach. One other degrading step has been considered. If beards do not convince the Lithuanian authorities that something must be done, the postal employes threaten to forswear soap.

At the same time 6,000 Hungarian farmers have solemnly undertaken not to shave until the government grants them lower tax rates. They are onion growers and cannot find a market for their products. This is their form of protest. What could be more logical than to grow a beard when you can't sell onions?

FAILURE TESTS FAVORED.

The suggestion made by the Tradesman last week that those who fail in business be required to pass tests on elementary trade practice before again receiving credit for another start appears to have been received with favor in different quarters. Some have viewed it as a large task, and vet even brief study will show that a simple catechism of correct practice might be drawn up for all retailers and in turn for wholesalers and producers. The fundamentals in these three branches are the same, and a knowledge of the fundamentals would be enough to save many a so-called business man who is now on the edge of failure.

Credit agencies and organizations have long had an opportunity to introduce such a plan, but mounting bankruptcy totals should impel them and other trade bodies to make a start on it. The scheme might very well be extended to take in all creditors and to establish a class of "preferred risks" for those who can demonstrate that they are using proper control methods in their enterprises.

In credit lines, as in discount terms, one is struck by the mechanical methods employed. Customers are lumped together—the good with the bad. The

good customer may get some "breaks," but he is often paying for the other's mistakes, ignorance or trickery. He is like the careful motorist who must suffer a high rate of insurance to cover the accidents of the reckless. Sooner or later he should rebel and demand "preferred" treatment.

DRY GOODS CONDITIONS.

Not much headway was made toward closing the gap between trade figures now and a year ago and the month will run well behind the March, 1929, volume. This has been expected because of the late Easter this year, but nevertheless sales have dropped a little more than it was hoped would be the case. Weather conditions are blamed largely for this result, although other influences have been present also.

Special stimulation of consumer buying is required and retailers believe their intensive promotion efforts will not bear full fruit until Easter buying starts up in an active way. This is looked for, starting this week.

In addition to the recognized handicaps under which trade is laboring at present, there are some other difficulties of no small importance. Style changes have brought a variety in designs which make for uncertain merchandising. Then, again, general and specific conditions have mixed up the values attached to price and quality appeals. Consumer response must be tested in all these matters and the process is not always a quick one—although it is more than ever essential in the circumstances.

The wholesale merchandise markets have been reflecting all too accurately the slowness in retail trade, although orders have picked up somewhat. However, since the stores appear to be well supplied on seasonal needs, the reordering movement has yet to develop in volume. In most lines it is felt that post-Easter activity will perhaps make up for the recent lull.

RECOVERY MARKING TIME.

Further price dipping in important commodities continues to keep general business and industry in an unsettled state, and factual evidence that leading lines of manufacturing are making only slow progress in recovery also affects sentiment. The most hopeful information provided by business reports comes from the building industry, where the sag has been partially reduced. Due to a gain late in the month, the February total of contract awards fell only 12 per cent. under the same month last year. More favoarble weather conditions for outdoor work are expected to help this important activity and permit more action on the program laid down to push up employment.

The steel business, on the other hand, is drooping a little after its recent spurt. For one thing, the expansion of automobile output has been slow. Production for the first two months of the year has been 30 per cent. under the same period in 1929, and the sales outlook remains clouded. Other industries also present a spotty appearance, with most anxiety center-

ing on prospects in the agricultural and export fields.

While business failures in this depression cycle were less last month than the peak reached in January, they were 15 per cent. in number and 50 per cent. in liabilities over the returns for February, 1929, with the manufacturing groups showing the most sizable increases.

ACROSS THE OCEAN BY AIR.

It may still be some time before a transatlantic dirigible line begins to operate upon a regular schedule, but from the list of industrial and financial organizations now prepared to back Dr. Hugo Eckener's plans it would seem to be a development well within the bounds of probability. It is even supported by the United Aircraft and Transport Corporation, a fact which invites the interpretation that the aviation interests are convinced that the dirigible rather than the airplane is the logical vehicle for transoceanic traffic.

Dr. Eckener declares that, having achieved moral successes in dirigible flying over a long period of time, he is now ready to go "into the field of actual accomplishment." The company for which he has worked so strenuously has been formed, its capital subscribed and by the end of the year its preliminary studies will have been completed.

All that we still await is an announcement of when the transatlantic service will begin, but in the meantime the Graf Zeppelin may be expected to reappear within a few months as striking proof of the feasibility of Dr. Eckener's project.

MARCH MADNESS.

Many who have looked apprehensively at their coal bins since spring blew in with a fur coat around her shoulders had further palpitations when the report came in that ten inches of snow blanketed the Middle West.

All of which drives home the truth that spring is a mysterious creature. If the Mississippi Valley succeeds in shouldering its left-over winter this way, crocuses and lilac buds may lose heart. If the friendly waters of Lake Michigan can block such a drive—and it is entirely possible—next week may see shirtsleeves and sunshades. But what a brave prophet would he be who would venture to forecast whether April will blow hot or cold!

May is a maiden garlanded with flowers. But 'twixt March and May lie thirty days. So for four more weeks we must go on sneezing and freezing, sweltering in overcoats and shivering in shirtsleves, and all the while buying garden seeds, dosing ourselves with the modern equivalent of sulphur and molasses, and assuring ourselves that spring is really here.

A salesman must use his head. He should know when to stop talking and get out. Some of the prejudice with which salesmen are regarded is due to their habit of overstaying. If the prospect knows definitely what he wants and what he does not want and makes that clear, then the salesman has no right to impose further on his time.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The usual Saturday Out Around last week was stretched out to cover five days which enabled the writer and his better half to visit Washington, which the writer had not seen since 1911—nineteen years ago. Many changes have, of course, taken place in the City of Magnificent Distances in the meantime. Many new public buildings, monuments, statues and bridges have been created and the city has nearly doubled in size. It now claims 450,000 population, two-thirds white and one-third colored.

Our first call was on Senator Vandenberg, who said he was nearly a physical and mental wreck because of the action of the Senate in holding eleven hour sessions for ninety successive days, not including Sundays, in considering the tariff bill, now in the hands of the House, and which will probably be sent to a conference committee. Senator Vandenberg has recently removed his office in the Senate office building from 333 to 447, where he is surrounded with a working force about as large as the Grand Rapids Herald editorial force was when he went to work on that paper as a reporter about thirty years ago. I think he is one of the hardest working men in the Senate and that he will prove to be one of the most valuable men any State ever sent to the Senate.

We entered the gallery of the House, which was in session with Nick Longworth as presiding officer, with only about fifty members present. True to form, Representative Mapes was one of the faithful few. He came out in the corridor to greet us and volunteered the information that he expected to run for Congress again next fall. He may have an opponent to contest the honor of election, but if such a person puts in an appearance he will make a mighty poor showing at the polls. The people know a faithful public servant when they find him and they almost invariably clamp on to him with a tenacious grip.

A visit to the National Museum was made with a two-fold object in view -Mrs. Stowe wanted to see the aeroplane in which Lindbergh made his forever memorable flight to Paris and I wanted to see the horse on which Phil Sheridan made his historic ride to Winchester, "forty miles away." Both were abundantly satisfied. Lindbergh's airship is elevated over the heads of callers in the main thoroughfare, only a few feet from the front entrance. It looked to me as though ninety-nine out of every hundred who visited the Museum sought to glimpse the Lindbergh reminder first of all.

I was interested in the Sheridan horse because it was presented to him by the ladies of Grand Rapids. The old Michigan 2nd cavalry, which was composed largely of men from Grand Rapids and vicinity, made a very poor record in the engagements they participated in at the beginning of their

military career. The reason for this was that the several commanders of the regiment were citizen soldiers who did not know how to properly drill their men to make their work effective. In this emergency Gen. R. M. Alger-Private Alger at that timeinduced Gov. Blair (much against his wishes) to appoint Sheridan colonel of the regiment. Blair's objection to Sheridan was not personal. He did not like West Pointers and believed the war should be won by citizen soldiers, commanded by citizen officers. On receiving the appointment, Sheridan drilled the men under him almost constantly for three months, so that in the first engagement they took part they swept everything before them. Grand Rapids was wild with excitement over the good news and the ladies of the little city-it was little in those days-raised a fund sufficient to buy a Morgan horse from the breeders near Stanton and sent it to Col. Sheridan. This horse was his chief standby all during the war and eventually made the ride which rendered both man and horse forever famous. The horse died while Sheridan was located at Governor's Island and was promptly prepared for permanent preservation. About ten years ago the Commandant at Governor's Island came to the conclusion that the horse should be transferred to the National Museum, which was done. He is to be kept in a glass enclosure hereafter, so as to preserve the animal from the indignity of having his main and tail removed, hair by hair, by persons ambitious to own a small relic of the famous animal. I took the liberty of calling on the manager of the Museum, Mr. W. DeC. Ravenal, who stated he was glad to obtain the early history of the horse, so he can embody it in printed form to place on the glass case which will soon enclose this most valuable relic of the

The facts regarding the purchase and presentation of this horse were brought out at the meeting of the Army of the Cumberland, held in Grand Rapids about fifty years ago. General Sheridan was President of the society at that time. He personally presided at all of the meetings of the society which were held in Grand Rapids that week and confirmed all that was said about the event from the stage of Powers' opera house.

Another incident was brought out at the convention which I think I will relate here. The official banquet was held in Luce's hall, where the Herpolsheimer store is now located. It was \$10 per plate. It was furnished by Kinsley, the famous Chicago caterer of that day. It was the first military banquet ever served in this country without wine. When a major general from Pennsylvania was called upon to speak, he arose, surveyed the tables with a significant glance and said: "I heard much discussion in the convention to-day regarding the origin of the Army of the Cumberland. This banquet solves the problem. The Army of the Cumberland originated at Coldwater and has come back home."

A visit to Mount Vernon disclosed many additions and improvements for the pleasure of the public since my last inspection nineteen years ago. The bed on which Washington died is now in evidence. A new building has been erected for the proper display of Washington relics. The exhibition is not so complete as the Washington display at Morristown, N. J., which is carefully cherished by the ladies of New Jersey. It is located in a house where Washington spent two winters. containing a stairway on which the historic quarrel of Washington and Alexander Hamilton took place. This collection includes the actual garments which George and Martha Washington wore on the occasion of Washington's first inauguration. The museum is well worth a trip out on the Lackawana from New York by anyone who seeks information on the customs and costumes of the latter days of the eighteenth century.

My visit to Mount Vernon recalled an incident which I witnessed at Washington's tomb on the occasion of my previous visit to that famous place in the spring of 1911. A high official of the Chinese empire visited Mount Vernon under the guidance of officers of the State Department at Washington. The bars were removed and the party was admitted to the tomb. The Chinese statesman quietly dropped on his knees and uttered an appeal to the spirit of Washington which was translated by a Washington daily paper the next day as follows:

"Washington, come back. Come back quick. Come back to China. China needs you."

The beautiful Robert E. Lee home, which became a part of Arlington cemetery by the purchase of 1864, is being completely repaired by the Government. I was told that the furniture which was taken from the home by relatives of the Lee family when the building passed into the hands of Uncle Sam will all be restored to the residence, making it a relic second only to Mount Vernon in point of interest to the general public.

We visited the graves of ex-President Taft, Gen. Phil Sheridan, Gen. Phil Kearney and L'Enfant. The location of the Taft interment was selected by himself some months before his death. L'Enfant's grave, which is directly in front of the Lee homestead, was of especial interest to me because I happened to be in Arlington cemetery when the remains were brought in from an obscure grave in Maryland and re-interred with high military honors at their present resting place, directly in front of the most wonderful amphitheater in which patriotic meetings are held.

I am told that when L'Enfant was summoned to Washington to lay out the city, he walked most of the distance from Baltimore to Washington, and put up at a little hotel in Georgetown, where he remained until his plans were completely finished. The hotel is still in existence and is

an object of veneration by those who realize the wonderful service L'Enfant gave this country in laying out our National Capital along lines which have made it the most beautiful city in the world.

I was told there is a bill now before Congress to provide a suitable monument for L'Enfant. Considering the shabby manner in which he was treated by Washington, who discharged him from the Government service because of a slight difference of opinion between him and the first President of the Republic over the sale of lotsin which controversy he was right and Washington was wrong-and also considering that he was never paid a cent by the United States for a service which was worth millions of dollars to this country, his memory certainly should receive belated recognition more than a hundred years after the service was rendered under such disadvantageous circumstances.

A visit to Grand Falls, fifteen miles up the Potomac, is now one of the great natural attractions offered Washington visitors. It is well worth seeing.

The new bridge over the Potomac now under construction, connecting the Lincoln Memorial with the Lee mansion and Arligton cemetery, will be completed in 1933 and dedicated on the 200th anniversary of Washington's birth. It will cost \$17,000,000.

The Lincoln Memorial cost nearly \$2,500,000. It is constructed entirely of American materials, mostly marble from Vermont, Georgia and Tennessee. The lighting over the gigantic marble representation of the Great Emancipator has been improved so that the shadow which originally fell across the face of the statue has been removed. Facing North toward the Washington monument and with the new bridge in the South leading to the Lee mansion, these three great figures of American history are closely interwoven.

In driving through Rock Creek Park it struck me that that remarkable breathing place had been considerably expanded since I saw it last, nineteen years ago.

The commanding figure of Hon. T. J. O'Brien has been much in evidence at the Mayflower Hotel for several days. He is on his way home from Palm Beach where he spent several months. He recently received a cablegram from his daughter in Rome stating that Mr. Chilton had been transferred from English Minister to the Holy See to Minister to Chile. Mr. Chilton has proceeded directly to Chile to take up the duties of his new position. Mrs. Chilton and the children will spend the summer with Mr. O'Brien in Grand Rapids.

Noyes L. Avery and party reached the Mayflower Hotel Friday evening, having driven through from Grand Rapids in four days, encountering severe snow storms about two-thirds of the distance.

The trip from Detroit to Washington and return was made via the Baltimore & Ohio-a new route for us. Previously we had used the Red Arrow on the Pennsylvania, but the B. & O. is good enough for us hereafter. The service is superior in many respects to that of the Pennsylvania. Creature comforts which are not in evidence on the Pennsylvania are handed the patrons of the B. & O. in unstinted measure. Especially is this true of the service on the B. & O. diners, which is superb. The scenic beauties for 150 miles through Maryland and West Virginia are unsurpassed by anything on the other route.

After engaging an automobilist to stay by us all day Friday and Saturday I was delighted to learn that he was a Michigan man, born in Grand Ledge and educated in Lansing. His father, Bert W. Kennedy, has been on the official staff of the House of Representatives for over forty years, starting as page. He was subsequently made doorkeeper and is now head doorkeeper. The son's name is Warren Hooker Kennedy. He is a professional entertainer at clubs and banquets. He has lived in Washington eleven years and has a broad and comprehensive knowledge of the city and environs and is a dependable guide and automobile driver. To anyone who visits the National Capital, I can recommend Hook Kennedy, 1466 Columbia Road. He charges no more than a regular automobile driver and makes no charge for the accurate information he imparts regarding the places visited. Because he "knows the ropes," he can secure admission to many places of interest which are closed to the ordinary visitor.

E. A. Stowe.

Riding Habits Demand Perfection in Details.

A well-fitted riding habit is only the first step toward smartness in the saddle: In no other branch of sport is perfection of detail so important, whether one follow the hounds, show in the ring, or simply canter through country lanes or park bridle paths.

For resort and country wear the soft felt hat, with round crown and brim which may be turned up or down at a becoming angle, is the most popular. It is smart now to match the hat to the coat and wear contrasting shirt and breeches. With the formal habit the bowler is the thing, and several exclusive sports shops are showing the tricorne and the topper in black hatter's plush for one who wishes to be really dashing.

Although some women prefer the silk shirt, the shirt of English broad-cloth is more generally worn, in white, tan or soft green or blue, with mannish turn-down collar. Ties show a tendency toward sporting designs of horse or dog heads, although polka dots, stripes or plain colors continue to appeal to the more conservative. Striped scarfs, after the Chanel manner, in wool kasha or tricot, are worn

with one's topcoat. The furthest north in sports designs for scarfs is reached by a silk square in brown, printed with a hunting pack in full cry.

Boots in black or tan are preferably custom made, and there is a neat little gadget which enables one to pull the tightest and most perfectly fitted boot over one's breeches without catching on and ripping off the buttons. Small English crops with ivory knobs or slender dogs' heads for handles are shown, as well as crops with more realistic painted heads of dog or horse, or silver-knob handles.

Cap Sleeve Sweaters Sell Well.

Business in knitted sports wear has been holding up well, with producers expecting a pre-Easter spurt in orders during the weeks directly ahead. The cap sleeve sweater is proving an outstanding item, selling much better than was anticipated earlier in the season. Knitted ensembles in the medium and popular price ranges are also doing well. Slipover sweaters to be worn with separate blouses and skirts are in good demand, in line with the strong increase in consumer favor for blouses this season. Blues are sought in colors, with tans and white also wanted. Boucle yarn effects dominate.

Rug Purchase Led To Rumor.

The purchase by several big operators of approximately \$150,000 worth of merchandise gives rise to reports that large amounts of "drop" patterns are being unloaded on the floor coverings market. The purchases were made at a special price, it was reported, from several of the smaller mills. While "drops" were still to the fore in trade discussions, it was maintained by mill owners and buyers as well that the percentage of distress merchandise at present is small.

Better Glassware Sales Slow.

Low-priced glassware, including stemware and decorative table pieces, continues to sell in good volume, while medium and high-priced goods are lagging from 10 to 12 per cent. behind last year's sales. Imported glassware

selling in the high retail ranges, however, has been more active during the last few days. Orders are mainly for plain crystal and specify May 1 delivery. In both medium and low-end goods the popularity of colored pieces is still an outstanding feature.

MAKING YOUR WILL IS TODAY'S MOST IMPORTANT DUTY



GRAND RAPIDS TRUST CO.

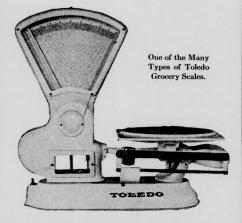
Grand Rapids, Michigan

PROTECTION

FOR BOTH SIDES OF THE COUNTER

Toledo Scales insure good will.
For thirty years women have known that Toledo Springless
Scales always show "Honest Weight" and full measure for their money.

Toledo Scales protect profits. Retail food stores everywhere know that Toledo Scales (without springs) protect them against losses due to over-



weight. Toledo Scales assure a fair deal for both sides of the counter—full measure for customers, full profit for merchants.

TOLEDO SCALES

NO SPRINGS - HONEST WEIGHT

TOLEDO SCALE COMPANY, TOLEDO, OHIO, CANADIAN TOLEDO SCALE COMPANY, LTD., WINDSOR, ONTARIO, SALES AND SERVICE HEADQUARTERS IN 181 CITIES IN THE UNITED STATES AND CANADA, AND IN MORE THAN 50 FOREIGN COUNTRIES

WOMEN IN BUSINESS FIELD

Study, Thrift and Co-operation Urged Upon Them.

This is national business women's week. It is being celebrated in nearly 8,000 communities in the United States under the auspices of the National Federation of Business and Professional Women's Clubs.

That women's increasing importance to the business and professional world entitles them to the recognition of a special week of honor is shown by the 1920 census figures—over 8,500,000 women employed in gainful occupations in this country. Of this number over 1,000,000 were engaged in professional and semiprofessional pursuits.

These figures will doubtless be greatly increased in the 1930 census.

The 52,000 women composing the National federation of women's clubs are "a significant group of economically independent women," in the words of ex-President Lena Madesin Phillips, "a cross-section of the woman power of the business world of to-day."

In announcing these 52,000 women, she explains them in two ways: Either "our present economic system demands that they be so employed; or, in a new freedom they desire to contribute something to the world of work in return for the sustenance of body and mind and soul which comes to them through that economic world."

The slogan of this group is "A better business woman for a better business world." In focusing public attention upon this slogan there are three specific phases of the program to be emphasized.

The first one relates to education: Better educational and vocational equipment.

"At least a high school education for every business girl" is the educational watchword. This has been adopted because of the need of a fairly broad educational background before taking up a business career:

Since it was discovered that lack of funds compels many girls to go to work before completing a high school course, the scholarship fund has been established to enable deserving girls to secure a high school diploma before seeking a position. Over 500 such scholarship funds now exist in the federation

The stories connected with the many young women who have benefited thereby compose good chapters in the history of this relatively new organization.

In close connection with educational program is its personnel research work. Its most important project thus far has been to conduct a vocational survey to determine how many women go into the business world through choice and how many from necessity; how many are handicapped by the care of dependents; how many are unpaid, and how many face a blind alley future.

Following this fact-finding survey are plans for building up a vocational mechanism to give guidance in finding the proper vocation.

The first challenge is education. The

next watchword is: "Every business woman a saver."

The value and necessity of thrift need no elaboration here. The thrift preachments of Benjamin Franklin have been translated in concreteness in many modern forms of safe investments.

Great gain in saving deposits are being reported. A life insurance policy, some building and loan stock, and various securities in the vault are great sources of protection against the day "when the keepers of the house shall tremble."

Business and professional women owe it to themselves and to the society they serve to safeguard their future by adopting some form of saving program. This includes school teachers since school teaching as a life career does not offer great financial inducements.

The second challenge is thrift. But that is not all. Business women seek greater co-operation and fellowship among themselves and with others.

With that in mind groups of members have recently visited Europe to share with business and professional women of other countries their experience of growth and achievements and to learn from them lessons of courage and vision. Individually and collectively we want to realize bigger and better things.

We are also interested in establishing the right relationships here in our own communities to understand our program and to give us constructive suggestions for its improvement. We want to know how we can better serve our communities.

We want to understand the work of public officials, so that we may rightly evaluate their services. We are anxious to co-operate with other organizations in making our communities happier and better places in which to live.

The third challenge is community relationships.

Above all we ask nothing for ourselves on the grounds of womanhood. We want no special favors because of sex, nor should we have any inequalities on that account. We plead for recognition solely on the basis of ability.

We disapprove of all vamp tactics. We do not intend to be any less womanly because of working in the office as well as in the kitchen, by piloting children through multiplication tables or aeroplanes across the country.

We shall not forget the ultimate basis of business is mutual trust and understanding, and that honesty is more precious than efficiency, essential as that is

The challenge is a three leaf clover with petals of education, thrift and community relationships. To that I have added the fourth leaf for good luck—that of not losing our human qualities in order to be considered efficient.

Agnes Samuelson.

Josh Billings says: Success don't konsist in never makin' blunders, but in never makin' the same one twict.

You cannot be independent in your decisions if you are influenced by the last speaker or the loud speaker.



Leaving Your Children An Education

If you wish to be certain that your children shall have the advantages of a higher educational training, whether you are here or not, one of the following suggestions may be of value to you:

- 1. In your will you can specify that a certain amount of the funds from your estate shall be held in trust by The Michigan Trust Company for the purpose of defraying the educational expenses of your children.
- 2. You can set aside securities or other property now in a voluntary trust to be used for the same purpose.
- 3. You can place a certain amount of life insurance in trust with this Company, either a specific policy, or a part of the total of all your policies.



The officers of our Trust Department will be glad to discuss these various methods with you, entirely without obligation on your part.

THE MICHIGAN TRUST CO.

FIRST TRUST COMPANY IN MICHIGAN

FINANCIAL

Securities Now Earn Own Keep.

Men did not look at yields when buying stocks last year but the dip in money is awakening investors to the novel inducements of a market in which good stocks can be picked that will earn their own keep.

Now as always unusually high or low yields in common stocks may be found but the avearge current yield on ninety selected issues of good quality is 4 per cent. Partly the drop in market prices and partly the drop in money rates is responsible for the availability of good stocks at levels yielding more than it takes to carry them on borrowew funds.

For nearly two years up to last September the attractions of common stocks on a yield basis were steadily fading. By early September high prices in the market had driven the yield on common stocks down to 2.88 per cent. Indeed at that time the public utility stocks were selling to return but 1.65 per cent. It was a 3.84 yield in rails and 3.15 in industrials that established the average at 2.88.

Now for the first time in a long while yields in a stock mean something. Still it would not be accurate to say that in its sobered attitude the market is paying attention solely to yields. If it were it would not buy public utility stocks on a 2.53 per cent. basis when the seasoned railroad issues are available to return 4.73.

Nor would they buy stocks to yield 4 per cent. perhaps when high-grade bonds are available to yield 4.5 per cent. That is to say it still is true as it was during most of 1928 and 1929 that the investor whose eye is fixed solely on a cash return on invested funds will get more from bonds than from common stocks.

What motivates most investors in the stock market now is of course the good yield available plus speculative possibilities but the ease in money is creating a boiling market in bonds for the first time in two years. So instead of a rising stock market and a falling bond market such as we witnessed in 1928 and 1929 the new year to date has brought a rising market both in stocks and bonds.

Paul Willard Garrett. [Copyrighted, 1930.]

How Far Will Rebound Run?

Without knowing the answer to its own question the market is casting around for a sign to show when stocks in this post-panic rebound will meet the next resistance level on the upside.

Let us see first how far the recovery has run. Stocks fell 113 points between the September 7 high and the November 13 bottom levels. This shrinkage presented a 45 per cent. decline from the early September peak of the Coolidge-Mellon-Hoover bull market. Then a recovery set in. On the rebound the market has come back faster than any Wall Street prophet predicted for early 1930. Not every commentator appreciates indeed the extent of the quietly accumulated gains in the market since November 13.

From the bottom level reached on that date the averages are up 37 per

cent. But to say that the market fell 45 per cent. from its peak, and that it has since risen 37 per cent. from the bottom, is to create a statistical illusion. It gives no clear concept of what the actual recovery has been. The way to measure this is through a comparison of the points lost and the points subsequently recovered. In the break the market lost 113 points. In the rebound it has recovered 52 points. Then we can plainly see that the postpanic rebound to date has restored roughly 46 per cent. of the ground lost in the decline.

Whether so substantial a recovery within roughly four months is warranted is a question strongly answered nowadays both in the affirmative and in the negative. Those skeptical point to the situation in business, to the relatively high level of loans on securities and to the basic fact that more than cheap money is needed to give stocks intrinsic worth. Those unafraid of the market lay their emphasis on the performance of the stock market subsequent to stock panics in the past and the indisputable power of easy money to revive industry. Essentially the assumption of the pessimists is that a revival of proportions in industry is not now at hand. The optimists assume that it is.

Except for early December and mid-February the market has met no real resistance on the upside since the panic. When the next resistance point will come nobody knows. But since the market already has easy money and the hope of improving business the determination of this next resistance point will depend presumably on prospects for business as they take form from this poin on.

Paul Willard Garrett. [Copyrighted, 1930.]

Banks Going Back To Bonds.

Evidence that the banks now are going back into bonds is supplied in this week's \$108,000,000 jump in the investment portfolio of reporting member banks

Even allowing for purchases in connection with the Treasury issue, this increase is interpreted as a possible entering wedge in a protracted purchasing program of bonds on the part of the banks. Up to now the banks have not been in the market for bonds. Except for last November which was a special situation, indeed, the banks for nearly two years have been sellers rather than buyers. Even the boiling bond market of the last week, following the rising level in prices since the beginning of 1930, has had its stimulation in forces other than bank buying.

Now it begins to seem that the stage at last is set for the re-entry of the banks. Since the heavy 1928-1929 liquidation in bonds by the banks was a powerful depressing force on prices the presumption is that the market might expect benefits from the switch back to bonds if indeed the movement runs far. How far it will run nobody knows. We do know how many bonds were unloaded between the middle of 1928 and October, 1929. The sum ran into large figures. It was in excess of \$1,000,000,000. That is why the bond portfolios of our banks now are low.

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



O L D KENT BANK

14 OFFICES RESOURCES OVER \$40,000,000.00

The Measure of a Bank

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

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16 CONVENIENT OFFICES

Outstanding among the reasons for a switch in policy is the decline in money rates to a level that compels the banks to recognize the superior advantages of bonds to institutions seeking a good return on funds. Last year bonds offered a good return too but there were handicaps not now present. First of all the banks then were heavily in debt at the Reserve institutions. Their collateral loans were heavier. The general credit structure was vulnerable. These were considerations that made it imperative that the banks preserve a state of liquidity.

It will be interesting from this point on to watch the changes in the bond portfolios of the banks. In the event that this week's showing does represent the beginnings of a broad buying movement the presumption is that the supply of available issues will be materially cut down. Doubtless the emission of new issues in turn will be stimulated. Nobody can fail to see the far-reaching benefits to business in a return to popularity of these descriptions in the market.

Paul Willard Garrett. [Copyrighted, 1930.]

Loans Reveal Strong Buying.

Wall Street's own explanation of the recent expansion in stock activity went down with the rest yesterday when the Reserve reported that instead of the sweeping rise in loans everybody expected the total actually fell \$21,000,000.

Just what threw the commentators off is not easy to see but apparently the recent buying in the market has been stronger than was commonly supposed. Instead of the public wildly edging its way once more into the market on borrowed funds, the accelerated pace of stock activity presumably is primarily the result of heavy accumulations by institutional and individual investors of substantial means. At least that is the rather convincing implication of the week's figures on brokers' loans.

The key to the computation is in the item labeled loans for "others." These fell \$126,000,000. What commentators usually shrewd predicted was that these would expand. If the market had been one of wide distribution of stocks from strong to weak hands the item would have been swelled. That is selling by strong holders would have given the wealthy institutional and individual investors fresh funds to loan. But now it is very evident that this interpretation of the market so widely entertained was wrong.

Instead we find that withdrawals by "others" were heavy. Why? Presumably funds that were loaned out were pulled back to buy securities. Last week's emphatic ease in money no doubt prompted this shift from the money market into the stock market. Investment trusts among others saw that their money would earn more in stocks than on call.

In this connection it is interesting to note that ever since bottom was reached in brokers' loans on December 24 the trend in loans for "others" has been downward. Such loans are \$489,000,000 lower than then. Presumably

these funds have been withdrawn from the loan market primarily for one reason. That is to buy securities. Not a negligible part of these withdrawals has been in the form of foreign funds that capitalists oversea have turned into American equity issues once more. Paul Willard Garrett.

[Copyrighted, 1930.]

Rules For Preservation of Teeth.

Correct diet makes strong teeth. Clean teeth are less apt to decay than dirty ones.

It is a mistake, however, to depend upon these two rules alone in maintaining mouth health. The third rule, calling for regular dental examination by a competent dentist, must be added as an important factor in keeping the teeth strong and the mouth in normal, good health.

Twice a year is none too often to visit your dentist for the purpose of a careful, thorough mouth examination. This will insure discovery of defects early enough to provide for their correction before they assume serious proportions. If, starting as early as 3 years of age, a child is taken twice yearly to a dentist for dental inspection and needed corrections-and if the proper diet and rules of cleanliness are followed in the meantime-the child is practically assured of reaching adult life without being subjected to either the pain or discomfort accompanying bad teeth or to body ill-health caused by some infection having its source in bad teeth.

Too often one awaits the twinges of an aching tooth before visiting a dentist. By that time the trouble may have extended greatly, necessitating more work by the dentist. At the same time the work is likely to be more painful and the permanency of the correction less sure. Regular twice yearly visits to your family dentist will enable him to do preventive, rather than, corrective work. Preventive measures cause a minimum of trouble, pain and expense.

The old adage "an ounce of prevention is we the a pound of cure" is especially applicable to care of the teeth. A good rule to follow is, "never let your teeth ache." A good habit to establish is a twice yearly visit to your dentist for mouth examination.

Richard C. Leonard.

Blouse Sales Less Active.

The gradual easing off in purchases of women's suits during the last few weeks has had a bearing on blouses which became quite noticeable during the latter part of last week. Not only has there been a falling off in the demand for these garments almost proportionate to the decline in suit sales, but the trend has turned definitely from silk blouses to cotton garments. Sheer blouses in batistes and similar cottons, both plain and printed, now have the call. The models coming into favor most strongly show distinctly feminine treatments, including such decorative touches as frills, tuckings, bows and novelty sleeve effects.

Many people can list and label facts. Only a few can make them illuminating and interesting.



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DENY DEALING WITH CHAINS.

Two Hotels Plead Not Guilty To Current Report.

The Tradesman recently received a letter from a traveling man who stated that the Lakeview Hotel, at Lakeview, and the Kimbark Inn, at Fremont, were buying their supplies from chain stores. Letters of enquiry to both hotels elicited the following replies:

Lakeview, March 26-Yours of yesterday regarding our buying from the chain store here at hand.

Recently a story was started here that four men came in and asked for an early lunch at noon and that Mrs. Meach offered to get them an early

Meach offered to get them an early lunch and then went out to the A. & P. store to get material for the lunch. That they saw her return from the store and then refused to stay.

There was no foundation at all for this story. It never happened in any way at all. We have not had an opportunity to get an early lunch and would never have to go out to get material for such a lunch. terial for such a lunch.

We have always purchased our gro-ceries at wholesale from National Grocer Co. until they have established a chain store here and then we trans-ferred our business to Wm. Bradley's

For a couple of years back until recently the A. & P. store was the only store in town that carried a stock of fresh vegetables. We did buy some green stuff from them because there was no other place to get it. Occasionally we bought 100 pound sack of sugar from them when the representa-tive of the National Grocer Co. would say, "You can buy your sugar cheaper from the A. & P. than I can sell it to These are the only classes of business we ever gave them.

As soon as the agitation against the chain stores started we stopped buying

chain stores started we stopped buying even these articles.

I have always talked against the chain store. Believe that I was one of the original objectors to them in Lakeyiew. When the A. & P. was seeking a location here I refused to rent a store building to them although I would have been glad to rent it and a little later rented it for the post-office at \$5 per month less rent.

office at \$5 per month less rent.

I have talked to many farmers during the last two years on the potato situation, telling them that the chain stores were having a great influence on the price of potatoes and warning them

against the support of the chain store.

I believe I have made my position clear. I am against the chain store, always have been and always will be. Have never patronized them to any extent and then only with a desire to better serve our guests with green stuff that could not be obtained elsewhere. That we have not been in the A. & P. store for anything for three months. We believe in co-operation with those who give us business and are and will support the commercial traveler in any move that will benefit them. Will be glad to discuss the matter further if you have any other questions or information.

Charles L. Meach.

Fremont, March 28-W. H. Stur-mer, proprietor of the Kimbark Inn, of this city, has requested me to write of this city, has requested me to write you regarding the matters referred to in your letter of March 25. As attorney for the Fremont Hotel Co., I handled the negotiations with Mr. Sturmer regarding the lease on the hotel, and have been since in touch with him so as to be somewhat qualified to know what type of man Mr. Sturmer is Sturmer is.

Mr. Sturmer came here Nov. 1, 1929 and took over the hotel from Mr. Heldenbrand. Prior to that time he successfully conducted a large hotel

at Miami, Florida, for a period of about ten years. When he first plan-ned to take over Kimbark Inn he expected to have associated with him in the business another man, but his party ultimately withdrew from the proposition for the very reason that he felt the chain stores had ruined the hotel business, and decided to go into something else. Mr. Sturmer is also well aware of the fact that the chain store business has had a ruinous effect on the hotel business generally, and he is one of the last persons in the world who would intentionally do business with chain stores.

The facts are that he has never been inside of a chain store in this city and has personally never purchased one item from any of them. On Dec. 6 his wife was looking for a certain kind of salad dressing which she was kind of salad dressing which she was unable to find in any other store and did happen to find it in the A. & P. store in this city. While there she made some other purchases for the hotel aggregating \$35.40. The clerk brought the purchases over to the hotel and Mr. Sturmer gave him a check for the amount of the purchase. He requested his wife at that time not to requested his wife at that time not to make any further purchases from any chain store, and no such purchases have been made by her or anyone else for the hotel before or since that date.

At the time of this purchase there was no agitation in Fremont regarding was no agitation in Fremont regarding chain stores. This agitation did not begin as I recall until about the middle of January, 1930. Mr. Sturmer assures me that at the time the merchandise purchased by his wife was delivered to the hotel and he settled the bill, he did not give any particular attention to the incident other than to attention to the incident other than to request his wife not to trade at chain request his wife not to trade at chain stores in the future, but that if he had known of any sentiment existing in this city at that time he would surely have returned the goods. I am certain there was no opposition or sentiment against chain stores existing at that time in this city of which he could be aware of.

The people of Fremont have been highly pleased with Mr. Sturmer as a hotel man. I personally consider him a very splendid gentleman and able hotel man. Every act on his part since he has been here indicates his sincere desire to co-operate in every movement which is for the good of the community. He has exhibited a splen-did public spirit; immediately joined the Chamber of Commerce and has shown in every way his desire to do his part as a member of this com-munity.

He feels very much mortified that word should go out upon such a slenword should go out upon such a slen-der foundation that he was patronizing the chain stores. He resents the im-putation and wants me to impress up-on you that he knows very well as a man of some intelligence that his in-terests are directly opposed to doing business with any chain organization. No man can justly condemn him upon these facts. I would greatly appreciate it if you would use your influence to counteract this false report.

As a citizen of this community and director in the Fremont Hotel Co. I am naturally anxious to see the hotel do well. I think we are exceedingly fortunate to have a man of the high type represented by Mr. Sturmer in charge of our hotel. I dislike having any impression go out that would in any impression so out that would in any way injure his business. Will you not do what you can to correct any false impressions that may have gone out regarding him?

Harry D. Reber.

It is better to keep your ideals a personal secret. Through a sound psychological law we know that a purpose disclosed before completion is greatly weakened.



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MUTUAL FIRE INSURANCE

Gasoline—In Common Use and Very Dangerous.

With the advent of the automobile, the motor truck, the tractor, and the stationary gasoline engine, gasoline has become almost as common as kerosene on the farm. This is the most dangerous petroleum product in common use. Even at ordinary temperatures it gives off a very explosive vapor, and it burns more fiercely than kerosene. The only really safe place to keep the gasoline supply is in a tank buried underground, and it should never under any circumstances be kept inside any building where it may be necessary to take a kerosene or other open light or where a gasoline engine of any kind will be operated. If the container permits vapor to escape, a spark from the electrical equipment or a flame from the exhaust pipe may easily ignite it. The vapor from a single pint will render the air in an ordinary sized room explosive. It is heavier than air, and there may be a great deal of it near the ground or floor in the vicinity of a tank, while the odor would not be particularly noticeable to a person standing. For this reason it is especially hazardous to set a lantern on the ground or floor near a gasoline container of any kind, even out of doors, as the flame may follow the vapor from the lantern to the container.

Open-flame lights should never be allowed in the garage or the building containing the farm tractor or gasoline engine, and such a building should never be heated by a stove. It is safer if the automobile and tractor are run outside before the tanks are filled, so that the vapor may be carried away immediately, and the tank of a stationary gasoline engine should be filled only in daylight and while the engine is not in operation. Water, unless applied in very large quantities, has no effect on burning gasoline except to spread the fire, and this fact makes such fires all the more danger-

The gasoline stove is probably the most dangerous cooking or heating appliance in use on the farm. Kerosene stoves are not nearly so dangerous and fortunately they have in large measure displaced gasoline stoves. If there is a gasoline stove in the house the fuel tank should never be filled while the stove is in operation. Even then care must be taken not to spill any of the gasoline, for the vapor might cause an explosion when the stove is lighted. The tank should never be entirely filled, for the gasoline will expand somewhat as it becomes warmer, and an overflow might result.

Many destructive fires and even deaths have been caused by explosions when gasoline was being used for cleaning purposes inside the house. Often some cleaning agent which will not take fire could be used as satisfactorily as gasoline. When cleaning is done with gasoline it should never be in a room where there is a fire; the doors and the windows, if possible, should be kept open so that the vapor may escape, and the vessel containing

the gasoline should not be allowed to remain uncovered. Do not use for a container a glass jar or bottle which will break if dropped or struck accidentally.

Grand Rapids Eighty-five Years Ago.

Files of old newspapers in the Ryerson Public Library contain interesting history relative to the lives and the activities of pioneers of the Grand River Valley. From the Enquirer of 1845 it was learned that the population of Kent county numbered 6,049; Ottawa contained 1,200; Ionia 5,101 and Muskegon 217. Farmers were not numerous in Kent county. Its population, was composed mainly of villagers. In that year the wild cat system of banking gave way to a better order of financing public and private enterprises. An old song, "The Cat Came Back," was sung vigorously a few years ago by many vocalists. Like the cat of the song, the cat of finance of 1836 returned in 1857 and disrupted the banking system of the State. There was little profit in the business of operating sawmills or growing grain, the principal ndiustries of the region. Lumber cut in Grand Rapids and rafted to Grand Haven was sold for \$5 per M. Most of the men who were in the lumber trade stayed in because they could not get out of it and live. Wheat was sold by farmers for 50 cents per bushel; flour cwt. for \$1.75 or \$3 per barrel; pork and beef from \$2.50 to \$3 per hundred pounds. Wages of laborers were paid largely in merchandise. For a little money sufficient to pay taxes on their property, farmers sold fire wood. One dollar per cord would be thankfully received for four foot lengths.

Grand Rapids was described as "a story and a half" village of fifty acres with a population of 1,500. About a dozen merchants supplied the community with food, clothing and relative articles as needed. Roberts & Son and the Winsor Brothers combined lumbering with their mercantile business. Kendall, Lyman, Morrison, Pierce, Sinclair, Bemis, Noble, Rose and Covell trusted patrons largely, getting a little cash now and then. To do business in that way merchants were obliged to price their goods at top figures. "One per cent." was the ruling margin of profit. Business could not be carried on for less. It was a hard experience for farmers who were obliged to sell wheat for 50 cents per bushel and pay top prices for merchandise.

Speculation had been rife in Grand Rapids. Building lots had been sold for as much as \$50 per foot front. In 1847 two lots which now form the Northeast corner of Lyon street and Monroe avenue were sold for \$400. A lot on Monroe avenue at the corner of Market avenue, upon which a small building had been erected, was sold Lots on North Division avenue, between Fulton and Crescent streets, could be purchased for \$200 and on the West side of the river good lots were offered at from \$10 to \$25 per lot. On the hills East of Division avenue lots were sold for \$10 each and for those on the Bostwick addition (bounded by Division and Jefferson avenues, Wealthy and Fulton streets) lots now worth many thousands of dollars could be purchased for \$25 per lot. George Kendall bought the land since known as Kendall's addition (worth at present several millions)

for \$45. Best farm lands three miles from the village might be purchased for \$3 to \$4 per acre.

Arthur Scott White.

Less thought makes thoughtless.

Have You Received Full Value For Your Money?

In years past we have all paid considerable money for fire insurance; have we not? Some of us, however, have gotten out of it much cheaper than the rest because we have had our insurance placed with THE FINNISH MUTUAL FIRE INSURANCE COMPANY of Calumet, Michigan.

This old and strong company shares its profits with the policy-holders by paying dividends of 40 per cent every 3 years. You can get in on this too, if you want to. Rates are no higher than anywhere else, and no extra charges. It will pay you handsomely to look into this.

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Great Year For Winter Sports in California.

California.

Los Angeles, March 28—Some of the newspapers like to take an occasional fall out of Merry Old England, but it seems a little far fetched when they try to humble and put her into the third-class on account of financial stress just at the present modification. ment. Just why is she weak? Isn't it because she has drained herself dry by paying her just debts while other European nations sit by and argue against paying and accumulate in their own treasuries what rightfully belongs to a long suffering creditor nation? Maybe we will finally wipe all these obligations off the slate, but in any England deserves credit for toting fair.

It is said that the patent office is five years behind in its work due either to the activities of the American inventive genius or else to the sluggishness of office employes. A man who invents something and craves a patent, ought not to be compelled to hand it down to posterity in the shape of a tombstone inscription.

They are still pumping the hot shot into Federal Judge McCormick, of Los Angeles, one of President Hoover's law enforcement commission, because in his written opinion he incor-porated a statement to the effect that "a man's home is still his castle and the practice of entering it in the course of prohibition enforcement without re-course to legal procedure is wrong and should be abolished." The lengths to which fanatics will go in anything with which they become associated is amply demonstrated by their attack upon the pronounced findings of the learned judge alluded to. He has been held up to scorn by those members of Congress who attend booze parties in Washington and make prohibition speeches at the town hall at home. He has been threatened with impeachment and telegrams calling for his resigna-tion have been fired at him for daring to pronounce his honest beliefs in that which the constitution of the United States guarantees to every man, wo-man and child under the flag. Some man and child under the flag. Some people seem to forget that there are other paragraphs in the constitution besides the eighteenth amendment, and that more crime has been committed in the name of the law in the enforcement of the eighteenth amendment, and the state of the second s than can be traced to all other

provisions of the constitution.

But the point I really wanted to make is, that President Hoover selected Judge McCormick for his law en-forcement commission because of his reputation for fairness and honesty, and just because in a calm judicial manner he honestly believes in the enforcement of all of the constitutional provisions, he is belittled by the very element who ought to back him up with substantial endorsement.

The new charge of 35 cents for a shave, close or once over, might lead up to a revolt among that male element in about every community who well remember when the standard price for a shave was a thin dime and in most cases provision was made for commutation tickets on the basis of twelve shaves for a dollar. After Dewey took Manila some of the city barbers became obsessed of the no-tion that fifteen cents was about the right price for such a service, and forthwith the safety razor man began his harvest, and where, at that time, shaving was considered akin to a surgical operation, nowadays it is looked upon as an accomplishment, and also at this time hair cutting and the added patronage of the flapper is about all the modern day barber has to depend upon for a livelihood.

But didn't we have royal enjoyment during those good old days when a

man's opulence was denoted by the splendor of his shaving mug. and his advantage over the tonsorial artist was indicated whenever a smooth face was indicated whenever a smooth face was presented at the execution block. Then, also, there was the line of conversation which the barber handed you on the occasion of your semi-weekly shave. Now you have to invest in a radio to get it. It was an amusement offered us while we were awaiting that magic word—next."

Well, perhaps, after all, the barber is as fully equipped with intelligence as the railroad magnate who raises

as the railroad magnate who raises his fares "after the boat has left the dock."

The long controversied St. Louis and O'Fallon case has been heard from once more, possibly through the dusting out of the archives of the Federal Court. This was a case where the Interstate Commerce Commission appraised the holdings and equipment of a nine-mile coal road, for the purpose of basing the Government's claim for excess of earnings to be applied on the payment of loans made by the Government during the war period. This suit was an appeal from the decision of the Commission and was started just ten years ago. It has been considered a test case by all the railroad interests, and in many cases where this indebtedness has been covered by earnings, they have been held up awaiting, as they claim, a definite decision in the O'Fallon case.

The season of 1929-30 is going to be long remembered in Southern Califorlong remembered in Southern California as a great year for winter sports. Just think of it. You can take a red trolley car on Main street in Los Angeles, with the thermometer registering at 65, and in exactly two hours be rolling snow balls at Mt. Lowe, thirty-five miles away, and it is expected this attraction will be offered the public every day for the next month. And in the valleys and in the month. And in the valleys and in the desert wild flowers are in full bud, and are expected to be earlier than usual and in greater profusion. Old timers tell us that these flowers should be out in a month, and the snow within easy shot of same will be in exist-ence at the very same time. With San Gorgonio, the highest mountain of the Southland proper, and San Jacinto, the most abrupt, two hours away from Los Angeles, rising without foothills as Gibralter rises from the sea, San Gregorio Pass is always a place of beauty, and when it leads straight between snow capped peaks to the decet tween snow-capped peaks to the desert of sunshine and warmth and wild flowers, as it does now, it is well worth traveling across America to see.

In all this broad land of America there are, according to the Billboard, leading theatrical paper, only just two legitimate vaudeville houses. The rest have been turned into motion picture houses or closed indefinitely. This is houses or closed indefinitely. This is directly chargeable to the activities of directly chargeable to the activities of the unions controlling the profession—not because of called strikes, but because the owners have discovered it unprofitable to supply this type of entertainment and, at the same time submit to the exactions of this particular organization. It is but a repetition of recent experiences, more particularly noticeable in California. Belshazzar-like, they couldn't seem to see the chirography on the kalsomined surface. Here they insisted that mosurface. Here they insisted that mo-tion picture houses should, for instance, employ and pay for orchestras, whether their services were essential or not, so they promptly ordered the immediate annhilation of the motion picture industry, and made an appeal to the public to support them. The public mostly hadn't heard about the row, hence turned out en masse to try and learn all about it, and have been crowding these houses ever since.

Reminding one that the executive

How Are You Protecting Your Business?

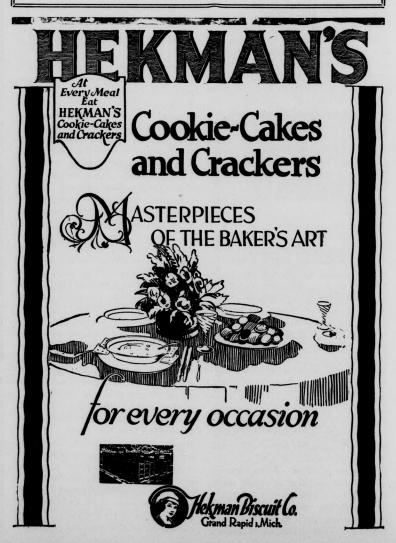
Do you want your business to continue to progress after your hand has left the helm? If you do, it is a matter of good business to insure with an organization that is your neighbor. The New Era Life Association has served Grand Rapids and Michigan for more than thirty-three years. This record places us among the older institutions of this city. We specialize in business insurance. Let us have the privilege of calling on you for further discussion.



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committee of the American Federation of Labor, proposes commissions to settle certain types of controversies instead of inaugurating strikes. This will certainly be one long step along the line of progress, but as a remedy it is a long ways from perfection. What the Federation is pleased to call invisibilities of the strikes. jurisdictional disputes, and for which purpose it proposes commission activity, are not disputes over wages or hours; they arise between separate craft unions over who shall do certain types of work-as whether carpenters sheet metal workers shall install metal trimmings or whether elec-tricians or pipe fitters shall put in conduits. Such disputes ought never to occur, because of their triviality, and every time they are brought up they insure a black eye for the cause of labor. Somebody is getting pay for the work, and it is just a question of expediency as to just who shall do it. expedience as to just who shall do it. The employer who pays the bills, is the party most interested, and either he, or the individual responsible for havthe individual responsible for naving work properly done should have the say. One of the principal advantages the open shop contractor has over the closed shop contractor is being able to exercise this option, thereby rendering it unnecessary to call out the militia or some cumbersome or-ganization to settle after long delibera-tion, something disposed of on the source of the moment without detriment to anyone. Naturally, the unions will not profit by experience, but they would be much better off in the long run if they did.

The financial situation in the civic The financial situation in the civic affairs of Chicago, may well prove a lesson-leaf for all municipal governing bodies. It is simply the result of a revolt of the tax payers. The governing bodies simply looked upon the property owner as a "good thing." This condition is just about as likely to obtain in many a punicipality. to obtain in many a municipality. Extravagance in expenditures is bound to run up against the proverbial stone wall sooner or later. The constituted authorities primarily raise the tax ratio to the legal limit. Then they proceed to hoist the valuation, to create more manna. Then the municipal grandline insurants as actual. cipal guardians inaugurate a contest to see how near the bottom of the bar-rel they can reach, in the shortest space of time. But the office-holders, no matter how short the funds, manage to "get theirs." Frank S. Verbeck.

What the Belknap Family Would Like

Herbert P. Belknap, of Greenville, formerly a resident of Grand Rapids, spent several days in the city recently, while recovering from a severe and prolonged illness. Mr Belknap is the youngest brother of ...e late Capt. Charles E. Belknap. In the course of a brief conversation held by the writer with Mr. Belknap, the subject of a memorial to be erected in honor of the gallant Captain was broached. Mr. Belknap stated that the Captain had not regarded many of the statues erected to commemorate the lives and services of men who had served the Nation or the State with distinction as especially desirable. He had observed many of such devices which are not worthy of the subjects treated by the artists, nor creditable to the agencies which provided means for their erection. Two of the four statues of generals and admirals of the army and navy, mounted in Hackley Park, Muskegon, are discreditable productions of the sculptors art. The statue of General Jackson in Washington is another example of unskilled workmanship. Capt. Belknap, laying aside his prejudice against statues, had planned a propaganda for funds to provide for the erection of a statue in honor of one of the four general officers of Grand Rapids, who served their country during the civil war, on Lookout Park-Generals S. Champlin, Byron R. Pierce, Israel C. Smith and A. A. Stevens. All were Democrats at the outbreak of the war. General Pierce joined the Republicans soon after he entered the service. Captain Belknap preferred that the honor suggested be awarded to General Pierce, because he, as a Major General, outranked the others mentioned.

Capt. Belknap was a lover of nature. A piece of woodland, a flowing stream or a bit of lake beach were more attractive in his estimation than any marble or metal statue within his knowledge. Illness and finally death intervened to defeat Captain Belknap's plans for an equestrian statue in honor of the memory and army services of General Pierce.

Mr. Belknap, speaking for the daughters of Captain Belknap, his brother Tom and himself, stated that the family admired a suggestion made in the Tradesman about a year ago by Hon. Chas. W. Garfield for a memorial to the Captain and would be delighted to have it adopted without any change by the Belknap Memorial Association. Mr. Garfield proposed that the name of Lookout Park be changed to Belknap Park; that the site be properly landscaped and that a large granite block, properly inscribed, giving the facts regarding the birth and death of the Captain and his principal accomplishments be installed at the entrance of the Park. It is presumed that the subscribers to the Belknap memorial fund would consent to the use of the money now in the hands of Treasurer Clay H. Hollister to carry forward the purpose outlined above. Mr. Garfield's plan is practical and should be adopted by those who are in charge of the project without delay. To change the name of Lookout Park, action by the City Commission would be necessary. Arthur Scott White.

Specialty Shops Note Slowness.

Executives of specialty shops report slow expansion of pre-Easter consumer buying, blaming erratic weather conditions as the major adverse factor at this time. This is taken as indicative of the general trend, as the specialty shops usually feel an increase in demand, particularly for ready-to-wear, somewhat sooner than other types of stores. The view is expressed that a strong pick-up is likely with the turn of the month. First-floor departments of these shops have been busy, accessory sales covering handbags, hosiery, underwear and pajamas, piece goods and novelty jewelry comparing well with last year.

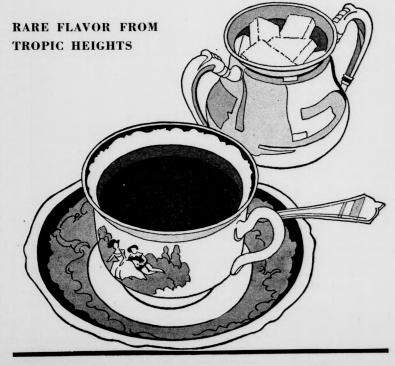
A negro bishop was introducing an English churchman of high rank.

'Breddern," he said, "it is not often I arise to present a white speaker in this church. But you can be sure he has a powerful message for you. An' while his skin may be white, his heart is as black as any of us."



Large space — heavy schedules newspapers, rotogravure and billboards—Of course your customers know all about the goodness of

Beech-Nut Coffee



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 Pitketh-ly. First

ly, Flint. Manager—Jason E. Hammond, Lansing.

Boucle Now Rivals Tweed and Jersey For Sprin.g

An ideal suit for spectator sports and all-around wear in the open is one of the new boucle three-piece ensembles. The knitted frock or suit is sharing honors with tweeds and jerseys for informal spring daytime wear. Like the latter it has taken on new airs and graces in honor of the feminine mode, and in place of the simple sweater and skirt we have tucks and flares, pleats and peplums, to say nothing of touches of embroidery or lingerie collar.

Lovely color effects distinguish many of these knitted ensembles. From an exclusive shop which imports many knitted suits comes one in pure silk, with jacket and skirt the color of Parma violets. The sweater, in a soft mauve shade, is shaped in the knitting to fit closely about the hips, and to blouse as it is drawn up slightly. Lines of dark violet, pale yellow and white about the bottom of the skirt and sweater, and a prim little knitted bow at the neck relieve the solid color. This suit is copied in many charming color combinations. In one, the jacket and skirt of Algerian pink are worn with knitted overblouse of silver gray. Yellow and burnt orange, and a faint misty green with darker hunter's green and aquamarine with white are other attractive color harmonies.

The nipped-in tailored suit is a decidedly new departure in knitted costumes and very smart it is. A model in a soft shade of beige boucle has the jacket fitted at the waistline with tiny pin tucks, with rippling flared peplum. Reminiscent of the popular lumberjack suit is another in navy boucle, the jacket bloused over a wideribbed hipband and the white sweater finished with a jaunty bow in red, white and blue.

Silk Suits Wanted By Retailers.

The swing from three to two piece suits on the part of retailers which has marked the buying of the last few weeks is becoming steadily more marked. With it, retailers' orders indicate, there has come a swing from cloth to silk suits on the part of consumers. The silk suits consist of coat and dress. Both long and short coats are being ordered, manufacturers say, but the bulk of the demand for younger women's suits specifies short ones. Another feature of the current market is the growing scarcity of tailored dresses in the sheerer silks, prompt deliveries of some of which it is almost impossible to obtain. The paucity of these models is attributed to the growing favor for "softer" garments with lace trimmings and other feminine

Chinese Body Hats Scarce.

Failure of American millinery manufacturers to place normal advance business on Chinese body hats last Fall

has resulted in a general scarcity of this merchandise. Particularly scarce at present are the better types of panamalacs, linens (straw) and fine bakus, and deliveries of all three in the most wanted shades are being delayed. The colors most affected in this way are blacks, blues, beige clar, etc. Two new types of straw bodies now being featured by Reboux in Paris will be displayed here next week for the first time. These are paille amour and paille charmeuse. They will be shown in such colors as turquoise, opaline, coraline, iris blue, etc.

Retailers' Kitchenware Sales Up.

Consumer demand for kitchenware has increased substantially in the last few days and retail stores are finding it easier to dispose of equipment of all kinds. In the class of larger sized articles, such as kitchen and breakfast nook tables and chairs, the gain has been especially notable. According to merchandise men, green is rapidly being displaced by cream and ivory. Indications that breakfast nook tables finished in oak, maple and birch will be in demand next Fall are seen. At present porcelain-topped kitchen tables are selling best in the retail range of \$6 and \$7, while the drop-leaf breakfast nook type is moving best at prices around \$30.

Watching Price Competition.

One effect of the keen retail price competition on comparable items of merchandise has been to increase the opposition to manufacturers to having their products made price footballs. The recent developments according to views expressed will probably encourage producers to further efforts to legalize price maintenance although procedure along this line will inevitably be strongly fought by retailers on a number of grounds. It was added, however, that aside from the chain store practices in certain lines, most of the spectacular price reduction has been local, which some producers are disregarding as being restricted in

Stripes Retain Suiting Lead.

Stripe patterns declined in fancy worsted suitings for Fall, but, nevertheless, retained first place, according to the analysis of men's wear suiting orders placed during February by the Wool Institute. The stripe effects had a total of 55 per cent., as against 61 in the preceding month. In woolens stripes also were favored, representing 60 per cent. of the business in the cheaper fancy woolens. Plain and small weaves dominated in woolens above \$1.50 per yard, being rated at 61 per cent. of the total. Gray led in worsted colors, with browns and tans favored in both grades of woolens.

Better Grade Dinner Sets Gain.

Orders for better grade chinaware are showing steady improvement. Although the demand is still considerably under a year ago, the requests received from visiting buyers and through the mail specify more dinner sets retailing around \$60 than they did last month. The emphasis at that time was chiefly on goods which could be retailed at about \$40. Dishes

decorated in modified modernistic patterns are being purchased in more volume than at any time since the first of the year, but this demand is still quite small in comparison with the call for the more conventional patterns.

Buy Summer Floor Coverings.

Buyers seeking Summer floor coverings have contributed the most active note to the trade this week. Although orders for such goods are being held to small amounts, they have been enough to give manufacturers a fair amount of business. Grass and fiber rugs are wanted in styles with colorful patterns. The chief demand has been for goods in the low-end price brackets, but a fair amount of better goods has been sold for use in penthouses and the more elaboarte Summer homes. Delivery within two weeks is being specified on most of the Summer orders.

Coral Popular For Upholstery.

Upholstery fabric manufacturers anticipate an increasing vogue for coral and jade green shades for furniture goods next Fall. They expect the colors to rank next to taupe in selections of buyers who will visit the market in May in the interests of furniture producers. Mohair will predominate in the fabrics to be shown at that time, it was said yesterday. Several factors in the trade commented upon the growing preference for better quality mohairs among furniture men. At present orders for fabrics are limited. with interest centered on the May market.

Re-ordering Still Lacks Snap.

While the total volume of mail orders placed lately by retailers has grown somewhat, as yet there has been no material gain in the size of the individual re-orders. With little more than two weeks remaining before Easter, the re-order activity was held to be below expectations. The situation, it was said yesterday, suggests that either the next three weeks will have to be exceptionally brisk both at wholesale and retail or that the post-Easter period will have to supply both activity and profits. The feeling is gaining that the stores will rely heavily on improved turnover in May.

May Reduce sheeting Discounts.

Further reduction of discounts on wide sheetings, sheets and pillow cases may be made by some of the leading producers of these goods after April 5. There is little likelihood, however. of an upward revision in list prices for some time. Now that the situation is fairly straightened out, some of the details of the discount orgy indulged in following the recent cut in list prices are coming to light. The outstanding feature, it was said in the trade yesterday, was the offering of discounts in one quarter that totaled 30 per cent. This was far above the normally substantial discounts on these goods.

Tactful handling of the customer is paramount to any other virtue in the sales department.

Learn to live on your last week's salary.

OUR MODEL STORE



The picture above does not do justice to it. We invite any merchant who would like to see it to come in without any obligation. We will gladly explain the layout and merchandising principles involved.

EASTER

will soon be here. Business is improving. Cotton and other commodities are advancing. With better weather you will need lots of good merchandise which is not any too plentiful. Now is the time to buy dresses, wash goods, Spring hosiery, underwear, etc. We notice an increase in home sewing and the use of notions and kindred items. You can build up your business by catering to the trade on these lines.

Economists say that business the last half of 1930 will be very good. Now is the time to buy, when prices are low. Smart merchants are doing this. Our salesman will be glad to show samples and quote prices.

C. J. FARLEY & COMPANY

20-28 Commerce Ave., S. W. Grand Rapids, Michigan "Not in the syndicate or the retail business"

SHOE MARKET

Michigan Reta: 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.

What Is the Wild Radio Saying?

Tune in on W. K. Henderson over station KWKH of Shreveport, La., and you will hear the first anti chain crusader mix truth and untruth and gnash his teeth at any and all chains.

Tune in on Winfield H. Caslow over station WASH of Grand Rapids and you will hear a forceful advocate of the independent merchant deliver a fair and square body blow to what he calls "Down with the Syndicate and Up with the Independent."

On the one hand, Henderson will drawl: "Hello world—doggone don't go away" and throw hot vigor into his speech—some would call it profanity; but he sure is keeping the ether waves busy transmitting his protest against what the chains are doing.

This battle in the air is hot stuff; but what will the reaction be. Public opinion often changes over night. The clown of to-day may be the hero of to-morrow. Likewise, the popular hero of to-day may be off his pedestal to-morrow.

What is needed is a definition of "Chain Stores." If, in the shoe trade, we were to say that any group of stores over six in number is a chain—we would automatically shove into that classification around three hundred business organizations.

If a man has a capacity for running more than one store and by his energy can supervise and operate a dozen more stores, certainly that man is just as much an independent merchant as the little fellow who struggles along with one little shop in the suburbs. One man wants to limit the protest to the chain store whose stock is listed and sold on Wall street.

Henderson has been branding misrepresentation—particularly in canned goods. He points out that selling smaller size cans (five ounces less stuff within them) is not fair competition with independent stores giving full cans at higher prices. He throws a challenge that is being heard the country over.

But we doubt the wisdom of making these crusades an organized movement by independent merchants. There is another thing to seriously consider. Economic changes are not decided on the basis of sentiment. No matter how much sentiment favorable to the independent merchant is created by the present movement, that sentiment can be maintained only so long as the store, the stock and the methods of the independent merchant justify it.

Therefore instead of spending the bulk of his time and effort in "crusading" or in congratulating himself on the success of the present movement, the independent merchant should bend every energy at this time toward puting his own house in order; toward making his store, his methods and his merchandise worthy of the sentiment created in his favor.

All the Hendersons in the world

will not influence consumers to trade in dark, dingy, unattractive stores. All the crusaders in the universe will not induce people to seek hidden merchandise in preference to open displays.

In the final analysis, business will go to those best fitted to handle it. Your action will largely determine the character of the ultimate consumer reaction.—Boot and Shoe Recorder.

A Word About Shoes.

Simplicity of line, higher heels, and new colors and combinations of fabrics tell the story of the smart shoe for Spring. A clean-cut, slender silhouette is essential in footgear for the new longer skirts, and the opera pump, one strap and oxford are in the lead.

Kidskin is probably the most outstanding leather for Spring, with green and blue now taken seriously, in addition to the classic black and brown. Longer skirts mean that shoes must be definitely related to costume in color and design—hence the interest in colored footgear. Navy pumps or oxfords are universally worn with the early Spring tailleur in dark blue.

A touch of decoration on vamp and quarter is featured in many of the new pumps, and it may be either contrasting kid or lizard. The all-lizard two-eyelet oxford with very high heel is exceptionally smart with tailored suits.

One of the prettiest evening slippers is in satin, an opera pump, with vamp and heel embroidered in silver.

Handbags and Shoes.

There may have been other attempts at advertising handbags and shoes in combination, sold at one price for the two, but the first advertisement of that sort to come to our attention was shown in a New York paper this week.

The growth and development of the handbag business has been one of the marvels of merchandising. No woman ever gets enough handbags. A man clutters up the pockets of his clothes with all sorts of dunnage—women clutter up their handbags fully as well.

When On Your Way, See Onaway.

Onaway, April 1—A rousing meeting of the publicity committee of the Chamber of Commerce was held at Will Gregg's studio Wednesday evening and a large amount of important business was transacted. The field men appointed to check distances and provide road markers made a very favorable report of the territory covered and volunteers offered help in order to complete the work in other directions in time for the tourist trade

directions in time for the tourist trade. A suitable map with all sections, roads, lakes, streams and places of interest will be distributed free of charge to visitors and will aid greatly in reaching the places that have heretofore been hard to find without a guide. Distances, turns, markers and directions will distinctly show the way, so that anyone, even though inexperienced in new country, may easily find the way. The map was designed and drafted by the city civil engineer, John Isbister, of the Electric Light & Power Co., and is executed in a thoroughly workmanlike manner.

Following the committee meeting came a special call for the Chamber of Commerce by President Fred Weingart, which was held in the Schlienz convention chamber and dining hall.

This was also a very successful affair, ratifying the actions of the publicity committee and giving full authority to continue the work.

An important step was taken in the way of purchasing fifteen genuine bromide enlarged pictures, 19x28 inches in size, reproductions from local scenery, to be used for public display and to be loaned to outside cities on special occasions. Four of these pictures were exhibited at the winter sports meeting at Greenbush and will be shown by the Eastern Michigan Tourist Association in Detroit at the outdoor life and motor boat show.

Application and enquiries are already being received from tourists preparatory to enjoying our State park and free camp sites this summer. The latch string is out. Don't be bashful.

Following a recess for luncheon the chair called upon M. G. Thomas to preside and the meeting resolved itself into a fair association meeting for the purpose of re-organizing and completing the list of directors and officers of the Onaway district fair.

After considerable discussion a vote was taken resulting in the retaining of four of the original directors and adding the names of Dewey Smith, M. G. Koepsell and Andy Johnston.

Koepsell and Andy Johnston.
Mr. Karr will continue as Secretary.
Herb Hutchinson and Mr. Anton, of
Afton, were present and took active
parts in the meeting.

Mr. Karr and M. G. Koepsell have outlined and perfected plans for securing speakers, slides and films for the purpose of entertaining farmers each Saturday afternoon during the summer. This will take place in the Family theater and no charge will be made. The undertaking is for the purpose of instruction, education and entertainment along the lines of agricultural and dairy work.

Squire Signal.

Corduroy Tires

Sidewall Protection

Made in Grand Rapids

> Sold Through Dealers Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

1912	\$ 460.29
1917	 7,191.96
1922	 85,712.11
1930	 241,320.66

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

\$425,396.21

for Information write to

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

VEGETABLES

We specialize in
CHOICE HOME GROWN AND SHIPPED-IN VEGETABLES
We can now furnish the

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

RETAIL GROCER

Retail Grocers and Meat Dealers Associa-tion of Michigan.

President — A. J. Faunce, Harbor

ngs.
rst Vice-President—G. Vander HoonGrand Rapids.
cond Vice-President — Wm. Schultz,

Ann Arbor.
Secretary — Herman Hanson, Grand

Secretary — Herman Hanson, Grand Rapids. Treasurer—J. F. Tatman, Clare. Trustees—O. H. Bailey, Lansing; M. C. Goossen, Lansing; Grover Hall, Kalama-zoo; O. L. Brainerd, Elsie; Ole Peterson, Muskegon.

Here and There in Grocery Problems.

"You tell us to advance a price from 20 to 21c where necessary for correct mark-up. If Mrs. Jones says she can get it from a nearby competitor, what do we do?"

It was discovered long since by Mr. Aesop that nobody could please every-Each merchant must content himself to serve a certain segment of the population. Did you ever think how strictly limited is the possible circle of chain service because of its rigid restrictions to cash-carry limited stock range and other features?

Ask Rumsey, family grocer, 140th street and Broadway, New York, how come he gets 12c for staple evaporated milk when chain units on every side sell it for 3 for 25c. His answer completely covers the ground: "That's easy," he says. "The folks who go to the chain stores do not come to me. Those who come to me do not go to the chains."

No price is to be made without thought. The thought must take into account the kind of trade a man serves. A quarter century ago high grade tall salmon, which had always sold in our town for 17c, got where we had to get 20c for it to carry our expense and leave us a profit. A neighbor near us, a block down a side street, continued to sell for 18c. Question, what should

We reasoned that we could let the few who raised objection go down street. We were sure he'd not sell all the salmon. If five per cent. of the Mesdames Jones went there, perhaps 95 per cent. of the other standard families-the Smiths, Browns and Robinsons, for example-would pay us 20c rather than walk an extra block. Perhaps they'd not even be conscious of that 2c difference nearby.

Results justified that reasoning. Ten per cent. is a big difference in any staple food price; but consumers do not think in percentages. They think that two blocks is a long walk to save two cents, even when they think at all about it, which is seldom.

No item in groceries is stapler than Arm and Hammer soda. Our price in our store for our kind of service was 10c per pound package. A department merchant nearby asked only 7c. We had an occasional protest. Should we yield 30 per cent. on that item to placate 5 per cent. or less of our possible buyers; or should we risk loss of 5 per cent. and retain the 30 per cent. extra from the 95 per cent. willing to trade our way?

We elected the logical course and, except for an occasional protest, were unconscious that we did not please everybody. In such cases, we never argued-good plan never to argue-we just smiled and said we had to get 10c

to render our kind of service: and was there anything else to-day? It did not hurt our feelings that the few who went across to our neighbor for that single item usually stopped back for their real requirements. Merit wins, provided it is genuine. The mrchant who renders real value in goods and service need not be stampeded by sporadic objections to sound pricing.

I incline to think such is the experience of the man who asked me this question, for he is a successful grocer.

Shredded Wheat sales are promoted constantly by sampling, but the sample is two whole biscuits, which is enough for a generous breakfast. The prospect gets such a real taste that converts are made daily. Yet this is the famous "baled hay," so tasteless to the novice that desire for it must be acquired. A stingy sample would result in nothing. Enough for a full portion tempts most folks to make a meal of it. Hence sampling carries this item into consumer favor.

A few days ago somebody left a sample of Lifebuoy soap at our door. It was a full sized cake. My wife put it by the basin and first time she used it she said: "My, how can anybody use that carbolic stuff!" Somehow I like carbolic acid, but, of course, I'd never ask for soap my wife did not like. A few days later, she said: "Do you know, I am getting so I like that soap? It seems to have such a clean smell." It is not gone yet, but I believe we shall use it hereafter.

Had that been such a slab as one finds in the 5c package of soap and towel in public washrooms, there would not have been a chance for it. Yet every expense of printing and distribution would have been as greatnearly-as on the generous sample which tempted to use continuous enough to convert the user.

A housewife recently found a grocer's circular on her porch. She noticed it because it was held and weighted with a regulation clothespin. That cost a bit more than the bare circular, but its use insured it against being blown away, hence increased the certainty of proper distribution. It appealed to the thrift of a housewife who habitually conserves clothespins. The act of taking off and saving the pin led naturally to careful reading of the cir-

Let us be properly, intelligently generous and broad minded about such things. Let us do what we do right. Let us think out how to make our work completely effective. All that sort of thing pays.

Grocers are getting lots of co-operation these days in directing folks to their stores. A sign on a bread delivery truck yesterday read: "Buy bread from your grocer."

I am told, and my experience confirms it, that restaurant keepers hold back on ketchup, Worcester sauce. mustard, chili sauce and other relishes until diners ask for them. This results in just half the consumption that would follow if they were on the table within reach of all. If thus to hide things which guests know are free results in such curtailed use, is it remarkable

(Continued on page 31)

The Toledo Plate & Window Glass Company Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

SWEET FRESH

AND



CHURNED FRESH DAILY

WHOLESALE DISTRIBUTORS

STORAGE COMPANY KENT

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

HULSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

HOLSUM has so consistently improved in quality that the housewife has no incentive to bake at home.

ASSOCIATED TRUCK



The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection. ASSOCIATED TRUCK LINES

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

RABBIT AND DUCK OFFER



PUTNAM FACTORY

National Candy Co., Inc.

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

Horse Meat Plant Will Be Opened.

Officials of the Ranger Packing Co., which purchased the old Albia Packing Co. plant early this year and started work of repairing and re-equipping the plant for the preparation of horse meat for foreign trade, state that the plant will be in operation before the end of this month.

The program of the company is a most optimistic one and within a year from the start of operation it is the hope of the officials to furnish employment to approximately one hundred and fifty men and to kill two hundred horses a day.

The entire process of killing, dressing and pickling is expected to take ninety-seven minutes with the plant operating at capacity.

An almost endless variety of products can be manufactured from the horses, company officials say, but for the present the company will confine its activities solely to the pickling of the meat, which is much in demand in France, Belgium and other foreign markets.

7 Per Cent More Fish Frozen Last Year.

The quantity of fish frozen in 1929 at 166 private and public freezing plants is given by the Bureau of Standards as 121,542,389 pounds, which was 7 per cent. more than in 1928 and the largest amount for any year on record.

Over one-half of the total consisted of six species of fish. Ranked in order of importance they were halibut, with 12 per cent. of the total; salmon, 10 per cent.; mackerel, 9 per cent.; cod, haddock, hake and pollock, 9 per cent. whiting, 7 per cent., and sea-herring, 7 per cent. Other species of which considerable quantities were frozen were shellfish, squid, croaker, butterfish and lake herring.

New Scale Minimizes Loss Through Overweight.

A scale featuring a dial which accords over an inch to the registration of a quarter of an ounce is being displayed. It is designed to eliminate the losses resulting from overweight in the manufacture or sale of bulk goods. An error of either overweighting or underweighting is visible at a distance of thirty feet. The dial accomplishes this by holding at zero when the exact weight desired is balanced on the weighing beam, and swinging to the right for overweight and to the left for underweight. The scale, the makers say, requires no leveling or adjusting for different positions.

College Gives Course in Food Buying.

A course in food buying was recently established at the University of Maryland. Classes are now meeting once a week. The course is open to graduates, undergraduates and outsiders, and is applicable to students who expect to buy only on a small scale for the home as well as to those

who expect to enter the food trades. The chief emphasis is given to judging the quality of various kinds of foods, since a proper understanding of quality is the first essential in estimating how much the product under consideration is worth

Proper Food Prevents Crippling of

An appreciable amount of the annual loss through crippling of animals en route to market could be eliminated, according to Paul Gerlaugh, extension specialist of Ohio State University, by proper feeding of the animals. This is particularly true, Gerlaugh says, in the case of hogs.

Lack of minerals in the food rations, he says, results in soft, easily broken bones. The minerals may be supplied in the form of a mixture of two parts ground limestone, two parts acid phosphate and one part salt.

Canadians Eat More Meat Than Yankees.

Per capita meat consumption in Canada this year is expected to exceed 156 pounds, which is considerably above the latest figures for the United States. The average Canadian consumes 56.94 pounds of beef, 82.48 pounds of pork, 6.46 pounds of lamb and mutton, and 10.12 pounds of poultry.

Ninety per cent. of the beef consumed by Canadians is produced in the Dominion.

Predicts Food Robots in Apartments.

One of the locations likely to be chosen in the future for the installation of food vending machines, according to J. A. L. Pennington of the specialties division of the Department of Commerce, is the apartment house.

The installation of machines here, he explains, would permit housewives to get such emergency items as bread and milk, as well as razor blades, drug specialties and other articles needed in a hurry, without going out of the house.

Babies Like Beef But Dislike Spinach.

An experiment in child feeding conducted by Dr. Clare Davis, according to the Washington Star, indicates that beef is the average child's favorite food and that spinach is his chief aversion.

This experiment, which was perpetrated upon thirteen babies, was conducted to determine what kinds of food children naturally prefer and had nothing to do with determining what kinds were best for them.

Modern Youth.

"How old are you?" enquired the visitor of his host's little son.

"That is a difficult question," answered the young man, removing his spectacles and wiping them reflectively. "The latest personal survey available shows my psychological age to be 12, my moral age 4, my anatomical age 7, and my physiological age 6. I suppose, however, that you refer to my chronological age, which is 8. That is so old-fashioned that I seldom think of it any more."

The secret of success is not so much in helping others as in helping them to help themselves. 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

It's Not a Bit too Early

to think about "On to Dayton in June". The Annual Convention of the National Association of Retail Grocers is to be held in Dayton, Ohio, this year, June 16th to 19th inclusive. Attend the Convention and profit from the contact with other grocers and enjoy a visit to the cradle of aviation.

Write your local Secretary now so that the Transportation Committee may include you in their plans for special trains, etc. Let your vacation cry this year be: "On to Dayton in June".

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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.

Sporting Goods Trade in the Spring Months.

With the first suggestion of spring, the boys commence to play marbles on the street corners. That marks the real opening of the sporting goods trade. The same curious impulse that almost automatically turns the thoughts of boyhood to marbles is undoubtedly behind the movement of older folk toward outdoor sports when warm weather approaches.

When the marbles make their appearance, it is time for the alert hard-ware dealer to be up and doing, in connection with his spring sporting goods trade.

In handling this trade there are some points worth remembering.

One is that the merchant who takes an active personal interest in sports is pretty sure to get the first call, when the enthusiasts set forth to make their purchases.

"Get into the game" is good advice for the hardware dealer who wants to make this department of his business worth while.

"I haven't got the time for such activities," the busy hardware dealer is apt to protest. And, quite likely, he will cite the case of some merchant he knew once upon a time who took so keen an interest in amateur athletics that he let his business die of neglect.

It is undoubtedly possible to go too far with anything.

But in this connection there are some things worth pondering.

Every man should take his business seriously. But the most successful business men are not those who spend all their working hours in their stores or behind their counters. The man who varies his work with a reasonable amount of play can work twice as quickly and twice as efficiently as the man who plods along every hour of the day. Temporary detachment from business gives him a clearer outlook when he comes back to work.

Every merchant should have a reasonable amount of recreation. And what better or healthier recreation could he have than is offered by outdoor sports? Especially since his interest in such activities is apt to prove helpful in a business way.

I do not mean that the hardware dealer must or should devote an extravagant amount of time to amateur athletics or professional sport. But he ought to be interested—really interested—and ought to pay some attention to local and National activities in this line. He should know the salient principles and more important rules governing at least the more popular sports, so that he can talk intelligently about them, or at least listen intelligently when they are discussed.

Quite often the merchant can do this by proxy, through a wide-awake clerk who is also a sporting enthusiast. It's good business to get a young fellow of this type to take special charge of your sporting goods department. If a member of the staff reveals an interest in this direction, by all means encourage him. Suppose to start with he doesn't know an awful lot about sports? Given encouragement, he'll learn fast. And everything he learns will make him more useful to your business. He'll be all the better sporting goods salesman for his keen personal interest in the practical use of the lines he has to sell.

If you realize the importance of getting into the game," you've grasped one of the most vital factors in making your sporting goods department a success.

But don't pretend an interest you don't feel. A mere pretense of interest will fool very few of your sporting goods customers. And it's a good deal easier, if you set yourself to it, to be really interested than to bluff.

The merchant who regards the sale of sporting goods as a mere money-making venture can never reap the returns which come to the merchant who is really interested in this, that or the other game for its own sake. In this line of trade at least the mixer has the advantage.

With spring approaching, sports of all kinds will quickly liven up. In every community the season's program of outdoor sports is being discussed. Clubs and associations are getting into action; the angler is trying his hook and line; the golfer is getting out his clubs.

In catering to the spring sporting goods trade it is good policy to move the stock as near the front of the store as possible. Throughout the winter the sporting goods lines now becoming seasonable have, naturally, remained very much in the background. But now that sales are to be made, display is essential. Most enthusiasts are young, hence impulsive; and a window display will quite often result in quick purchases, provided the display is of a type to appeal to the passer by.

It is of course a difficult job, in the spring months, to give prominence to every line that merits prominence. In the next few weeks, paints should be played up, garden tools featured, stoves brought to the front, and so on. It's a sheer impossibility to give each and every one of the timely lines all the display space it ought to have.

Nevertheless, by frequent and systematic changes of window display, a lot of different lines can be shown in the next few weeks, and the buying public appealed to from a good many different angles. Sporting goods should get their fair share of display, and, as previously stated, should be given as much prominence inside the store as circumstances will permit.

Window display is a great help in getting the line before the public. Ingenuity, brain work, will do a lot to make up for limited display facilities. Remember, too, that an A-1 display with real pulling power will do as much to draw trade in a couple of days as a commonplace display will in an entire week

What after all is the object of window display? Is it to put the goods where they will be seen? Or is it, rather, to induce the passer by to look

at the goods? There is a difference between the two. Any dub can arrange baseball, golf or fishing equipment in a window; but it takes a certain amount of genius to arrange these lines in such a way that the passer by will stop, look hard, and rush into the store to get further particulars.

Put punch into your display. Give it the distinctive touch which arrests and holds attention. For instance, a dummy figure holding the bat or wearing the gloves will instantly catch the attention of everyone. Incidental effects of this sort can easily be worked into the display by the ingenious window trimmer; and they are all the more necessary if you can give this important line only a limited amount of window space for a short time.

Give some attention, too, to interior arrangement of the goods. A good many dealers don't fully appreciate the advertising value of interior display. It is worth a lot to the wide awake merchant.

Try to display the goods, not merely where customers can see them, but where customers can examine and handle them. The baseball enthusiast likes to feel the mit or the bat, the angler to handle the new rod, the golfer to give the untried club a tentative swing. The mere touch of coveted equipment enhances the enthusiast's desire to possess and use it.

Where a store has a wide open space between counters, sporting goods can be arranged and displayed in racks down the middle of the store, preferably close to the entrance. If a customer sees something that interests him, he will stop to examine it; and this display of interest is ample hint to the wideawake salesman to get busy. Quite often a study of the store interior will disclose nooks and corners, unoccupied spaces of one sort and another, where fishing rods, baseball equipment and similar lines, can be shown to advantage. It is, however, a sound principle, wherever possible, to group all sporting goods in one department.

Never forget that it pays to keep the goods bright and clean. The young fellow who is buying a baseball or the older chap who wants a fishing rod are alike in desiring an article unquestionably new. Dirt and dust suggest age, neglect and possible hidden defects.

It pays, too, to watch your stock. Look over the goods at frequent intervals to see that they are in good condition. The jointed fishing rod that refuses to connect, for instance, is apt to throw suspicion on the entire stock.

Angling is one of the earliest and most popular of spring pastimes. The angler on the local wharf may get only a few worthless fish, but he gets a lot of thrills into the bargain. He is very much interested in securing the proper equipment. It is often good policy to lead off your spring campagn with fishing tackle.

Get a few weatherbeaten bits of timber, rig up a dock in your window, spread on the bottom of your window a sheet if glass edged with sand to represent water. Help out the fringe of sand with mud, dry leaves and twigs. Set your dummy on the edge of the dock with line and rod ready to

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FISHING TACKLE

cast. If your window facilities permit a real patch of real water instead of the glass, so much the better.

Fishing rods should be shown jointed. There is a sound reason for this; the average customer before he buys wants to see how the rod balances and hangs. Where the salesman has to put the rod together every time he makes a sale, the selling of rods is a slow process. Feature the higher priced rods. The cheaper rods sell readily enough; try always to sell the best, and hold the cheaper line in reserve. to be produced rather than miss a sale.

A pillar in the center of a store makes a very good display medium for rods, stood on end and held in place by a surrounding rack.

It is a good, safe rule, when a sale is made, to deliver the actual article shown and demonstrated to the customer. Follow the same rule with regard to reels, replacing the article sold with another from the reserve stock. In this way you avoid any accumulation of shopworn goods.

After the fishing tackle, feature baseball lines, then tennis goods, golfing equipment, canoeing outfits, motor boat supplies, and the like.

And remember, always, the importance of keeping in personal touch with as many as possible of the local sporting and athletic activities.

Victor Lauriston.

The Drys Should Stand By Their

Grandville, March 25—Just at the present time there seems to be a concerted effort on the part of the whisky element to discourage and if possible

do away with prohibition.

This effort has cropped out in Washington and the wets are having a hearing before a congressional committee. Even women of National prominence have taken up the cudgels for an abol-ishment of the Volstead act which has been of such wonderful benefit to the Nation at large.

Had the wet candidate for President been elected a year ago this state of affairs would cause no wonder, but with a decided majority of dry votes cast in the Nation it seems the height of folly to come to the front with a tissue of lies as regards the damage being done by the prohibition of the traffic.

Might as well demand a repeal of laws against murder because of the fact that crime is rampant despite laws

for the peace of the community.

The statement is broadly made by saloon lovers that never was so much liquor drank in saloon days as now.

Were this true is it likely that the wets would care to bring the saloon back and thus cut down the consumption of liquor?

Common sense would show that the prohibition law, though perhaps laxly enforced in some parts of the country, fifty per cent. better than open saloons.

During the old regime almost every small village of a few hundred inhabitants had one or more saloons. Is it reasonable to suppose, with a prohibitory law on the statute book, these villagers are swallowing more riotinducing liquids than they did formerly?

Tell that to the marines. Even though there are women in our country so lost to all sense of shame as to advocate a return to public drinking booths, there are millions of others who date their first sense of what a home was meant to be from the incep-tion of the much maligned Volstead

I am personally cognizant of many of these homes which became real homes because of the abolishment of saloon rule. To say that more liquor is consumed to-day because of prohibition is too proportions to be discussed. hibition is too preposterous to believe. Fact is it is not true and the utterers of such a libel on the race are falsifying the record for no good purpose.

Of one thing these mockers of our prohibitory laws may rest assured and that is that the Eighteenth Amend-ment will not be repealed. Prohibition has come to stay as a law of the land. It is possible that a referendum may be brought about. Even then the liquor lovers will find themselves in a hopeless minority.

There need be no denying that some

of our state and county officials have proven derelict of duty where the enforcement of prohibition is concerned. That is perhaps to be expected, yet the good temperance people will see to the weeding out of these unfaithful servants, replacing them with incor-ruptible executives of the law.

Such a reform cannot be brought about in a day or a week, not even in a year, yet the outcome is bound to be on the side of temperance and morality in the long run.

It seems that Michigan's Governor

Green is to be hauled over the coals for the supposed attendance at a meeting of highups in Detroit where liquor is said to have been consumed. For-tunately for the cause of righteousness our Governor is not a weakling and has signified his willingness to appear before a Washington committee whenever called upon to give testimony in

the case.

No doubt there is enough skulduggery going on under cover which should be unearthed and given to the full light of day. Whatever the wets may seek to do the prohibition of the liquor business was enacted with no thought that it would ever be repealed and the rotten days of the saloon brought back.

Under the name of personal liberty these scheming whiskyites hope by an appeal of this kind to influence many well thinking men and women to come the rescue of the down and out

Where can you find to-day as much liquor consumed as was the case when a very small city in the lumber county supported eighty saloons? Could those saloons possibly exist without liberal patronage? Is it not the height of nonsense to claim that such a town to-day consumes more liquor than it did in those saloon days?

did in those saloon days?

Reforms often move slowly, and this liquor problem is one of them. In the old days, when an attempt to drive out the saloons by a prohibition party movement failed it was thought that the saloon had won a victory. Not so, however, since when the abolition of whisky stills and drink parlors became a people's and not a party question the a people's and not a party question the law became a living reality. To-day a large majority of our

American women are on the side of the drys, and this majority, aided by temperance men, will see to it that no false cries of personal liberty will ever throw the Nation back again into the power of the saloon or any of its agencies.

Keep on the brakes. Make no compromise with wrong and the prohibi-tion movement will prove a final suc-cess. Old Timer.

House Furnishings Sales Off.

Sales of major house furnishings lines during the first quarter of the year, will apparently show marked declines when compared with figures for the same period last year. A well informed executive in the floor coverings market estimates that total business in that line has been from 18 to 23 per cent. off. In the furniture in-

dustry, the decline is placed at about 12 per cent. Estimates of business on household electrical appliances and associated lines forecast a total 14 per cent. lower than a year ago. All those furnishing estimates, however, were quite optimistic regarding the coming months and reported a gain in orders this week and last.

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HOTEL DEPARTMENT

Banish the Sword Swallowers and Soup Yodelers. Los Angeles, March 28—Letters re-

ceived from Flint, from two very good hotel friends of mine—Earl Greene, former operator of Hotel Crystal, and C. G. Hammerstein, present proprietor—are highly informative. Earl advises me that he will manage the Pine Lake Country Club, near Lansing, and "Ham" tells me that his two caravan-saries, the Crystal, at Flint, and the Clifton, at Battle Creek, are enjoying a most satisfactory patronage. Mr. Hammerstein was for many years the Michigan representative of Albert Pick & Co., Chicago, dealers in hotel supplies, but decided about four years ago plies, but decided about four years ago to get on the other side of the counter and has done remarkably well. Mr. Greene is popular with the traveling fraternity and no doubt will make a record with his new venture.

I understand that the proposed deal whereby the Wigton Hotel, at Hart, was to pass into the hands of the Heldenbrands has fallen through. Too bad. The Wigton needs rejuvenating, Hart deserves a better hotel, and a connection with the "Hildy" organization would have been most desirable.

Now somebody or other wants the hotel man to forbid the use of tobacco in his guest chambers. Sure. And while you are about it, enforce correct The sword-swallower and the soup yodeler must be banished to the South

It seems some operators are getting quite serious about the proposition of quite serious about the proposition of abolishing the lounge lizard, otherwise known as the "chairwarmer." There is no apparent objection to this move-ment except that in many instances this particularly individual is more or less an information bureau, hence an asset to the hotel. The individual who deliberately uses the hotel for a flop bourse should be speedily eliminated house should be speedily eliminated, but there is a very delicate line of demarcation between the two and the services of a real diplomat may necessarily be called into action.

George L. Crocker, manager of Hotel Olds, Lansing, has extended an invitation to Michigan Charter 29 and Grand Rapids Charter 22 to be his guests at a dinner dance, following a business meeting, on April 19. He has likewise extended invitations to Past Presidents W. E. Defenbacher, Dave Olmstead and C. L. Corpening to be present on this most magnolious ocpresent on this most magnolious oc-casion. Mr. Crocker is a great as-sociation man. He has been a con-sistent booster for the Michigan Hotel sistent booster for the Michigan Hotel Association and has put in some heavy strokes for the Greeter organization as well, in fact, as much as any other individual has he been responsible for the growth of the latter association in the Wolverine State. And I do not think I will be in error when I predict that those participating in the hotel course at the Michigan State College in April will find him very much in evidence in the activities on that occasion. that occasion.

Arthur Kopp, manager of Roachdale Inn, Montague, will make many improvements before the opening of the coming resort season. The Inn is one of the recent additions to the Michigan hotel list, but it is winning a reputation for excellence.

Ernest E. Lang, who was office manager at the Book-Cadillac, Detroit, until a year ago, is now manager of Hotel Southmoor, Chicago. G. Stanley Frye, formerly room clerk at the De-troit Tuller, is with him. Michigan hotel men will remember Mr. Lang, who was a gladhander on several visits made by the hotel organization to the Detroit institution.

Elmer Tyler, formerly of the Bailey House, at Ionia, has accepted a clerk-ship at the Belding Hotel, at Belding.

I note with much satisfaction that Mr. and Mrs. Chas. M. Luce, of Ho-tel Mertens, Grand Rapids, have taken a day off and gone to Washington, D. C., for a well deserved vacation. I will also be very glad to hear that they have taken occasion while there to show some of those recalcitrant legislators that they cannot fool "all the people all the time."

I am asked to page the relatives of J. A. McDonald, a hotel steward, who recently died in the service of the Rice Hotel, at Houston, Texas, but who formerly came from Michigan.

The Charlevoix Pickle & Produce Co. has purchased four collection stations in Northern Michigan from Libby, McNeil & Libby, located at Boyne City, Central Lake and Ellsworth. Their products are used very extensively by Michigan hotels. extensively by Michigan hotels.

F. M. Creore, assistant manager of Hotel Clifton, Battle Creek, for several years. has gone to Milwaukee, to take a position in Hotel Plaza, now under the management of Milton Magel, formerly in charge of the Battle Creek institution. Creek institution.

"Jake" Hoffman announces that he will add 250 rooms to his South Bend establishment, the Hotel LaSalle, and in doing so he will be knowing just exactly what he is doing, which is much to the point.

Some years ago—I think it was when Water Hodges, of Hotel Burdick, Kalamazoo, was president—the Michigan Hotel Association, adopted a program which contemplated several sectional hotel meetings in various parts of the State. They worked out to decided advantage and I am very glad to know that President Ernest H. Piper also thinks well of the plan. The theory is that more good can be done the members of the craft by getting together in a small wav. with less excitement, than by centering all the attractions in the big show—the annual convention. Hence the convention being held this week at South Haven, with Miss Ruth Mary Myhan, of the Shamrock Hotel, is the first of of the Shamrock Hotel, is the first of a series which will be undertaken. Other meetings will be held in the North and East sections of the State

The bus people want to perfect arrangements with the hotels whereby rangements with the hotels whereby the bus organizations will make reser-vations for travelers at various hotels en route, and receive certain gratuities for so doing. Some of the hotel men kick about such a program, claiming it is unethical. Well, you know boys, that there are various codes of ethics among various professions but they all among various professions but they all rally around one logical certainty—the almighty dollar. The commission ar-rangement has worked very success-fully in many lines, but it is for the hotel man to decide whether he favors this class of promotion.

Hotel Devine, at Portland, is going to have many improvements. It is one of the old reliable establishments, of which Michigan boasts many, has been the Devines for many years, and has been noted for its creature comforts. Now it will don some glad rags and the traveling men talk about it as being alwest a personal affoir. It was ing almost a personal affair. It pays to do these things and no one knows better than the Devines that this is so.



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HOTEL ROWE

Grand Rapids, Michigan. ERNEST W. NEIR, Manager. Mrs. Ola Brady Moody has purchased the Cody Hotel, at Battle Creek, from Peter Isaacson. She formerly operated several local hotels, among them being the Laverne, which George A. Southerton, has recently taken under his wing once more.

Fred W. Gandy, for twenty-five years active in hotel business in Detroit, passed on the other day. He was the owner of four hotels, the Richmond, Royal, Raymond and the older Savoy.

The Detroit Restaurant Association are going to help out the Michigan Hotel Association at their educational meeting by co-operating in that portion of the program pertaining to cooking and catering.

The new Addison Hotel Co. has been organized in Detroit to take over the operation of the Addison, which has been controlled by the Union Mortgage Company for several years. Three hundred thousand has been paid for the property which is but a small part of what it originally cost. It was an amusement and social headquarters for some time, but these features hav not been in evidence recently, though the hotel proper has been functioning.

The Michigan Tourist and Resort Association will henceforth have an office at 161 Michigan boulevard, Chicago. It will be operated jointly by this organization, the Upper Peninsula Development Bureau and the State of Michigan.

It sure is a funny world. A short time ago the union barbers of Los Angeles decided that 35 cents should hereafter be the standard price for a shave in shops reeking with unionism. Now the Lord High Executioner of the Order of Tongors declares the reason that they had to return to the former lower price was lack of patriotism on the part of the public. Perhaps the standard of one-way conversation on the part of the operator did not measure up to the requirements. One has to indulge in a little hilarity when he remembers that a few years ago the standard price for a shave was 10 cents, or twelve for a dollar, and the barber took some interest in his performance of the service. Now he only speaks of an anticipated higher standard of living.

In a scare heading one of our Los Angeles newspapers announces that a syndicate will put up forty apartment buildings at once. They ought to do this little thing and while they are about it, add a few for good measure. If there is any one thing Los Angeles does not need it is more living quarters. The landlords admit that the city is 40 per cent. overbuilt when it comes to living accommodations. Rents have come down in about that proportion for this type of abode during the past year. One of the chief industries is to find suckers who desire to invest in apartment buildings. There is a well organized association of "apartment dwellers" who help to swell the "occupancy" list until after the sale has been consummated, after which the new owner discovers they have been furnished these apartments free of charge and are prepared to move the very first time the rent collector comes around. Court proceedings portray this condition daily.

Don't buy any stocks or bonds secured by hotel or apartment holdings in California, or, in fact, in any other state. If you must invest in doubtful propositions go direct to the yard where they turn out gold bricks and get in on the ground floor, besides saving postage.

Henry Bohn, editor of the Hotel World for half a century, who does not use liquor or tobacco—and never did—makes this appeal to the red-blooded human being: "Let us be men and not hypocrites; not cringing cowards; not pretending to be what we are not; not men who worship one day in the week, but men who live seven honest days in the week; face the facts, face the truth, face the world and assert our right to be wrong as well as right when it concerns only ourselves. I have not been asked to write the history of the world in 500 words, but I would like to write the present status of our political conditions in the sky in letters a mile high, in one word: Hypocrisy."

Roger W. Babson, noted statistician, speaking of the possibilities of the tourist trade says

tourist trade, says:

"The whole living expenses of tourists are distributed among local business men in the cities, towns and resorts where they visit. For example, 25 cents out of each dollar goes to the hotel where the tourist stays, and 75 cents goes directly to the trades people of the community. The hotel in turn spends 7 per cent. of its share locally for supplies, taxes, salaries, wages, etc. At least 93 cents out of every dollar stays in the community where he visits."

Frank S. Verbeck.

A. W. Heldenbrand, formerly landlord of the Kimbark Inn, Fremont, has leased the Arcadia Hotel, at Alma, for a term of years and took possession April 1. Mr. Heldenbrand will modernize the hotel and put it in firstclass condition. Rates will be moderate, in keeping with the creature comforts Mr. and Mrs. Heldenbrand know so well how to maintain. Alma is very fortunate in securing a landlord who has such a wide reputation for efficiency and service as Mr. Heldenbrand, who will place Alma on the hotel map as it has never been before since the early days of the Wright House.

F. E. Doherty has started on the work of rejuvenating the King Hotel, at Reed City. It is his intention to completely remodel the forty rooms. In seventeen rooms baths will be installed, in five rooms toilets and lavatories. All rooms will have hot and cold running water. Each of the forty rooms will be equipped with telephones. Besides new furnishings, the mattresses and spring on every bed will be replaced by new-type springs and mattresses.

Late Business Changes in Ohio.

Columbus — Walker T. Dickerson has issued a statement to the effect that the Walker T. Dickerson Co., successor to the Riley Shoe Mfg. Co., operating Plant No. 2 in Logan, Ohio, is not associated or affiliated financially or otherwise with any other corporation or manufacturer of women's footwear.

Ashville—Orville R. Mithoff has opened a grocery and meat market here.

Cleveland—Fisher Brothers Co. has enlarged and remodeled its grocery and meat market here.

McConnelsville—Fred Shoop is the new proprietor of the meat market which was formerly owned by Frank-Finley & Son.

Barnesville—Patterson & Broomhall have sold their grocery and meat market to H. S. Renner. Cambridge—Bert Foraker and C. C. Meighan have taken over the grocery and meat market on Eighth street from R. G. Ferguson.

Cleveland—The C. & S. Meat Market has been opened at 22008 Lorain road.

Toledo—E. J. Gross is the proprietor of the grocery and meat market at 1212 Wott avenue.

Cleveland-After being in the grocery business forty-five years on the same street, John F. Schulte, has built himself a two-story building and added meats. Before putting in equipment he looked over other stores and copied the best ideas with the result that he has one of the best looking stores in Cleveland. The shelving is different from others, being wider at the bottom than at the top, which gives a nice effect and shows off goods to best advantage. The counters are in the center of the store so that the customers have access to the shelves and can see just what is there, and this results in more sales per customer. In the rear of the store is a garage so that orders can be loaded right on the trucks. In the basement is an automatic ice machine; in fact, nothing has been forgotten that goes to make his store modern.

Gabby Gleanings From Grand Rapids.

S. A. Lenger will engage in the grocery business at 20 South Burton street Saturday. Lee & Cady have the order for the stock.

W. E. Galloway has sold his grocery and meat stock at 700 Jefferson avenue to Cornelius Van Eck. Mr. Galloway retires on account of ill health. The store will be managed by Jean Boelema.

H. C. Kitchen, who has been engaged in the drug business at the corner of Jefferson avenue and Wealthy street for many years, has moved his stock to 2462 Plainfield avenue, opposite the Sligh golf course. As soon as the vacated store receives needed repairs it will be occupied by Louis Middleton as a branch drug store.

Harvey Gish, long-time representative for the Hess & Clark Co., is back from a winter trip through Missouri and Kentucky, during which time he made his headquarters at Paducah. He is now comparing notes with his house at Alshland, Ohio. He will start about two weeks hence for Winnipeg, where he will buy a ford and use it on a trip through Northwestern Canada as far as Victoria. If it is decided to cover Washington and Oregon also, he will not be home again until Christmas.

Kletotka & Lowing will open a grocery stock at 701 Michigan street next Saturday. The stock was obtained from Lee & Cady.

Ben Nyson has opened a grocery store at 934 Grandville avenue. Rademaker & Dooge sold the stock.

Lou Vredeveld has engaged in the grocery business at 1551 Kalamazoo avenue. The stock was furnished by Rademaker & Dooge.

Barstis Bros., meat dealers at 440 Leonard street, have added a grocery stock. The new stock was supplied by Rademaker & Dooge.



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.



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS Division and Fulton

RATES

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

CODY CAFETERIA IN CONNECTION

OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS Deglman Hotel Co.

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

Sault Ste. Marie

Michigan

Hotel Hermitage

European

Grand Rapids, Mich.

RATES: Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

The LaVerne Hotel

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

DRUGS

Michigan Board of Pharmacy. President—J. Edward Richardson, De-

troit Vice-Pres.—Orville Hoxie, Grand Rap-

ids.
Director—Garfield M. Benedict, San-

dusky.

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 Parids.

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

Futility of Restraining Chain Stores By Legislation.

In a number of our states legislation has actually been passed or is being considered to levy a special tax upon chain stores. The object is obviously to tax the chains out of existence. There is a very serious question in the minds of many thoughtful men as to whether or not this will tend to give the chains a stronger position in public opinion.

The very fact that this method is being pursued cannot fail in the end to give the public the impression that the chain stores are selling goods at less than the independent store can possibly sell them. Though in some cases the chains may sell at lower prices than the independents, it is not true that there is a general marked difference in the prices that chain stores place on their entire stock and that which independents can if they manage their business well, keep up the turnover and sell for cash. If extra service is rendered then the independent store is entitled to remuneration for it and the average person does not object to paying for this additional service.

In the grocery field, the voluntary chain has become popular in a number of communities. The theory back of the voluntary chain is that the independent store owner continues to own his store but by agreeing to confine his purchases to a single wholesaler can expect a greater degree of cooperation from that wholesaler. Cooperative advertising is done, all the stores in the chain display the same store signs and have the same color of

This is not an entirely new idea. Much the same scheme has been tried in the past but has failed in most cases to serve the purpose permanently. One retailer after another drops out of the group until there are few if any left. In the end conditions are about what they were at the start. The independent stores are buying where they choose and are co-operating less and less in selling effort. The weakness of the plan appears to be that it causes the independent retailer to lose too much of his identity. Also he may not approve of the business methods of some of the stores that join the group but as long as he continues in the group anything that is done by any other store tends to reflect upon him.

Independent stores have been in operation ever since there were stores. The chain store is a comparatively new idea. It is being developed to a

degree now which promises to bring about such a keen competition between the chains themselves that it will be a case of the survival of the fittest. It is doubtful if there will be as many chain stores in operation ten years from now as there is at the present time. Some chains are not showing entirely satisfactory profits. Not all are being operated as efficiently as they might be. Some have grown to such size that the problem of good management has become an extremely difficult one to solve.

In the meantime, those independent stores that are well managed that study their customers and render them the service they desire, that carry complete stocks and keep this stock fresh are growing more and more prosperous all the time. As a matter of fact, many a small independent store is actually showing a better net return on the actual capital invested than any chain stores are able to show.

There are many reasons why this is the case. The owner of the independent store is a member of the community. He takes an interest in it. He may hold political office, serve on the school committee, and in some cases be elected mayor. He is a leading citizen of the community. If he is not now, he can become one. He is a person his customers do not look down upon. The manager of the chain store on the other hand is just a hired employe who is striving, if he is ambitious, to win a promotion and become manager of a bigger store or be advanced to a higher position.

Under these circumstances he cannot take any permanent interest in the community. He may not even live in it. He may even come from some other city every morning to open the store and return to that city at night. The operation of the store must be mechanical because it is a cog in a big machine and the store manager conducts the store according to rule rather than in accordance with his best judgment. The result is that the chain store cannot possibly render the same service that the independent store can and sooner or later more and more of the public comes to a realization of this.

On the other hand if the independent store owners enter into politics for the purpose of taxing the chains out of existence they attract a lot of publicity to these chains. A large part of this publicity is of the type that gives the impression that the chains are far more efficient than the independent stores are, that they buy at lower prices and pass enormous savings on to the public. In the end it is public opinion that determines whether a law will remain on the statute books or not and whether if it does remain there it will be enforced. Court decisions that are rendered this year may be reversed next and even though the new laws are pronounced constitutional by the courts this does not mean that the laws will continue to stand.

Such laws give the chains a publicity angle that may help them immensely. It enables them to start propaganda for the repeal of the laws on the basis that it is the public that is really being taxed rather than the stores.

Something like this may happen. A state passes a law to tax all the chains. Every store is taxed \$25 per year whether or not it is a chain. But for each additional store under the same ownership there is an additional tax of \$25. That is if a man has but one store, he pays \$25 a year. If he has two stores, he pays \$25 for the first and \$50 for the second or a total of \$75.

Naturally such a system of taxing limits the number of stores that any organization can operate in the state because beyond a certain number the tax burden becomes so great that it is prohibitive. With the tax of \$25 a store and a progressive additional tax for each additional store, the fortieth store in the chain is required to pay a tax of \$1,000 a year. Such a law in a large densely settled state means that the chains are very effectively driven

After the chains are driven out it is only natural that the retail prices will be raised. They may be increased because more service is being rendered and they may be increased because everyone was doing business at a loss before the law went into effect and this includes the chain stores. The law remains in effect for a year or so. There is no such law in the surrounding states.

Special effort is taken to acquaint the general public with the difference in the cost of living in the state where the law is in effect and in the states where it is not. This propaganda is conducted so effectively that industries hesitate about locating in the high cost of living state. Eventually the law is repealed, the chains are welcomed back into the state and the independent stores find that they are in a far worse condition than they ever were before. Though they may sell at exactly the same prices as the chains and even render more service at the price, the buying public patronize the chains to a greater degree than ever before.

Therefore, the passing of these laws and actually putting them into operation may give many a chain store company a new lease of life. On the other hand if the independent stores do not try to suppress chain store competition through the passage of laws but get together for the purpose of increasing the efficiency of operation of independent stores, they can gain more and more of the business that is now going to chains. It is more a matter of efficient management than any other one thing and most store owners can learn to manage their stores more efficiently.

It also remains to be seen whether the chain store laws will be enforced any better than the prohibition law is being enforced. What will be done if a chain store company operates a chain of stores in the state just as it has been operating them in the past but poses the manager as the independent owner of that store? This is breaking the spirit of the law but the attitude of the public will have a great deal to do with whether or not any action is taken against such an arrangement.

One of the most dangerous things to attempt is to reduce competition by means of laws. Down through the

ages these attempts have been made and in the end every attempt has failed.

Suppose, however, that the law does work and the chain stores are permanently driven out of the state. What about the mail order houses? Will they do more business or less in the state and will it be necessary to pass legislation against them. Where will it all stop? Is there any end?

Suppress the chain stores and the mail order houses and some new form of distribution is likely to be tried. The airplane is now being developed to a marked degree of efficiency. It is rapidly becoming one of the cheapest forms of transportation as well as by all odds the fastest.

This means that it may be possible in the future for a company to establish an enormous store right out in the country and do an immense business there because it brings its customers to the store by airplane. There are vet many forms of distribution, many ways of selling goods at retail which have not even been given a trial. Supress competition in one direction through legislation anda new form springs up in another which may be far more serious than the first. The only people who seem to benefit to a marked degree through the enactment of laws and the repealing of them as well are the paid lobbyist and propagandists.

J. E. Bullard.

Reading Matter For Every Home.

The importance of reading in the development of the intelligent citizenry fundamental and vital to a democracy such as ours cannot be overstated. Reading is becoming more of a significant factor in progress every day. It has frequently been said that the two legs upon which a democracy stands are the public schools, which lay the foundations of an education, and libraries, books, and other printed materials which are the means of continuing education throughout life.

The public school system has been expanded to include the secondary as well as the elementary level. The present evolution of the junior college seems to be another attempt at equalization of educational opportunity.

The curriculum has yielded to the demands of the changing times and now covers a multitude of subjects. The public school is the crowning achievement of our democracy.

Paralleling the remarkable development of the public schools and the colleges, is the rapid establishment of libraries. Supplementing the instruction given in school as the library does, it may well be called a life-long continuation school whose entrance requirements are met by all who have the desire to read and the will to master its essential procedures.

With this Siamese-like development of the public school system and the public library service, each with a special function to serve in making educational facilities continuous, arise questions of interest. These are such problems as that of the cultivation of desirable reading tastes, the mastering of proper reading habits and the working relationships between the school and the public library.

When these and other pertinent ques-

tions are analyzed, they resolve themselves into one paramount problemthat of the equalization of educational opportunity. The equalization of educational opportunity is the unfinished task in education and in library service. This fundamental theory of our democracy should be realized in practice.

But when all the rural and town schools are equipped with adequate reading materials, there will still be need for the closest co-operation with the public libraries. No school or library ever has too many reading materials. There is no danger of that.

With our mutual goal of equalizing educational opportunity, with the constant emphasis upon enriching the content of instruction, and improving its technique, there is everything to gain and nothing to lose by friendly co-operation on the part of teacher and librarian.

For years the wagon dispensing extracts, liniments, and almanacs, has made periodic visits to the country home. Now a succession of the items of modern civilization come to the farm.

The gasoline supply is replenished by the regular trips of the oil wagon. The daily paper is deposited each day in the mail box at the front gate by the faithful mail carrier. Spraying, poultry culling, or canning demonstrations are brought to the community through the co-operation of agricultural agen-

In some districts the school bus transports the children to and from school. The radio furnishes market reports, world news, local or chain program as per tuning.

The farm is not the isolated unit "shut in from all the world without." The whole world is at the service of the farmer according to its own admission-be the purpose altruistic or commercial.

Why not a wagon of books for the country schoolhouse?

Agnes Samuelson.

Husband More Than Willing.

A perplexed and worried wife said to her husband one evening, after their little six-year-old hopeful had been put to bed: "My dear, I am almost mentally exhausted. You will have to help me with that boy. His enquiring mind knows no bounds. Suppose you take a turn at answering some of his questions, and give me a rest."

"I'll be glad to," briskly answered the husband. "I think it is a father's duty to assist in the development of his young son's mind. Now just what are some of the questions he has been

"Well," replied his wife, with a sigh, "so far to-day I've answered about two hundred, but I can only remember the last four: 'Why does a dog chase his tail?' 'How far can a cat spit? 'Why don't women wear suspenders?' and 'Does God wear whiskers?'

Stores Push Cheap Bedspreads.

Selling agents handling fancy pillows and bedspreads are doing most of their business in the latter item this week. A demand for cretonne spreads to retail at \$1.98 developed from department stores two weeks ago and orders have been exceptionally heavy since. Floral and lattice patterns are wanted in most cases. Orders for pillows have dropped off and are not expected to pick up until after Easter. In the meantime, producers are doing their preliminary work on Fall lines which will be offered early

Many people are "easy going" or don't go at all.

A wishbone is useless without back-

WHOLESALE DRUG PRICE CURRENT

Pri	COS	quo	ted	are	nominal,	based	on	market	the	day	of	issue.
	cids		@		Cotton Se Cubebs _ Eigeron							

WHOLESAL	E DRUG PRICE
Prices quoted are	nominal, based on market
Acids Boric (Powd.) 10 @ 20 Boric (Xtal) 10 @ 20 Carbolic 38 # 44 Cutric 52 @ 66 Muriatic 52 @ 66 Muriatic 15 @ 25 Sulphuric 34 @ 8 Tartaric 52 @ 60 Ammonia Water, 26 deg. 07 @ 18 Water, 18 deg. 06 @ 15 Water, 18 deg. 06 @ 15 Water, 14 deg. 54 @ 13 Carbonate 20 @ 25 Chloride (Gran.) 8 @ 18	Cotton Seed 1 35@1 50 Cubebs 5 00@5 25 Eigeron 4 00@4 25
Carbolic 38 @ 44 Cutric 52 @ 66	Eucalyptus 1 25@1 50 Hemlock, pure 2 00@2 25 Juniper Berries_ 4 50@4 75
Nitric 9 @ 15	Juniper Wood _ 1 50@1 75 Lard, extra 1 55@1 65
Sulphuric 34@ 8 Tartaric 52 @ 60	Lard, No. 1 1 25@1 40 Lavender Flow_ 6 00@6 25
Ammonia	Lemon 6 00@6 25 Linseed, raw, bbl. @1 15
Water, 26 deg 07 @ 18 Water, 18 deg 06 @ 15	Linseed, boiled, bbl. @1 18 Linseed, bld. less 1 25@1 38
Water, 14 deg. 51/20 13 Carbonate 20 0 25	Mustard, arifil. oz. @ 35 Neatsfoot 1 25@1 35
Chioride (Gran.) 08 @ 18	Olive, pure 4 00@5 00 Olive, Malaga,
Balsams Copaiba 1 00@1 25	yellow 8 00@3 50 Olive, Malaga,
Copaiba 1 00@1 25 Fir (Canada) _ 2 75@3 00 Fir (Oregon) _ 65@1 00 Peru 3 25@3 50 Tolu 2 00@2 25	Orange, Sweet 6 00@6 25
Tolu 2 00@2 25	yellow 3 00 07 3 60 Olive, Malaga, green 2 85 3 25 Orange, Sweet 6 00 06 2 5 Origanum, pure 2 50 Origanum, com 1 00 01 20 Pennyroyal 3 00 02 25 Peppermint 5 50 05 70 Rose, pure 1 3 50 014 00 Rosemary Flows 1 25 01 50 Sandelwood, E.
Barks Cassia (ordinary) 25@ 30	Peppermint 5 50@5 70 Rose, pure 13 50@14 00
Cassia (ordinary) 25@ 30 Cassia (Saigon) 50@ 60 Sassafras (pw. 60c) @ 50 Soap Cut (powd.)	Sandelwood, E.
Cassia (Salgon) 500 60 Sassafras (pw. 60c) 0 50 Sassafras (pw. 60c) 0 50 Sasp Cut (powd.) 35c 200 30 Berries Cubeb 9 90 Fish 9 25 Juniper 100 20 Prickly Ash 75	Sassafras, true 2 00@2 25 Sassafras, arti'l 75@1 00
Berries	Spearmint 7 00@7 25 Sperm 1 50@1 75
Fish @ 25 Juniner 10@ 20	Tar USP 65@ 75
Prickly Ash @ 75	Turpentine, less 73@ 86 Wintergreen,
Extracts Licorice 60@ 65	leaf 6 00@6 25 Wintergreen, sweet birch 2 00@3 25
Licorice 60@ 65 Licorice, powd 60@ 70	birch 3 00@3 25 Wintergreen, art 75@1 00 Worm Seed 4 50@4 75 Wormwood, oz @2 00
Arnica 1 50@1 60	Wormwood, oz @2 00
Arnica 1 50@1 60 Chamomile Ged.) @ 50 Chamomile Rom. @1 25	Potassium Bicarbonate
Gums	Bichromate 15@ 25 Bromide 69@ 85
Acacia, 2nd 45@ 50 Acacia, Sorts 35@ 40	Bromide 54@ 71 Chlorate, gran'd_ 21@ 28
Acacia, Powdered 40@ 50 Aloes (Barb Pow) 35@ 45	or Xtal 17@ 24
Aloes (Soc. Pow.) 75@ 80 Asafoetida 50@ 60	Iodide 4 06@4 28 Permanganate 22½@ 35
Pow 90 @1 00 Camphor 87@ 95	Prussiate, yellow 35@ 45 Prussiate, red @ 70
Guaiac, pow'd @ 70	330 40
Kino, powdered @1 20 Myrrh @1 15	Roots Alkaner 200 25
Myrrh, powdered @1 25 Opium, powd. 21 00@21 50	Blood, powdered 40@ 45 Calamus 35@ 85
Shellac, Orange 50@ 65 Shellac, White 55@ 70	Gentian, powd. 25@ 30 Gentian, powd. 20@ 30
Tragacanth, pow. @1 75 Tragacanth 2 00@2 35	
Turpentine @ 30	Ginger, Jamaica, powdered 45@ 60 Goldenseal, pow. 6 00@6 50
Arsenic 08@ 20	Ipecac, powd 5 50@6 00
Blue Vitriol, bbl. @ 08 Blue Vitriol, less 094/@17 Bordea. Mix Dry 12½@ 23	Orris, powdered 450 50
nellebore, White	Poke, powdered 35 0 40 Rhubarb, powd 0 0 1 00 Rosinwood, powd 0 50
Lead Arsenate. Po. 131/2027	ground @1 10
Lime and Sulphur Dry	Sarsaparilla, Mexic. @ 60 Squills 35@ 40 Squills, powdered 70@ 80
Leaves	Tumeric, powd 20@ 25 Valerian, powd @1 00
Buchu @ 90	Panda
Sage, 14 loose 0 40	Anise @ 35
Sema, Mer 000 19	Anise, powdered 35@ 40 Bird, 1s 13@ 17 Canary 10@ 16
Senna, Tinn. pow. 300 25 Uva Ursi 200 25	Caraway, Po. 30 25@ 20 Cardamon 2 50@2 75
Olle	Dill 150 20 Fennell 250 50
Almonds, Bitter, true 7 50@7 75	Flax, ground 940 15
Almonds, Bitter, artificial 3 00@3 25	Foenugreek, pwd. 15@ 25 Hemp 8@ 15

Myrrh nowdered @1 95	District 300 35
Myrrh, powdered @1 25 Opium, powd. 21 00@21 50 Opium, gran. 21 00@21 50	Blood, powdered_ 40@ 45
Opium man 21 00(21 50	Calamus 35@ 85 Elecampane, pwd. 25@ 30 Gentian, powd. 20@ 30 Ginger African
Opium, gran. 21 00@21 50	Elecampane, pwd. 25@ 30
Shellac, Orange 50@ 65	Gentian, powd 20@ 30
Shellac, Orange 50@ 65 Shellac, White 55@ 70 Tragacanth, pow. \$\psi 12 \text{Tragacanth} \text{Tragacanth} \text{200@2 35} Turpentine 2 30	Ginger, African, powdered 30@ 35 Ginger, Jamaica 60@ 65
Tragacanth, pow. @1 75	powdered 30@ 35
Tragacanth 2 00@2 35	Ginger, Jamaica_ 600 65
Turpentine @ 30	Ginger, Jamaica,
	nowdored 450 40
	powdered 45@ 60
Insecticides	Goldenseal, pow. 6 00@6 50
	Ipecac, powd 5 50@6 00
Arsenic	Licorice
Blue Vitriol, bbl. @ 08	Licorice, powd 20@ 30
Blue Vitriol, less 094 @17	Orris, powdered_ 45@ 50
Bordes, Mix Dry 1914@ 92	Poke, powdered 35@ 40
Hellehore White	Rhubarb, powd @1 a0
nowdered 150 er	Rosinwood, powd. @ 50
Hellebore, White powdered 150 25 Insect Powder 4740 60 Lead Arsenate, Po. 13½ 27	Sarsaparilla Hond
Tood Assessed Date of	ground @1 10
Lead Arsenate, Po. 13/2@27	B. Cunu W1 10
Lime and Sulphur Dry 09@ 23 Paris Green 26½@46½	Sarsaparilla, Mexic. @ 60
Dry 09@ 23	Squills 85@ 40
Paris Green 261/2@461/2	Squills, powdered 70@ 80
	Tumeric, powd. 200 25
	Auguria (1984) Sarsaparilla, Hond. ground (1984) Sarsaparilla, Mexic. (1984) Squills (1984) Squills (1984) Tumeric, powd. (1984) Valerian, powd. (1984)
Leaves	
Buchu @ 90	
Buchu, powered @1 00	Seeds
Sage, Bulk 25@ 20	4-4-
Sage, 1/4 loose @ 40	Anise Ø 35
Sage, powdered @ 25	Anise, powdered 350 40
Senna. Alex. 5000 75	Bird, 18 180 17
Senna, Alex 50@ 75	Canary 100 16
Senna, Alex 50@ 75 Senna, Tinn. pow. 30@ 35	Canary 10@ 16 Caraway, Po. 30 25@ 20
Senna, Alex 50@ 75 Senna, Tinn. pow. 30@ 35 Uva Ursi 20@ 26	Canary 100 16 Caraway, Po. 30 250 20 Caraway 2 500 2 75
Buchu —	Canary 100 16 Caraway, Po. 30 250 20 Cardamon 2 5002 75 Corlander pow. 40 300 25
	Anise
Oile	Canary
Oile	Canary Po. 30 25@ 20 Cardamon 2 50@ 2 75 Coriander pow. 40 30@ 25 Dill 15@ 30 Fennell 56@ 50
Oile	Canary 100 16 Caraway, Po. 30 250 30 Cardamon 25002 75 Corlander pow. 40 300 25 Dill 150 20 Fennel 350 50 Flax 940 15
Almonds, Bitter, true 7 50@7 75	Fennell
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Almonds, Bitter, true 7 50@7 75	Fennell
Almonds, Bitter, true 7 50@7 75	Canary 100 16 Caraway, Po. 30 250 20 Cardamon 2 500 27 Corlander pow. 40 300 25 Dill 150 20 Fennell 350 50 15 Flax, ground 94,0 15 Flax, ground 94,0 15 Foenugreek, pwd. 160 25 Hemp 80 15 Lobella, pwd. 200 25 Mustard, yellow 21 Mustard, black 200 25 Poppy 150 30 Quince 1500 150 30 Quince 1500 150 50 Sunflower 120 15 Sunflower 120 15 Worm, American 300 40 Worm, Levant 6 500 7 00 Tinctures Aconite 71 20 Aloes 71 56 Acafoetida 02 28 Arnica 100 250 75 60
Almonds, Bitter, true 7 50@7 75	Fennell
Almonds, Bitter, true 7 50@7 75	Fennell
Almonds, Bitter, true 7 50@7 75	Fennell

Benzoin Benzoin Comp'd. Buchu Cantharides Capsicum Catschu Cinchona Colchicum Cubebs Digitalis Gentian Gualac Gualac, Ammon. Iodine Iodine, Colorless. Iron, Clo Myrrh Nux Vomica Opium Opium, Camp. Opium, Deodorz'd Rhubarb	© 2 28 © 2 40 © 2 16 © 2 52 © 2 52 © 1 44 © 1 80 © 2 04 © 2 04 © 1 50 © 2 04 © 1 50 ©
Paints	
Lead, red dry 1 Lead, white dry 1 Lead, white oil. 14 Ochre, yellow bbl. Ochre, yellow less Red Venet'n Am. 2 Red Venet'n Eng. Putty	4½ @14¾ 4½ @14¾ 4½ @14¾ 9 2½ 3@ 6 3½ @ 7 4@ 8 5@ 8 6 4½ 5½ @10 80@3 00 80@3 00
Miscellaneou	
Agetonelia	57@ 75
Num. powd and	060 15
Bismuth, Subni-	09@ 16
trate 2	25@2 52
powdered	05@ 18
Cantharides, po. 1	25@1 50
Calomet 2 Capsicum, pow'd	62W 75
	00@9 00 38@ 45
Cassia Buds Cloves Inalk Prepared Chioroform Choral Hydrate 1 Cocaine 12 Cocoa Butter Corks, list, less	1400 56
Chloroform Choral Hydrate 1	49@ 56
Cocaine 12	85(4)13 50
Corks, list, less	30-10 to
Copperas	020 10
Copperas Copperas, Powd. Corrosive Sublm 2 Cream Tartar Cuttle bone	03@ 10 4@ 10 25@2 20
Cream Tartar	3500 45
extrine	60 15
Copperas, Powd. Corrosive Sublm 2 Cream Tartar - Cuttle bone	100 15
Enery, Powdered Epsom Salts, bbls.	Ø 15
L'unet nameles !	04 00
Flake, White Formaldehyde, lb.	15@ 20 12@ 35
Gelatine	12@ 35 80@ 90
Glassware, less 55 Glassware, full cas	a coa
Glauber Salts, bbl Glauber Salts less	040 10 200 30
Glue, Brown	200 30
	16@ 22 716@ 35
Glue, White 2 Glue, white grd. Glycerine	250 35
Hops	19@ 40 75@ 95
odine 6	1001 00
Lead Acetate	20@ 30
Mace powdered. Menthol 7 Morphine 13 Nux Vomica Nux Vomica, pow. Pepper, black, pow Pepper, White, pw. Pitch, Burgudry. Quassia	@1 60
Morphine 13	00@8 00 58@14 83
Nux Vomica, pow.	0 10 15@ 25
Pepper, black, pow Pepper, White, pw.	570 70 750 85
Pepper, White, pw. Pitch, Burgudry. Quassia	20 0 25 12 0 15
Quinine, 5 oz. can	28@ 35
Salt Peter	2 60@ 275
Seidlitz Mixture	11@ 22 30@ 40 15@ 30
Soap mott cast	0 25
Soap, green Soap mott cast _ Soap, white Casti	Ø15 00
Soap, white Castilless, per bar	01 60
Soda Ash	
Soda Bicarbonate Soda, Sal 0 Spirits Camphor Sulphur, roll Sulphur, Subl	30 10 340 10 240 06 01 20
Spirits Camphor Sulphur, roll	@ 1 20 4@ 11
	4%0 10
Tamarinds Tartar Emetic	200 35 700 75
Turpentine, Ven. Vanilla Ex. pure 1 Vanilla Ex. pure 2	50@ 75 50@2 00
Vanilla Ex. pure 2 Zino Sulphate	25@2 50 06@ 11

WE WHOLESALE

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

BASE BALLS **INDOOR BALLS**

PLAYGROUND BALLS PLAYGROUND BATS

TENNIS BALLS

TENNIS RACKETS RACKET CASES

RACKET PRESSES **VISORS**

TEE'S

GOLF BAGS

GOLF BALLS

GOLF WOOD CLUBS

MATCHED GOLF SETS

STEEL SHAFT CLUBS

REGISTERED GOLF CLUBS

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

Hazeltine & Perkins Drug Co. Michigan Grand Rapids 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

DECLINED

Scotch Peas Medium Baked Beans

AMMONIA Parsons, 64 oz	Kaffe Hag, 12 1-lb. cans	Strawberries No. 2 4 50 No. 1 3 00 Marcellus, No. 2 3 25 Pride of Mich. No. 2 3 75
MICA AXLE GREASE 48, 1 lb. 455 24, 3 lb. 625 10 lb. pails, per doz. 19 60 15 lb. pails, per doz. 12 60 25 lb. pails, per doz. 19 15 26 lb. pails, per doz. 19 15	Post Brands. Grape-Nuts, 24s 3 80 Grape-Nuts, 100s 2 75 Instant Postum, No. 10 4 50 Post Toastles, 26s 2 85 Post Toastles, 24s 2 85 Post Toastles, 24s 2 85 Post's Bran, 24s 2 70 Roman Meal, 12-2 lb 3 25 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, 18s 1 40 Silver Flake Oats, 22 25 90 lb. Jute Bulk Oats, 25 Post 3 2 2 2 2 30 Ralston New Oats, 24 2 70 Shred. Wheat Bis., 36s 3 85 Shred. Wheat Bis., 72s 1 55 Triscuit, 24s 1 70	CANNED FISH Clam Ch'der, 10½ oz. 1 35 Clam Chowder, No. 2. 2 75 Clams, Steamed. No. 1. 3 00 Clams, Minced, No. 2. 2 25 Finnan Haddie, No. 2. 2 30 Clam Bouillon, 7 oz 2 50 Chicken Haddie, No. 1. 2 75 Fish Flakes, small 1 35 Cod Fish Cake, 10 oz. 1 55 Cove Oysers, 5 oz 1 75 Lobster, No. ½, Star 2 90 Shrimp, 1, wet 2 00 Sard's, ¼ Oil, Key 6 76 Sardines, ¼ Oil, Key 5 76 Salmon, Red Alaska 3 35 Salmon, Pink, Alaska 1 95 Sardines, Im. ¼, ea. 10@22 Sardines, Im. ¼, ea. 10@22 Sardines, Im. ½, ea. 22 Sardines, Im. ½, ea. 25 Sardines, Im. 25 Sardines, Im. 27 Sardines, Im
APPLE BUTTER Quaker, 24-21 oz., doz. 2 15 Quaker, 12-38 oz., doz. 2 40	Wheatena, 188 3 70	
BAKING POWDERS Arctic, 7 oz. tumbler 1 35 Royal, 10c, doz	Jewell, doz. 5 25 Standard Parlor, 23 lb. 8 25 Fancy Parlor, 23 lb. 9 25 Ex. Fancy Parlor 25 lb. 9 76 Ex. Fey. Parlor 26 lb. 10 76 Toy 1 76 Whisk, No. 3 2 75 BRUSHES Scrub Solid Back, 8 in. 1 50 Solid Back, 1 in. 1 75 Pointed Ends 1 25	CANNED MEAT Bacon, Med. Beechnut 2 70 Bacon, Lge. Beechnut 4 50 Beef, No 1, Corned 2 80 Beef, No 1, Corned 2 80 Beef, 2 oz., Qua., sli. 1 35 Beef, 3½ oz. Qua. sli. 2 25 Beef, 5 oz., Am. Sliced 2 90 Beef, No 1, Brut, sli. 4 50 Beef, So 1, Brut, sli. 4 50 Beef, So 2, Am. Sliced 2 90 Beef, No 1, Brut, sli. 4 50 Beef, So 2, Am. Sliced 2 90 Beef, No 1, Brut, sli. 4 50 Beef, So 2, Am. Sliced 2 90 Beef, No 1, Brut, sli. 4 50 Beef, So 2, Am. Sliced 2 90 Beef, No 1, Brut, sli. 4 50 Beef, So 2, Am. Sliced 2 90 Beef, No 1, Brut, sli. 4 50 Beef, So 2, Am. Sliced 2 90 Beef, No 1, Libby 90 Potted Meat, ½ Qua. 85 Vienna Sausa, No, ½ 1 45 Vienna Sausae, Qua. 95 Veal Loaf, Medium 2 25
Rumford, 12 oz., doz. 2 40 Rumford, 5 lb., doz. 12 50 K. C. Brand	Shaker 1 80 No. 50 2 00 Peerless 2 60	Potted Meat, ½ Qua. 85 Potted Ham, Gen. ¼ 1 45 Vienna Sausae, Qua. 95
		Veal Loai, Medium 2 25
10c size, 4 doz	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85	
15c size, 4 doz	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85 CANDLES Floatic Light 40 lbs 12.1	Baked Beans Campbells 1 05 Quaker, 18 02 96 Fremont, No. 2 1 25 Snider, No. 1 1 10 Snider, No. 2 1 25 Van Camp, small 90 Van Camp, med 1 15 CANNED VEGETABLES
Isc size, 4 doz	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85 CANDLES Electric Light, 40 lbs. 12.1 Plumber, 40 lbs. 12.8 Paraffine, 6s 14½ Paraffine, 12s 14½ Wicking 14½ CANNED FRUITS	Baked Beans 1 05 Quaker, 18 oz. 96 Fremont, No. 2 1 25 Snider, No. 1 1 1 Snider, No. 2 1 25 Van Camp, small 90 Van Camp, med. 1 15
Isc size, 4 doz	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85 CANDLES Electric Light, 40 lbs. 12.1 Plumber, 40 lbs. 12.8 Paraffine, 6s 14½ Paraffine, 12s 14½ Wicking 14½ CANNED FRUITS Hart Brand Apples No. 10 5 75 Blackberries No. 2 3 75	Baked Beans Campbells
15c size, 4 doz	No. 4-0 2 25 No. 2-0 2 00 BUTTER COLOR Dandelion 2 85 CANDLES Electric Light, 40 lbs. 12.1 Plumber, 40 lbs 12.8 Paraffine, 6s 14½ Paraffine, 12s 40 Tudor, 6s. per box 30 CANNED FRUITS Hart Brand Apples No. 10 5 75 No. 2 3 75 Pride of Michigan 3 25 Cherries Mich. red, No. 10 13 00 Red, No. 10 13 00 Red, No. 2 4 25	Baked Beans Campbells 1 05 Quaker, 18 0z. 96 Fremont, No. 2 1 25 Snider, No. 1 1 10 Snider, No. 2 1 25 Van Camp, small 90 Van Camp, med. 1 15 CANNED VEGETABLES Hart Brand Baked Beans Medium, Plain or Sau. 85 No. 10, Sauce 6 50 Lima Beans Little Dot, No. 2 3 10 Little Quaker, No. 10.14 00 Little Quaker, No. 10.14 00 Little Quaker, No. 1. 1 95 Baby, No. 2 2 80 Baby, No. 1 1 95 Pride of Mich. No. 1 1 65 Marcellus, No. 10 8 76 Red Kidney Beans No. 10 6 50 No. 5 3 70 No. 2 1 30 No. 1 90
Section 1	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85 CANDLES Electric Light, 40 lbs. 12.1 Plumber, 40 lbs 12.8 Paraffine, 68 14½ Paraffine, 12s 14½ Paraffine, 12s 14½ Purdor, 6s. per box 30 CANNED FRUITS Hart Brand Apples No. 10 5 75 Blackberries No. 2 3 75 Pride of Michigan 3 25	Baked Beans Campbells 1 05 Quaker, 18 0z 96 Fremont, No. 2 1 25 Snider, No. 1 1 10 Snider, No. 2 1 25 Van Camp, small 90 Van Camp, med. 1 15 CANNED VEGETABLES Hart Brand Baked Beans Medium, Plain or Sau. 85 No. 10, Sauce 6 50 Lima Beans Little Dot, No. 2 3 10 Little Quaker, No. 10.14 00 Little Quaker, No. 1 1 95 Baby, No. 2 2 80 Baby, No. 1 1 95 Pride of Mich. No. 1 1 65 Marcellus, No. 10 3 76 Red Kidney Beans No. 10 6 50 No. 5 3 70 No. 2 1 30 No. 1 90
Isc size, 4 doz	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85 CANDLES Electric Light, 40 lbs. 12.1 Plumber, 40 lbs. 12.1 Plumber, 40 lbs. 12.3 Paraffine, 63 14½ Paraffine, 63 14½ Paraffine, 12s 140 Tudor, 6s. per box 30 CANNED FRUITS Hart Brand Apples No. 10 5 75 Pride of Michigan 3 25 Pride of Michigan 3 25 Marcellus Red 2 25 Special Pie 2 70 Whole White 3 10 Pears 19 oz. glass 5 65 Pride of Mich. No. 2½ 4 20 Plums Grand Duke, No. 2½ 2 3 25 Yellow Eggs No. 2½ 3 25 Yellow Eggs No. 2½ 3 25 Flack Basebarries	Baked Beans
Section Sect	No. 4-0 2 25 No. 2-0 3 00 BUTTER COLOR Dandelion 2 85 CANDLES Electric Light, 40 lbs. 12.1 Plumber, 40 lbs. 12.8 Paraffine, 6s 14½ Paraffine, 12s 14½ Paraffine, 12s 14½ Paraffine, 12s 14½ Paraffine, 12s 14½ Paraffine, 50 14½ Paraffine, 12s 12s Pride of Michigan 30 CANNED FRUITS Hart Brand Apples No. 10 5 75 Blackberries No. 2 3 75 Pride of Michigan 3 25 Cherries Mich. red, No. 10 12 50 Red, No. 10 13 00 Red, No. 10 13 00 Red, No. 2 4 25 Pride of Mich. No. 2 3 65 Marcellus Red 3 25 Special Pie 2 70 Whole White 3 10 No. 10 8 00 Pears 19 oz. glass 5 65 Pride of Mich. No. 2½ 4 20	Baked Beans Campbells 1 05 Quaker, 18 0z 96 Fremont, No. 2 1 25 Snider, No. 1 1 10 Snider, No. 2 1 25 Van Camp, small 90 Van Camp, med. 1 15 CANNED VEGETABLES Hart Brand Baked Beans Medium, Plain or Sau. 85 No. 10, Sauce 6 50 Lima Beans Little Dot, No. 2 3 10 Little Quaker, No. 10.14 00 Little Quaker, No. 1 1 95 Baby, No. 2 2 80 Baby, No. 1 1 95 Pride of Mich. No. 1 1 65 Marcellus, No. 10 3 76 Red Kidney Beans No. 10 6 50 No. 5 3 70 No. 2 1 30 No. 1 90

URRENT within six hours of mailing ress. Prices, however, are their orders filled at mar-	
DECLINED Peas Baked Beans	Beets 3 00
	Diced, No. 2 1 40 Diced, No. 10 7 50
Strawberries	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. 5 5 20 Pride of Mich., No. 5 5 20 Pride of Mich., No. 1 1 35 Marcellus, No. 5 4 30 Marcellus, No. 5 4 30 Marcellus, No. 5 1 15 Fancy Crosby, No. 2 1 86 Fancy Crosby, No. 2 1 46
Sardines, ¼ Oil, kless 4 75 Salmon, Red Alaska 3 25 Salmon, Med. Alaska 2 56 Salmon, Pink, Alaska 1 95 Sardines, Im. ½, ea. 10922 Sardines, Im., ½, ea. 25 Sardines, Cal 1 3502 25 Tuna, ½, Curtis, doz. 3 60 Tuna, ½, Curtis, doz. 2 20 Tuna, ½, Blue Fin 2 25 Tuna. 1s, Curtis, doz. 7 00 CANNED MEAT	Peas Little Dot, No. 2 2 75 Little Dot, No. 1 1 90 Little Quaker, No. 10.12 50 Little Quaker, No. 10.12 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. 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. June, No. 10 7 50 Templar E. Ju., No. 10 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., sli. 1 25 Beef, 3 ½ oz. Qua., sli. 2 55 Beef, 5 oz., Am. Sliced 2 90 Beef, No. 1, B'nut, sli. 4 50 Beefsteak & Onlons, s 3 70 Chili Con Car., is 1 35 Deviled Ham, ½s 2 20 Deviled Ham, ½s 3 60 Hamburg Steak & Onlons, No. 1 3 15 Potted Beef, 4 oz., 1 10 Potted Meat, ½ Libby 52 Potted Meat, ½ Libby 52 Potted Meat, ½ Libby 52 Potted Ham, Gen. ½ 1 45 Vienna Sauss, No. ½ 1 45 Vienna Saussage, Qua. Veal Loaf, Medium 2 25	No. 10
Onions, No. 1 3 15 Potted Beef, 4 oz. 1 10 Potted Meat, ½ Libby 52 Potted Meat, ½ Libby 90 Potted Meat, ½ Qua. 85 Potted Ham, Gen. ½ 1 45 Vienna Saus, No. ½ 1 45 Vienna Saus, Qua. 95 Veal Loaf, Medium 2 25	Spinach 2 50 No. 2½ 2 50 1 90
Baked Beans Campbells 1 05 Quaker, 18 oz 96 Fremont, No. 2 1 25 Snider, No. 1 1 10 Snider, No. 2 1 25 Van Camp, small 90 Van Camp, med 1 15 CANNED VEGETABLES	Pride of Michigan 2 15 Tomatoes No. 10 6 50 No. 2½ 2 35 No. 2 1 65 Pride of Mich., No. 2½ 2 25 Pride of Mich., No. 2 1 50
Baked Beans Medium, Plain or Sau. 85 No. 10, Sauce 6 50 Lima Beans Little Dot, No. 2 3 10	Beech-Nut, small 165 Lily of Valley, 14 oz. 225 Lily of Valley, 14 oz. 225 Lily of Valley, 14 pint 165 Sniders, 8 oz. 150 Sniders, 16 oz. 255 Quaker, 10 oz. 135 Quaker, 14 oz. 190 Quaker, Gallon Glass 12 50 Quaker, Gallon Tin 8 50
Little Dot, No. 2 3 10 Little Quaker, No. 10.14 00 Little Quaker, No. 1 1 95 Baby, No. 2 2 80 Baby, No. 1 1 95 Pride of Mich. No. 1_ 1 65 Marcellus, No. 10 8 75 Red Kidney Beans	CHILI SAUCE Snider, 16 oz 3 15 Snider, 8 oz 2 20 Lilly Valley, 8 oz 2 25 Lilly Valley, 14 oz 3 25
No. 10 6 50 No. 5 3 70 No. 2 1 30 No. 1 90	OYSTER COCKTAIL Sniders, 16 oz 3 15 Sniders, 8 oz 2 20 CHEESE
String Beans Little Dot, No. 2	Roquefort 58 Pimento, small tins 1 65 Wisconsin Daisy 23 Wisconsin Flat 23 Wisconsin Flat 23 New York June 35 Sap Sago 40 Brick 23 Michigan Flats 22 Michigan Flats 22 Michigan Flats 22 Michigan Flats 23 Imported Leyden 23 Imported Leyden 30 Imported Swiss 30 Imported Swiss 58 Kraft Pimento Loaf 31 Kraft American Loaf 29 Kraft Swiss Loak 36 Kraft Old Eng. Loaf 46 Kraft, Pimento, ½ lb. 2 35 Kraft American, ½ lb. 2 35 Kraft Brick, ½ lb 2 50 Kraft Swiss, ½ lb 2 50

75 15 45 75 50	CHEWING GUM Adams Black Jack 65 Adams Bloodberry 65 Adams Dentyne 65 Adams Calif. Fruit 65 Adams Sen Sen 66 Beeman's Peusin 60	Ber Ber Ber
00 00 50 25 75	Beechnut Wintergreen_ Beechnut Peppermint_ Beechnut Spearmint	Pure Big Hor
85 40 50	Spearmint, Wrigleys 65 Juicy Fruit 65 Krigley's P-K 65 Zeno 65 Teaberry 65	King Lea Frei Pari Groo
	COCOA	Fan
60 75 80 80 45 45 80 20	DROSTE'S GOCOA	Bitt Mill Nibl Choo Mag Bon
70 35 30 40 15	Gaza	Anis Cha Cha Jelly
80 45 75 90	Droste's Dutch, 1 lb 8 50	A. A. Mot Mal
50 50 75 35 75	Droste's Dutch, ¼ lb. 4 50 Droste's Dutch, ¼ lb. 2 35 Droste's Dutch, 5 lb. 60 Chocolate Apples 4 50 Pastelles, No. 1 12 60 Pastelles, ¼ lb 6 60	Lem O, I Anis Pea
40 00 10 75 40	Pains De Cafe 3 00 Droste's Bars, 1 doz. 2 00 Delft Pastelles 2 15 1 lb. Rose Tin Bon Bons 18 00 7 oz. Rose Tin Bon	Put: Smi Lud
40 50 50 35 00	13 oz. Creme De Cara- que13 20 12 oz. Rosaces10 80 14 lb. Rosaces7 80	Crea 4
50 80 45 50 40	14 lb. Pastelles 3 40 Langues De Chats 4 80 CHOCOLATE Baker, Caracas, 1/4s 37 Baker, Caracas, 1/4s 35	Pine Itali Ban Silve Han
15 00 60	CLOTHES LINE Hemp, 50 ft 2 00@2 25 Twisted Cotton, 50 ft 3 50@4 00	50 100 500 1000 W
25 50	COFFEE ROASTED	orde ly furr
90	Lee & Cady 1 lb. Package Melrose30	6 lb
80 75 55	Liberty 18 Quaker 33 Nedrow 32 Morton House 40 Reno 31	N. 1
40 15	Royal Club	Eva Eva
50 35 65 25 50	McLaughlin's Kept-Fresh Kept-fresh b M'Laughlin	Eva
65	COFFEE SERVICE	Pac Gre
65 26 65 50 35	Coffee Extracts M. Y., per 100 12 Frank's 50 pkgs 4 25 Hummel's 50 1 lb. 10½	Dro
35 90 50 50	CONDENSED MILK Leader, 4 doz 7 00 Eagle, 4 doz 9 00 MILK COMPOUND	Eva Fan
15 20 25 25	Hebe, Tall, 4 doz 4 50 Hebe, Baby, 8 doz 4 40 Carolene, Tall, 4 doz. 3 80 Carolene, Raby 3 50	Seed Seed
15 20	EVAPORATED MILK Quaker, Tall, 4 doz 3 90 Quaker, Baby, 2 doz. 3 80 Quaker, Gallon, ½ doz. 3 80 Carnation, Tall, 4 doz. 4 35	Tho Tho 15 Seed
8 5 3 3 5 0 3 2	Carnation, Baby, 8 dz. 4 25 Oatman's Dundee, Tall 4 35 Oatman's D'dee, Baby 4 25 Every Day, Tall 4 25 Every Day, Baby 4 25 Pet, Tall 4 35 Pet, Baby 8 oz 4 25	60@ 50@ 40@ 30@ 20@ 18@
2 2 3	Borden's Tall 4 35 Borden's Baby 4 25	Pear

	April 2, 1930
CHEWING GUM Adams Black Jack 65 Adams Bloodberry 65 Adams Dentyne 65	Bering Diplomatica 115 00 Bering Delioses 120 00 Bering Favorita 135 00 Bering Albas 150 00
Adams Black Jack 65 Adams Bloodberry 65 Adams Dentyne 65 Adams Calif. Fruit 65 Adams San Sen 66 Beeman's Pepain 65 Beechnut Wintergreen Beechnut Peppermint Doublemint 65	CONFECTIONERY Stick Candy Pails Pure Sugar Sticks-600c 4 00 Big Stick, 20 lb. case 18 Horehound Stick, 5c 18
Doublemint 65	Mixed Candy 17 17 18 19 19 19 19 19 19 19
DROSTE'S GOCOA	Fancy Chocolates 5 lb. boxes
Case	Anise 16 Champion Gums 16 Challenge Gums 16 Challenge Gums 17 Jelly Strings 18 Lozenges Pails A. A. Pep. Lozenges 15 A. A. Pink Lozenges 15 A. A. Chox. Lozenges 15 Motto Hearts 19 Malted Milk Lozenges 21
Droste's Dutch, 1 lb	Hard Goods Pails
7 oz. Rose Tin Bon	Cough Drops Bxs 1 35
Bons	Creamery Marshmallows 4 oz. pkg., 12s, cart. 85 4 oz. pkg., 48s, case 3 40 Specialtics
CHOCOLATE Baker, Caracas, 1/2s 37 Baker, Caracas, 1/2s 35	Pineapple Fudge 18 Italian Bon Bons 17 Banquet Cream Mints 23 Silver King M.Mallows 1 15 Handy Packages, 12-10c 80 COUPON BOOKS
2LOTHES LINE Pemp, 50 ft 2 00@2 25 Twisted Cotton, 50 ft 3 50@4 00 Braided, 50 ft 2 25 Sash Cord 2 85@3 00 COFFEE ROASTED Lee & Cady	COUPON BOOKS 50 Economic grade 3 50 100 Economic grade 4 50 500 Economic grade 20 00 1000 Economic grade 37 50 Where 1,000 books are ordered at a time. special- ty printed front cover is furnished without charge.
1 lb. Package	CREAM OF TARTAR 6 lb. boxes43 DRIED FRUITS
Morton House 40 Reno 31 Royal Club 27 Imperial 41 Majestic 36 Boston Breakfast Blend 29	N. Y. Fcy., 50 lb. box 15 1/2 N. Y. Fcy., 14 oz. pkg. 16 Apricots Evaporated Choice 22 Evaporated, Fancy 28 Evaporated, Slabs 18
McLaughlin's Kept-Fresh Kept-fresh COFFEE Milaughlin SERVICE	10 lb. box 40
Coffee Extracts M. Y., per 100 12 Frank's 50 pkgs. 42 Hummel's 50 1 lb. 10½	Currants Packages, 14 oz 18 Greek, Bulk, lb 18 Dates Dromedary, 36s 6 75
CONDENSED MILK Leader, 4 doz 7 00 Eagle, 4 doz 9 00	Peaches 19 Fancy 22 Peel
MILK COMPOUND Hebe, Tall, 4 doz 4 50 Hebe. Baby, 8 doz 4 40 Carolene, Tall, 4 doz. 3 80 Carolene, Raby 3 50	Lemon, American 30 Orange, American 36 Raisine Seeded, bulk 08 Thompson's s'elless blk 07½ Thompson's seedless
	15 oz081/2 Seeded, 15 oz10
EVAPORATED MILK Quaker, Tall, 4 doz. 3 90 Quaker, Gallon, ½ doz. 3 80 Quaker, Gallon, ½ doz. 3 80 Carnation, Tall, 4 doz. 4 35 Carnation Baby, 8 dz. 4 25 Catman's Dundee, Tall 4 35 Oatman's D'dee, Baby 4 25 Every Day, Tall 4 25 Every Day, Tall 4 25 Every Day, Baby 4 25 Every Day, Baby 4 25 Pet, Baby, 8 oz. 4 25 Borden's Tall 4 35 Borden's Tall 4 35 Borden's Baby 4 25	Cauroria Prunss 60@70, 25 lb. boxes@14 50@60, 25 lb. boxes@15 40@50, 25 lb. boxes@15¼ 30@40, 25 lb. boxes@16 20@30, 25 lb. boxes@22 18@24, 25 lb. boxes@29 Hominy
	Pearl, 100 lb. sacks 3 50 Macaroni Mueller's Brands 9 oz. package, per doz. 1 30 9 oz. package, per case 2 60
Airedale 35 00 Havana Sweets 35 00 Hemeter Champion 37 50 Canadian Club 35 00 Robert Emmett 75 00 Tom Moore Monarch 76 00 Webster Cadillac 75 00 Webster Astor Foil 75 00 Webster Knickbocker 95 00 Webster Albany Foil 95 00 Bering Apollos 95 00 Bering Palmitas 115 00	Bulk Goods Elbow, 20 lb 7@81/2 Egg Noodle, 10 lbs 14
Webster Albany Foil 95 00 Bering Apollos 95 00 Bering Palmitas 115 00	Chester 2 75 0000 7 00 Barley Grits 5 00

Sage India 10	PEANUT BUTTER	PROVISIONS	SHOE BLACKENING	Brillo	TABLE SAUCES
Taploca Pearl. 100 lb. sacks 09 Minute, 8 oz., 3 doz. 4 05	60 WOWITTO AND	Barreled Pork Clear Back 25 00@28 00 Short Cut Clear26 00@29 00	E. Z. Combination, dz. 1 35 Dri-Foot, doz 2 00 Bixbys, Dozz 1 35	Climaline, 4 doz. 4 20 Grandma, 100, 5c 3 50 Grandma, 24 Large 3 50 Gold Dust, 100s 4 00 Gold Dust, 12 Large 3 20 Golden Rod, 24 4 25	Lea & Perrin, large 6 00 Lea & Perrin, small 3 35 Pepper
Dromedary Instant 3 50 Jiffy Punch 3 doz. Carton 2 25	Bel dr Mo	Dry Salt Meats D S Bellies 18-20@18-17	Shinola, doz 90	Golden Rod, 24 4 25 La France Laun., 4 dz. 3 60 Old Dutch Clean, 4 dz. 3 40 Octagon, 96s 3 9	Tobasco, 2 oz. 4 28 Sho You, 9 oz., doz, 2 25 A-1, large 4 75 A-1 small 3 15
Assorted flavors.	ME MET COS NO MET PROTECT CO	Lard	Blackne, per doz 1 35	Rinso, 40s 3 20 Rinso, 24s 5 25 Rub No More, 100, 10	Caper, 2 oz 3 30
V. C. Milling Co. Brands Lily White 8 30 Harvest Queen 7 50 Yes Ma'am Graham.	Bel Car-Mo Brand 24 1 lb. Tins 8 oz., 2 doz. in case 15 lb. pails	Lard Pure in tierces 11½ 60 lb. tubsadvance ¼ 50 lb. tubsadvance ¼ 20 lb. pailsadvance ¾ 10 lb. pailsadvance %	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 Stovelli per doz.	oz. 3 85 Rub No More, 20 Lg. 4 00 Spotless Cleanser, 48, 20 oz. 3 85 Sani Flush, 1 doz. 2 25	Japan 35-035 Choice 37-052 Fancy 52-061 No. 1 Nibbs 54 1 lb. pkg. Sifting 14
Lee & Cady Brands American Eagle 7 80	15 lb. pails 25 lb. pails PETROLEUM PRODUCTS From Tank Wagon	5 lb. pailsadvance 1 3 lb. pailsadvance 1 Compound tierces 11½ Compound, tubs 12	654 Stove Enamel, dz. 2 80 Vulcanol, No. 5, doz. 95 Vulcanol, No. 10, doz. 1 35 Stovoil, per doz 3 00	Sapolio, 3 doz 3 15 Soapine, 100, 12 oz 6 40 Snowboy, 100, 10 oz. 4 00 Snowboy, 12 Large 2 65	1 lb. pkg. Sifting14
Home Baker 6 60 Kitchen Gold 7 40 FRUIT CANS	Red Crown Gasoline 19.7 Red Crown Ethyl 22.7 Solite Gasoline 22.7	Suasages	SALT	Speedee, 3 doz 7 20 Sunbrite, 50s 2 10 Wyandote, 48 4 75 Wyandot Deterg's, 24s 2 75	Choice
F. O. B. Grand Rapids Half pint 7 50 One pint 7 75	in Iron Barrels Perfection Kerosine 14.6 Gas Machine Gasoline 38.1	Bologna 18 Liver 18 Frankfort 21 Pork 31	Colonial, 24, 2 lb 95 Colonial, 36-1½ 1 25 Colonial, Iodized, 24-2 1 50	SPICES	Ceylon Pekoe, medium 57
One quart 9 10 Half gallon 12 15	V. M. & P. Naphtha 18.8 ISO-VIS MOTOR OILS In Iron Barrels	Veal 19 Tongue, Jellied 35 Headcheese 18	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	Whole Spices Allspice, Jamaica @40 Cloves, Zanzibar @50 Cassia, Canton @27	English Breakfast Congou, Medium 28 Congou, Choice 35@36 Congou, Fancy 42@43
Half pint9 00 One pint9 50 One quart11 : Half gallon15 40	Light 77.1 Medium 77.1 Heavy 77.1 Ex. Heavy 77.1	Smoked Meate	cream, 100 lb., each 86 Butter Salt, 280 lb. bbl. 4 24 Block, 50 lb 40 Baker Salt, 280 lb. bbl. 4 10	Cassia, Canton	Oolong Medium
GELATINE Jell-O, 3 doz 2 85 Minute, 3 doz 4 05	Polarine	Hams, Cer. 14-16 lb. @26 Hams, Cert., Skinned 16-18 lb @26 Ham, dried beef	24, 10 lb., per bale 2 45 50. 3 lb., per bale 2 85 28 bl. bags, Table 42 Old Hickory, Smoked,	Mixed, No. 1 @3z Mixed, 5c pkgs., doz. @45 Nutmegs, 70@90 @59 Nutmegs. 105-1 10 @59	Choice
Plymouth, White 1 55 Quaker, 3 doz 2 25 JELLY AND PRESERVES	Iron Barrels Light65.1	Knuckles	6-10 lb 4 50	Pepper, Black @50	Coton, 3 ply cone 40 Cotton, 3 ply Balls 42 Wool, 6 ply 18
Pure, 30 lb. pails 3 0 Imitation, 30 lb. pails 1 85 Pure, 6 oz., Asst., doz. 90 Pure Pres., 16 oz., dz. 2 40	Medium 65.1 Heavy 65.1 Special heavy 65.1 Extra heavy 65.1	Minced Hams @20 Bacon 4/6 Cert. 24 @32	THE CARES OF HARDES	Pure Ground in Bulk Allspice, Jamaica @40 Cloves, Zanzibar @53	VINEGAR Cider, 40 Grain 23 White Wine, 80 grain_ 26
JELLY GLASSES 8 oz., per doz 36 OLEOMARGARINE	Extra heavy 65.1 Polarine 'F' 65.1 Tranmission Oil 65.1 Finol, 4 oz. cans, doz. 1 50 Finol, 8 oz. cans, doz. 2 30	Beef Boneless, rump 28 00@36 00 Rump, new 29 00@35 00	MORTONS	Cassia. Canton @28 Ginger, Corkin @35 Mustard @32 Mace. Penang 1 39 Pepper, Black @52	White Wine, 40 grain_ 19 WICKING No. 0, per gross 80
Van Westenbrugge Brands Carload Distributor	Parowax, 100 lb 8.3 Parowax, 40, 1 lb 8.55 Parowax, 20, 1 lb 8.8		SALT	Nutmegs @50 Pepper, White @80 Pepper, Cayenne @37 Paprika, Spanish @45	No. 1, per gross 1 25 No. 2, per gross 1 50 No. 3, per gross 2 30 Peerless Rolls, per doz 90
Nucoa	SEMDAG SEMBORG	Liver	TPOURS	Seasoning	Rochester, No. 3, doz. 2 00 Rayo, per doz 75
Best Foods	SURPLIAN POLISH POLI	Fancy Blue Rose 05% Fancy Head 07	Free Run'g, 32 26 oz. 2 40 Five case lots 2 30	Chili Powder, 15c 1 35 Celery Salt, 3 oz 95 Sage, 2 oz 90 Onion Salt 1 35	WOODENWARE Baskets Bushels, narrow band, wire handles 1 75
Nucoa, 1 lb 21 Nucoa, 2 and 5 lb 20½ Wilson & Co.'s Brands Oleo	STANDARD ON CONTANT		Five case lots 2 30 Iodized, 32, 26 oz 2 40 Five case lots 2 30	Garlic 1 35 Ponelty, 3½ oz. 3 25 Kitchen Bouquet 4 50 Laurel Leaves 20	Bushels, narrow band, wood handles 1 80 Market, drop handle 90 Market, single handle 95 Market, extra 1 60
Certified 24 Nut 18 Special Roll 19	Semdac, 12 pt. cans 3 00 Semdac, 12 qt. cans 5 00 PICKLES	RUSKS Dutch Tea Rusk Co. Brand. 36 rolls, per case 4 25	BORAX	Marjoram. 1 oz. 96 Savory, 1 oz. 90 Thyme, 1 oz. 90 Tumeric, 2½ oz. 90	Market, extra 1 60 Splint, large 8 50 Splint, medium 7 50 Splint, small 6 50
MATCHES Swan, 144 3 75 Diamond, 144 box 4 75 Searchlight, 144 box 4 71	Sweet Small	18 rolls, per case 2 25 12 rolls, per case 1 50 12 cartons, per case 1 70 18 cartons, per case 2 55	Twenty Mule Team 24, 1 lb. packages 3 25 48, 10 oz. packages 4 35 96, ¼ oz. packages 4 00		Churns Barrel, 5 gal., each 2 40 Barrel, 10 gal., each 2 55
Ohio Red Label, 144 bx 4 20 Ohio Blue Tip, 144 box 5 00 Ohio Blue Tip, 720-1c 4 00 *Reliable, 144 3 90 *Federal, 144 4 75	16 Gallon, 2250 27 00 5 Gallon, 750 9 75 Dill Pickles	SALERATUS	SOAP	STARCH Corn Kingsford, 40 lbs 1114 Powdered, bags 4 50	3 to 6 gal., per gal 16 Palls 10 qt. Galvanized 2 60
*Federal, 144 4 75 Safety Matches Quaker, 5 gro. case 4 25	Gal. 40 to Tin, doz 10 25 No. 2½ Tins 2 26 32 oz. Glass Picked 2 75 32 oz. Glass Thrown 2 40	Arm and Hammer 3 75 SAL SODA	Am. Family, 100 box 6 30 Crystal White, 100 _ 4 20 Big Jack, 60s 4 75 Fels Naptha, 100 box 5 50	Argo, 48, 1 lb. pkgs. 3 60 Cream, 48-1 4 80 Quaker, 40-1 07½	12 qt. Galvanized 2 85 14 qt. Galvanized 3 10 12 qt. Flaring Gal. Jr. 5 00 10 qt. Tin Dairy 4 00
NUTS-Whole Almonds, Tarragona 25 Brazil, New 17	Dill Pickles Bulk 5 Gal., 200 5 25 16 Gal., 650 11 25 45 Gal., 1300 30 00	Granulated, 60 lbs. cs. 1 35 Granulated, 18-2½ lb. packages 1 00	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	Gloss Argo, 48, 1 lb. pkgs. 3 60	Mouse, Wood, 4 holes 60 Mouse, wood, 6 holes 70
Fancy Mixed 24 Filberts, Sicily 22 Peanuts, Vir. Roasted 11 Peanuts, Jumbo, std. 13 Pecans, 3, star 25 Pecans, Jumbo 40 Pecans, Mammeth 50	PIPES Cob, 3 doz. in bx. 1 00@1 20	COD FISH	Lava, 100 box 4 90 Octagon, 120 5 00 Pummo, 100 box 4 85	Argo, 12. 3 lb. pkgs. 2 62 Argo, 8 5 lb pkgs. 2 2 97 Silver Gloss, 18, 15 114 Elastic, 64 pkgs. 5 35 Tiger, 48-1 3 30	Mouse, tin, 5 holes 65 Rat, wood 100 Rat, spring 100 Mouse, spring 30
Pecans, Jumbo 40 Pecans, Mammoth 50 Walnuts, Cal 27@29 Hickory 07	PLAYING CARDS Battle Axe, per doz. 2 65 Torpedo, per doz 2 25 Tubs, 60 Count, fy. fat 5 50	Middles 20 Tablets, ½ lb. Pure 19½ doz 1 40 Wood boxes, Pure 30	Sweetheart, 100 box _ 5 70 Grandpa Tar, 50 sm. 2 10 Grandpa Tar, 50 lge. 3 50 Trilby Soap, 100, 10c 7 25 Williams Barber Bar, 9s 50	Tiger. 50 lbs 06	Tubs Large Galvanized 8 75 Medium Galvanized 7 75
Salted Peanuts Fancy, No. 1 14	POTASH Babbitt's, 2 doz 2 75	Whole Cod 11½ HERRING	Williams Mug, per doz. 48	SYRUP Corn Blue Karo, No. 114 2 77 Rhya Karo, No. 5 1 dz 2 91	Washboards Banner Globe
Shelled Almonds Salted 95 Peanuts, Spanish 125 lb. bags 12	FRESH MEATS Beef Top Steres & Heif 23 Good St'rs & H'f 15½@21	Holland Herring Mixed, Kegs 90 Mixed, half bbls 9 75	CLEANSERS	Blue Karo, No. 5, 1 dz. 3 91 Blue Karo, No. 10 3 71 Red Karo, No. 1½ 3 06 Red Karo, No. 5, 1 dz. 4 29 Red Karo, No. 10 4 01	Glass, single 6 25 Glass single 6 00 Double Peerless 8 50 Single Peerless 7 7
Pecans Salted 82 Walnuts Burdo 67	Med. Steers & Heif 18 Com. Steers & Heif 16 Veal	Mixed, bbls 17 50 Milkers, Kegs 1 00 Milkers, half bbls 9 75	TICHEN	imit. Maple Flavor	Northern Queen 5500 Universal 725
MINCE MEAT None Such, 4 doz 6 47 Quaker, 3 doz. case 3 50 Libby. Kegs, wet, lb. 22	Top 21 Good 19 Medium 16	Milkers, bbls 18 50 K K K K Norway _ 19 50 8 lb. pails 1 40	W LOOP	Orange, No. 1½, 2 dz. 3 25 Orange, No. 5, 1 doz. 4 99	13 in. Butter 5 00 15 in. Butter 9 00 17 in. Butter 18 00 19 in. Butter 25 00
OLIVES 4 oz. Jar, Plain, doz. 1 35 10 oz. Jar, Plain, doz. 2 35 14 oz. Jar, Plain, doz. 4 50	Spring Lamb 21 Good 20 Medium 19 Poor 16	Cut Lunch 1 50 Boned, 10 lb. boxes 16		Maple and Cane Kanuck, per gal 1 50 Kanuck, 5 gal. can 6 50	WRAPPING PAPER Fibre, Manila, white 05% No. 1 Fibre
Quart Jars, Plain, doz. 5 00	Mutton Good14 Medium13	Lake Herring ½ Bbl., 100 lbs 6 50	CLEAMS - SCOURS SCRUBS-POLISHES PHIZATRICX BROL	Maple Michigan, per gal 2 75	Kraft
5 Gal. Kegs, each 7 50 3½ oz. Jar, Stuff., doz. 1 35 6 oz. Jar, Stuffed, doz. 2 35 9½ oz. Jar, Stuff., doz. 3 75 1 Gal. Jugs, Stuff., dz. 2 50	Poor Pork	Mackeral Tubs, 60 Count, fy. fat 6 00 Pails, 10 lb. Fancy fat 1 50	80 can cases, \$4.80 per case	Welchs, per gal 3 25 COOKING OIL	YEAST CAKE Magic, 3 doz. 2 70 Sunlight, 3 doz. 2 70 Sunlight, 1½ doz. 1 35 Yeast Form 2 doz. 1 35
PARIS GREEN 188	Butts 22 Shoulders 18 Spareribs 16 Neck bones 07	White Fish	WASHING POWDERS Bon Ami Pd., 18s, box 1 90	Mazola Pints, 2 doz 6 75 Quarts, 1 doz 6 25 Half Gallons, 1 doz 11 76	YEAST—COMPRESSED
2s and 5s 30	Trimmings14	Med. Fancy, 100 lb. 13 00	Bon Ami Cake, 18s1 621/2	Gallons. 1/2 doz 11 30	Fleischmann, per dos. 30

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, March 20-We have Grand Rapids, March 20—We have to-day received the schedules, reference and adjudication in the matter of Forest G. Havens, Bankrupt No. 4067. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a res dent of Schultz, and his occupation is that of a farmer. The schedule shows assets of \$4,265 of which \$500 is claimed as exempt, with liabilities of \$4,974. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Willard H. Campbell,

court has written for fulnia and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Willard H. Campbell, Bankrupt No. 4044. The funds have been received and the first meeting of creditors has been, called for April 8.

In the matter of Willard Bruce King, Bankrupt No. 4058. The funds have been received and the first meeting of creditors has been called for April 8.

In the matter of Leonard P. Thysee, Bankrupt No. 4046. The funds have been received and the first meeting of creditors has been called for April 8.

We have to-day received the schedules in the matter of Ray Scher, Bankrupt No. 4046. The funds have been received and the first meeting of creditors has been called for April 8.

We have to-day received the schedules in the matter of Ray Scher, Bankrupt No. 4040. The schedule shows assets of \$5,696.23 of which \$500 is claimed as exempt, with liabilities of \$10,608.22. The first meeting will be made herein. The list of creditors of sa d bankrupt is as follows: American Overall Works, Chicago American Overall Works, Chicago ... 227.61 Atkins Jobbing Co., Chicago ... 219.84 Bellemont Co., Milwaukee ... 178.46 Bender Zimmer Co., Milwaukee ... 178.46 Bender Zimmer Co., Brookville ... 47.50 Brookville Glove Co., Brookville ... 47.50 Brookville Glove Co., Greenville ... 47.50 Goodyear Glove Co., Holiston, Mass. 64.75 P. GiGrson & Co., Chicago ... 154.00 J. W. Jackson & Sons, Indianapolis 234.93 Gazette, Kalamazoo ... 16.84.65 Phillip Jones Co., Checago ... 178.45 P. GiGrson & Co., Chicago ... 185.70 Neptune Raincoat Co., New York ... 15.50 Marks Mig. Co., Chicago ... 178.46 M. J. Rubin & Co., Chicago ... 178.45 Chas. Meyer & Co., Chicago ... 178.46 M. J. Rubin & Co., Chicago ... 178.45 Chas. Meyer & Co., Chic

examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Ernes F. Sayles, Bankrupt No. 4035. The bankrupt was present in person and represented by attorney E. A. Westin. Certain creditors were present in person. 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 also was held the first meeting of creditors in the matter of Karow-Haring Motor Sales Co., Bankrupt No. 4028. The bankrupt corporation was present by its president, but not represented by attorneys. Creditors were represented by attorneys. Creditors were represented by attorneys. Creditors were represented by attorneys Linsey, Shivel & Phelps; Wicks, Fuller & Starr and by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. Edward Karow was sworn and examined without a reporter. J. C. Shinkman appointed temporary receiver pending dispute on election of trustee. The meeting then adjourned without date.

In the matter of Otto F. Stoeffler, Bankrupt No. 4061. The sale of, assets has been called for April 9 at the premises of the bankrupt, 751 Grandville avenue. S. W., Grand Rapids. All the stock in trade consisting of a general hardware stock, sporting goods, toys, etc., schedules by the bankrupt at approximately \$3,423.20, with fixtures of \$192.10.

All interested in such sale should be present at the date and time stated. In the matter of Ray Scher, doing business as Ray's Cut Rate Store, Bankrupt No. 4040. The sale of assets has been called for April II, at the premises formerly occupied by the bankrupt, 224 E. Michigan avenue, Kalamazoo. All the stock in trade and a few fixtures, consisting of men's and boys clothing, caps, shoes, etc., will be sold, all of which is appraised at approximately \$\$5,000. All interested in such sale should be present at the date and time stated.

interested in such sale should be present at the date and time stated.

In the matter of Joe Hirsch, Bankrupt No. 3765, the trustee has heretofore filed his final reports and account, and a final meeting of creditors was held March 10. The bankrupt was not present or represented. Creditors were present and represented. Creditors were present and represented by attorneys Balgooyen & Cook and Central Adjustment Association. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a supplemental first dividend of 5 per cent. to new creditors and a final dividend on all creditors who have proved and had claims allowed of 8.2 per cent. These dividends are in addition to 100 per cent. dividends are in addition to 100 per cent. dividends are in addition to 100 per cent. Michael were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

March 21. On this day was held the first meet no of creditors in the matter

The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course. March 21. On this day was held the first meeting of creditors in the matter of Charles Jerrick, doing business as Peck Street Garage, Bankrupt No. 4016. The bankrupt was present in person and represented by attorneys Balgooyen & Cook. No creditors were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Ben H. Grover, Bankrupt No. 4038. The bankrupt was present in person and represented by attorney Frank F. Ford. 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.

March 24. We have to-day received the schedules, reference and adjudication in the matter of Arnold Roeder, Bankrupt No. 4066. The matter has been referred to Charles B. Balir as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and h. so occupation is that of a laborer. The schedules show assets of none with liabilities of \$1,196.83. 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 24. We have to-day received the schedules, reference and adjudication in the matter of John H. Forlor, Bankrupt to, 4068. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Niles, and his occupation is that of a laborer. The schedules show assets of \$1,7,75 of which \$250 is claimed as exempt, with liabilities of \$1,266.99. The court has written for unids and upon receipt of same the first

receipt of same the first meeting of creditors will be called, note of which will be made herein.

March 24. On this day was held the first meeting of creditors in the matter of Peter Van Driel, Bankrupt No. 4042. The bankrupt was present in person and represented by attorney Henry C. Hart. No creditors were present or represented. 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 25. We have to-day received the schedules, reference and adjudication in the matter of Milo Meyers, Bankrupt No. 4069. The matter has been referred to Charles B. Blair as referee in bankruptey. The bankrupt is a resident of Kalamazoo, and his occupation is that of a carpenter. The schedules show assets of \$185, of which \$170 is claimed as exempt, with liabilities of \$5.63.64. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

March 21. On this day was held the

be called, note of which will be hand-herein.

March 21. On this day was held the first meeting of creditors in the matter of Gordon K. McKenney, Bankrupt No. 4024. The bankrupt was present in per-son and represented by attorney David Anderson. Creditors were present in person and represented by attorney Rol-land E. Barr and by Central Adjustment Association. Claims were proved and allowed. The First National Bank of Watervliet, was present in ersponse to land E. Barr and by Central Adjustment
Association. Claims were proved and
allowed. The First National Bank of
Watervliet, was present in ersponse to
subpoena issued to wit. The bankrupt
was sworn and examined with a reporter
present. Transcript of the testimony was
ordered made and filed Frank W. Emerson, of Watervliet, was elected trustee,
and his bond placed at \$2,000. The first
meeting then adjourned without date.

March 24. On this day was held the first meeting of creditors in the matter of Fred De Vries, Bankrupt No. 4034. The bankrupt was present in person and represented by attorney P. Hartesvelt. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

bond placed at \$100. The first meeting then adjourned without date.

March 25. On this day was held the first meeting of creditors in the matter of Gerald M. Burnett, Bankrupt No. 4048. The bankrupt was present in person and represented by attorney Richard C. Annis. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Vern Crawford, Bankrupt No. 4043. The bankrupt was present in person, but not represented by attorney. No creditors were preved and allowed No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first

appointed. The bankrupt without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Fannie Bent, Bankrupt No. 4047. The bankrupt was present in person and represented by attorney Frank S. Weston. No creditors were present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Elton Lahr, Bankrupt No. 4045. The bankrupt was present in person, but not represented by attorney. Creditors were present in person and by Grand Rapids. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was named trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

March 24. On this day was hled the first meeting of creditors in the matter of John J. Seltenreich, doing business as Surplus Machinery Co., Bankrupt No. 4050. The bankrupt was present in person and represented by attorneys Jackson, Fitzgerald & Dalm. Creditors were represented by attorney Fred G. Stanley and by G. R. Credit Men's Association. Kalamazoo Association of Credit Men and Central Adjustment Association. Claims were proved and allowed. The bankrupt was present in person and reporter present. Fred G. Stanley, of Kalamazoo, was appointed trustee by the referee, and his bond place at \$2,000. The first meeting then adjourned without date.

March 24. On this day was held the first meeting of creditors in the matter of George G. Dovey, Bankrupt No. 4060. The sale of assets has been called for April 10 at the premises formerly occupied by bankrupt, as follows: At 10 a. m. at R. F. D. No. 2. Jackson treet, Muskegon. Groceries appraised at \$2

BANKRUPT AUCTION SALE

By order of the United States District Court for the Western District of Mich-igan, I shall sell at public auction and to the highest bidder on Friday, April 11, 1930, at 2 p. m. Central standard time, the assets of

RAY'S CUT RATE STORE

RAY'S CUT RATE STORE
bankrupt at
224 East Michigan Ave.
Kalamazoo, Mich.

All the stock and a few fixtures consisting of men's and boys' clothing, caps, shoes, etc., appraised at approximately \$3,000. The property may be seen prior to the date of sale by applicat'on to the below named Custodian or Auctioneer.

All sales are for cash and subject to immediate confirmation by the referee. No checks accepted unless certified. Sale will be in bulk, subject to parcel bids.

ABE DEMBINSKY,
Court Auctioneer,
Saginaw, Mich.

M. N. KENNEDY, Custodian, 250 So. Burdick St., Kalamazoo, Michigan.

HON. CHARLES B. BLAIR, Referee in Bankruptcy.

BANKRUPT AUCTION SALE

By order of the United States District Court for the Western District of Michigan, I shall sell at public auction and to the highest bidder on Wednesday, April 9, 1930, at 10 a.m. Central standard time, the assets of

OTTO F. STOEFFLER, bankrupt at 751 Grandville Ave., S. W. Grand Rapids, Michigan.

All the stock and fixtures of a general hardware stock, sporting goods and toys, etc., scheduled by the bankrupt at approximately \$3,435.30. Property may be seen prior to the date of sale by application to the below named custodian or auctioneer. All sales are for cash an subject to immediate confirmation by the referee. No checks accepted unless certified. Sale will be in bulk, subject to parcel bids.

ABE DEMBINSKY, Court Auctioneer, Saginaw, Mich.

C. C. WOOLRIDGE, Custod an. 1225 G. R. National Bank Bldg., Grand Rapids, Mich.

HON. CHARLES B. BLAIR, Referee in Bankrupto

BANKRUPT AUCTION SALE

BANKRUPT AUCTION SALE

By order of the United States District
Court for the Western District of Michigan, I shall sell at public auction and to
the highest bidder, on Thursday, April
10, 1930, at 10 a. m. and 2 p. m. Central
standard time, at the premises formerly
occupied by the Bankrupt, as follows:

At 10 a. m. Central standard time, at

DE LONG BROTHERS,
bankrupt at

R. F. D. No. 2, Jackson Street,
Muskegon, Michigan,
Groceries, Cost \$ 344.36 Appraisal \$309.93
Dry G'63, Cost 1664.81 Appraisal \$60.46
Fixtures, Cost 3259.25 Appraisal \$60.46
Fixtures, Cost 3259.25 Appraisal 1516.50

Total at Cost \$5269.42

Total appraisal \$2686.89

At 2 p. m. Central standard time, at
Lake Street,
North Muskegon, Michigan,
All the stock in trade of a General stock,
including groceries, boots and shoes,
clothing, drug sundries, feed, implements,
etc., Cost \$3697.41, Appraisal \$2773.06.
Fixtures and equipment, cost not known,
appraisal \$1373.25. Total appraisal \$416.31.

An itemized inventory and appraisal
will be on hand at the date and time of
sale. The property may be seen prior to
the date of sale by application to the below named Custod'an or Auctioneer. All
sales are for cash and subject to immediate confirmation by the Referee.

ABE DEMBINSKY,
Court Auctioneer,

ABE DEMBINSKY,
Court Auctioneer,
Saginaw, Mich.
GEORGE D. STRIBLEY, Custodian,
712 Union Natl. Bank Bldg.,
Muskegon, Michigan.

HON. CHARLES B. BLAIR, Referee in Bankruptcy.

TRUST MORTGAGE AUCTION SALE

By order of the Trustee, I shall shall at public auction and to the highest bidder on Wednesday, April 9, 1930, at 11:30 a. m., Central standard time, the stock and fixtures of

L. & J. STORE, at the premises 813-815 Franklin St., S. E., Grand Rapids, Mich.

This stock consists of men's highgrade furnishings, suits, hats, caps,
gloves, bathing suits, shirts, underwear,
neckwear, hosiery, kid gloves, etc. Inventory at \$2,197.36. Fixtures consist of
seven show cases, cash register, adding
machine, mimeograph, check protector,
steel safe, counters, shelving, etc., appraised at \$570.50. Sales are for cash
and subject to confirmation by the Trustee. Sale will be in bulk subject to
parcel bids.

ABE DEMBINSKY, Commercial Auctionee Saginaw, Mich.

S. C. DeGROOT, Trustee, G. R. Credit Men's Ass'n., Grand Rapids, Michigan.

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.

PEACE MINDEDNESS.

(Continued from page7)

little basis as regards our own country at the present time. It had little or no part at all in raising our army in 1917 and 1918. And we believe this was true of France, England, Canada, Australia, Belgium and others. The great word was necessity.

Anyone who cares to study the matter will discover that glorifying war has been on the wane for generations. The appeal now is to greed, to material acquisition, to prejudice, to race hatred, etc., with all the arts of deception, and the masses are bound by ignorance and fear.

As to peace mindedness, before Prussia set out under the leadership of Bismarck to weld all German speaking people into one great empire, Germany was an industrious, peace-loving people, composed of numerous little kingdoms, principalities and independent states. They were so clannish that they would not combine for self-defense. One city might be attacked by an enemy and another German city forty miles away would nevere go to its assistance. Perhaps they were too peace minded, else they might have combined as an independent nation to resist the plans of Prussia. And so they were led and driven and forced and taught and trained until they became like dumb animals, unthinking machines, except for fear.

Peace mindedness alone is of little value to bring about world peace, so long as there are ambitious leaders or despots imbued with the lust of conquest and world dominance, without conscience, honor, pity, reverence or respect for anything human or divine.

Peace mindedness must be reinforced by liberty-loving, self-controlled, courageous, independent, honorable, humanitarian minded patriots, controlling all their national policies and attitudes.

E. E. Whitney.

Here and There in Grocery Problems.

(Continued from page 20)

that goods we want to sell move slowly if hidden and go out rapidly if well displayed?

Let us try that on our Victrola and

Theoretically increased volume tends to reduce expense. But the acceptance of that theory cost telephone companies a lot of money in their early experiences because not only did it not work out, but soon it became manifest that the larger the phone business, the more costly it was to operate not only in total but relative to each instrument.

Now we learn from Louisville that increasing volume reduces expense in a grocery store up to \$50,000 annual business. At that point, according to Wroe Alderson, of the Department of Commerce, who was all through that work, efficient management results in sales of \$13,000 per person engaged and rent goes down to 11/2 per cent. But above \$50,000, economies are found in improved methods rather than increased volume.

All this shows once again that there is no panacea, no end-all or cure-all. The merchant who would progress can take nothing for granted. He must be ever on the alert for new factors, new applications of known factors, improved methods, changed practices, for "there is nothing constant but change." Paul Findlay.

Light on the Farm Question. Grandville, April 1—Direct government aid for farmers is a mistake and a costly one at that. If a man is working the soil for a living and is in love with his work well and good, he succeed without aid from any

outside source whatsoever.
Farming is as much a matter of business as merchandising. A small percentage of merchants make a success of their calling while the great majority fail to reach high water mark. It is so with the agriculturist. A who is in love with his work A man studies it with a view to getting from it all there is in it generally succeeds.

Government partnership with farmis going to fail. It cannot otherwise when the man himself isn't enough interested to put his whole into the work. A less number of automobiles and a more intense culture of the soil is what will bring re-

I do not mean to say that the farmer is not entitled to an auto car, and all genuine farmers have them. Nevertheless far too many till the soil only there is no sight-seeing away when from the farm.

know a farmer who owns several automobiles, yet he is not a slacker, and does not neglect his soil to play hooky in town or in the wide open spaces. He loves his work and makes the car aid him in carrying it on. Such a man cannot help but succeed. nas this man mouned over the sad condition of the farmers in general. He is too busy looking after his home interests and in selling his abundant crops to be found among the wailers.

Such men succeed no matter what their business. There is a mistaken notion gone out that a vast tract of Michigan soil is unfit for cultivation. Never was a greater mistake. Any of our cutover lands which once bore a forest of mammoth pine is fit soil for successful farming.

Such lands could not have borne such trees if it were wanting in fer-The opening sands, much like the dunes of the great lakes, are naturally barren and not worthy of the plow perhaps, not so the once pine lands of the State.

It is not the soil but the man which ils the story of success or failure in farming. Government aid is mostly in the nature of class legislation and should not be countenanced in this country.

Farmers the world over were never more prosperous than the American tiller of the soil. It is not the success-ful farmer who is in the dumps, far from it. He is busy making his soil produce large crops of the finest fruit, vegetables and grain. This man is the real farmer. He has no time to loaf around the towns and complain.

As I said at the outset it is the man and not the soil, A man to be a good and successful farmer must possess a business head and good health.

The way to success is through steady persistency at the tasks to which you assign yourself. Love of farming and a wish to succeed is necessary, after which the rest comes as a matter of course.

Our country has been abundantly prosperous since the world war. Even farmers have made small fortunes, that is, real farmers. The country has a large percentage of men calling themselves farmers who do not know the meaning of the word.

who live on land not half worked, land which otherwise might produce large crops, and fail to get the most out of the soil seldom succeed, nor should they do so since they

I, nor should they use unworthy of success. knew a farmer, at any rate he kinself such. He was the son capting of a called himself such. of a farmer, and had the renting of a splendid farm in the heart of a fine agricultural region, who lived and farmed it with everything in his favor during the most prosperous years following the world war. His opportunity to make good was great, and yet at the end of a few years he retired from that fertile farm bankrupt in purse. Why was it? He was a land tiller but not a farmer.

That man did not possess a business head. Right here it may be said that a successful farmer must know his business and act accordingly. The man in question, a bankrupt farmer, went out to work for others at a daily wage and made good in a small way.

When I was a wilderness lad I often heard it remarked that some men cannot work for themselves and earn their salt, but give them a job under direction of another and they do very well. Millions of so called farmers are of this class.

The man who studies his soil and puts all his energy and thinking powers into the work will succeed invariably. It has long been argued that anybody can farm. The trades and merchandising require brains. A greater mistake was never made.

No business in the world requires

any more intelligent thought than the successful cultivation of the soil that abundant crops may be brought forth. When this is better understood the business of farming will take some steps in advance of its present station.

All the millions invested for farm betterment will be thrown away. In providing these millions Congress blundered, and the truth will be learned after a time of dear experience.

The farmer should be left to work

out his own salvation. It can be done if the half baked law makers keep out of the game.

SWORN STATEMENT FURNISHED THE POST OFFICE DEPARTMENT.

Statement of the ownership, management, circulation, etc., of the Michigan Tradesman, published weekly at Grand Rapids, Michigan, required by the Act of Aug. 24, 1912.

State of Michigan, ss. County of Kent,

County of Kent,

Before me, a notary public in and for
the State and county aforesaid, personally appeared Ernest A. Stowe, who,
having been duly sworn according to law,
deposes and says that he is the business
manager of the Michigan Tradesman and
that the following is to the best of his
knowledge and belief, a true statement of
the ownership management (and if a knowledge and belief, a true statement of the ownership, management (and if a daily paper, the circulation), etc., of the aforesaid publication for the date shown in the above caption, required by the Act of August 24, 1912, embodied in sec-tion 443, Postal Laws and Regulations,

wit: That the names and addresse

ne publisher, editor, managing editor, nd business manager are: Editor—E. A. Stowe, Grand Rapids.
Managing Editor—E. A. Stowe, Grand Business Manager—E. A. Stowe, Grand

Rapids.
Publisher—Tradesman Company, Grand

Rapids.
Publisher—Tradesman Company, Grand Rapids.
2. That the owners are: (Give names and addresses of individual owners, or, if a corporation, give its name and the names and addresses of the stockholders owning or holding 1 per cent. or more of the total amount of stock.)
E. A. Stowe, Grand Rapids.
F. E. Stowe, Grand Rapids.
F. A. Wiles, Grand Rapids.
3. That the known bondholders, mortgagees, and other security holders owning or holding 1 per cent. or more of total amount of bonds, mortgages, or other securities, are NONE.
1. That the two paragraphs next above, giving the names of owners, stockholders, and security holders, if any, contain not only the list of stockholders and security holders as they appear upon the books of the company, but also, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting, is

given; also that the said two paragraphs contain statements embracing affiant's full knowledge and believe as to the cir-cumstances and conditions under which cumstances and conditions under which stockholders and security holders who do not appear upon the books of the com-pany as trustees, hold stock and securipany as trustees, nois stock and securi-ties in a capacity other than that of a bona fide owner; and this affiant has no reason to believe that any other person, association, or corporation has any inter-est direct or indirect in the said stock, bonds, or other securities than as so stated by him.

E. A. Stowe, Business Manager.

Sworn to and subscribed before n

Sworn to and subscribed before me this 1st day of April, 1930. (SEAL)

Florence E. Stowe.

Notary Public in and for Kent Co., Mich. (My commission expires Jan. 12, 1931.)

If you want to be an interesting talker, talk to relieve others, not to relieve yourself.

Business Wants Department

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

FOR SALE—Home, \$70 per month income, tourist town, health resort, oil town. Write V. Laurie, Carlsbad, New Mexico.

For Sale—Small stock of jewelry, fix-tures, watch repairing. No competition, Price low, for immediate sale. Address Box 34, Evart, Mich. 271

Box 34, Evart, Mich. 271

For Sale—National cash register; one drawer, four dep'ts., electric, mahogany. Nearly new. Will sacrifice. Eight foot refrigerator floor case, double glass. Stimpson computing scale, 100 pound capacity. J. C. Long, Muir, Mich. 272

pacity. J. C. Long, Muir, Mich. 272

For Sale—Half-ton Frigidaire and large ice box, suitable for meat market, grocery, or restaurant. A-1 condition. S. D. Nicholgas. Phone 48-251 between 8 and 12 A. M. or write 343 Bridge St., N. W., Grand Rapids, Mich. 273

Store For Rent—New store, 18 x 65, tile floor. Location and room suitable for dry goods and notions, hardware, or any other business. 771 West Main, between West End Drug Store and A. & P. Tea Co. Address E. A. Dunwell, 769 W. Main, Kalamazoo, Mich. 274

For Lease—Corner drug store, modern

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—\$3,500 will buy an established shoe business in live little town in Michigan. Stock comprises Brownbilt shoes and Phenix hosiery. Address No. 266, c/o Michigan Tradesman 266

c/o Michigan Tradesman 266

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 Bidg., 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.

FOR COMPLETE **CLOSE OUT**

Or Money Raising Sales

W. KLAASSEN SALES SPECIALIST 1501 Coit Ave., N.E. GRAND RAPIDS, MICH.

20 YEARS EXPERIENCE Sales Personally Conducted. Lor List References. Rates Reasonabl

I OFFER CASH! For Retail Stores-Stocks-Leases—all or Part.
Telegraph—Write—Telephone L. LEVINSOHN

Saginaw, Mich. Telephone Riv 2263W Established 1909

Attract Customers By Clean

Only one thing can save the average independent merchant from the neglect and scorn of the public, and that is making it easy and interesting for the public to patronize him. The average merchant says to large jobbers, "If I only had the buying power of the chains, they couldn't frighten or hurt me.

Buying power does not make a store clean. Buying power of itself does not make a store interesting to a shopper. Buying power does not make electric lights brighter or clerks more industrious and energetic.

Lack of buying power has been the greatest alibi the average independent merchant has ever had for his inadequate treatment of the public as a storekeeper. An independent merchant could have the buying power of the United States Treasury — but if a chain store next door to him or in the next town to his kept a cleaner, brighter store than his, then his buying power would avail him nothing.

The average merchant could have unlimited capital to his credit and bulging warehouses of merchandise purchased at the market's lowest level, but they would not ensure a steady stream of customers up and down his aisles.

The average independent merchant has been for several years directing an insistent appeal to manufacturers and wholesalers, crying aloud for prices, concessions and discounts!

He will never become a competing factor to the chains until he turns completely about-face and broadcasts his plea to the public, saying, "Here are my windows and my counters, offering clean, interesting, much wanted items. My store is well lighted, well dusted, well polished; my clerks are courteous, industrious; my prices are all in plain figures; I always have some bargains to offer you; I show seasonable merchandise at the times you want it; I have made it easy, through my displays, for you to see, examine and buy!"

The independent merchant who will appeal to the public through the fundamentals of good advertising can expect to make real profits whether he ever gains big buying power or not.

A merchant who cannot make his store interesting and inviting without buying power could not be expected to do so with buying power. It would do him as much good as owning an airplane when he couldn't intelligently operate a bicycle.

The buying power alibi is bunk. Keep a good store. Offer bargains rgularly every week and every month. Give people the same reasons for entering your store that the chains give them - bargains via the buying power route is only one of a hundred customer-drawing things in a chain store.

Get into the swim. Line up with the thousands of independent merchants who say, "We will learn how to do it from the successful merchandiser.

Samuel Rosenblum, President Nebraska Retail Grocers' Assn.

Wrong Use of Statement By Kroger Pirates. Lincoln, March 29—Your letter re-

Lincoln, March 29—Your letter regarding my "recommendation" to "the dishonest chain store system," which suggests that you would like to know "how much the chain store swindler paid" me for my "fulsome commendation of a system which teaches its clerks to short weight, short measure, and short change every customer it is and short change every customer it is possible to hoodwink," has been received.

As a campaigner for the independent store, it seems to me that you are off on the wrong foot. To assume that on the wrong foot. To assume that chain stores are all operated by crooks and that anyone who supports the chain idea has been bought by the chain organization is very fallacious. There are probably dishonest practices on the part of some chain stores but I know of some independent merchants whose business practices would not stand close investigation. There not stand close investigation. There are crooks in all trades, even among professors and editors. There are some people who believe in the chain store system whose beliefs have not been influenced in the least by any favors received from chain stores. Be-cause they do so believe does not ren-der them dishonest.

I feel that the independent merchant has many advantages over the chain store and that the only way the independent merchant can survive is to make use of these advantages. Many are doing it and are prospering; others are not and they are usually the ones which are "hollering" for help to drive out the crooks who threaten their business. The best way to render a lasting service to independent merchants is to teach them to take advantage of their opportunities to efficiently perform the retail functions.

In spite of the fact that I disagree with you as to how it should be done, I agree that the independent is worth saving. And I have no doubt but what the efficient ones will continue to prosper. Some inefficient ones will disappear and the public will be just

well off without them. Our college is doing all it can to assist the independent merchants of the State. I have never knowingly made any statement favoring the chain stores as against the independents. To recognize the existence of the chain store and admit that it has stirred up the field and increased efficiency all along the line is not to express one-self in favor of chain stores. The statement, from which the quotation in the Kroger advertisement was taken, was never made for that purpose. It was made in answering a questionnaire sent out by a professor at Indiana University. Somehow or other the material was secured and used by the chain store press and later in the Kroger advertisement. Professor Nystrom's statement, quoted by Kroger, was from the same source. My name was used without my knowledge or consent and I have requested them not

to make use of it again.

Earl S. Fullbrook,

Prof. of Marketing, University of

There's a lot of difference between the things we belong to and the things that belong to us.

Items From the Cloverland of Michi-

gan. Sault Ste. Marie, April 1—Quite a number of our citizens were caught in the snow storm at Chicago, Detroit and other places last week and some thrifling tales were told. The Soo es-caped this time, but at Newberry, only sixty miles from here, they had about three feet of snow and traffic was completely tied up. The roads are all opened again and everyone is smiling

Work on the Retailers-Wholesale bakery new building started last week with a force of about thirty men. Work

with a force of about thirty men. Work is progressing rapidly and the building is expected to be completed by June 1.

Fred Furnier has bought the building he is now occupying on Magazine street from E. Berube and will continue in the confectionery and soft drink business there.

The Wilds pavilion, which has been closed either last fall will come for the

closed since last fall, will open for the season again April 19. Mr. Wilds is adding elaborate decorations to make

the place more attractive than ever.

Middle age is the period when you know a dozen dandy ways to regain vim and vigor, if you only had time.

vim and vigor, if you only had time.

A new society, known as the Christopher Columbus Society, was organized here last week by the Italians. The object is to encourage community service, self benefit and uplift. Officers were elected as follows: President, Vincent Vincenzetti; Vice-President, James Raeffale; Secretary, Alfonse Delmonte. John Marrifield, President of the Chamber of Commerce, spoke to the members by invitation and urged them to take a large vitation and urged them to take a large part in the civic affairs here and to co-operate with the Chamber of Com-merce in all phases of its activity in making the Soo a better, cleaner, more prosperous and happy city.

The best cure for insomnia, says a doctor, is to sleep with all of the bedroom windows open. This is one of the few sleeping drafts which can be obtained without a doctor's prescrip-tion. William G. Tapert.

Further Exposure of Chains Is Most
Welcome.

Lansing, April 1—The chain stores
who pay low wages, dictate prices, advertise misleading statements, usurp
citizen's pocketbooks, swallow independent merchants and otherwise pendent merchants and otherwise thieve from customers are being tried in the great court of the American Nation by well chosen juries em-powered to speak—the American people. They are adjudged guilty of questionable practices and corrupting tionable practices and corrupting American ideals. They are feebly at-tempting to justify themselves in their misuse of good will and covering their nefarious schemes. While they clamor for attention to be heard they still persist in executing their well laid plans of greed, but through the services you of greed, but through the services you offer and your continual exposure the chain stores cannot long stem the growing tide of opposition by an awakened nation. The guilt of monopoly, reducing wages, creating tenements, filling the streets with unemployed rests squarely upon their shoulders.

The silent declarations of industry toward labor is their cost cutting policies, serving them best by the empolyment of women. Replacing men with cheaper labor. Returning a capable man back to his home to enact the role of housekeeper. How does this plan work upon the economical condition of the Nation? What will be the influences of this powerful own-

establishment of home home life depend upon the payroll and the fairness of employer. Women and mothers are permitted to become the wage earners, when they should care for the home and children.

Such a state of affairs has no place

in American history, nor in American

business, but so long as chain stores assume they are immune to retaliation, further exposure is most welcome.

C. E. Loop.

Late Business News From Traverse

City.

Traverse City, April 1—The Milliken Co. is making extensive improvements in the interior of its store.

Work on the interior of the new Park Place Hotel is progressing vigorously. Landlord McFadden will armine the control of rive here early in April to supervise the furnishing of the structure. Guests will be received on June 1. The build-ing towers high above all others in Traverse City. Formerly the modest little spire on St. Francis church was the first object viewed by persons entering or leaving the city

Sam Farrow, of the Whiting Hotel, has moved his dining room from the rear to the front of the building. The room is artistically decorated and supplied with modern conveniences.

Tony Sedlack has closed his meat and grocery store. Ill health caused

his retirement.

The State of Michigan is a slow moving institution. Two years ago the State Legislature appropriated sevthe State Legislature appropriated several hundred thousand dollars to be expended for new buildings and needed improvements at the State hospital. Finally plans have been perfected for the structure and bids have been solicited for contracts to erect it. It is hoped that work will be compensed on the improvement in the menced on the improvements in the near future and employment given to hundreds of men who need it

As soon as the weather will permit work will be commenced on an aquarium. It will be erected on the city park at the North end of Cass

On April 7 the citizens will vote upon a proposition, submitted to them by the city commission, to issue and sell bonds to the amount of \$250,000, to be expended in the erection of a sewage disposal plant.

Corporations Wound Up.

Arthur Scott White.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Lustrolite Corp., Detroit. Paulson Brothers Motor Car Co., Escanaba.

Devendorf's Brunswick Shop, Flint. Chief Okemos Gravel Co., Lansing.
Mackinaw Land Co., St. Ignace.
Mantilla Shop, Inc., Detroit.
Lily White Thresher Union, Kaleva.
Trumbull Boulevard Realty Co., Detroit

Harold W. Parsons, Inc., Pontiac. Kott & Aherman Realty Co., Belle-

ville. . W. Kramer Motor Co., Grand F. W. Kramer Motor Co., G. Rapids.
Dolomite Materials Co., Detroit.
Eastwood Glass Co., Saginaw.

Apt Illustration.

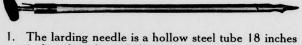
"What's an endurance test, Dad?" "An endurance test, my son, is trying to see how long you can run a store paying cash for your goods and selling them on credit."

Hides and Dales

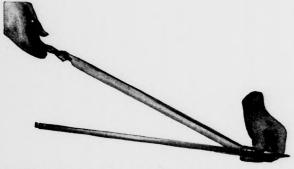
Hides and Pelts.	
Green, No. 1	06
Green, No. 2	05
Cured, No. 1	07
Cured No 2	00
Calfskin, Green, No. 1	00
Calfskin, Green, No. 2	12
Calfskin, Cured. No. 1	101/2
Colfolin Canad No. 1	15
Calfskin, Cured, No. 2	111/2
Horse, No. 1	3.50
Horse, No. 2	2.50
Pelts.	
Sheep	_ 25@50
Tallow	
Prime	051/6
No. 1	OF.
No. 2	04
Wool.	
Unwashed, medium	@20
Unwashed, rejects	@15
Unwashed, fine	W15
	@15

How To Lard Lean Beef

The advantages of larding the leaner cuts of beef are self-evident. In this process the fat is distributed where it is needed, thus adding materially to the palatability of the meat.



1. The larding needle is a hollow steel tube 18 inches in length, split in half the long way. One half is attached to the handle, the other half attached to the point. The half with handle attached has a cutting edge on both the end and sides.



4. The halves are placed together and firmly clamped.



2. Handle half of needle is forced through strip of pork back fat.



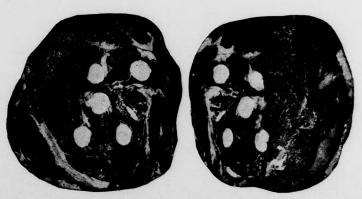
The loaded needle is forced through the piece of meat.



It is then twisted around coring out a round strip of fat the size of the needle. The needle loaded with fat is then withdrawn.



The needle is then unclamped and withdrawn at opposite ends, leaving the fat in the meat.



7. A larded bottom chuck roll.

STRENGTH

ECONOMY

THE MILL MUTUALS **AGENCY**

Lansing

Michigan

Representing the

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



Combined Assets of Group \$45,267,808.24

20% to 40% Savings Made Since Organization

FIRE INSURANCE — ALL BRANCHES

Tornado-Automobile-Plate Glass

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

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

Timothy Red Clover Mammoth Clover

Michigan Grown Seed Corn Ensilage Corn Flint Corn

Alsike

Dwarf Essex Rape Soy Beans

Sweet Clover Alfalfa Red Top Blue Grass

White Clover

Sudan Grass Orchard Grass Millets Winter Vetch

INOCULATION FOR LEGUMES

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W. GRAND RAPIDS, MICHIGAN

Speed Up Sales

by featuring properly advertised lines

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

Baking Powder

Same Price for over 38 years

25 ounces for 25c

Your customers know it is a quality product . . . that the price is right. Why ask them to pay War Prices?

It's up to you to show them that you have it.

Millions of Pounds Used by Our Government