

MICHIGAN TRADESMAN

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 9, 1930

Number 2429

IF I HAD A BOY

If I had a boy, I would say to him: "Son,
Be fair and be square in the race you must run,
Be brave if you lose and be meek if you win,
Be better and nobler than I've ever been,
Be honest and fearless in all that you do
And honor the name I have given to you."

If I had a boy, I would want him to know
We reap in this life just about as we sow,
And we get what we earn, be it little or great,
Regardless of luck and regardless of fate.
I would teach him and show him, the best that I could,
That it pays to be honest and upright and good.

I would make him a pal and a partner of mine,
And show him the things in this world that are fine.
I would show him the things that are wicked and bad,
For I figure this knowledge should come from his dad.
I would walk with him, talk with him, play with him, too,
And to all of my promises strive to be true.

We would grow up together and I'd be a boy
And share in his trouble and share in his joy.
We would work out problems together and then
We would lay out our plans when we both would be men.
And oh, what a wonderful joy it would be!
No pleasure in life could be greater to me.

FRANK CARLETON NELSON.

\$7,000,000 PAID IN CLAIMS

Over 100,000 Claims Paid in Michigan Since 1915

The toll of death, personal injury, and damage to automobiles falls heavier on the Michigan farmer each year. By fair dealing this company has increased its business among Michigan farmers since 1915. The company is now paying about five hundred claims, totaling \$25,000, in the main counties in Michigan. A very reasonable rate is made to those living on farms. When you have a serious claim, you have the benefit of a state-wide organization and you can also take it up with the home office. There is an agent in each community and a successful lawyer in the important cities of Michigan to aid you in case of a serious accident.



WM. E. ROBB
Secretary

It pays to insure with a successful Michigan company with fifteen years of experience. **Assets, January 1, 1930, over \$1,000,000.**

If there is no agent in your community, write to

**CITIZENS' MUTUAL AUTOMOBILE
INSURANCE CO.**

Howell, Michigan



**The ROYAL road
to your
Customer's favor**

We extend a cordial invitation to our many retail friends to pay us a visit at the time of the Michigan Retail Grocers Convention to be held in Saginaw April 21 to 23 inclusive.



Tune in on W B C M (Bay City) every morning at nine (Eastern Standard Time) and hear the program of recipes and household hints broadcast by our Domestic Science Expert — EDITH PARKER EVANS.

Symons Bros. & Co.
Michigan's Pioneer Wholesalers

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 9, 1930

Number 2429

MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Chain Store Notes.

E. B. Gallaher, editor Clover Business Service and treasurer of the Clover Manufacturing Co., Norwalk, Conn., told the recent Connecticut hardware convention that "statistically the chain store is slipping badly. They have reached their zenith and are going backward, due largely to their attempts to broaden excessively their scope."

What becomes of the chain store business when and if new stores are not added? How long can a chain be profitable to stockholders when per store sales show a decline? Perhaps there's a great deal of truth in the charge "that chains are not organized and operated in the interest of distribution economies but solely in the interest of selling shares of common stock." Surely the constant addition of new stores cannot continue forever and surely the danger of becoming top-heavy must loom as a definite menace to future big profits in the chain plan.

Let us not, as independent merchants, take too much idle comfort or become commercially sluggish in foolish joy over the pressing problems of chain competitors. Instead, let us learn from them their efficient methods and take comfort only in our individual progress.

The Minnesota Editorial Association is arranging for a conference of the secretaries of retail merchants' associations in all parts of the State for the purpose of discussing the various organizations which have sprung up in the past few months for the ostensible purpose of combatting the chains. The editorial association believes many such organizations to be schemes of racketeers for wheeling money out of the independ-

ent merchant and is devising plans for warning independents against forking over to the agents of such organizations without due investigation.

"The Ohio Wholesale Grocers' Association and the Ohio Retail Grocers' Association, both of which are actively opposed to chain stores, have advised their members definitely to withhold financial support from the Merchants Minute Men of Ohio, Inc., or any movement of similar character originating in Ohio. The officials of these respective organizations state that, in their opinion, such movements would contribute very little to the interest of those who were asked to supply funds.

The Better Business Bureau has issued a confidential bulletin, calling attention to the fact that at least one-half of the membership fees collected by anti-chain store agitators and promoters goes into the pockets of the soliciting salesman, and that there is a grave question as to whether the balance is not almost entirely dissipated before it goes into broadcasting or advertising attacks on the chain stores, as promised to the contributor.

The editor of the Marshalltownian, of Marshalltown, Iowa, has evidently seen the light, judging by the following pronouncement:

It will be noticed that we are printing some of the speeching that has been done over Henderson's radio in this week's issue. Naturally you might infer that we are about to conduct a campaign in favor of the home and independent merchant. And you are inferring rightly. The chain stores in Marshalltown are a menace to home-owned and home-controlled business and we are about to light on that Eastern bunch which is getting much for little or nothing out of our city. If the chain stores paid as much wages as does the home merchant, if the chain store dug up as much toward home institutions as does the home merchant, if the chain stores were as interested in the welfare of Marshalltown as is the home merchant, if the chain stores paid as much taxes into our treasury as does the home merchant, if the chain store really did as much for you and yours as does the home merchant, then I'd lay off 'em. But they don't and won't. So in the weeks to come I am going to train the battery of my truth-seeking guns up-

on the local chain stores and it is going to be interesting, and I don't mean maybe. And I can consistently do so, for in the years that chain stores have been sapping the economic strength from Marshalltown I HAVE NOT SPENT ONE PENNY WITH THEM.

The big mail order-chain store houses had a relatively poor March. Sears Roebuck sales of \$25,174,000 were 10.9 per cent. less than in March, 1929, and Montgomery Ward's, \$20,632,000, were down 8.7 per cent. A March Easter last year had something to do with these losses undoubtedly. But there are signs that chain store exuberance, characteristic of recent years, is beginning to subside, for the nonce at all events.

There is little doubt that recent movement against the chains is temporary; but there are indications that it will have a lasting effect in at least two directions. It is sowing suspicion of the chains in the minds of millions of consumers, and teaching them to check sales slips, note the contents of cans, compare both quantity and quality in purchasing, weigh bulk goods, and to think about the welfare of their communities. These results will affect chain merchandising for years to come, according to several economists who are studying the subject. But the effect of legislation is more serious, since prejudiced legislation usually requires a long time to nullify or repeal.

We look upon the present agitation as a shaking-down process that will eventually assist both independent and chain operators to find their level of economic justification. The subject of buying, which is supposed to be a major advantage of the chains, is taking on new aspects. The buying situation is constantly getting better for the independents, while it is unquestionably getting worse for the chains. The general break in chain profits and the reports of less volume per store in many instances also indicate an improved position for the independents. The chains are competing more aggressively with each other, and they show a tendency to go to smaller towns for their further development; but there is no doubt that the most encouraging aspect is the rapidly increasing efficiency of independent dealers.

The Capper-Kelly resale price maintenance bill having been favorably reported to the House of

Representatives, there is a fair prospect of this much discussed measure becoming a law in the near future. If ever there was need of such legislation there is need of it now when price-cutting is rampant in many parts of the country, especially by the chain store crooks. But whether the results expected will follow enactment is not altogether clear. As now before the House the bill legalizes resale price agreements between makers of trade-marked goods and their distributors. In case of violation the aggrieved party may sue for breach of contract. As a means of striking at the root of much price-cutting, it is further provided that in any city where such agreements are in effect all retailers can acquire the goods offered on uniform terms, thereby denying to chains and other large purchasers quantity discounts that frequently give them a marked advantage. Under present conditions producers of trade-marked goods can protect themselves by refusing to deal with distributors who disregard the regular trade price. In some cases this penalty is not enforced because of ignorance of judicial decisions. More often disinclination to forego large orders is the reason for tolerating practices which are disruptive of sound business policies. The proposed law would at least serve to clear up a muddled situation. It would test the good faith of weak-kneed producers and reveal what substance there is in threats of large distributors to resort to their own brands more freely as a means of maintaining low prices.

Chain Store Angels.

The advertising campaigns of many individual dealers are significant. As one of many illustrations, Frank Goff, of Berlin, Pennsylvania, shows "how those chain store angels undersell us." He relates that a customer told him that he was three cents higher than a chain on canned pumpkin. So he sent a boy at once to buy a can for which he paid fifteen cents and then explained the transaction:

"The label read 'Contents 1 lb. 12 oz.' The label on our can reads, 'Fancy Pumpkin, 2 lbs. 1 oz.' And our regular price is 18 cents. A difference of 5 ounces in our favor, and besides a better grade of pumpkin."

Ludington—H. G. Price, who has conducted a grocery store here for the past twenty years, has sold his stock and store fixtures to W. J. Hall, who will continue the business at the same location, 208 West Ludington avenue.

ECONOMICALLY UNSOUND.

Chain Stores Out of Harmony With American Ideals.

The system of chain stores is a recent development in our business and economic life. The chain store system came into being because of the growth of unsound economic principles. The rapid development of this system has been made possible because of a more intimate nationalism, made possible by our instantaneous and easy communication, and by rapid and remarkably easy transportation.

It is illustrated by a condition of banditry and out-lawism developed in recent years.

The outlaw and the bandit operated in the distant past, on the broad plains, limited in their movements; and they were more easily captured because places of seclusion were not convenient. To-day, especially in our big cities, they make get-a-ways in high-powered cars; hide away in the masses, and for the most part escape. The dense population gives the bandit a chance to have a group organization large enough to affect political conditions, and in many instances they control the officers of the law.

Second, the innate selfishness of the human heart furnishes the motive to get something for nothing, by taking advantage of the credulous masses. Advertising, improved almost as much as communication, has been put to ignoble uses by making the unthinking mass believe that they were getting values at a discount, implying that others had been robbing them by selling goods of the same class and character as those advertised not so cheaply, and that hitherto they had been robbed by being forced to pay too much. Both the chain stores and the patrons are prompted by the same motives, get something for nothing. The chain stores took advantage of the credulity of people, and profited by false impressions. The patrons of the chain stores were trying to, and thought they were, buying articles at a great advantage to themselves, with perhaps a disadvantage to others.

The chain store came into being because of another, and a more vicious reason: a desire to control, to make all profits, to crowd others out, and to be the real masters in their lines of business. The autocracy of money and power was trying to ascend a throne, where it could rule; where everyone could be made to pay a tribute to it, without any regard to what it was costing, and would ultimately cost our whole system of economic, and our entire National life.

On the Western front, in the kaiser's war, America fought to dethrone the political autocrat. Autocracy is a spirit, and when driven from one throne, it seeks another. We are facing to-day the attempt of this autocratic spirit, living in selfish and self-centered hearts, trying to organize and control, our whole business and economic lives. The chain store is one of these symptoms. If this symptom is not immediately handled, it will not be long until our whole economic and business world will be

a system of chains, controlled by a few autocrats, in a few centers. The question is: Are we going to submit?

America came into being because of the profound desire of its founders to flee conditions in European countries, where the lives of the people were those of serfs; where they were controlled by a system of chain governments. America furnished the field for individual opportunity. As a result of this, no nation has ever developed so many great men; and no nation has to-day as many great and free men as America. Herein lies our greatness. It's not our money, but our men that makes America. Our great merchants, our skillful bankers, our wise leaders in our educational life, our great builders of transportation and communication systems, all are here, because individuals had an opportunity, in their own individual way, to develop greatness; to show their caliber of brain and soul. When American business becomes one of chain and combines, the opportunity for individual development will be gone, and the decay of America will have already been on its way.

Whatever may be said of sane combinations contributing to the physical well-being, that which is accompanied by a decay of the qualities of our people, becomes a hindrance to our major objective: building a nation of great men and great women, free in every sense of the word.

The tyranny of autocracy of any kind is surely to be avoided. Economic tyranny is the worst of all. Economic freedom, with political and religious freedom, are three of the great foundation stones of our National life. The right and the opportunity of earning a living is of supreme importance to everyone. To foster a system which makes almost all men completely dependent economically upon a few potentates, is to pollute the pure stream that must water our National life.

Without doubt, the present system, and principle, upon which the chain stores are organized, and conducted, do that very thing. Individuality of action is almost wholly destroyed under the chain system.

If it is to be argued that the chain store principle is right because it joins a group of men together in a common cause, then the chain stores, and their conduct in various communities, violate that very principle. They do not join in with the citizens of the communities where they are located in carrying on a work that is for the common good. The men in charge of the stores say they haven't the authority to make a contribution to worthy local enterprises, but must refer it to some authority in a distant city. The chain stores are wrong, therefore because they take from a community, and give nothing back.

In 1928, there were twenty-two chain stores of various forms in Shreveport. The twenty-two contributed \$350 to Shreveport's \$150,000 Federated Charity Fund. This was an average of \$15.09 per store. A member of the charity soliciting committee approached these stores. He

stated to me that, after high pressure was brought, he was able to get a total of \$350. His own small individual business gave \$375. Anyone can see the difference between \$15.09 and \$375. During the year 1928, the federated charities had to give help to one of the employees of the chain stores.

I can say, as President of Centenary College, that institutions and individuals in Shreveport have contributed to the funds necessary to carry on the college almost unanimously, excepting the chain stores. A few small donations have been made, after pressure. One of the biggest of these chain combinations in America promised to take up with National headquarters the matter of a donation in the citizen's campaign. To date no contribution has been received from that concern.

The business system of the chain stores is a burden on our banking interests, instead of a help. In 1929, fourteen chain stores had a combined average deposit of \$2,203 in Shreveport banks, I am informed by an official of one of the banks.

A banker in the city of Dallas told me that, when one of the biggest chain stores in America came to Dallas, his bank was selected as a depository. Every store of the chain system was required to deposit in this bank before 4 o'clock of each day. The bank was required to wire National headquarters, giving the total deposits. This amount was immediately drawn out by National headquarters, and the money did not remain. At a bank meeting held in the city of Shreveport, it was stated that the same big National chain system opened business in a Georgia town, the town from which the gentleman came who was making the speech. His bank was selected as the depository. He was required to report the amounts deposited to National headquarters. The money deposited on Monday was drawn out on Wednesday. Finally as the business continued, draft system was adopted by the chain combine, so that the money on deposit in the bank stayed only one night.

I submit that, economically and socially, the present system of chain combinations is unsound. That it is out of harmony with the principles of our American Government; that, if it is allowed to continue, American economic life, for the most part, will be turned into a system of lords and slaves. The right to individual action will be destroyed. A financial autocracy will reign. Not only the citizens of our country, but our big financial interests, should join themselves together to prevent such a catastrophe. Make good co-operation in business, without transgressing the rights of others. America is facing a tremendous question, and it is my belief that the people will settle it right, in the American fashion. George Sexton.

Try to surpass the fellow you were yesterday. Keep it up and you'll arrive at the top.

It isn't so much what a man gets as the way he gets it that counts.

ALL ABOARD FOR SAGINAW.

Official Programme Prepared For Grocers' Convention.

Monday, April 21.

9 a. m.—Registration of delegates and visitors.

1:30 p. m.—Convention called to order by Charles Kretchmer, President Saginaw Retail Grocers and Meat Dealers Association.

Invocation.

Welcome address, Mayor of Saginaw.

Response, G. Vander Hooning, First Vice-President State Association.

Introduction of State President, A. J. Faunce, Harbor Springs.

President's annual address.

Secretary's annual report.

Treasurer's annual report.

Discussions on reports.

Appointments of Committees:

Auditing.

Credentials.

Nominating Committee.

Resolution Committee.

Rules and Order.

Sergeant-at-Arms.

Questions box.

Reports of Secretaries of Local Associations. (Reports of cities will be presented alphabetically—written reports preferred).

Announcements of local association committees.

Adjournment.

Tuesday, April 22.

9 a. m.—Convention called to order by President A. J. Faunce.

Report of Committee Rules and Order.

"Credit Extension," W. A. Rorke, Manager Saginaw Credit Bureau.

Address, "Clean Up Your Own Back Yard," by Leigh Thomas, President Ann Arbor Local Association.

Question box—discussion.

10:30 a. m.—Adjournment.

Short visits to local Saginaw industries. Autos furnished by Saginaw wholesalers.

1:30 p. m.—Community singing.

"Main Street Crusader," Winfield H. Caslow, Grand Rapids.

Louisville Survey, Shirley E. Haas, Secretary Louisville Grocers Association.

National Convention, Walter C. Nichols, Secretary Cleveland Grocers.

Address, David B. Chindblom, Grand Rapids, Mich.

5:30 p. m.—Adjournment.

6:45 p. m.—Banquet at Bancroft Hotel, sponsored by Saginaw local association.

Wednesday, April 23.

9:30 a. m.—Convention called to order.

Report of Nominating Committee.

Election of officers.

Selection of convention city.

Address, Eugene S. Berthiaume, President National Association.

Question box.

Report Resolution Committee.

Report Auditing Committee.

Unfinished business.

Adjournment.

1:30 p. m.—Convention called to order.

Beef and Lamb Cutting Demonstra-

tion by D. W. Hartzell, the wizard. Furnished by National Live Stock and Meat Board of Chicago.

Address, C. V. Fenner, Personal Representative W. K. Henderson, "KWKH."

Adjournment.

Banks Getting After Chain Stores

The National Chain Store Association and the American Bankers' Association are trying to settle the controversy which arises from the fact that the chain stores in country towns sponge on the banks for service, but take all their money out of the towns as soon as possible. The Bankers' Association has made the following peremptory demands on the chains:

It is assumed that no chain store bank account should be maintained unless it produces a profit for the bank, however small.

We are prepared to show that a minimum average balance of \$800 with what might be termed normal activity (that is, the activity of the average chain store account carried by the bank) is required in order that the bank may break even. A balance of at least \$1,000 average is required to show a profit under normal activity, as described.

Checks payable out of town, or even payable on other banks in the same town, create what bankers call "float," that is to say, funds which are unavailable to the bank of deposit for income producing purposes. Therefore, if the chain store account should deposit checks, as well as currency, the minimum balance of \$800 or \$1,000 should be added to by the amount of such "float." Thus, a store whose "float" averages \$5,000 daily should carry a ledger balance of at least \$5,800.

There are other services which cause banks expense as, for example, the receipt of deposits at night, the handling of currency, the cashing of checks, transfer of funds, etc., which entail a cost which must be met either by the balance or actual service charges. Therefore, the chain store balance at all times should be sufficient to cover such cost for service rendered and, in addition, net a fair profit to the bank.

My share of the work of the world may be limited, but the fact that it is work makes it precious. Darwin could work only half an hour at a time; but in many diligent half-hours he laid anew the foundations of philosophy which makes plain the real origin of man. Green, the historian, tells us that the world moved not only by the mighty shoves of the heroes, but also by the aggregate of the tiny pushes of each honest worker.—H. Kellogg.

WE REFER YOU TO E. A. STOWE

Does This Look Like Hard Times?

\$4,229.63 the First Day

WEDNESDAY, MARCH 19, 1930

"BELIEVE IT OR NOT" (with apologies to Ripley) it took 5 Flint City policemen to keep this crowd in order from 8:00 a. m. until 6:30 p. m. and 28 clerks to serve them.

ACTUAL PHOTOGRAPH OF FLINT UNDERSELLING STORE
3 HOURS AFTER OPENING DAY OF SALE



IF YOU WANT IT SOLD—"WE CAN SELL IT" AT PRICES THAT WILL ASTONISH YOU. Every sale receives my personal attention. Ask about our Special 10 Day Sale Plan—Your stock sold out to the bare walls.

EXPERT LIQUIDATION OF STORES AND FACTORIES

Authorized
Auctioneer
United States
Bankruptcy
Court

ABE DEMBINSKY

AUCTIONEER and LIQUIDATOR

Telephone Federal 1944

SAGINAW

MICHIGAN

Sales
Conducted
the
Right
Way

WE CAN ALSO FURNISH GOOD CASH BUYERS FOR YOUR STOCKS

MOVEMENTS OF MERCHANTS.

Traverse City—F. C. Ferry succeeds Smith & Saffron in the grocery business.

Traverse City—The Brown Lumber Co. has removed its business offices to Ionia.

Grand Haven—Peter Vogel has sold his grocery stock to a man named Kellizy.

Utica—The Utica Farm Bureau has increased its capital stock from \$25,000 to \$100,000.

Jackson—Potter, Wickwire & Co., has changed its name to the General Products Corporation.

Iron River—The Peninsula Oil & Gas Co. has increased its capital stock from \$21,500 to \$26,500.

Saginaw—The Paul Krause Clothing Co., 404 Court street, has decreased its capital stock from \$62,000 to \$45,000.

Detroit — The People's Pastry & Baking Co., 4720 Junction avenue, has changed its name to the People's Baking Co.

Detroit—The Detroit Butter & Egg Co., 4301 Dequindre street, has increased its capital stock from \$10,000 to \$260,000.

Escanaba—Clyde J. Burns has purchased the lease and furnishings of the Delta hotel, of J. P. Oberlin, taking possession June 1.

Coral—Frank Wellbaum has sold his stock of groceries and meats to Harry Ledger, who will continue the business at the same location.

Battle Creek—The Tri-Service Mill & Building Supplies, Inc., 626 Post building, has changed its name to the Tri-Service Interior Trim, Inc.

Grand Rapids — Garrett Vander Hooning has sold the stock in Van's Food Market at 607 Livingston avenue to P. Koets, who will continue the business at the same location.

Marquette—Hotel Marquette, which has been rebuilt and refurnished at an outlay of about \$45,000, will be reopened April 20 by its managers, the Misses Rhea and Margaret Lewis.

Hamtramck—The M. & D. Hardware Co., 9517 Jos. Campau avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Ishpeming—Ned Kirkish, who recently closed out his stock of clothing and men's furnishings, has engaged in the shoe and hosiery business in the McEncroe block under his own name.

Owendale — The Owendale Dry Goods Co. has been incorporated to deal in dry goods and general merchandise with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—The Schaffner Sign Co., 137 East Jefferson avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$2,000, all of which has been subscribed and paid in.

Detroit—Lee & Johnson, dealers in apparel for men, have merged the business into a stock company under the style of L. & H. Johnson, Inc., with an authorized capital stock of \$5,100, all of which has been subscribed and paid in.

Grand Rapids—The Kent Hosiery Co., 315 Commerce avenue, S. W., has been incorporated to manufacture and deal in hosiery and other knitted goods with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in in cash.

Lansing—The National Grocer Co. will close its doors here for the last time Saturday of this week. Fred W. Rauhut, manager of the local branch for the past half dozen years, will be transferred to Detroit, where he will do the buying for the main store.

Flint—Le Mioux & Heineman have merged their drug business into a stock company under the style of Le Mioux Drug Stores, 711 West Dayton street, with an authorized capital stock of 50,000, \$43,100 of which has been subscribed and paid in in property.

Hartford—Walter J. Markillie, who recently sold his interest in the Hartford Lumber & Coal Co., to the president of the company, A. M. Manning, has purchased the former High & Thompson elevator property which has been idle for several years and will remodel it and engage in the feed and coal business.

Manufacturing Matters.

Detroit — The Armaly Sponge & Chamois Co., 7014 Agnes avenue, has increased its capital stock from \$2,000 to \$25,000.

Berkley—The Berkley Tool & Manufacturing Co. has removed its business offices to Ferndale and changed its name to the Ferndale Tool & Manufacturing Co.

Detroit—The Stewart Brown Steel Corporation, 10571 Grand River avenue, has been incorporated to deal in all forms of steel, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—Resengin, Inc., 2288 First National Bank building, has been incorporated to manufacture in metal, glass and wood, with an authorized capital stock of 5,000 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Driver Checks Up Customers' Deliveries.

"You didn't send the pound of lard I ordered," explodes the exasperated customer over the phone, following it with a long explanation as to what great inconvenience it caused her, and so on. Also, she wants the lard "sent right up this minute" and she "certainly isn't going to pay for something she didn't get, either."

That, in part, is what follows an order which chances to be shy one item, either through neglect in the filling of it at the store, or through a loss or a mix-up in baskets on the part of the driver. To a large extent such disagreeable occurrences can be eliminated by having the driver check off every article against the order slip in the presence of either the customer herself or someone else when delivers the order.

In this way he will catch any shortage in the delivery, and he is there in person to assure an exasperated customer that everything will be straight-

ened out promptly and satisfactorily. That is the practice of one grocer who finds that it pays in better service to his customers and in greater carefulness on the part of his clerks and drivers.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State:

Yellow Truck & Coach Manufacturing Co., Detroit.

Cascade Oil Development Co., Muskegon.

Automatic Irrigation Co., Muskegon.

Peerless Fixture Co., Marshall.

Perlman-Wolfman, Inc., Pontiac.

Superior Poultry Farms, Inc., Zeeland.

Aluminum Products Co., Plainwell.

Strand Theater, Inc., Detroit.

Fenwick Elevator Co., Fenwick.

Carl J. Eberly, Inc., Detroit.

Simons Leedle Furnace Co., Marshall.

E. E. Anderson Lumber Co., Detroit.

Moskin Bros., Inc., Bay City.

Michigan Tire Sales, Inc., Detroit.

Penobscot Safe Deposit Vaults, Detroit.

Centreville Water and Electric Co., Centreville.

Grand Coat and Apron Co., Detroit.

Fellman Shoe Co., Detroit.

Curtiss Flying Service of Michigan, Inc., Detroit.

Newark Shoe Ionia Michigan Co., Ionia.

Fleming Miller Ice Cream Co., Mt. Clemens.

Vander Broek Roofing Co., Grand Rapids.

Elk Rapids Iron Co., Elk Rapids.

Martin J. Doyle Co., Detroit.

Wadsworth-Campbell Box Co., Detroit.

Memorial Construction Co., Lansing.

Denby Motor Truck Corp., Detroit.

Model Linen Supply, Inc., Detroit.

Late Business News From Indiana.

Winchester—John Lamb, former manager of the Miller-Jones Shoe Co., of this city, has been transferred by the company to Greenfield, Ind. Delmar McCall has been selected to fill the vacancy.

Brazil—Gus Loeb & Co., dry goods, have opened at National avenue and Walnut street.

Richmond—The Tivoli Men's Store has been opened here in a room in the Tivoli theater building on Main street by W. A. DeWees. A modern line of hats, ties, shirts, hose and other accessories, with a tailored brand of suits, will be carried.

Greensburg—Roy C. Kanouse, 57 years old, shoe retailer here and one of the best known shoe men in Indiana died at a local hospital of cardiac embolism. He had undergone an appendicitis operation eight days before and had appeared to be recovering until a relapse two days before his death. For many years he appeared in numerous Indiana cities in the role of an entertainer and had won the sobriquet of "the Will Rogers of Indiana." He was reared in this county and engaged in business in St. Paul, Ind., before acquiring a retail shoe store here in 1910.

World Wide Match War.

The threatened war in the match industry which seems likely to use a large part of the world as its field, is characteristic of a growing tendency among great producers to think of markets in terms of all countries, not to say of all continents. In this case American and Swedish interests are involved. American Diamond Match has been acting as selling agent for

Swedish matches in this country, but disagreements have brought about a termination of this arrangement to take effect at the end of the year. As a result Swedish Match is planning to set up its own sales organization here and may go so far as to build its own factories in this country, while Diamond Match is preparing to muster and enlarge its formidable forces in Great Britain and Canada with a view to trying conclusions with its former associate in foreign markets which have hitherto been dominated by the Swedes.

Stick Tight To the Old Grocer.

Although most of the advertising of the independent merchants deals with comparative quality, service and prices, several attempts have been noted which take advantage of community sentiment. Typical of these is an advertisement published by R. A. Robinson & Son, Ottawa, Kansas, which reads:

"A strong chain creamery company bought out our local creamery a few months ago. Now see what your butterfat is worth—the wonderful sum of twenty-five cents a pound for first grade. Right here in such a snowstorm, and with feed high and scarce, you will have to sell your cows very soon for about one-half price and quit. You know you are losing money every day you keep them.

"It will be the same story in the grocery business if you don't stick close and tight to your old grocer—man who has helped you through fat and lean times."

Batiste and Linen Blouses.

The lingerie blouse, fresh, dainty and very, very feminine, is one of the most engaging expressions of the new mode. Made of handkerchief linen, eyelet embroidered batiste or organdy, and adorned with the fine handwork on sheer stuffs for which the French women are famous, it perfectly completes the softer woolen suits or relieves the severity of the classic tailleur.

A new blouse in cream batiste with rows of narrow lace has an amusing feature in a shirt-bosom front outlined with lace frills. Patou trims his linen blouse with hemstitched bands looped under to form tabs down the front.

Many variations on the shirtwaist theme continue to be shown as the ultra-tailored accompaniment to the tailleur. Still a favorite is Chanel's vestee in white pique with double-breasted diagonal closing, a belt widening at the front, and buckles in back. Beside pique the leading fabrics for this type of blouse are satin striped shirting and shantung.

Not Connected With the Tradesman.

A man who carries with him a copy of the Tradesman, evidently with the idea of connecting him with this publication in the mind of the merchant, is soliciting \$8 sums from local merchants for alleged broadcasting purposes. The Tradesman has no connection whatever with this person. He is not known by anyone on the Tradesman staff.

Essential Features of the Grocery Staples.

Sugar—The market is unchanged from a week ago. Jobbers hold cane granulated at 5.75 and beet granulated at 5.45.

Tea—The past week in the tea market has been quiet, with some slight declines in Ceylon teas in primary markets. Good India teas are strong, but common grades are weak. Formosas have also shown some easiness during the week, due to lack of demand. News comes from abroad that growers of Java teas have already begun to cut down production in accordance with their agreement to strengthen the market. There is considerable scarcity of black teas, particularly Indias, Ceylons and Javas, in this country. Japans and China greens are dull.

Coffee—The past week has witnessed the continuation of the dullness and weakness in future Rio and Santos, green and in a large way. Spot coffees are nominally unchanged from last week but also showing weak undertone. Nobody is buying any coffee on the present market that they do not have to have in the near future, although it seems to be the consensus of opinion that the market is not likely to go materially lower. It is already very low. Mild coffees remain unchanged for the week. The jobbing market on roasted coffee shows no change for the week in a general way.

Canned Fruit—California fruits were moving rather slowly for the time of year. It is still unofficially reported from the Coast that peaches are being offered at prices considerably under the opening, but nothing definite could be learned.

Canned Vegetables—The trade has purchased to a small extent peas, corn, green beans and beets for private labels. Last week there was fair interest in 1930 California asparagus, but no general wave of buying set in. Spinach has been neglected, and Southern tomatoes, excepting some regular business in extra quality packs, have been almost totally disregarded.

Dried Fruit—California prunes are moving into consuming channels at a satisfactory rate, jobbers state. It is generally reported that stocks of the old crop, which have caused weakness and confusion in the trade for a number of weeks, have been closely sold up. However, it is further reported that additional supplies of old crop are moving here from the Coast, and apparently the situation has not yet cleared. Prices on prunes have not been further reduced, but it was still difficult to determine the exact market on 1929 crop genuine Santa Claras. Raisins are weaker, as several important holders of bulk Thompsons are pressed to sell. No material decline in the prices is noted, however. It was intimated, in wires received here from the Coast, that the association may advance prices on the entire list of Sun-Maid. No definite information as to the date or rate of advance is learned. Peaches are looking a little better. Spot stocks are diminishing, and a steadier price tone is developing. The spot market is on a comparatively lower basis than the Coast, and signs

of a tendency to replace from there indicate higher prices in the near future. Apricots are rather quiet, but the market remains in firm shape.

Canned Fish—Fish packs are generally quiet, but prices throughout the list have not been materially altered.

Salt Fish—The salt and cured fish trade is generally described as fair this week, considering that the end of the season is approaching. Prices this week are unchanged. Stocks on hand are somewhat heavier than at this time last year. Prices are comparatively lower. The trade anticipates no declines for the immediate future, however, and it is thought that the market will be well maintained on most items. Nothing new is heard from the primary markets, except that producers are trying to get rid of their remaining stocks so as to be prepared for the new season. It is reported, however, that remaining stocks of mackerel on the Eastern Shore are relatively light.

Beans and Peas—The demand for dried beans is slow from the top of the list to the bottom. Pea beans, red and white kidneys are easier and continuing downward. California limas show rather short supply, but unchanged prices. Blackeye peas at the moment are scarce and firm.

Cheese—The demand for cheese has been moderate during the week, with prices steady. The market is inclined to be quiet, without feature.

Nuts—Stocks of filberts in the shell are generally reported as practically cleaned up and holders of remaining supplies are holding firmly and with confidence. There is little activity this week, but the price trend is upward, if anything, and no particular change in conditions is anticipated for the near future. Prices on Brazils in the shell have declined to some extent, but there is little movement and no particularly large sales have been made. Advices from the source market told of little buying of new crop, but of comparatively light holdings confidently quoted. Walnuts in the shell are steady in tone and movement from jobber to retailer continues at an even rate.

Pickles—Arrivals of Czechoslovakian pickles continue to hurt the sales of domestic goods. The former are said to be of very inferior quality, and shippers offering the goods here seem willing to dispose of them at any price. In regard to the future prospects of the market an important pickle factor in the Midwest states that there are less than 3,000,000 bushels of pickles in the United States, and they are concentrated in the hands of the big salters. Normal annual consumption of pickles in this country is 6,000,000 bushels, and there are eight months to pass before new cucumbers will be ready for the market. Therefore, he explains, if there is a normal consumption, we will go into August with a bare market. There is little buying of futures.

Rice—A gradual improvement has been seen in the local rice market in the last several days, although there has been no business reported in particularly heavy volume. The jobbing

trade has been purchasing steadily, and has begun to show more confidence in the situation.

Syrup and Molasses—Sugar syrup remains unchanged as to price and with the demand of a routine nature. Compound syrup is also unchanged and a fair demand and steady prices. Molasses is showing about a normal demand without change in price.

Sauerkraut—Demand for bulk kraut is fair and jobbers report a seasonable movement of the canned. Supplies of bulk kraut here are limited and the market is steady.

Vinegar—Movement is rather inactive at the moment, but dealers are inclined to expect an opening up soon. Some fair sales have been made recently on the spot and indications point to a normally active spring trade.

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, 2¼ in.	1.50
Delicious, A's	2.75
Cooking apples, any variety	1.00
Sutton Beauty	1.75

Artichokes—Calif. command \$3.75 per crate and 85c per doz.

Asparagus—\$4.25 per crate or 35c for 2 lb. bunch.

Bananas—4½@5c per lb.

Beets—90c per doz. bunches for new from Texas.

Brussels Sprouts—35c per qt.

Butter—The market has had some ups and downs during the past week. First, there was an advance of 2½c, due to light offerings and the next day a decline of the same amount, due to falling off in the demand. At the present writing the market is quiet and steady. Jobbers hold 1 lb. plain wrapper prints at 40c and 65 lb. tubs at 38½c for extras and 37½c for firsts.

Cabbage—New red commands \$5.25 per crate of 60 lbs.; new white stock from Texas is selling at \$6.35 per crate of 75 lbs.

Carrots—65c per doz. bunches or \$3 per crate for Calif. grown; \$1.25 per bu. for home grown.

Cauliflower—\$2.25 per crate for Calif. Crates hold 9, 10, 11 or 12.

Celery—Florida stock, \$4.50 for either 4s or 5s. Bunch stock, 75@85c.

Cocoanuts—90c per doz. or \$6.50 per bag.

Cucumbers—\$2 per doz. for Ill. grown hot house.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	5.00
Light Red Kidney	5.75
Dark Red Kidney	6.25

Eggs—Local dealers pay 24c for strictly fresh.

Egg Plant—\$2.25 per doz.

Grape Fruit—Extra fancy Florida stock sell as follows:

No. 36	3.75
No. 46	5.00
No. 54	5.50
No. 64	6.25
No. 70	7.00
No. 80	7.00

No. 96 ----- 6.50
Choice, 50c per box less.

Green Onions—Shallots, 90c per doz.

Green Peas—\$4.75 per hamper for Calif. grown.

Lemons—The price this week is as follows:

360 Sunkist	6.75
300 Sunkist	6.75
360 Red Ball	6.00
300 Red Ball	5.50

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	4.00
Imperial Valley, 5s, per crate	4.00
Hot house grown, leaf, per lb.	11c

Limes—\$1.50 per box.

Mushrooms—65c per lb.

Mustard Greens—\$2 per bu. for Texas.

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

100	5.25
126	6.50
150	7.50
176	8.25
200	9.00
216	9.25
252	9.25
288	9.25
344	8.50

Floridas are held as follows:

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

Onions—Home grown yellow, \$2.50 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 per box for any size.

Potatoes—Home grown, \$1.85 per bu. on the Grand Rapids public market; county buyers are mostly paying \$1.60; Idaho stock, \$4.50 per 100 lb. bag; Idaho bakers command \$4.75 per box of 60 to 70; new potatoes from Florida command \$3.85 per bu. and \$9.25 per bbl.

Poultry—Wilson & Company pay as follows:

Heavy fowls	26c
Light fowls	24c
Light broilers	18c
Old Toms	20c
Young Toms	23c
Hen Turkeys	20c

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

Spinach—\$1.10 per bu.

Strawberries—30c per pint for La.

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

Tomatoes—\$1.10 for 6 basket crate; \$3 for three crates.

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

Veal Calves—Wilson & Company pay as follows:

Fancy	16c
Good	14c
Medium	11c
Poor	10c

PERSONAL CONTACTS

Their Relation to Mental and Moral Expansion.

Before taking up his usual winter residence in Florida, Mr. Charles W. Garfield permitted us to publish a series of weekly talks he gave the officers and department heads of the Grand Rapids Savings Bank. On his return from Florida this spring he resumed these talks and—greatly to the enjoyment of Tradesman readers—has again consented to permit their reproduction each week in the Tradesman. While these addresses are made originally to bankers, they apply with equal force to men in any walk of life. His first talk, made last Wednesday, is as follows:

Last evening one of my old college boys dropped in, and in talking over his plans he said that he had about decided to locate in his profession and he had settled upon Milwaukee because through his knowledge of German he found that he could make very attractive contacts with a number of people who would be helpful to him. Later on, discussing his college career, during which he had been attached to several collegiate institutions, he said, "Better than textbooks, lectures and classroom work, I have found that personal contacts have been worth more to me in preparing me for my life work than anything else. And the great men in my profession with whom I have come in contact have made the most marvellous impressions upon the development of my career." This led me to think about this matter of contacts and I am going to just think aloud to you for a few minutes.

I have been away from you for a few months in Florida and during that time I have made two contacts that have impressed me very deeply and will give me a great deal of happiness as I recall them. One was his visit to the Bok Memorial Tower, located upon the highest ground in Florida, with a wonderful landscape reaching to the horizon on every side. It could not have a finer setting. It is the finest piece of architecture I have ever seen. The proportions are wonderful, the material used in the building of it the best that could be obtained. Everything connected with it appeals to the artistic sense, and then when we connect it with the wonderful life of an immigrant boy who accomplished so many wonderful things which have made effective appeals to American life and the fact that very soon after the Tower was finished he passed away and is buried beneath it, enriches the whole thought which is expressed in the piece of art. Thousands of our people will visit this Tower each year, and the contact made will be an impression of wonderful richness to American life.

The second point of contact was at Silver Springs where, through the glass bottom of a motor boat, I could look down a hundred feet into great caverns below and see the animal and vegetable life unaffected by the movement of our boat so that the behavior was perfectly natural. Countless deni-

zens of the pool seen through the clear water disporting themselves in a perfectly natural way, made a great impression upon me, and I carried away from this hour's experience a memory which will interest me the remainder of my days.

During the winter I attended a Bible class of two hundred people conducted by Dr. Hully, President of Stetson University. I have had a good deal to do with church and Sunday School work in my life and I know something about the problems attached to securing the best ability in conducting adult classes. I never have met a more wonderful leader of a bible class than Dr. Hully, and the twelve Sundays I sat under his leadership made a contact that has been invaluable to me.

In school and college life I have often felt that the personal element and the relationship of student to teacher were of greater import in the educational processes than the type of tuition given. In the family circle contact is almost everything. The man who is so devoted to his business that he leaves his family circle in the morning, devoting himself to affairs, returning at night tired and often fretful, so that the contact with his own family lacks in vitality and richness, loses, himself, the most important experience in life. And the members of his family, through lack of contact, meet with a proportionate loss. I never get in touch with an illustration of the value of personal contact in the family without adding something to my record of proportionate values. One morning I was taking an early walk, and as I passed the home of a gardener, he had his load of truck ready for the market and was just starting away. His wife came out of the house and ran to the wagon, handing a carnation to her husband and saying, "Sam, put this in your buttonhole and may it bring you good luck." It was a little thing to do, but it was an index to a sweet contact that was an inspiration. I think possibly I have mentioned to some of you another incident which came under my purview a few years ago. I was walking down Jefferson avenue on my way to the bank and some little boys had gathered in a group on their way to school and were chatting interestedly when a wagon came along bearing a group of men who were in the telephone service and evidently looking after repairs of the lines on the border of our street. One of the little boys looked up at the wagon and spoke out loudly to his mates, "There's my daddy," and one of the men turned toward the group and saw his little boy and said, "Hello, kiddo. On your way to school? Be a good boy to-day." And the little boy responded, "Daddy, I'll try." It was a simple episode, and still, it was the index to a most delightful contact between a father and his little boy.

The ancient Greeks gave their boys a distinctive type of education. One teacher was selected for one boy and they lived together for years, and the boy developed into manhood under the direction of a choice personality. It was, in its way, a wonderful method

to develop a boy into a useful man. The personal contact meant everything in the relationship. But how much better when this contact can be multiplied, as in our educational system, so that a lad gets in contact with a good many varied minds and the range of impressions made multiply the contact value.

In our own relationship in life I cannot exaggerate the importance of the contacts which we make that attach themselves to our usefulness in the development of a career. It is of vital importance to us that we make a good selection of these contacts rather than to depend upon chance. In our business relationships the selection of men with high ideals as our associates and in our outside relationships to matters connected with our lives as citizens, because we want to be good citizens ourselves, we cannot be too careful in the selection of our ideals among men with whom we associate, so that our contacts shall add richness to our own lives and suggest the best opportunities for carrying good influences to others. I don't know just now who said it, but I recall a quotation which seems to be apropos: "We are a part of all we have met."

During the past winter we had very pleasant people in our group which provided its own entertainment every evening. We read and talked and sang and played together, and at the close of each evening we felt that something valuable had been added to our lives that we could use later on; and all of us having the same thought in mind, we often separated by singing together:

These tranquil hours of social mirth
Form the dearest links of earth
Good-Night.

Oh, could we ever feel as now
Our hearts with love appraised,
And while our warm affections flow,
Hear in murmurs soft and low,
Good-Night.

There is one contact in life which has meant more to me than any other and has vitalized almost every activity to which I have entered, and that is the personal contact with my Heavenly Father. It is very real to me and I can talk to Him as I would to my dearest friend and feel that He has a personal relationship to me inviting the expression of my desires and affection.

Charles W. Garfield.

To be an ass, be pigheaded.

Picture Frame Sales Better.

Orders for picture frames of leather and both leather and metal have shown some improvement lately and buyers have been visiting the market in search of merchandise which can be retailed at a low figure. Metal frames with gold finish have been popular in the smaller sizes. Sales of 3¼x4¼ inch frames which can be retailed at from \$1 to \$3.50 are best. Frames decorated with enamel on polished gold or silver bases are selling in fair quantities to retail at \$3.50. Blue and black enamels are preferred in this style.

No Need of a Lawyer.

Two college students were arraigned before the magistrate charged with hurdling the low spots in the road in their motor car.

"Have you a lawyer?" asked the magistrate.

"We're not going to have any lawyer," answered the elder of the students. "We've decided to tell the truth."

KENT

STARTING SATURDAY

EVELYN BRENT
and
CLIVE BROOK
in

"SLIGHTLY
SCARLET"
ALL TALKING
THRILLING

ROMANTIC MELODRAMA

Added "Kent" Features
"NEWS & "NOVELTY"

COMING SOON

JOAN CRAWFORD
in
"MONTANA
MOON"
Daring Youth in
A Flaming Romance!

MAJESTIC
GARDENS

ONE WEEK STARTING APRIL 11

NANCY CARROLL
IN
"HONEY"

ALL SINGING, DANCING, TALKING COMEDY

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

It is not often a man who has been stuck with a \$50 bad check comes in and thanks the banker for his share in the transaction. It happened the other day, however, when a customer came to the bank and introduced a young man who wanted to cash a check for \$500 to get him to a city some 400 miles away. The customer knew the man and his family and was willing to endorse the item. The banker a shrewd judge of human nature, saw that the young man had been dissipating, and declined to cash the check even on his customer's endorsement. He said that \$50 was quite sufficient to get the man home, and so the check was for this amount only. The check came back N. S. F., and the customer came in the bank and heartily thanked the banker for saving him \$450.

On January 23, we read in the papers that Hatry, the man who caused the loss of millions to English investors, had been placed on trial for fraud. The next day we read that the trial had ended and that he had been sent to the penitentiary for fourteen years. Note the speed of English justice. It takes them fifteen minutes to empanel a jury and the trial moves right along. There are no long and impassioned speeches to the jury. On the bench sits a judge who is chosen for life, not elected, and who in all probability has himself spent twenty or thirty years arguing cases, and knows all the stratagems of the business. He is boss in his court and sees to it that no time is wasted. When the trial is over and the prisoner found guilty, he is sentenced there and then and immediately begins his sentence. There is no such thing as delays for two or three years while appeal after appeal is brought. It is true that there is a court of criminal appeal, and that cases in which new evidence comes up, or that are manifestly based on a mistaken conviction, may be appealed. However, there is a very severe deterrent to a frivolous appeal and that is the fact that the court of criminal appeal, when it sustains the conviction, has a way of increasing the penalty.

Oleomargarine was represented by a manufacturing corporation as "Churned especially for lovers of good butter" and "Government inspected and O K'd by Uncle Sam."

The product was described as containing "only pure fresh pasteurized milk and rich fresh vegetable oils—the reason for its wholesomeness."

However, the fact was, the products so advertised were not those known to the trade and public as creamery butter, a dairy or milk product, but were manufactured products composed in substantial part of ingredients or substitutes other than those of which creamery butter is made.

One of the respondent's products contained some animal fat. The other product was not inspected by the United States Government.

The respondent signed a stipulation with the Federal Trade Commission agreeing to discontinue these misrepresentations.

An individual engaged in selling to retailers such services as sales promotion schemes, advertising data, and specialty merchandise, signed a stipulation with the Federal Trade Commission agreeing to discontinue a number of unfair trade practices.

To retailers he sold merchandise and plans of merchandising involving operation of a lottery. A retailer would buy from him a padlock, a large number of keys, and one of three pieces of merchandise, namely, a radio receiving set, a boy's auto, or a child's scooter, with which he received a supply of advertising hand bills, and window cards. The retailer would then give a key to each customer purchasing merchandise to a fixed minimum amount. When the keys were all distributed, the radio, auto or scooter would be given as a prize to the customer holding the key that would unlock the padlock.

In selling his products he declared that he manufactured radios, when in truth the respondent did not represent a syndicate or association of advertisers and did not own, control or operate a mill wherein the merchandise he sold was manufactured.

He advertised that certain of his products were offered for sale at factory cost when in fact all of his products were sold at a profit.

He shipped to merchants the instrumentalities and means of conducting a game of chance or lottery, with appropriate literature offering the gift or prize, and encouraged and enabled retail merchants by means of advertising literature to represent that they were selling merchandise at factory cost, when in fact it was sold at a profit.

Signing the stipulation this individual agreed to stop these misrepresentations.

Sell What Customers Want.

A successful grocery business is based on quality, service and courtesy.

The average customer wants quality foods. Sell quality foods and your customer comes back again. You can sell most customers anything once, but you can't sell most customers an inferior article the second time. The wise grocer sells with an eye to future business.

Another secret of a successful grocery business is having and selling what the people want—not what you want to sell. When the intelligent customer finds out that you are in business for yourself rather than for her, she promptly leaves you for someone who sells her what she wants and isn't trying to make her suffer because of some narrow-minded prejudice that you may have either for or against a particular item.

On the Job.

Customer—Are those eggs strictly fresh?

Grocer—George, just feel if those eggs are cool enough to sell yet.

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

UNCLE SAM WANTS TO KNOW.

Either to-day or some other day in the course of the present month a stranger will knock upon every door in this country from Maine to California, from Oregon to Florida, and proceed to ask whoever answers his summons a long list of intimate questions. He will not only insist upon knowing the birthplace, the occupation and the domestic status of all the occupants of the homes he visits. He will also express a deep concern as to their age upon their first marriage, whether they are now employed or out of work, whether they own their home and what its value may be and whether they are the proud possessors of radios.

To all these questions the head of the family or, as is more likely to be the case, his wife—perhaps there is no difference—is expected to respond with the whole truth and nothing but the truth. For this stranger is that decennial phenomenon, the census taker. He will be making his fifteenth appearance in the course of our history and will have to call upon some thirty times as many families as when he first took up his job in 1790. In many instances it will be troublesome and difficult to satisfy his curiosity fully, but a tolerant people will remember that he does not do it merely to annoy because he knows it teases, but because his task is imposed upon him by no less an authority than the Constitution.

The population of the United States in 1790 was 3,929,214. By the middle of the past century it had increased to 23,191,876 and at the last official account in 1920 the total was 105,710,620. To-day the careful estimates of the Census Bureau have increased this figure to 122,000,000, but this accuracy will not be known until the results of this month's enumeration have been tabulated. Then, of course, we shall not know our population as of that time, but as of April 1. It is only the persons living on the day on which the census officially started who concern the enumerators. Children born later than then will have to wait ten years before they can be included on the official census rolls.

NO MORE SECOND CLASS.

Some years ago there was an outbreak of suggestions that transatlantic travel could be made more attractive to the average American citizen if a type of steamship accommodations more suited to his tastes and usual habits were made available. Some persons went so far as to urge single-class boats which would place simple comfort above pretentious luxury, the price of passage in them to be at appropriately low levels.

To some extent this idea has been realized lately in the development and popularity of what has been called "tourist" class on the Atlantic liners. This innovation offered cabins and table fare not much different from the second-class accommodations of earlier times. The distinction of second class as an intermediate between tourist third and the unrestricted luxury of first class was maintained, however,

except in certain of the smaller boats.

So there is something novel in the announcement that the Leviathan, greatest of the American liners, will open its season this month as a two-class boat. There will be comfortable economy in ocean travel for those who want it and all possible luxury for those who can pay for it. There will be no uncertain intermediate condition, whose very existence has suggested that third-class passengers were not getting the best available at the price that most tourists can pay. And the change indicates that the number of those who want trips to Europe at popular prices but with all reasonable comfort has notably increased of recent years. They will now occupy a large share of our biggest boat, which is probably setting an example that will be widely imitated.

DRY GOODS CONDITIONS.

In the last week Easter trade finally became more evident and retailers are now hoping that the ten days intervening before the holiday will furnish a spurt in sales to make up for what proved a rather quiet start. While volume improved considerably toward the end of last week, it is felt that weather conditions will play an important part in results because the holiday influence, due to adverse business and employment conditions, is not so strong as usual and may not sway consumers so readily to liberal purchasing.

The early reports on trade last month prove that earlier forecasts were correct in looking for declines, but probably underestimated the reductions. Combined sales of the two largest mail order chain systems ran 10 per cent. under the figures for March, 1929. The largest five-and-ten chain did 8.3 per cent. less business in the month. It was explained in the latter case that March last year included Easter trade which the late holiday this year brings this month. As stated previously, the stores will combine sales for the two months in making comparisons with last year.

Reorders in the wholesale merchandise markets have not yet come up to expectations. The feeling has grown, and March trade figures support it, that the subnormal business at retail last month failed to reduce stocks sufficiently to encourage much replenishment. Coupled with the widespread desire among retailers to hold their inventories to a minimum, the lack of real progress in retail sales is reflected in a hesitant demand at wholesale, except for accessories and certain style prominent novelties.

COMMODITY PRICES FIRMER.

A further strengthening in commodity prices and a gain in steel and automobile operations were the developments of the week on the favorable side for business conditions and prospects. The Analyst index of wholesale prices achieved an advance for the second week, rising to 134.3 from the low point of 133.3 made in the week of March 18. The movement was not general, since four of the groups were higher, one (metals) lower, and three

unchanged. However, as it is quite generally agreed that many activities have been checked because of the commodity decline, the current gain may improve sentiment and stimulate operations if it continues.

If the recession in commodity values has about spent itself, then there is ground for supposing that surpluses have been reduced or else that easier credit provides a means of carrying them more comfortably. The Department of Commerce commodity stock data bear this out, but in part only. Thus, the raw material index at the end of February was reduced to 164 from 172, the January level. This compared, however, with 145 at the end of February, 1929.

The index for stocks of manufactured goods rose in February to 123 from 122 in January. But it stood at 127 at the close of February last year. From this it appears that stocks of manufactured goods may be a little too high for a period of reduced business but they cannot be considered excessive. On the other hand raw material stocks must apparently be reduced further before firm price levels are possible.

EMPLOYMENT PROPOSALS

Discussion and agitation of the unemployment situation have brought out some highly constructive means of dealing with it and also some suggestions which for the present are apt to be considered too radical but in the end may find wider acceptance. In the first class are those steps being taken to obtain accurate figures on employment and to create agencies which will cope with similar conditions in the future. In the second group are those plans put forward to deal more effectively with some of the fundamental problems which the crisis has high-lighted.

The proposal of Senator Couzens that factory and mill workers be placed on salaries will probably be criticized on various grounds and yet it merely summarizes what must be done to achieve the employment stability which every one sees as desirable. Agitation for the five-day week is aimed at curtailing production, and many manufacturers will agree that such a step would have a highly favorable effect on their markets.

And yet while these forward moves are being studied it is true that considerable progress has to be made in bringing up backward industries to proper wage standards. These lines have still to learn that low wages often mean high costs and high wages low costs. Ford has again demonstrated this in his foreign branch factories. If this doctrine could only be universally known and adopted it might indeed solve our entire problem.

LOWER SHIPMENTS AHEAD.

For the present there is evidence of some improvement in the general business situation, but the stage of mixed movements has not been passed. It is likely, however, that marked declines from the various levels established last year will be reduced from now on. This is evidently the view to be taken

from the estimated carloadings of the second quarter compiled for twenty-nine commodities by the American Railway Association.

The reduction in carloadings for the first quarter amounted to 7 per cent. For the second quarter the average of the estimates furnished by shippers is a decline of 4.2 per cent. There are variations by commodities and by regions of the country. The highest increases are estimated for other than citrus fresh fruits, for cotton and cement. The drop in citrus fruit shipments is expected to be 46.2 per cent. for ore and concentrates 20.7 per cent. and for the automobile industry 17.4 per cent. The iron and steel industry expects a decline of 7.4 per cent.

It was well into June last year before the exceptional activity in industry began to ebb into the positive reaction which appeared later, so that if these estimates are fulfilled the showing for this quarter will not be so unfavorable, particularly as the second half of the year may bring gains sufficient to offset some of the losses to date.

FAILURES AT NEW YORK.

The number of failures last month reflected, as might have been imagined, the difficult conditions in business for the last six months. The total rose 4 per cent. over the defaults in February, which was more than the usual increase and some 18 per cent. over the mortality in March, 1929. Liabilities were also much larger.

For the quarter, then, the increase in failures has been 13½ per cent. higher than in the first three months of 1929 and sets a new peak of 7,368, which goes back to 1922 and the aftermath of the 1920-21 collapse. Liabilities amounted to \$169,357,551, according to Dun's figures, which are 36 per cent. more than for the first quarter last year.

Ordinarily there are reductions in failures and liabilities in the second quarter, since the first three months bring the heaviest mortality. It is a question this year, however, whether the same rule will obtain. The effects of the present reaction have been severe and earnings statements for the first quarter are apt to be unsatisfactory in many instances. An upturn may hold down defaults and yet present indications are that the failure trend is still rising.

History is repeating itself again. Negro minstrelsy, which for almost a half-century was a fashionable amusement, appears to be gradually coming back, this time by way of the radio. While it may not be exactly what it was in the days of Dan Bryant, the irresistibly humorous delineator of burnt-cork opera; the San Francisco Minstrels and Haverley's company, the radio audience is as enthusiastic over Negro broadcasting and mammy songs as were the audiences which enjoyed the gags of "Bones" and the interlocutor. Fashions in taste return as do fashions in other things.

Activity doesn't mean accomplishment.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

About forty years ago Gregory M. Luce, who was born and educated in Grand Rapids, resigned from his position as traveling representative for Hawkins & Perry, said goodbye to the city of his nativity and located in Mobile, Ala. With the assistance of his father, he acquired a large tract of Southern pine North of Mobile. He cut the timber, floated the squared logs down to tidewater and sold them to tramp steamships to be manufactured into lumber in foreign countries.

As he became a millionaire, he dipped into banking, manufacturing and canning enterprises. The last time I was in Mobile, nineteen years ago, his name adorned the top of a bronze plate at the entrance of the Battle House, the leading hotel of Mobile, announcing that he was president of the corporation which owned the property. He established the town of Lucedale, which had been the headquarters of his lumbering operations, and is now president of the banking institution at that place and owner of the Luce Packing Company, which has acquired a Nationwide reputation for its stringless beans, sweet potatoes, pineapple pears, turnip greens, okra, tomato sauce and pork and peas. He is also a large grower and shipper of paper shell pecans.

Mr. Luce retained large investments in Grand Rapids enterprises until recently, including a dominant holding in the Luce Furniture Co., which was founded by his father as the McCord & Bradfield Furniture Co. He still retains a lively interest in the city where he got a start in the business world and occasionally draws on me for some book of historical interest which he seeks to possess. His latest ambition in that line is a copy of Judge Littlejohn's *Legends of Michigan and the Old Northwest*; also a copy of his detailed history of Allegan and Berrien counties. These histories were published about 1875. Their author was Judge F. J. Littlejohn, of Allegan. I made a special trip to that city last Saturday for the purpose of assisting my friend, if possible. The only copy I could locate was in the city library. If any reader of the *Tradesman* has a spare copy of either book he would like to sell, I shall be glad to hear from him.

Allegan is beginning to wake up on the chain store question. Mr. Caslow is slated for a talk at the Regent theater Thursday evening of this week. The chain stores were almost devoid of customers as I passed them by Saturday. A local merchant told me that he counted three customers in the Penney store during the noon hour. He went immediately over to the Grange store and counted an even fifty customers. If the independent merchants of Allegan do their full duty to themselves and their customers in this matter, they can give the chain stores a mighty rocky road to travel from now on.

I was sorry to learn of the serious illness of E. C. Reid, the veteran editor of the *Gazette*. I hope he meets a speedy and complete recovery. He is a great asset to Allegan—city and county—because of his long and interesting career as editor of one of the best county-seat weeklies in Michigan. His memory of men and events for the past sixty years is remarkable. I hope he finds time before he goes hence to write a history of Allegan county from 1875 to 1930—fifty-five years—thus supplementing the painstaking work of Judge Littlejohn. It would be a wonderful asset to the county for all time to come. Mr. Reid is the only man now living who could do the subject justice. Should he decide to act on this suggestion he would do for Allegan county the same great service the late Albert Baxter did for Kent county after he retired from the editorship of the *Grand Rapids Daily Eagle*.

The death of Victoria, wife of Gustavus V, King of Sweden, recalls the circumstance which she precipitated during the kaiser's war through her efforts to assist her cousin (the bloody kaiser) in obtaining copper for the use of the ammunition makers of Germany. Although Norway sided with the allies in defending the civilized world against the onslaught of the German brute who then dictated the policies of the central empires and did all she could to maintain a position of actual neutrality, Sweden was forced by the dominating influence of the Teutonic queen of Sweden to array herself on the side of the kaiser and violate every rule of neutrality. When called to account by the allies, Sweden repeatedly gave solemn pledge that the violations would not be repeated, but her pledged word proved to be hollow mockery because the insistent queen was apparently as devoid of honor as her infamous cousin. Among the expedients she adopted to obtain copper from this country was to secure supplies of copper pennies from the department stores in this country and reship them to Sweden in casks. She found a willing conspirator in this nefarious work in the persons of Sigel, Cooper & Co., who conducted department stores in New York and Chicago. Sigel was a German of Jewish birth and Cooper was a Hollander, his real name being Kuyper. The shipments of copper money from this country to Sweden and their re-shipment to Germany were discovered by the War Department of the United States. Sweden was called to account by the Department of State and the King himself promised that such violations of neutrality would cease immediately. The promise was apparently made only to be broken because reshipments of copper cents from Sigel, Cooper & Co. continued to be received in Sweden in large volume. Instead of reshipping the coin to Germany, it was melted and made into small representations of Hindenberg, which enabled Sweden to reship the metal to Germany as "works of art." After reaching a conclusion that the royal word of Sweden—like that of Germany—was not worth a cent on a

dollar, the War Department was instructed by the State Department to pounce down on the Sigel-Cooper store in Chicago at 6 o'clock one evening and confiscate the entire contents, which was in excess of \$3,000,000 at the last previous inventory. Before daybreak the next morning every dollar's worth of stock was sold to the other department stores in Chicago and removed from the building, which was owned by the Leiter estate. The building was not confiscated, but the lease was taken over by the War Department. The building was utilized by the Department as a warehouse for Government supplies during the remainder of the kaiser's war.

Of course this summary action by the Government pauperized both Sigel and Cooper, who, I understand, have since died under very pathetic circumstances. They were never able to regain the confidence of the business world after playing traitor to this country in the way they did. Not one person in a thousand in Chicago ever knew how the Sigel-Cooper store came to be eliminated between sundown and sunrise. The facts regarding the matter were told to me by an officer of the War Department, conditional on my not publishing them until after the death of the perfidious queen who placed Sweden in an unpleasant light before the honorable nations of the world. It will require a hundred years of good behavior and rectitude to restore Sweden to the good graces of the nations who never betray a pledge. I think this is the first time the circumstances connected with the disappearance of the Sigel, Cooper & Co. stock have ever appeared in print.

One of the greatest elements of weakness in chain dry goods stores is the iron-clad rule that the local store manager is to do no buying. In many cases the local manager has his attention brought to a line of goods which is meeting with a strong demand in the hands of his independent competitors. Not being able to meet the demands of his customers, he frequently overlooks this arbitrary rule of the concern and buys a small assortment from a local salesman or jobbing house. As soon as the transaction is brought to the attention of some swivel chair executive at the headquarters of the chain, a stereotyped letter goes to the local manager reading as follows:

"We are very well pleased with the record you are making as manager of our Blankville branch. But please do not overlook the fact that you are manager and not buyer. We will do all the buying at this end and you will kindly confine your activities to selling at your end."

Of course, the local manager accepts the rebuke. There is nothing else for him to do although he realizes that by so doing he is curtailing his usefulness to his employer to a considerable extent.

The dry goods chains undoubtedly undertake to secure good managers for their local branches. They suc-

ceed in doing so in many cases, but frequently make wretched selections which bring disrepute on the entire chain store system. A case in point is the recent manager of the McClellan store at Petoskey, who proved to be about the poorest excuse for a store executive that city has ever experienced. He did not pay his personal bills promptly. Whenever he bought anything for the store he let the accounts drag along several months. He finally precipitated his own downfall by getting into a controversy with Henderson of Shreveport. When he got through with this encounter, he was the laughing stock of Petoskey and received a letter from headquarters, stating that he was no longer a chain store manager.

One of the strongest series of articles on the chain store system which I have had the pleasure of perusing is now running in the *Pella* (Iowa) Press. The articles are from the pen of a former employee of the *Tradesman*, whose name, I am sorry to say, I am unable to recall. He presents his topic in most pungent language, disclosing a familiarity of the subject due to long and careful study. Our unknown friend heads his discussion of the chain store as follows:

It was the writer's privilege to labor for a few years in the employ of Mr. E. A. Stowe, publisher and editor of the *Michigan Tradesman* at Grand Rapids. Mr. Stowe has devoted his life to the cause of the independent grocer and merchant. For forty-six years this honorable veteran has fought the good fight and many times alone and with severe financial losses, he has protected the independent merchant from fraud; has educated him in the better ways of merchandising. It was Mr. Stowe first of all, who had a vision of the things that were to come. As the chain system was slowly working its way into the large communities, he took up the challenge and has been the leader in this struggle from its early beginning. We consider Mr. Stowe the pioneer emancipator of the independent merchant.

With the rapid growth of the chain system, backed by large National financial interests, others took up the challenge and have taken the side of the independent cause. Mr. Henderson of Shreveport, La., in particular, has been a devoted follower of Mr. Stowe, although his activity is counted by weeks while Mr. Stowe's leadership covers many years of faithful service. In a somewhat boisterous manner but nevertheless with statements based on facts, Mr. Henderson has brought the cause of the independent merchant to our very doors.

The Vaughn & Ragsdale Chain Stores Co., of Albion, publishes a full page advertisement in a local paper containing a very lame defense of chain store methods. The reading matter is prefaced by a quotation by Prof. Paul Nystrom, which that gentleman emphatically disclaimed in the *Out Around* department of the *Tradesman* two weeks ago. As I do not find the name of this chain gang on our subscription list, I naturally

assume this quotation was made in ignorance. Kroger published the same statement and was requested to correct it in his advertising. The request was utterly disregarded, as I expected it would be, because I never heard of any chain organization playing fair or retracting an incorrect statement. I shall expect better things of the Albion organization and await the outcome with much interest.

The Washtenaw Tribune, published at Ann Arbor since 1879, is publishing an eight page supplement each week which is full to overflowing with sane and sensible articles on the chain store system. No more forceful presentation of the subject has ever been published in this country, so far as my knowledge goes. This sort of argument ought to put a quietus on chain store activities in the University city and place the independent merchant at a decided advantage in the estimation and appreciation of the public.

It is decidedly interesting to read the resolution of the Grand Rapids Motion Pictures Union, expressing confidence in the innocence of the criminals who did the bombing of movie theaters, while most of the vile creatures are under arrest, several have confessed and two have already started serving long-time sentences. This situation furnishes additional proof, if any were needed, that the word of a union man has no standing in court or anywhere else, because the person who holds up his hand and takes an oath to subserve the union deliberately and automatically becomes an outcast to whom truth, honor, Christianity and patriotism are unknown. Every union member swears to observe the demands of the venal and unscrupulous union leaders no matter how abhorrent they are to family relations, church membership and citizenship obligations.

E. A. Stowe.

From the Land of the Setting Sun.

Los Angeles, April 4.—There is "much cry and little wool" over the Filipino situation in California. In fact it is the act of making a mountain out of a mole-hill. The real truth of the matter is that the Filipino came to this country expecting to perform manual labor, and he is perfectly willing to do so, possibly at a wage which does not conform to labor union dictates, but much better than he could ever secure at home. They have been brought here at the behest of certain large employers of labor, mostly in agricultural lines, and there are only a corporal's guard of them at the most. But one might infer from the newspaper reports that their numbers were legion and that they are bloodthirsty in the extreme. The Filipino is in a most peculiar situation. He was never consulted when he was brought under the jurisdiction of Uncle Sam. He was simply dragged in by the heels, through the accidental entry of Dewey in Manila Harbor. He was exploited here and many were brought here, their excellence as servants being widely acknowledged. They are entirely guileless, harmless and without the slightest notion of making any trouble of any kind, and they ought to be protected by the authorities. It is true they think they want freedom; that is a certain element are continually howling for it, but if the Philip-

pinos were left to themselves, without our National protection, they would have a sorry time of it. Hence we have a moral responsibility in looking after their welfare, either in this country, or in their far-off habitat. The position of the United States—and all white nations—in the Orient is like carrying a basket of rotten eggs. Soviet Russia is stirring up India against the British; also is trying to foment a Filipino rebellion against the United States. Consequently when we permit the boat to be rocked by making much out of little local quarrels between our rowdy element and the little brown boys, we are adding fuel to a dangerous flame.

Col. Lindbergh doesn't want to have any statue in St. Louis. He isn't dead yet and sees no need of a memorial. Also if the citizens must have something to remember him by he begs that they keep away from the lone eagle stuff. He wants to be known as the boy who flew the Government mail from St. Louis and not the adventurer who winged his way to France. It is hard to imagine Lindy traveling with a brass band and yet were he built like most Americans he would be doing that very thing and carrying a press agent and business manager on the side.

It is a very wonderful thing for the nations to adopt a new code providing "humane methods" in war. Not any nation will pay any attention to the provisions of such a code after it is adopted. A humane war is a good deal like an honest burglar or a non-intoxicating beverage. If nations could be brought up to the moral standards of business men, and would stick to their bargains, there wouldn't be any wars. It is the fact that every diplomatic office in Europe has a fifth ace up its sleeve that makes peace an impossibility.

Now someone wants all the members of Congress to sign the pledge. When they took their oath of office swearing to uphold the Constitution of the United States, they did this very thing. It is simply, in most cases, an instance of the vaccine not being effective.

According to scientists gas, dry ice and paper can be made from corn-stalks. Now if there is some by-product contained therein which may be substituted for cabbage in the manufacture of cigars, sour kraut may come into more general use.

Los Angeles police officials claim that petty gossip, local grudges, grousches and greed are responsible for most of the outside tips they receive relative to violations of the Volstead act. The arrests made on the basis of such assertions, seldom bear fruit, but activities in this line hinder the work of the department, besides running up enormous costs. In most cases the work is minimized by efficient judges who winnow the grain from the chaff. Some sort of punishment for breeders of this sort of scandal ought to be devised. Even preacher men indulge in it to a disgusting degree, and when the affair explodes lay it on to "anonymous" correspondents or telephone reports from unknowns.

A leading New York newspaper has started a campaign against speculators in theater tickets and it is significant that the campaign has been undertaken at the request of several large producers and theater owners. It is plain enough to all of them that—with the advent of the talkies—the jig is up unless they reduce seat prices to a sane figure. Almost any theater goer would rather hear actors speaking in the flesh than through the tin-can medium of the talking picture. But

their preference is not sufficiently agonizing in its force to induce them to pay robber's prices for seats when they can see and hear a talkie of the same play, usually with the same or even better actors, for a "two-bit" piece. Seat speculation has been a grand old system of highway robbery, but it could never have been possible without collusion between the owners and the ticket agents. Doing away

with this, ought to have a tendency to give home folks the entree of the legitimate theater without the necessity of mortgaging the auto.

Chicago is in a bad way financially, but she is only a few leaps ahead of many other municipalities whose resources are being scattered by commissions of various sorts, the members of which are always on the payroll and

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—is the result of our unique process milling. Purity Oats produce, always, a sweet flaky dish of oats entirely free from the usual mush taste. Purity Oats and Chest-O-Silver remain fresh and sweet on your shelf—they will not sour, deteriorate or become weevily.

Our rigid sales policy protects you—the Independent Grocer. We distribute only through legitimate retail channels. No chain stores—no desk jobbers. Our solid guarantee backing every package is your protection.



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always draw "theirs" before the school teachers and the real laborers get an inkling of any difficulty. In Los Angeles, as in other large cities thousands of grafters and superfluous office-holders wax fat, the higher-ups always promise to weed them out, but fall back with an increase in the barnacle roster. Just now the city council is trying to settle the vexed question as to whether a councilman shall be provided with three automobiles, and whether the city should furnish the gas for the family car. Already it is known that the domestic "lizzie" is kept in repair at the expense of the taxpayers. The awakening of the public seems to develop at a snail's pace.

Whether the adoption of "lambrequins" as an adjunct to short skirts in the female kingdom becomes popular will, according to a fashion writer, depend largely on the individual. You are darned right it will. The deadlier of the species will certainly have two reasons for her actions in the premises. If they are voluptuous there will be a corresponding falling off in the demand for yardage material.

Julius Rosewald, philanthropist, purposes through his benefaction, the Rosenwald Foundation, to have some scheme involved to minimize the cost of sickness in the family, but he is meeting with some opposition from the medical fraternity, which might naturally be expected. Physicians may be amiable, and all that, but when you start something designed to cut off their revenue it is a species of surgery they do not take kindly to. If, however, such ministration can be confined to those who fail to pay their doctor's bills, there will probably be no general remonstrance.

Frank S. Verbeck.

How the Kroger Gang Treats Its Employees.

Grand Rapids, April 8—To the Superintendent of Transportation and other officials of the Kroger Grocery and Baking Company who saw fit to call my services with you to an end, I have a few things I want to say to you and they are going to be said in the presence and hearing of all the radio fans of Western Michigan who listen to the Main street crusader when he tells the truth about you fellows each night.

In the first place you are the cheapest bunch of low-down contemptible pikers that ever attempted to do business in America or any place else. I hope you don't think that I was dumb enough to let you pull the dirty trick on me that you did and keep my mouth shut. Just sit tight and listen while I refresh your minds on how you treated me.

Last September, in order that you might add a few more pennies to the millions of dollars your company already has hoarded up, you issued an order that all trucks operating outside of Grand Rapids must carry an extra supply of gasoline in a ten gallon cream can which would be provided for that purpose. It would have hurt you a lot to patronize an honest American gasoline dealer, instead of endangering the lives of your drivers; you knew it was dangerous business and so would any fool, but a man's not a man with you; he's a dog. Well, thank God, I am out from under the sting of your whip and can feel free again and have a right to talk.

I carried the gasoline in the cab of my truck and you know as well as I what happened; it caught fire. The burning gas burned my leg so badly that I spent nearly three months in St. Mary's hospital, didn't I? I don't suppose you care to know anything about the torture and pain that I went through up there, the worry and suspense it caused my wife, who with

her own sickness already had more on her mind than she could handle. Living on a measly \$18 a week, paying on the house, buying groceries and fuel and getting for herself and two kiddies the necessary things of life. Your superintendent came up there and told me not to worry about anything; that the company would dig everything up, so my wife and kiddies would not suffer. Did you? No, you liars, you sent a couple of loads of old wood out there for her to burn which didn't cost you anything and you would have hauled to the dump anyway. If anything is done for one of your employees down there, the other employees chime in and do it. Why? Because they are men, even if they do have to work for you.

You promised me when I got so I could come back to work I could have a job I could handle. Did I get it? No. The only thing you would give me was a truck job, which you knew I couldn't handle for long with my leg in the condition it is in. That was done so you could slowly squeeze me out, which you did. You promised me steady work and the same pay I was getting when I got hurt. There you lied again. Look on your checks and see how much money I drew up until the time your superintendent squeezed me out, a long ways from what I should have had, isn't it? Do you call that giving me a square deal? You don't want anyone down there but fast men, those who can do two men's work in one. Well, I couldn't do it, but whose fault was it, mine or yours? I didn't issue the order to carry the gas, did I? No, I protested about it, but was told if I didn't want to do it, there were plenty of men who did. I couldn't afford to quit. Well, Krogerites, I haven't got a job and I am up against it, but I'd freeze, starve or die by inches before I would ever work for a gang of lying grafters like you. If you don't think I have a right to complain, just stick your fingers on the stove and burn them a little and then perhaps you can imagine how it feels to be burned from your ankle up to your knee and have every inch of hide burned off. May you sizzle in hell!

Harry Brown.

Difference Between Chain and Independent.

Greenville April 8—Just a few words in regard to chain stores and their relatives. The chain store is a cash to all and credit to none system. There is an incubator in Wall street, where all the schemes to rob people on a large scale originate, and there is the home of the chain store. Anyone familiar with the financial condition of the country to-day will know that there isn't one quarter of the people qualified to confine themselves to a strictly cash basis. Then they are certainly in need of credit, which can only be had through the home merchant. The people who depend

on credit cannot get along without the home merchant, but can and have, until recently, got along without the chain store for hundreds of years. The chain stores are for the married class. If the home merchant universally would say to the people among us, "no goods," you would see a panic worse than the Hoover prosperity. Don't you think that the people would resent it? Then why shouldn't they when the chain stores do the same? The latter have no source in which they assist people who are obliged to appeal to the public for help, but the home merchant pays taxes which provide a way that the needy can be taken care of. The chain store takes no part in any sympathetic organization.

Any party who wishes credit in any way or to any extent and patronizes the chain store is assisting the latter to undermine and destroy the party's business who is giving him credit, as that is the intention of the chain system.

During the kaiser's war there was another great bird produced by this Wall street incubator and they called him the Liberty bond, but it should have been called the slavery bond, as it is enslaving the people to pay just the interest, which is the sum of one and one-quarter million dollars per day and you, no doubt, have heard about the bond holder clipping the coupons from his bonds. That is the pulling out of the tail feathers of that great bird, which is done at different periods (but they grow in again), but the feeding of the birds which produce such valuable feathers is very expensive.

Another chain system of cash and carry is that of the bank robbers. They don't spend a cent while in town; don't even stay to breakfast; take all of their income with them and don't pay any rent or income tax. There are many other similar chain systems, if I only had space in which to mention them.

E. Reynolds.

A Sermon in Jest.

A visitor in the village was greatly interested in all that he saw. In particular he noticed that one of the inhabitants was treated with marked respect by the others.

"I observe," remarked the visitor, "that you all treat that man with marked deference."

"Yes," was the answer, "he's one of the early settlers."

"Early settlers?" asked the other. "Why, he can't be above 30."

"That may be true," replied the old man, "but he pays all his bills promptly on the first of every month."

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

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



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GRAND RAPIDS, MICHIGAN

FINANCIAL

Favorable Ratio of Loans To Stock Prices.

While the public is edging its way into the market again it is not venturing out into the deep on borrowed money to points from which it would be unable to turn back should a storm blow up.

This disposition to pay cash for stocks since last autumn's panic has given the market a foundation of technical strength that bears no necessary relation to the intrinsic merit of securities but that nevertheless explains why corrective setbacks have been so conspicuously absent this year. Last week's rise in leading stocks left the favorable ratio of loans to values undisturbed for the simple reason that the advance was made without any similar expansion in loans.

But the figures tell their own impressive story. Whereas the rise in stock prices has lifted values to 198.5, if we accept the Standard Statistics Company's computation of this relative, the corresponding position of brokers' loans is but 140.7. That is to say the level of loans still hangs substantially under the level of values. Expressed in another way it means that a much greater proportion of stocks have been bought outright in the market than at any time in recent years. Usually in times past the strong technical position of stocks indicated by a ruling level for loans relatively lower than values has tended to prevent any vigorous or sustained bear movement.

Whether this rule will hold throughout 1930, or when the favorable ratio will disappear, are questions nobody can answer. The puzzling aspect of the current situation is that the market seems to be improving faster than business and seems already to have discounted a rather prompt upturn in the industrial tide. Now the question arises whether in the presence of adverse business news in the next few weeks, should it come, the technical position will operate to offset any disappointment the market might experience in the way of bad business news.

Still another question arises. Would an upturn now in business encourage market liquidation on the good news or would the market keep on going up? We shall see.

Paul Willard Garrett.

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Result of Drastic Change in Policies.

After several years of strenuous efforts directed toward correcting the unfavorable effects of overextension, the Manufacturers' Finance Company of Baltimore appears to have re-established a normal earning power. Capability of management is thoroughly tested under such adverse factors.

The company, one of the oldest of the so-called non-notification commercial banking companies in the country, started in 1910 with a capital of \$50,000. It is in the business of purchasing open accounts receivable, notes, drafts and acceptances against reliable manufacturers, wholesalers and jobbers in many industries.

The volume of this business last

year exceeded \$91,000,000, of which 72 per cent. was represented by commercial accounts having an average maturity of forty-five days, while 17 per cent. represented motor lien paper and 11 per cent. was other installment obligations.

Earnings on the common stock had averaged about \$8 a share annually and liberal dividends had been paid until too rapid expansion with inexperienced personnel in purchase of installment retail motor liens checked progress in 1926. Large appropriations from surplus to take care of losses necessitated discontinuation of dividends.

The management took drastic steps to correct this fault before it was too late and earnings gradually have improved. Extraordinary expenses in connection with branches, charged against income, reduced profits to some extent in the first half of last year and apparently completed the readjustment begun four years ago. Net earnings rose last year to \$655,759, or \$4.47 a share, all of which except about \$1 a share came in the last six months, from \$533,137, or \$2.94 a share, in 1928.

Before the suspension of dividends, payments ranged from 10 to 60 per cent. a year on the \$25 par common. With the improvement in earnings, it seems reasonable to expect a resumption of dividends. The common was changed last year from \$25 par to no par value.

Collateral trust notes of about \$17,900,000, secured by deposit of accounts with a trustee and two classes of preferred stock of \$25 par value totaling \$4,257,000 precede the 80,000 shares of common.

The original capital of \$50,000 has increased to a little less than \$6,000,000, and resources have grown to about \$28,500,000. The readjustments have returned the company virtually to a self-liquidating basis. At all times last year average cash on hand with four months' collections would have retired obligations, and preferred stocks could have been reduced to cash at par within six months on the same basis.

William Russell White.

[Copyrighted, 1930.]

Explanation of Different Kinds of Bonds.

With a revival of interest in bonds, more attention is being given to the several types of obligations issued to raise capital. A discussion of several distinctions may prove of interest to the uninitiated.

Corporate obligations, as a rule, fall into one of these five classes: First mortgage, junior mortgage, collateral trust, equipment trust or debenture bonds. The first, as the title implies, are secured by a first lien on physical assets, usually real estate and improvements, and are commonly regarded as the best.

Junior mortgage bonds are secured by secondary liens. In some instances interest is payable only if earned. These obligations need more careful analysis, but in some cases junior bonds are entitled to a better rating than poorly secured first mortgage issues.

The Measure of a Bank

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

Judged by these standards we are proud of our bank. It has always been linked with the progress of its Community and its resources are more than adequate.



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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!



**OLD
KENT
BANK**

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

Collateral trust bonds, similar in a way to first mortgage issues, are secured generally by deposit with a trustee of other securities of greater value. Equipment trusts are issued chiefly by railroad companies, with new equipment as security. Debentures are scarcely more than promissory notes, and their rating is governed by the credit standing of the borrower.

In recent years conversion and warrant privileges have been attached to bond issues to interest investors who have shown a tendency to shift to common stocks. These privileges give the lender the right to convert his security into a specified number of shares or at a fixed price within certain time limits, or to purchase equities at established prices in the future.

Although issues usually are described as "gold" bonds, meaning that the holder may receive payment in gold at maturity, the term has little practical effect, since payment in any event must be in legal tender. It is a safeguard against payment in the future in a depreciated currency.

"The title of a bond often discloses the manner in which the issue is to be retired," says an essay on the subject by A. G. Becker & Co. "Serial bonds are those which fall due over a period of years.

"Sinking fund bonds provide that the issuer shall, according to a fixed schedule, set aside sums each year to be applied to the retirement of the issue, ordinarily by purchase in the open market or by redemption calls."

William Russell White.

[Copyrighted, 1930.]

Students Expect More Stability in Next Year.

One swallow does not make the summer but last month's arrest of the downward drift in commodity prices is the first good news that the market has had indicating that perhaps its worst problem is finding its own solution.

Bradstreet's April 1 index of commodity prices fell but three tenths of 1 per cent. from March 1, suggesting that the rate of decline in early 1930 has been reduced if not yet turned into reverse. Up to March the decline in commodities had been painfully rapid. So much emphasis has been put on the shrinkage in values during late months that a good many had not until recently become aware that we were in a period of declining prices. The truth is of course that we have witnessed nearly four and one-half years of decline already. Previous to that we had witnessed four and one-half years of rising commodity prices.

Now not many realize it but in the last four and one-half years of decline commodity prices have lost 85 per cent. of all that was added in the previous four and one-half years of advance.

Prices are almost but not quite back to the bottom level reached in June of 1921 deflationary movement. Let us look at the sensitive Bradstreet index on 96 articles of consumption. From the extreme 1921 low reached in June to the extreme 1925 high of December this index swung forward from \$10-

6169 to \$14,4054. Then started the long decline. By April this year the index after more than four years had fallen to \$11,1833. Over four years of post-deflation advance carried the index forward, in other words, \$3,7885. Over four years of subsequent decline has wiped away \$3,2221 of that gain or 85 per cent.

A tapering off in the rate of decline raises a question nobody can answer. Has this long downward movement in commodities nearly run its course? Students of prices find themselves perplexed to see how the trend can for any very long period be reversed. Still there is a tenable ground at least for the belief that the market in commodities might enjoy a degree of stability in the next year that it certainly has not experienced in the last.

Paul Willard Garrett.

[Copyrighted, 1930.]

"Americanism of Henry Ford" a Joke.

St. Joseph, April 3—I herewith enclose clipping taken from our local News Palladium of yesterday showing flagrant violation of the law by a chain store truck driver.

These trucks ought to be driven off the streets of the city. They have destroyed more good roads in our country than all other trucks combined.

I hope you will give them a hot shot in next week's Tradesman. Yesterday I learned with astonishment that the R. B. Collis Sprayer Co. about a week ago received a carload of trucks from Cork, Ireland, the same being Ford trucks, made and manufactured in Ireland and shipped into this country.

I also was informed by a Ford agent that Henry Ford no longer makes Ford trucks in this country and that he had dismantled his Fordson plant at River Rouge and was making all his trucks now in Cork, Ireland. This does not look very good with all the men out of employment in this country and I hope you will give the readers of your Tradesman some information on this matter, as it does not reflect much credit upon the Americanism of Henry Ford.

Willard J. Banyon.

Mr. Banyon is talking very wildly when he refers to the "Americanism of Henry Ford." There is no such animal. Henry Ford was a traitor to this country during the Kaiser's war. He furnished aid and comfort to the nations with which we were engaged in mortal combat. He also promulgated statements during the war which were ultra treasonable. The Tradesman has repeatedly requested him to retract these treasonable statements, the same as he apologized to the Jewish people for the wretched things he said about Jews as a class, without result.

The clipping Mr. Banyon refers to is as follows:

The most severe fine ever levied in Berrien county for operation of overloaded trucks was imposed Tuesday by Justice Hardy Langston of Niles.

Justice Langston fined George Bates, of the National Tea Co., Chicago, \$100 and costs of \$5, after his driver, Earl Graham, of Stager, Ill., was arrested by Deputies John Lay and Clarence Dunbar of the county highway department.

One axle of the truck was overloaded 5,500 pounds, and another axle 5,800 pounds, the officers reported.

The National Tea Co. is said to be a repeated offender, and paid a fine of \$100 and costs before Justice Al W. Charles in Buchanan last year.

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TEA AND COFFEE DRINKING.

Cause Less Injury Than Over Eating Does.

Tea and coffee are interesting from economic, scientific, therapeutic and public health points of view. Their action is due to an alkaloid first isolated from coffee, and for this reason named caffeine.

As ordinarily made, a cup of tea or coffee contains on an average 1.5 grains of caffeine. Coffee itself contains about 1.2 per cent. of caffeine, and tea 2 per cent. It is not advisable to consume either coffee or tea in amounts which represent more than 5 grains of caffeine, for reasons which I shall give.

The main actions of caffeine when taken into the body are: First, stimulation of all parts of the central nervous system from above downward, which includes psychic areas and the spinal cord; second, an action on the muscles which increases the power of muscular contraction, the power to do more work and which lessens fatigue; third, caffeine is a heart and vaso-motor stimulant, and therefore improves the circulation; fourth, caffeine is the diuretic par excellence, due to direct action on the kidney, which it in no way injures. Because of this, caffeine is used in medicine when water is unduly retained in the body.

The general effects of caffeine in moderate doses are: Ideas become clearer, thoughts flow more easily and rapidly, fatigue and drowsiness disappear, intellectual effort can be sustained longer, sensory impressions are more accurately appreciated, and ideas are better associated. Accuracy in intellectual work is greater.

Hollingsworth, in the Department of Psychology at Columbia University, experimented on a number of students and assistants for forty days. To one group he gave citrated caffeine, and to another group he gave only sugar and milk. After thousands of experiments he proved that caffeine increased both speed and accuracy in the solution of intellectual problems. In calculations, there was an increase of ability. The stimulation began about one hour after taking the caffeine and lasted for several hours. The dose taken was 1 to 4 grains (.06 to .25 grams) of the citrated caffeine. Six grains (.36 grams) produced unsteadiness and restlessness. Speed, such as in type-writing, is greater after small doses of caffeine and errors are fewer.

When tea and coffee first became popular it was urged that the new beverages reduced the consumption of alcohol. One writer in 1748 said: "Were there no other use in tea or coffee, they are nevertheless useful in that they have caused drunkenness, which was formerly so prevalent, to go out of fashion. Our wives and daughters can now pay ten visits in one morning and yet come home quite sober." It is worthy, therefore, of its reputation as the cup that cheers, but does not inebriate.

Owing to the daily use of caffeine compounds in the form of tea and coffee in excess, however, some cases of chronic ill effects are seen. The

symptoms, mainly those of dyspepsia, are: Depression succeeded by nervousness, restlessness and excitement; tremors, disturbed sleep, anorexia, headache, vertigo, mental confusion, palpitation, constipation, and hysteria. These symptoms are relieved by the gradual removal of the drug, or by a reduction of the amount consumed.

Tea-tasters, who consume enormous amounts of tea, often develop amblyopia—dimness of vision. Other drugs, such as tobacco, alcohol and salicylic compounds may cause similar symptoms. No acute fatal case of caffeine poisoning is recorded and the fatal dose is not known, but it is over 10 grams (150 grains) or the amount contained in about one pound of tea.

To avoid the symptoms of chronic poisoning and to allow the use of tea and coffee by susceptible individuals, numerous attempts to remove the caffeine from tea and coffee have been made. Some manufacturers have placed the blame for the nervous symptoms on the volatile oil content—the so-called cafeeol—but this is insufficient to cause them. It is generally held that the caffeine content is quite sufficient to explain all the untoward symptoms. Nevertheless, there are cases in which the caffeine content is not adequate to explain them; for example, addicts of tea may drink it any time of the day or night without producing insomnia, while if they take coffee at a late hour sleep may be prevented for most of the night. The reverse is also the case; coffee drinkers can take coffee late at night while tea may produce insomnia.

A summary of the whole matter is that tea and coffee drinking in moderation is quite harmless and is perhaps beneficial. If we evaluate the pleasure derived at a reasonable rate, the balance is well on the credit side. The harmful effects must be charged to lack of that illy-defined inheritance, "common sense."

And if we make comparisons, tea and coffee drinking cause much less injury than over-eating—an important thing to consider in these days when young and old are desirous of a svelte appearance, and when over-eating is the commonest vice of each group. Indeed, these beverages lessen the sense of hunger and thus to some extent prevent over-eating.

Dr. H. A. McGuigan.

Chose Location of Goods.

Here's a new plan which has recently proven successful in a small Southern store. The manager of the store took down all his credit sales slips, and went over them carefully to make an investigation as to what particular items in his store were most in demand.

He found these particular items would be just as easily placed in his store in the rear, as they were in their present location. For instance, he had his meat department already located in the rear of the store, but on the side rear he located all the goods which are most apt to be in the list of purchases when the customer enters the store. This, he figured was a good way to bring the customer back to the rear of the store.



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MUTUAL FIRE INSURANCE

Ignorance of Co-Insurance Causes Many Losses.

The lack of the proper understanding of co-insurance on the part of property owners, real estate men and credit executives causes many unnecessary losses. An understanding of the co-insurance clause is absolutely indispensable to the credit executive. He needs to make sure that his own company properly understands and gets the benefits of co-insurance; he must be certain that his customers do not misunderstand the principles of co-insurance, for in the event that they do, and a fire takes place, he will sustain additional, unnecessary losses.

If property is insured for less than a certain percentage of its value—for example 80 per cent. in Michigan and many other states—the owner becomes a co-insurer with the insurance company, as stated in the co-insurance clause of the policy form. If the proper amount of protection is carried the co-insurance clause in the policy is not effective. If the property owner has insured for the right ratio, he is fully protected up to the face value of his policy and never has to assume part of a loss as co-insurer.

Let us take an approximated example to illustrate: John Doe insures his property valued at \$100,000 against fire damage to the extent of \$80,000, or 80 per cent., and pays a premium of \$800. He has a loss of \$40,000 which is paid in full. On the other hand George Smith takes out insurance for only \$60,000, or 60 per cent., on his property valued at \$100,000, and pays a premium of \$480. He then has a fire and the loss is estimated at \$40,000. Since he has not paid insurance for the average of 80 per cent. of value the underwriting company is liable for only \$30,000, while the owner has to stand the balance of the loss for \$10,000.

It should always be kept in mind that if insurance equal to a specified per cent. of the values, which varies with risk factors, has been obtained, the co-insurance clause is not effective. Credit executives will make sure that the insurance coverages of their own companies and their customers are maintained at the proper percentage of values.

Danger in Fire Proof Shingle Laying.

It has generally been considered that a so-called fire-proof shingle made our roofs invulnerable, but Chief Joseph, of the Ludington Department, had an experience a short time ago that goes to show that it is not always that.

At a recent call the blaze had been started in the basement, in an attempt to thaw a frozen water pipe with an open torch.

Before the alarm was given the fire had run up the studding to the attic and then to the roof. The fire in the attic and partitions was quickly extinguished, but in spite of the tons of water that was thrown on and under the roof it still continued to burn and throw out clouds of heavy black smoke.

An investigation showed that the

asbestos roof had been laid over an old cedar shingle roof. The fire had gotten a hold in the shingles where it was protected from the water both from above and below and it was not until the entire fire-proof shingle roof had been torn off that the fire was at last extinguished.

Inasmuch as some manufacturers recommend that their shingles be laid in this manner as a saving of expense and also claiming that it makes for a warmer house it is well for the fireman to take notice and prepare for such fires.—Michigan Fireman.

Beware.

Fake representatives of fire extinguisher manufacturers are traveling the central part of the country making "fake" inspections of fire extinguishers in schools, institutions and factories. Their racket is to explain to the owners that the type of extinguisher is obsolete but with minor changes it can be made as good as a new extinguisher. The "fake" representative collects the extinguishers, takes them to the next town and sells them.

Buy only approved fire extinguishers from recognized manufacturers and their agents. Do not permit anyone to take an extinguisher off the premises. If it is to be shipped back to the factory, do that yourself unless you know the agent.

Filling Stations Increase Amazingly.

The extent of the filling station business is amazing. There are 317,000 retail outlets to supply gasoline in this country.

If all our roads were to be arranged end to end in one great road wrapped around and around the earth, the gas stations would be found just a trifle over a mile apart.

A survey made two years ago by a gasoline pump company showed that there were 125,000 so-called drive-ins, 52,000 gasoline stations in garages and 140,000 roadside or curbside fills. Undoubtedly the numbers are greater to-day.

No Bell?

Bill was a locomotive engineer, and, having a visitor, he was showing off the radio.

"Yes, Frank, I built her all myself," and he proudly swung the dial.

Frank listened a moment, then remarked, "I believe you, Bill. She whistles for every station."

Wholesaler Gains Sales By Reducing Accounts.

A wholesale grocery firm has made the experiment of cutting down its number of accounts from 3,500 to 1,400 and at the same time materially reducing the number of accounts which individual salesmen handle. Results for the company as a whole are not revealed, but figures for individual salesmen are.

One salesman who had been calling on 201 accounts and maintaining a sales average of \$6,000 a month had his accounts reduced to forty-six in number. His monthly sales increased so rapidly that, on his own account, he cut the number further to twenty-eight and now is maintaining a month-

ly average sale of \$14,000 worth of goods. This company, according to the Foodstuffs Division of the Department of Commerce, has decided that salesmen calling on too many customers do not get a sufficiently large proportion of the business of any one account, and that the concentration they have tried is much more successful.

Check Your Counter Deliveries.

Goods that come into your store in the regular way are of course checked against invoice to see that quantity and price are right. Only the most careless grocer would fail to perform that important detail.

How about the goods that are brought into your store by the wagon

salesmen? We find that the common practice is to permit the wagon salesmen to handle their own stock. That is not good business. We do not question the honesty of any wagon salesman, but to err is human. Some folks make mistakes too frequently.

Mayonnaise, cheese, bread, milk, butter, eggs and vegetables comprise a large percentage of the goods sold each day. In most instances these articles are delivered direct by wagon men. If these goods are not checked as delivered, there are too many opportunities for mistakes which are very costly over a period of time.

Some have brains and don't use them; others use more than they have—they hire them.

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CALUMET, MICHIGAN

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CLEAN UP AND PAINT UP.

Make Your Store As Attractive As Possible.

The modern retailer might de well to take a tip from the New England housewife, as the spring of the year approaches. Famous for the manner in which she kept her home clean, in the spring she redoubled her efforts.

It is the exception rather than the rule to find a dirty retail store to-day. However, any retailer can well afford to look over his store and perhaps clean it up, in keeping with the season of the year. What sort of an impression does the outside of your store create? Do the interior walls need refinishing and could you shift the fixtures around to advantage?

A merchant may use the finest merchandising methods in his store, clerks may be the best type of salesmen and the quality and price of his goods may be unequalled by any of his competitors, but if customers don't come into his store, his balance sheet will show plenty of red figures when he tries to figure up his profits at the end of the year.

The impression that a store creates on passersby is one of the primary reasons for the success or failure of a retail store. It is true enough that the other characteristics mentioned in the preceding paragraphs are also essential, but if prospective customers do not enter a store, fine merchandising methods will be of little avail.

The spring of the year always is accompanied with thoughts of housecleaning and a general clean-up and paint-up campaign is organized by housewives in every part of the country. At no time of the year will a clean attractive store front be worth more than right at this time of the year. The merchant who takes a hint from the housewives and spends a little money and time now fixing up that part of his store which more people see than see any other part of his establishment is, we believe, acting wisely.

It isn't such a trick to make an attractive looking place out of even an old-fashioned store front. There is no use denying that an up-to-date front gives a store an advantage which the old-fashioned sort cannot enjoy, but at the same time much can be done to help the appearance of the average front.

Your own store front probably is in good condition, but it might be well, perhaps, to give it a good examination, and possibly have a carpenter go over it to see that joints are all tight and ship-shape and that there won't be any danger of the glass falling out, should a high wind come along. You might also see your painter and find out how much it will cost to get the front of your store repainted. If you will consider the real importance of having a freshly painted store front, you will be forced to admit that a paint job which at first thought might seem to be expensive is really economy. The chain stores realize very well, indeed, that it pays to have an attractive and distinctive store front, as the red of the Atlantic and Pacific and the yellow of the J. C. Penney stores bear witness.

Even though a store may be old and a bit dilapidated, two or three coats of paint on the worn surfaces will greatly improve the appearance it presents to the public. The customers of such a store will note the difference and will give the proprietor credit for keeping abreast of the times. What is still more important, people who have driven or walked by the store and who have not traded there for weeks, will notice the change. I don't mean to say that just painting up the front of a place of business is going to work any miraculous changes and cause everyone who passes it to drop in and trade there, but it will have a tendency to cause people to notice the change.

Do you remember when you were a boy and your mother used to make you scrub the front porch and the walks? The motives which prompted her to keep her porch and walks clean are just as worth-while to-day as they were then, whether it was ten, twenty, thirty or forty years ago. Take a look at the entrance to your store and the sidewalk directly in front of it. When customers enter your store, do they have to walk through a muddy pool of water or past smears of dirt on the sidewalk? If so, they enter your store with a bad impression of it before they even see your neat and courteous salesmen or your excellent goods and low prices. Scouring powders and mops aren't very expensive. When you have your store cleaned up in the morning, have your boy open the front door and see to it that he gets the walk and entrance in as good shape as he has the floor inside of the store. He won't be wasting your time when he does it.

How do you react when you pass a store window which doesn't look as if it had been cleaned for some time? We know that it was a cold and unpleasant job to keep the glass clean in December and January, but the weather at present isn't so harsh but that window brush and squeegee can't be used to advantage. Let the people who walk by your store see what you are displaying in your windows.

If your store has a bit of space between it and the street, see to it that the space is clean and attractive. If you can get grass to grow, so much the better, but keep it clean anyway. Don't forget that it is your front yard and that many people are inclined to judge a home by the appearance of the front yard. Think of your place of business as your home.

The importance of keeping the inside of a store clean has been stressed many times and is something that every wise retailer realizes and practices. The spring of the year is an especially good time to inaugurate a general cleaning campaign, both inside and out. The dark smoky appearance many ceilings show after such a cold winter as we have just had is out of place in a clean and attractive store. A little money spent for re-varnishing the fixtures and painting the walls behind displayed goods will make an immense amount of difference in the appearance which the store presents to the public.

If you can make your place so attractive that people walking or driving



104 Turnovers a Year LARGER PROFITS

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THEIR ORDERS

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New Jersey



by it will notice the store, and if it is such that they are impressed by the neatness of it when they enter, you probably will find yourself a few paces ahead of the rank and file in the fight for the consumer's food dollar.

E. G. Bogard.

The Merciful Man Is Merciful To His Beast.

Grandville, April 8—Cruelty to animals is a subject not discussed as much as it should be in these modern days. The law does not take cognizance of many of the worst aspects of the case.

War on a surplus of dogs has gone to such an extent that the poisoner has taken a hand, a most cruel and malicious method of dealing with the situation. It cannot be doubted but there is an overproduction of canine population but the indiscriminate distribution of poison is not the proper way of dealing with the problem of an over population of these animals.

Village or city is no place for har-boring dogs. These animals are very useful sometimes on farms, but even these may become a nuisance if not properly handled. It will never do, however, for the law to wink at the acts of the dog poisoner a most cowardly way of cutting down the canine population.

There is danger in this distribution of poisoned meat and other conveyors of the fatal dose. It also smacks of cruelty to animals since these dopes are not always immediately fatal and the poor animal thus doped may go off to die a lingering and painful death in some secluded patch of bushes.

The saying that the merciful man is merciful to his beast always holds good even though first uttered thousands of years ago. The State has sanctioned the distribution of poisons for the destruction of the sparrow. No doubt this fact has given the dog poisoner his cue since it is no worse to poison a dog than a sparrow. In fact the latter has the sanction of holy writ being especially under the care of the Creator who remembers the sparrow's fall.

It was this State legislation against sparrows that gave the man of brutal instincts his cue. I call to mind that some years ago while calling on a farmer I was witness to a small episode which has remained fastened on the tablets of memory to this day.

Said farmer was a member of the church in high favor as was his wife, and yet the flutter of a wing beneath the eaves of his house brought out the real character of the man. A bird fluttered there, chirping to a nest of young birds, and mind you these were the detested sparrow. What right had these pests to worry a respectable farmer with their litter caused by nest building?

Securing a pole the man soon knocked that sparrow nest to the ground, and several half grown little birds fluttered on the grass. I shall never forget the look of hate that crossed that man's face as he ground those small birds to death beneath his heel. The poor mother bird came near sharing the same fate by fluttering to protect her young. And the executioner of those baby birds was a highly respected citizen in his community and a regular attendant at church.

It does not require a pest like the sparrow to arouse the cruel passions of man. In the name of sport many harsh deeds have been done our wild animal population.

Trapping fur bearing animals often results in inflicting needless pain. I call to mind the finding of a small animal's foot clutched by the jaws of a cruel steel trap. The animal caught had gnawed off its foot and thus escaped death although maimed for life, and the subject of much and long continued pain.

Deer hunters maim and wound countless numbers of wild deer in their annual quest for venison and sport. Where the sport comes in in thus inflicting pain on dumb animals is a mystery to the writer.

In an early day in the lumber woods much needless cruelty was practiced on the cattle and horses. One lumberman lost seven head of oxen from over feeding of corn meal. This of course more properly comes under the head of killed by kindness, nevertheless it was cruel from the fact that the dumb animals experienced a period of suffering as their bloated bodies writhed in the agonies of death.

An eccentric character in one of our villages was seen using a blacksnake whip on the body of a dog that he had swung from a beam over the open doorway of his barn. Perspiration streamed down his face as he laid on the lash. The dog had been dead some time.

When asked why he was so belaboring a dead animal the old fellow guttered the reply that the animal was a chicken killer and he shot him to death after which he gave the body this belaboring so that the beast might know that there was punishment after death.

Animals have perhaps as sensitive nerves as have their human masters, and to inflict unnecessary suffering on them is not only a cruelty but a direct defiance of the kindly father of us all.

If children are rightly taught with regard to this subject there will be less cruelty to animals in the years to come. There can be little doubt that the senseless war on our sparrow population has had much to do with creating a feeling of disrespect for the rights of those dumb creatures who are as much a part of God's creation as are the human family.

There was never a time in the history of the world when the quality of mercy was less strained than it is today. Give dumb creatures their due and we shall sleep more composedly at night.

Old Timer.

Novelty Jewelry More Active.

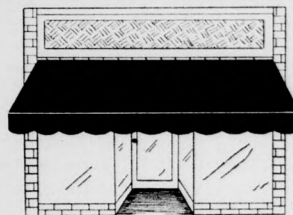
Business in novelty jewelry recently has been making active headway, despite the fact that the course of Spring buying was marked by small and frequent re-orders. Indications are that the season's business will compare well with last year, although it has reflected a tendency toward popular-price items. Prystal retains front rank in necklaces and bracelets in color combinations to match the new ready-to-wear. The trend toward sports jewelry has renewed interest in wooden types and active sale of this merchandise is expected for beach wear. Crystal and semi-precious stone-set jewelry retains its position in higher grade merchandise.

Boosts Sincerity.

A genial veteran food merchant of the West passes on this suggestion from his rich store of experience:

"Wise cracks and quick comebacks are dangerous as dynamite in a retail store. One of the strongest sales factors of any salesman or any retail house is sincerity, and kindness of heart.

"This is a human quality that cannot be counterfeited. It rings true or it does not. No matter how much skill, cleverness, or real ability your salesmen may have, they are still handicapped if they do not have this jewel—kindness of heart—in their possession."



Phone or write for Estimates.
No obligation.

COYE AWNINGS

will make your store more Attractive and Comfortable.

CHAS. A. COYE, INC.

Grand Rapids, Michigan

Have you ever been Way Up Here



— when the telephone Rang

Way down here?

An Extension Telephone:

1. Saves steps
2. Is a safeguard
3. Insures privacy
4. Is a convenience
5. Promotes comfort

— and there was no one downstairs to answer it? You can have an extension telephone upstairs for only a few cents a day. A small service connection charge applies.

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 Pancake Flour
Rowena Golden G. Meal Rowena Buckwheat Compound
Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

DRY GOODS

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

Chic in Traveling.

Ensembles, either three or four piece, for travel and week-end wear, are enjoying an increasing popularity. A very practical type has trim nipped-in jacket of tweed, with matching skirt and jersey blouse. Over this is worn a seven-eighths-length tweed topcoat, which is equally good with simple frocks of jersey or flat crepe. A real country outfit of this type is designed by Lanvin is a rough, greenish tweed, with black and white flecks. This has a short collarless jacket, simple skirt, cut with a suggestion of a flare; pull-over sweater in white, with a broad stripe of black, and a raglan topcoat of the tweed, with wide cuffs and scarf collar.

Very ingenious are the new "week-end" suits, which are practically a whole wardrobe in one. For instance, a navy blue jacket and wrap-around skirt are worn with what appears to be a tuck-in blouse of blue and white pin-dotted flat crepe. Remove the jacket, unsnap the skirt, and presto—a smartly simple one-piece silk frock, suitable for Sunday tea or luncheon in the country.

Oriental Rug Orders Light.

Although one or two of the larger houses report better business this month than they anticipated, conditions in the imported oriental rug market have been generally slow. Local department stores have been filling only immediate requirements and have concentrated mostly on merchandise which can be featured at special prices. Buyers from other cities have been scarce in the market and those who did come here bought sparingly. Regular lines of goods have been in light demand but executives of importing companies claim their business reflects a sluggish condition in domestic floor coverings and will pick up when that market improves.

Must Check Dress Returns.

Unless some effective means is found soon of materially cutting down illegitimate returns of popular-price dresses by a large number of retailers, business might just as well be done on a straight consignment basis. This opinion is expressed by one of the most active manufacturers in that branch of the trade. Many retailers, he explained, take no cognizance of the fact that the orders they place are contracts. If the dresses they buy are taken by the public, all well and good. Otherwise they are returned with no more hesitancy than if they had been shipped on consignment. Returns have been so large this season, the manufacturer said, that drastic group action by producers cannot be delayed much longer.

Glove Orders More Freely Placed.

Orders for women's gloves are coming through somewhat more freely than was recently the case. Pre-

Easter retail volume is expected to be good, with dollar sales figures of glove departments helped by the favor for the most costly long glove. At the moment the kid glove predominates, particularly long, white gloves in 4 to 8 button-lengths and longer. Fabric gloves have been somewhat slow, but are expected to pick up with warmer weather. The vogue for lace trimmed dresses and short sleeves has revived interest in long, lace mitts, which, in addition to black, are now being offered in pink, blue, eggshell and champagne.

Better Kitchenware Sought.

Novelty or "flashy" items of kitchenware which sold readily a year ago are now encountering a more limited market, manufacturers report. Although buyers visiting the market are anxious to secure new articles, they are refusing to order unless the utility and worth of the new style can be easily demonstrated. They comment on the fact that consumers are using more discrimination in their purchases this year. An improvement in the number and size of orders has been remarked this week. Stores have been ordering to replace regular stocks and seeking special values for late Spring and early Summer sales.

Garment Shipments Off Sharply.

While exact figures were not obtainable, reports indicate that express shipments from the garment district for the Spring season to date have been substantially below last year. The falling off, according to an estimate in one quarter, has averaged some three thousand packages daily, or about 15,000 a week. Some gain with the approach of Easter has lately set in, and the view was expressed that an increase in excess of 3,000 packages daily is likely in the period directly ahead. This gain, if it materializes, will help offset the declines in shipments since the first of the year.

Men's Underwear Orders Heavy.

Buyers for chain and department stores are in the Eastern market this week placing good sized orders for men's underwear. The goods are wanted for immediate delivery so that they can be offered in special Easter sales. Both "shorts" and nainsook union suits are sought. Most of the merchandise ordered has been of the popular price variety, with the chief volume going to goods which can be retailed at 50 cents. Department stores are showing more of a preference than the chains for the articles retailing from 89 cents to \$1. Mills have been able to fill most of the orders received without delay.

Polo Shirts Find Good Call.

Renewed interest is reported in men's polo shirts for late Spring and Summer selling. Shirts of this type made of rayon mixtures have been introduced and are said to be meeting with increasing favor. Aside from novelties, retailers have not been active in placing reorders for quick delivery. Most of the stores are awaiting pre-Easter selling to move stocks on hand. Collar-attached styles retain leadership in broadcloths

and madras merchandise. While the colored shirt has made definite gains during the season whites have been prominent in recent business.

Topcoat Reorders Improving.

Additional reorders have been coming through on men's topcoats, indicating that the consumer response to these garments will be a bright spot in the retail merchandising of men's clothing. Fleece-face garments have retained their prominent position, with camel's hair, llama and knitted types outstanding. It is noteworthy, however, it was said yesterday, there has also been a growing interest in coats of smooth-finish fabrics, particularly coverts in tan, green and Oxford. There are possibilities, it was added, that these types may come forward strongly for Fall.

Paper Box Orders Gaining.

The demand for paper boxes of unusual design is greater now than at any time since the first of the year, paper box manufacturers claim. The orders are coming mainly from chain stores striving to increase sales totals. Boxes in which a combination of related articles can be packed for sale as a unit are sought. Early orders for Christmas boxes just reached the box makers. Foil wrappers will be featured to a greater extent than ever before in the holiday business this year, it is claimed, while modernistic patterns and staple Christmas designs will find less use.

Easter Card Demand Ahead.

Business on Easter greeting cards

this year will run ahead of last year's, in the opinion of those in the trade. Retail stores have enjoyed a better early demand than they did a year ago and reorders now reaching the market reflect this condition. Cards retailing at from 5 to 25 cents are wanted in most of the repeat orders. Early business in the Christmas card lines has also been larger this year, due to a greater number of orders. The average quantities booked, however, have been smaller.

Increased Demand For Curtains.

An increasing demand for curtains and bedspreads has been noted this week. Good orders from department stores and jobbers are reported. Pastel colored marquisette curtains have been wanted, while sets of curtains and bedspreads made up in chintz patterns have also sold readily. Green and orchid are most popular in the curtain and bedspread sets. Aside from a few enquiries regarding date when Fall lines will be ready, little interest has been shown in Fall goods.

Demand For Pewter Continues.

Buyers seeking specially priced pewter ware to be retailed at prices of \$2.95 and \$3.95 were active in the local market yesterday. Jugs, pitchers and similar pieces were wanted. Immediate delivery was specified in practically all cases. Console sets, consisting of a pewter bowl and two pewter candlesticks, which can be retailed at \$5, are offered but sales of such combinations were not numerous. The sets last year were retailed at \$7.50.

COME AND SEE OUR MODEL STORE



If you are thinking about rearranging or remodeling, it would pay you to visit us. We will gladly show you all about the fixtures and merchandising principles involved. Many merchants have been greatly pleased with this display.

Buy Now For Easter Business

Mrs. Farley is now in New York buying Ready-To-Wear. We are receiving the most beautiful dresses we have ever had or seen. Write and tell us how big a selection you want and we will send them to you on approval.

Meeting Syndicate Values and Prices

Some say that independent merchants cannot meet the prices or give as good value as chain stores. We have made the statement repeatedly that we can do this. For example, try our No. 1 Strong-Alls against any chain store competition. You can buy it for \$12.50 a dozen and sell for \$1.29 each. On blue chambray work-shirts we recommend our "Hey Hey" shirt at \$6.25 per dozen to sell against chain store's shirts at 79c each. We can do just as well on any other item in our line.

See Us If You Want a Supply of "Amos and Andy" Tablets

Send for a gross of five numbers assorted. Fill one of your windows with these and watch the crowds it attracts and the increased trade you get.

GOODS WELL BOUGHT ARE HALF SOLD.

C. J. FARLEY & COMPANY

20-28 Commerce Ave., S. W.

Grand Rapids, Michigan

"Not in the syndicate or the retail business"

SHOE MARKET

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

The Temper of the Times.

The way to get a true picture of the temper of the times is to step out of your store and office and go with me out into the retail field. You will be amazed at the change in spirit that has come within the past two weeks. Springtime has had something to do with it, but the fundamental aid to restoration of good business is the fact that the American public no longer relishes a spasm of depression and is doing all that it can to hurry prosperity along.

This week's lead story is written from Elkhorn, Wis. We have been traveling from place to place by train in an effort to sense what is this thing—depression. We don't find it as bitter a pill in the small agricultural centers. In some industrial centers where work has been slackened, the situation is still uncomfortable. Work itself is a means of taking the mind away from one's problems.

Spring work is started and it is hard work. This section of the country is largely engaged in the dairy business. Naturally there is a world of work to be done the year around, but even that is increased two-fold in springtime.

In one small dairying community we found a shoe store enjoying even better business than it did a year ago this time. The town is prosperous, its bank resources and co-operative creameries in excellent financial condition, a radio in nearly every home, automobiles and tractors so common that they are no longer discussed, and, we hope you will believe us, many a dairy farmer's son owns his own airplane and wouldn't live in the city on a bet. For three thousand dollars, on a time payment plan, a young man has an airplane and can do all the skylarking he wants to because every field is a landing place. The boys are so proficient in automobile and tractor mechanics that tuning up an airplane is the easiest thing they can do.

Now we do not want to paint a picture of super-optimism, but we do want to indicate that the country hasn't gone to the bow-wows. In many miles of road travel we saw but three people actually walking on the highway, and that was outside of Beloit, and, stranger still, the three girl exponents of "walk and be healthy" were from a shoe family.

You have never seen such a definite feminine foot fashion in use and in good taste. The idea of ensemble has spread to the smaller town, and many a village contains, on the average, better dressed and better shod young women than can be found on the average in New York or Chicago, but we can't say as much for the men, for even on Saturday afternoons and Sunday overalls were not dishonorable, and dirty shoes almost universal. There is nothing wrong with the women's end of the shoe business, but everything's wrong with the men's.

Everywhere we found men and wo-

men interested not only in their own business but in the general state of business. Somehow or other we have reached the point where "everybody's business" is everybody's business. The farmer is more appreciative of necessity for good industrial conditions if he is to get better prices for his products; and certainly after this year of farm legislation, industrial centers are eager to give the farmer every possible aid toward prosperity. We have no solution or major deduction to offer as to the economic situation in either the farm or in the industrial center, but the mood of the people is certainly "up and up." There is work to be done and shoes to be sold, and there are hopes everywhere that the next sixty days will sweep all gloom away.

Of one thing we are certain: politicians in Washington will fare badly in the next elections if they don't wind up this tariff mess in time for the farmer to figure out what crops he can best plant to make a profit instead of a commodity surplus, and so that business can find its profit destination.—
Boot and Shoe Recorder.

Ten Thousand Expected To Attend Shoe Convention.

Ten thousand shoe dealers, leather goods manufacturers and tanners, representing 85 per cent. of the Nations shoe industry, will bring more than 400 exhibits to Detroit next January for the annual style show at the annual convention of the National Retail Shoe Dealers' Association, the board of directors and the convention committee of the organization has just decided.

The announcement was made by James H. Stone, of Chicago, manager, who will visit Detroit this week with Miss O. M. Johnson, assistant manager, to make preliminary arrangements for the displays.

Interest has been keen in the selection of the 1931 convention city. The local committee made a bid for the next convention and the feeling was so strong among the various cities, eager to entertain the convention that a special committee was appointed by the directors to make a decision. This committee met here February 27 to consider the invitation, but was unable to reach a final decision until last week.

This is the first time that Detroit has had the National shoe show, and the shoe men of this city have agreed to make the next show outstanding in the history of the industry. Some of the more important reasons advanced by the local shoe men to get the convention were Detroit's central location, the huge market here for shoes and Detroit's various hotel and transportation facilities.

"Detroit, as a huge market for shoes has a place in the National shoe industry of the country," said M. A. Mittleman, president of the local organization. "We must live up to our promise to make the next convention the most successful ever held. The decision to meet here was the result of much work by local business leaders who felt that the convention here would mean a great deal to the city.

Members of the National committee did not fail to recognize the enormous advantages of Detroit."

Officers of the local organization are: M. A. Mittleman, president; V. V. McBride, vice-president; R. S. Doolittle, treasurer, and Clyde Taylor, secretary.

What Every Well Informed Clerk Should Know.

A hardware merchant in Cincinnati recently heard one of his clerks tell a customer that a sheet iron ash can was made of tin. In amazement the merchant called his salespeople together. He asked each of them what the ash can was made of. None knew for sure. So he started a Monday Evening Club where the best informed clerks took turns in leading the discussion. Certain lines of merchandise were assigned to different clerks who had to read up on them and tell what they read at the next meeting. The six things which every well-informed clerk should know about merchandise being sold are: 1. What will it do? 2. How will it do it? 3. What is it made of? 4. Why is it made from what it is made of? 5. What points of superiority have the highest priced products as compared with the lower priced products? 6. What does each item in the line sell for?

Let Customers Sample Canned Goods.

There is no better way to start the sale of a new line of canned goods than to have a sampling table.

For instance, if you have a new supply of canned peaches; get a dish and a box of toothpicks. Open a can of the new peaches and put them in the dish; set it in the center of a display of the peaches. Put the toothpicks nearby—and urge customers to sample the new peaches.

They can run a toothpick through a peach and actually eat one—and find out for themselves the tastefulness. You will find that such a sampling

will sell a lot of canned peaches during your sale.

Of course, if you can have some one of your clerks learn some good sales talks on the particular value of canned peaches, and stand near the display, so that when the interest of the customer is aroused, he can further this interest by his sales talk, it will be of much more help to you.

"MADE IN MICHIGAN"



THE TORSON ARCH SHOE

is building a repeat business for many merchants.

25,000 Men have adopted this shoe as the permanent answer to their foot problem.

A chrome alloy spring steel arch, moulded right and left to the footprint gives proper support at every point.

Style 901—Black Kid Oxford.
Style 900—Brown Kid Oxford.
Style 902—Black Kid Blucher Shoe.

Style 903—Brown Kid Blucher Shoe.

Widths A to EEE
In Stock.

Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

VEGETABLES

We specialize in
CHOICE HOME GROWN AND SHIPPED-IN VEGETABLES

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

WHOLESALE DISTRIBUTORS

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

Saved to Policyholders

Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

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

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

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

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

What Grocers Can Do and Are Doing.

Because "Old Man Henderson" sells coffee at \$1 per pound to help defray the cost of operating his station, somebody questions his sincerity. "Presumably," says this commentator, "many merchants in the territory covered by his radio lose coffee business to this monarch of the air. So the chains are not the only ones which are taking business away from the independent. Here comes the champion of the independent merchant in the role of a merchant who is doing a tremendous business in this one item alone. He is said to sell 1,500 pounds a day. Other merchandise also is sold through a similar system and appeal. It is difficult to believe that he is entirely a champion of the independents. Perhaps he is grinding his own axe."

Here we have the familiar illustration of the well-known fact that anybody who undertakes to champion independent grocers must work for them free and board himself, else he is promptly suspected of "grinding his own axe." For it costs money to run a broadcasting station—more than most independent grocers can imagine. Henderson sells coffee for a dollar which he says is not worth more than 50c, so he cannot be "hard" competition for any local grocer, and he is spending his extra money in a way which appeals strongly to those same grocers. It surely is mighty hard to please some folks.

The real trouble with Henderson is quite different from anything so far suggested that has come to my notice. That is that his entire argument, campaign and propaganda is based on unsound premises. For:

It is not true that chain stores are all as bad as he says they are. In fact, from the moral standpoint, chain merchants average up as well as any individuals. There are honest men in all classes—most men are basically honest. And for dishonest men, those are to be found in all classes also.

It is true—undoubtedly and unquestionably true—that chain merchants have improved merchandising. As such, they have benefitted every community.

"Doggone ya, don't go 'way; don't go 'way. Shreevepo't on the air—Shreevepo't everywhere—doggone!" This may intrigue folks of a certain kind; but it won't serve in the long run to offset 1930 merchandising methods. And I can say from recent observation that if there is any region wherein the individual dispensers of foods need to rub their eyes and wake up from their trance, it is in our Old South. For they are still running stores down there that would have disgraced 1880.

It is not surprising that Henderson

can get sympathetic listeners to his statement that money taken out of a community is wealth lost to that community. Such kindergarten economic and monetary fallacies are current everywhere; for the science of money is exceedingly abstruse and its ramifications can be followed logically only by a few minds.

Perhaps we can glimpse the logic of money if we consider that money buried would stay at home more perfectly than any other. That may show us that money that cannot be exchanged for real wealth—the things we need in daily life—must be absolutely valueless. It is in truth one of the foundation stones of American growth to wealth, wellbeing and greater average prosperity than any people in history, that no barriers ever have existed in our country to the free interchange of wealth.

What would be the fix of the wool grower in Montana if he could not send his wool where it could be converted into cloth—getting money for it on the dot—which then could be made into clothes and put on sale where Henderson could buy it as wanted?

Where would the merchant of Shreveport be if he could not use his money to buy Minnesota flour or Wisconsin cheese? How would he like to find his dollars unavailable to purchase Washington apples or Maine potatoes? Where would Mississippi growers of fresh tomatoes—regions wherein as many as 300 cars are loaded out every twenty-four hours in season—find themselves if the Chicago man's money could not travel South of the Ohio River?

To get it nearer home, how would Henderson to-day finance his radio station if he were debarred from selling his coffee and other commodities outside of Louisiana—and getting Missouri, Nebraska, Ohio and Idaho dollars back into Shreveport for it? How would he prosper if his iron works got business only from Shreveport?

The truth is that money is not wealth. It is a medium of exchange. Experience shows that the more freely it flows where it is needed, the less hampered it is in any way, the greater is the general prosperity. The old Spanish monarchs sought gold and silver in America. They turned away in disgust when they found little or none of those. But they passed up more real wealth in soil fertility, boundless acres, abundant productivity than all their mere money and other baubles ever could amount to.

What we call Wall street is, in truth, only a halting, half-way station into which wealth flows so that it may be immediately available for use anywhere it is wanted. Branch—or chain—banks have had their greatest, most rapid, most recent and most spectacular development in California. And the effect has not been to "draw money out of communities." It has made available to each community more money than ever could be at its command in any purely local bank.

Consider a local bank capitalized at
(Continued on page 31)

SWEET
FRESH
AND



CHURNED
FRESH
DAILY

WHOLESALE DISTRIBUTORS

KENT STORAGE COMPANY

CHICAGO—GRAND RAPIDS ROUTE

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

DAILY SERVICE

GRAND RAPIDS MOTOR EXPRESS COMPANY

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

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM
NEWS

Baked in the right manner—
backed by the right advertising—the result can only be
a steadily increasing demand
for HOLSUM.

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line
of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av. Grand Rapids, Mich.

RABBIT AND DUCK OFFER



It's a Whiz for
Your Window



30 Pounds Eggs
and
30 Toys on Wheels

PUTNAM FACTORY

National Candy Co., Inc.

GRAND RAPIDS, MICH.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

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MICHIGAN

MEAT DEALER

Michigan State Association of Retail Meat Merchants.
President—Frank Cornell, Grand Rapids
Vice-Pres.—E. P. Abbott, Flint
Secretary—E. J. La Rose, Detroit.
Treasurer—Plus Goedecke, Detroit.
Next meeting will be held in Grand Rapids, date not decided.

How To Sell More Hams For Easter.

Ham is the traditional meat for Easter. This festival comes early this year—April 20—and the retailer who would pass a good volume of these meats over his counter should start merchandising them now.

One retailer in a prosperous suburb of Chicago has built up a good volume of business on these meats for Easter. People who do not trade with him regularly come to him for their Easter hams, and he has earned a "reputation" in this respect that puts extra dollars in his till each spring.

What he has done along this line other retailers can do. It is just a case of good merchandising—that's all.

Several weeks before Easter this retailer begins to feature hams for Easter morning in his advertising. He makes it plain that his stock is personally selected for flavor and quality, and that they are the best to be had at any price. Consumers are also informed that they may be had whole, half or by the slice.

In addition to his newspaper advertising, posters are also used in the store, and a special feature is made of the window displays. Printed slips are also used. Sometimes these are inclosed in grease-proof envelopes and wrapped with the customers' purchases. At other times they are slipped under the strings with which the packages are tied. Letters and post cards are also used.

The simple fact that this retailer features Easter hams, and that he makes an effort to get this business, brings him many orders he would not secure otherwise.

His advertising also creates desire. It causes people to think about ham for Easter—perhaps casually at first—and this thinking often terminates in the determination to buy.

About a week before Easter, after the advertising has had a chance to do its work, personal solicitation is commenced. Customers who visit the store are reminded in a diplomatic manner that Easter is but a few days away.

"Of course," they are informed, "you will want a ham for this day. May we suggest that you give us your order early? We will deliver it at any time you specify."

A card index is kept of housewives, not regular customers, who purchased ham for Easter the previous year. These also are solicited by telephone.

The success of this method is due, this retailer believes, to the fact that the merchandise is exactly as represented, and that it is sold at prices fair to the consumer and to the store.

Average Chain Sales Per Store Drop.

Sales of twenty-two chains totaled one per cent. less in February than in the preceding month, and with very little change in the number of stores operated, average sales per store showed the same recession, according

to the Seventh Federal Reserve District report on business conditions at the close of March. The aggregate for the month exceeded that of last February by more than 10 per cent., but the number of stores was 14 per cent. greater, so that in this comparison, average sales declined 3½ per cent.

Total sales were higher than a year ago in all groups except musical instruments, while average sales per store increased in the grocery, cigar, and shoe groups, and were smaller for drugs, five-and-ten-cent stores, furniture, men's and women's clothing, and musical instruments.

Oppose Restriction on Sale of Horse Meat.

An ordinance being considered in Tacoma, Wash., which proposes to make it illegal to sell horse meat except in shops which sell nothing else, and which would compel cafeteria counter men to call out "horse meat" whenever this item was ordered, has elicited several letters of protest from private citizens.

One of these wants to know why people who are too poor to buy any of the more common types of meat should be made conspicuous by having attention called in restaurants to the kind of food he orders and being compelled to get his horse meat in special shops.

Recommends Lamb For Breakfast.

In a radio talk, prepared for use today in connection with market broadcasts, the New York office of the Bureau of Agricultural Economics suggests that the housewife take advantage of prevailing low lamb prices to serve lamb chops and toast for breakfast.

By passing on this suggestion to his customers the retailer can sell more lamb without selling appreciably less beef and pork. He can increase total sales.

The suggestion is likely to get better results if he particularly recommends shoulder chops, which are somewhat lower in price than chops from other parts of the carcass.

Selling Cheaper at Retail Than at Wholesale.

Mancelona, April 8—The National Grocer Co. seems to be causing hard feelings among the merchants of this vicinity. Mancelona was supplied by both the Cadillac and Traverse City branches. The Cadillac branch now has its own retail stores, while the Traverse City house is doing business the same as before. Some items are being sold from the retail stores cheaper than the wholesale branch at Traverse City is selling them. I do not see how the wholesale stores of the National Grocer Co. can keep up, as the merchants are all transferring their accounts to other jobbers. Nemo.

A good many retailers seem to think that to get as many colors into the window as possible is good display and they tend to overdo the thing. Contrasts should always be a motif for the show window but many contrasts in the same window confuse and repel.

Just doing our little job well isn't enough. We must do it cheerfully.

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SUNKIST ~ FANCY NAVEL ORANGES
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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.

Hints in Regard To Handling of Builders' Hardware.

Under normal conditions, builders' hardware is a big factor in the spring trade. The line is one which, taken by and large, is sure to contribute materially to the wide-awake hardware dealer's turnover.

Here is one thing worth remembering. Whether conditions are momentarily favorable to building or not, it pays at all times to keep in friendly touch with men engaged or interested in building—architects, builders and contractors and owners or prospective owners.

It will pay you to push builders' hardware for all it is worth. What are the special requirements of the line? Here are the opinions of a hardware dealer carrying on business in a fair-sized city. He is a man who has specialized in builders' hardware and made a substantial success of the line.

"I find that it not only pays to have a man outside looking up prospective buyers and taking orders, but that it also pays to have this man an expert in builders' hardware—a man who can give suggestions—who is capable enough to look over an architect's plans and give a good idea of what will be wanted.

"Many architects who have this building work in hand have only a general knowledge of builders' hardware. They have not considered this phase of the work particularly. They are leaving these details until the main part of the job is finished.

"But if a man goes to them and is able to say, 'You will need this and that. For that room you will need a certain kind of lock and door knob, you will need this style of hinge and that variety of window clasp'—such a man will get large orders. Many architects are only too willing to have an expert go over their plans room by room; and while they may not agree with all he suggests, they will yet have confidence in him, and working with him will make out an order for all they require.

"What is true of architects applies somewhat similarly to contractors. These men perhaps understand builders' hardware somewhat better than the architect. But they are busy men. In rush times they have several jobs on hand, and are only too willing to be saved work.

"If an expert comes to a contractor to discuss what he will need in his various houses, the contractor will gladly talk over things with him. He will suggest certain things himself, and will listen to what the builders' hardware salesman has to suggest. The contractor will perhaps object to certain proposals. 'Too expensive,' he will comment. Then the salesman will either have to show that the cost of this high-class fixture will not really be excessive, or he will have to suggest some alternative line, cheaper in price, yet of a grade sufficiently good to give satisfaction.

"I have had cases where the contractor preferred to come to the store and select what he wanted. But more often he is willing to give his order in advance.

"I find it is a good plan with the outside salesman to carry samples. Talk to a man about a certain lock or hinge and he will listen. Show him the lock or hinge and he will pick it up and examine it closely.

"Samples undoubtedly bring orders. That is another advantage of having an expert on this kind of work. When he first sees a building he can estimate approximately what it is to cost. He will know, therefore, about what class of fixture will be needed. He can pick up samples of this class of goods and can show the builders the exact articles he can supply. Undoubtedly, samples help."

There is one class of prospects to whom the help of the expert builders' hardware salesman will be especially welcome. In every community there are private individuals from time to time building homes, without the assistance of a professional architect. A man may want a home for himself, and may look after the building in a general way, designing the building as he goes along and supervising the various sub-contracts. A lot of homes are built in this way.

Then, too, carpenters and others with a little money saved quite frequently turn spare time or dull times to profit by building houses for rent or sale. No architect is called in; the builder, more or less experienced, feels himself capable of designing and putting together a popular medium-priced house.

In the one case the owner, in the other case the speculator-builder, has the entire say as to what goes into the house. With such prospects as these, the outside salesman finds particularly good business.

One hardware dealer tells how such prospects are handled:

"My outside salesman sees some men digging out a foundation for a house. He stops and asks questions. Thus he finds out for whom it is being built, or, if a speculator-builder, who is putting it up. He goes to the man primarily interested, finds out what class of builders' hardware he wants, and offers to bring him some of the lines he has in stock. In practically every instance the amateur builder is only too glad to look at these samples. He asks about the various makes. He decides what he will want, the salesman quotes prices, and the builder places the order. The goods may not be needed for months, but the order is secured and the hardware dealer has only to arrange to fill it."

A difficulty is that the really expert builders' hardware salesman isn't born or trained every day. It is not an easy line to learn. For this reason, men who really understand it are in good demand, and hard to get. And for this reason it is a line which it will pay the ambitious young hardware salesman to master. Also, it will pay the hardware dealer to encourage some wide-awake salesman on his staff to specialize in builders' hardware.

One builders' hardware salesman told me of his experience:

"I used to work in a grocery store in a Western town. It was a high-class service grocery, and there I learned the art of salesmanship. My father-in-law was in business in the same town, only his was a hardware store. One day he offered to take me in as a member of the firm, and I accepted the offer.

"It was little I knew about hardware, but I had learned to sell and it wasn't long before I was quite at home, selling washing machines, fly swatters, stoves and such like. I studied each line thoroughly, learned what it was for, discovered its selling points, and worked up a selling talk for each line.

"One day I decided to tackle builders' hardware. The man in charge said, 'You're running your head into something hard. A man requires to know a vast amount before he can handle that line.'

"I told him I knew that, and the same applied to him. He did not have the time to attend to it thoroughly, whereas I was willing to give it my whole attention. So he handed it over to me, and I could see he was tickled to do so.

"Now this is how I learned to sell builders' hardware. There is no royal road to such learning.

"First I took home the catalogues and studied them as I would a book on philosophy. The various sizes and shapes of each piece were memorized,

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Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

and I found what each article was used for by reading the description which always accompanies the illustration. I got as many books as I could on the subject and read them, but I want to tell you that I learned to sell builders' hardware by studying the catalogues, and applying the knowledge gained when in the store."

Knowing your goods is a prime requisite to successful salesmanship in any department. But in builders' hardware you must know your customers as well, and this knowledge is gained only by experience in actual selling. There is this advantage, that if you supply hardware on one job and please the architect, contractor, builder or owner as the case may be, you have a decided leverage on his next job. In fact, he's pretty sure to give you first chance at it, and, all things being equal, to tip the scales in your favor.

Every store catering to the builders' hardware trade should have a card-indexed list of prospects and people with whom to keep in touch—architects, contractors, builders, prospective owners. The builders' hardware salesman should keep in systematic touch with these people, call on them regularly—not necessarily to canvass for orders, but to see that when business is handed out, he gets a chance at it.

In most communities one important opportunity for the sale of builders' hardware is overlooked. It is safe to say that in your community there aren't a dozen of the older houses—houses standing ten years—that don't need something in the way of replacements. A family will go along with a defective lock, a broken window catch or a damaged door knob, day after day and year after year; when for a few dollars the damaged item may be replaced and an immense amount of annoyance ended.

In reaching out for this trade, a tactful circular to a selected prospect list will often be found helpful. So, too will a window display of builders' hardware helped out by show cards especially suggesting the replacement of damaged or unsatisfactory equipment. A few cards set up in the part of the store where the line is displayed will also help. This replacement trade is a little difficult to reach, but it is worth going after.

Outside canvassing and lots of it, is vital to success in the builders' hardware trade; and it is important for the salesman to establish himself on a friendly footing with his prospects.

Victor Lauriston.

Views of Parma Editor on Chain Stores.

A group of Parma merchants this week are calling the attention of the public to some of the buildings which the community is proud of, and are asking the question, "Who Built Parma?" And the question is a good one for those who take their money out of town and deposit it on the counter of a city chain store or send it through the mails to a mail order house, to answer.

Parma merchants are not un-

reasonable. They realize that there are some articles which they do not handle, which must be purchased in the city. They know more than to expect every dollar's worth of trade. But they do feel that because of their civic interest in Parma's welfare the Parma public should support them in their home-owned enterprises. Chain store buying in another city certainly cannot contribute one iota to Parma's growth and prosperity.

It's all very well to say that a man has a right to spend his money where he pleases. There is no law which dictates he shall buy at home. But he should feel a sense of moral obligation to the local merchants, who for years have accommodated him with merchandise, granted him credit and assisted him in times of sickness and unemployment.

Local merchants have contributed greatly to the building of Parma. Do away with Main street and its stores and what have you? A group of houses located in the country. And most of you wouldn't care to live here under such conditions. In addition to helping to make a town, Parma business men, through their association, each year do quite a lot for the benefit of the public. For several years they have provided free motion pictures during the summer. This costs them considerable money. Last August they coughed up for Parma's first homecoming celebration, an event which was enjoyed by hundreds of people. There are many other things which your local merchants do for the welfare of the community. Let's support them.

Parma, as a village, apparently did not take a great deal of interest in the Parma township caucuses. An indication of this may be seen in the list of candidates which have been nominated. We don't mean but what both parties named a splendid group of nominees. They did. But we'd like to call attention to the fact that out of the 24 candidates for township offices, only three reside in the village of Parma.—Parma News.

University of Wisconsin Condemns Chain System.

Throughout the United States, and even in foreign countries, the University of Wisconsin is known for the thoroughness, the independence, the unbiased viewpoint, and the accuracy of its research.

Recently a group of students of that institution, working under faculty direction, made an exhaustive study of chain store growth and progress in the United States. They accumulated an enormous amount of statistical information. Their conclusions, briefly summarized, are these:

We are on the verge of establishing, or allowing to be established, mercantile feudalism, as well as industrial feudalism. Thirteen per cent. of the population of the United States owns

ninety per cent. of the wealth. Ninety-five corporations made fifty per cent. of last year's profits. Five hundred thousand independent dealers, or one in every three, have gone down before chains, and in the next four years, at the present rate, ninety per cent. of the independents will be out of business.

That is not our prediction. It is the prediction of a very advanced group of students, working under faculty direction, who have made a profound and comprehensive study of the modern trend of business in the United States.

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One of two national banks in Grand Rapids.

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HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, April 4—The various trans-continental railway lines operating between Chicago and California are just now dispensing much grey matter in figuring out just how they can lop off an hour or so in the running time between the two terminals. Great boys for figuring, those executives. When California offers its greatest attractions during the so-called winter period, they forget to say anything about excursions or reduced rates from the East, but with the return of Old Sol to full energy you hear all about them. Also the Californian is attracted to Michigan in winter time by the offering of low rates. As a consequence they operate many trains of empty coaches. With California's winters and Michigan's unapproachable summers they are unfamiliar.

And speaking of seasons, California is just now staging the "greatest show on earth," its spring carnival of wild flowers. This is a carnival unenclosed except by the vaulted roof of Heaven, and the major display is right in our own Los Angeles county. Nowhere in the world is such an eye-filling panorama afforded as this riot of uncultivated blooms. Hundreds of thousands of motorists are constantly on the move to enjoy them. This year timely rains put new vigor into the parched earth, and as a result it appears that all Southern California has spontaneously burst into bloom. A thousand mountain sides and myriad lowlands are abuzz. It sure is a glorious sight to see, these great open spaces, miles and miles in area, where the magic brush of the Great Painter is so much in evidence. In the Beaumont section, which I visited last Sunday, say a hundred miles from Los Angeles, is the hub of the cherry country, and while cherry blossoms may not be properly catalogued as wild flowers, they certainly were lovely and most attractive, and there were thousands and thousands of acres of these blossom-filled trees. They remind one of those old-time fluffy and puffed bed spreads laid over one of those generous old-fashioned feather ticks, such as grandmother prized so highly. Desert vegetation is also at its best at this time of year and will be for another month. This includes the yucca and juniper, creosote and mesquite, many varieties of shrubs and herbage, an occasional Joshua tree, Indian paint brush, monkey flowers, prickly phlox, wild buckwheat, blazing star, sunflower, cactus, ocotillo and many others, giving for the season an impression of a flower-carpeted world; a time when the desert literally blooms as the rose, although the rose does not ordinarily bloom in the desert.

How the chef in a restaurant or hotel kitchen "keeps house" in an efficient manner, interests a great many people, whether their duties are confined to the domestic kitchen, or in public service for which they have not been previously trained. One of the leading department stores here shows a sense of realization of this condition, by conducting a sort of information bureau which gives frequent matinee exhibitions to which those interested have entree. The idea of supplying cards on which recipes are printed, representing the dishes served on the particular occasion, uniform in size so they may be filed in card indexes, without cost, is a winning card. I drop in frequently and find much interest evinced. I believe it could be adopted to great advantage in Detroit, Grand Rapids and other metropolitan cities in Michigan and elsewhere. It is

good advertising and extremely practical.

One of the substantial reasons advanced by insurance authorities for classing the ordinary hotel as more hazardous than similar other institutions is because of indiscriminate smoking indulged in by guests. Ordinarily the guest is probably just as careful in the hotel room as he is in his own home, but there is, you know, the "drunken driver" to be reckoned with. Fireproof waste baskets, set on asbestos mats will help in some instances, but I do not see how it is going to eliminate the damage to mattresses and bedding, so frequently reported. Nothing but the application of the straight jacket can circumvent this species of vandalism.

Outstanding hotel executives from all parts of the United States and Canada will gather for an executive meeting of the American Hotel Association at White Sulphur Springs, West Virginia, on May 4-6. Among those listed from Michigan are Walter J. Hodges and wife, New Burdick Hotel, Kalamazoo; Charles Stevenson, Hotel Stevenson, and H. William Klare, Hotel Statler, Detroit, and W. L. McManus, Cushman House, Petoskey.

It is expected there will be a large attendance of Greeters from all parts of Michigan and other neighboring states, at a meeting to be held at Hotel Olds, Lansing, on April 19. George E. Crocker, chief executive of the Olds, will be host.

William Hamilton, formerly banquet manager of the Book-Cadillac, Detroit, but who accepted the position of manager of the Schroeder hotel organization, in Wisconsin, some time ago, was elected a director of that company at its recent annual meeting. Mr. Hamilton was very popular in Michigan and no doubt will establish a new record with the Wisconsin people.

Once in a while somebody condemns some particular hotel because of some omission in service or something that happened therein. Every organization unknowingly harbors a few "slackers," the hotel has its troubles, and there are also a few hotels that do not deserve any consideration because of the things which occur, the correction of which they will never undertake. But the hotel which corrects its errors as soon as they are made should be encouraged.

When Andrew C. Weisburg, owner of Hotel Oliver, South Bend, opens his new restaurant in the Chicago Merchandise Mart, on May 1, he will have the largest feeding emporium on earth. It will comfortably handle 10,000 patrons every day, and its demand for raw material to convert into food supplies, will be prodigious. Among the items to be used in quantities will be 500 pounds of butter, 300 dozen eggs, 600 pounds of beef and 50 bushels of potatoes. Its marketing will certainly get beyond the basket stage.

I have just learned that Jacob Hoffman's addition to the hotel equipment at South Bent, will not be an addition to the LaSalle, which he already operates, but will be in the form of an independent structure, to be known as the Hoffman. It will cost a half-million, and will be a fitting monument to its indefatigable builder.

F. E. Bushman has bought the Hotel Clifford, at Detroit, a \$500,000 proposition. I think it was here that Harold Sage's first experiment in hotel operation begun some years ago.

Miss Elaine Cochran, who has been

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CHARLES RENNER HOTELS

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

secretary for E. W. Dahl, manager of the Grand Rapids Convention Bureau, has resigned to accept a position under David Olmsted, assistant manager of the Book-Cadillac, Detroit.

E. N. Manning, who conducted the Valley Inn, at Newaygo, up to two years ago, died at his home in Chicago recently. This property is now conducted by H. E. Heidler, who purchased Mr. Manning's holdings.

A. J. LaLonde, the popular and enterprising owner and operator of LaLonde's Inn, Cheboygan, has developed into a veritable Hawkshaw. A short time ago he discovered that some bedding had been stolen by one of his transient guests who had left town by an early train. Mr. LaLonde rounded up a highway patrolman, drove him to Mackinaw City, apprehended the thief, regained possession of the pilfered articles and saw to it that he was placed where he would "sin no more," at least for some time.

Reinhold J. Perilot, owner and operator of Hotel Golden, Howard City, died recently in that city. He purchased the property nine years ago and has since operated it with the aid of his son, Jack, who has been active manager thereof.

A New York hotel recently had one of its maids turn in a wallet containing \$385 in cash, left by a guest in his room, and had hard work to get him to acknowledge it belonged to him. The maid, at least, ought to have a world's medal.

I am again calling attention to the hotel course to be offered by the Michigan State College, April 23-26, because I feel sure that every hotel man if he attends will learn something to his advantage, and if he cannot attend should send one of his boys to soak in the knowledge which will be imparted on this occasion.

I cannot agree with President Hoover in his insistence upon a policy of abnormal building of factories, hotels and other establishments for the avowed purpose of taking up the slack in the labor market. It is all right up to a certain point, but, for instance, if the hotel is one too many, as it will be in many cases, the community will not be bettered even if the unemployed are temporarily given work. If, as is claimed there are three million laborers out of employment, it will require in the aggregate fifteen million dollars per day. There can be no particular objection to the erection of necessary Federal buildings, but most communities are now overtaxed without inaugurating a building program where it is not absolutely necessary. And in any case a building program of this character cannot be kept up indefinitely.

A recent issue of the Hotel Review contains a very clever portrait of a very good-looking young friend of mine, Milton Magel, who went from the Clifton and LaSalle hotels in Battle Creek to operate the Hotel Plaza, in Milwaukee.

Edward Horsman, veteran Detroit hotel man, died in that city, a short time ago. He formerly operated the Grand Union, an institution familiar to travelers two generations ago, but more recently has operated as owner the Victory and Victory Annex hotels.

A. F. Cowan, proprietor of the Sand Lake Hotel, near Standish, has sold a half interest in that property to W. K. Webber, of Saginaw, and the new alliance promises to make many important improvements in the property among them new guest rooms, private

dining rooms and an improved lobby with a massive fireplace.

Out here Judge Killets, who came from Ohio, to fill a temporary vacancy on the Federal bench, and who will be remembered as having made it decidedly uncomfortable for the House of David colony, at Benton Harbor, took a grand jury to task, the other day, because they could not see where the possession of a thimbleful of spirits frummenti constituted a felony, and on the same day, I believe, a similar judge in a Northern California district raised the mischief because his jurors frivolved away their time and substance in corraling malefactors for vending "sympathetic" gin. And yet Will Rogers seems to see a silver lining to every cloud and a lot of others think the Millennium is already here, especially when reduced prices are said to be offered by warring bootleggers.

Frank S. Verbeck.

Louis J. Thompson and wife have relinquished the management of the hotel at Port Clinton, Ohio, they took charge of last fall, and have returned to Newaygo and resumed the management of the Mary-Lou Inn. They will be heartily welcomed by a host of friends.

David Reid and his son, Raymond, have leased the Herkimer Hotel (Grand Rapids) and will take possession next Monday. The senior Reid owns the Reid Hotel, at South Haven, which he conducted eleven years. It is now conducted by a lessee on a fifteen year lease. The Herkimer has 120 rooms, twenty-four with bath. Mr. Reid proposes to price the rooms with bath at \$2 and those without bath at \$1.25. The junior partner will devote his entire attention to the Grand Rapids undertaking. The senior partner will continue to reside in South Haven, where he owns two homes with river frontage. Both partners are capable hotel men who will undoubtedly enhance the good reputation the Herkimer has enjoyed for several years.

Recent Mercantile Changes in Ohio.

Cleveland—Certain creditors have filed specifications of objections to confirmation of the 20 per cent. cash composition settlement offer submitted to creditors by Zimmers Clothes Co. The U. S. District Court here appointed C. D. Friebohn, of this city, as special master to pass on the objections and report his findings to the court.

Alliance—The store of the J. Klein Co., known as C. C. Crawford Co., opened for business late in March. Sydney Klein, son of the owner, is general manager, and Wade Palmer is in charge of the men's and boys' clothing and furnishings departments. Mrs. Junia Waisner is manager of the ready-to-wear departments.

Columbus—The Ohio Council of Retail Merchants is taking an important part in the taxation discussions which are being made preparatory to a general revision of the State's taxation system which will be made at the next session of the Ohio General Assembly to convene early in 1931. George V. Sheridan, executive director of the council, is sponsoring a careful analysis of the tax laws of all States with special reference to taxes which fall on retail merchants in those states.

Cleveland—A new Sally Sweet Shop has been opened on East 6th street, between Euclid and Superior avenues, in the center of Cleveland's shopping district. The new store has a modernistic front, individual chairs and low shelving. There is a small front shop with a raised rear parlor shop. A tan wall background predominates throughout.

Columbus—The Bureau of Business Research of Ohio State University, in a study made of the leather and leather products industry in Ohio during a period of years, shows that the annual payroll in the industry amounts to approximately \$19,322,000, with Hamilton county (Cincinnati) first, with a payroll of \$6,699,000; Franklin county (Columbus) second, with \$4,003,000; Scioto county (Portsmouth) third, with \$3,379,000 and Cuyahoga county (Cleveland) fourth, with \$626,000. The four counties account for over three-fourths of the State's total wages and salaries paid.

Lorain—Fisher Bros., men's, women's and boys' furnishings, will open a branch store here at 348 Broadway. Headquarters of the firm are at 102 South Jefferson street, New Castle, Pa.

Kent—A pair of baby shoes, manufactured in 1773 and handed down from generation to generation are being displayed in the show windows of the Green, Kirtscher & Mitchell Co., of this place. The shoes are now the property of Mrs. N. N. Beal who received them from her forebears. They were made for Margaret Work Henry, who was born in 1773 and lived to be more than 90 years of age. The history of the shoes is contained in the family Bible, which is older than the shoes. The shoes were hand made and have heels an inch in height and open tops. They bear little resemblance to present day infants' shoes. The material was calfskin of fine quality.

Jackson—The Arthur & Jenkins store, dry goods, ready to wear and shoes, has been formally opened here. W. M. Roderick, of Jackson, is in charge of the shoe department.

Willshire—R. Steinman has leased a storeroom in the Farmers' & Merchants' Bank building, in which he will open a dry goods and department store April 15.

Cuyahoga Falls—The Falls Cut Rate Store, men's furnishings and gifts, has been opened by A. Friedman at 2137 Front street.

Toledo—April 12 at 9:30 a. m., before Judge George P. Hahn, of the U. S. District Court here, has been set for hearing on final confirmation of the debtor's 20 per cent. cash composition offer, which was accepted by the creditors of Michael Binzer Co., wholesale dry goods. Schedules filed in the U. S. District Court here list liabilities of \$43,949 and assets of \$29,422, made up as follows: Real estate, \$2,100; stock in trade, \$11,000; open accounts, \$9,555; insurance policies, \$5,500.

Cincinnati—Production at shoe factories in this district for the month of March was fairly high. Shipments were much heavier than during the first two months of the year and during the last half of March, a nice volume of rush shipments were handled. The shoe manufacturing business

seems to have suffered less than many other large industries located in this industrial center, during the past three or four months. In the last forty-five days most of the factories specializing in low-priced novelties have operated at capacity, and production has been increased at a number of the plants making up high-grade footwear. Specialty factories have been the busiest, one sales manager reporting his factory sold up until July 1.

Cincinnati—The Dun-Levy Co., retail ready to wear, 25 East Fourth street, list assets of \$5,833, of which \$2,400 is stock in trade, \$1,700 machinery, tools, etc., and \$1,648 open accounts. Liabilities are \$6,520 of which \$6,366 is unsecured.

Cleveland—Sam Fenster, trading as Fenster Fur Co., 10504 Superior avenue. There are twenty-nine creditors listed in this voluntary bankruptcy case. Those with claims of \$500 or more are: Cuyahoga county (taxes), \$1,451; Guardian Bank, Cleveland, \$550; M. Liebling Co., Brooklyn, N. Y., \$640; Singer Bros., Cleveland, \$1,300.

Twenty-nine New Readers of the Tradesman.

The following new subscribers have been received during the past week: Alois Winke, Detroit.

Campbell-Holton Co., Bloomington, Ill.

J. K. Cooper, Grand Rapids.
C. N. Fenner, Detroit.
Thomas L. Silliman, Coopersville.
A. H. Armintrout, Kalamazoo.
Louis J. Field, Kalamazoo.
Quality Baking Co., Kalamazoo.
T. Santinga, Kalamazoo.
R. Bell, Kalamazoo.
Luyendyk Bros., Kalamazoo.
Ernest Wise, Kalamazoo.
C. K. Laning, Kalamazoo.
A. H. Upson, Kalamazoo.
A. Zwideg, Jr., Kalamazoo.
Peter Newland, Kalamazoo.
E. L. Kleistedd, Kalamazoo.
Goldammer Bros., Reed City.
Crocker & McDowell, Reed City.
Roy Kanouse, Ashton.
Tello Bower, Big Rapids.
A. Beedham, Reed City.
National Advertisers, Chicago.
Joseph Dork, Saginaw.
J. Broersma, Burnips Corners.
L. S. Swinehart, Marine City.
L. & L. Jeinson, Jenison.
Herkimer Hotel, Grand Rapids.
A. H. Kirschman, Grand Rapids.

Sell Cheaper in Michigan Than in Chicago.

Chicago, April 7—The Arenac County Independent, April 2, 1930, carried an advertisement for A. & P., quoting Bokar coffee three pounds for 87c.

April 4, 1930, the Chicago Tribune, for the same chain, has a special "Only 2½ Profit on the Dollar," quoting 3 lbs. at \$1.

Kitchen Klenser is quoted in the Independent at three cans for 10c. This is made by Fitzpatrick Bros., at Union Stock Yards, Chicago, and at no other point. A. & P. sell it here at two cans for 11c and the independent grocery stores two cans for 13c. The Klenser costs the retail dealer 5½c per can, so they make 1c per can when they sell two cans for 13c. When the A. & P. sells three cans for 10c, they are losing a considerable percentage.

Hales & Hunter Co.

DRUGS

Michigan Board of Pharmacy.

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

Director—Garfield M. Benedict, Sandusky.

Examination Sessions — Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.

President — Claude C. Jones, Battle Creek.

Vice-President—John J. Walters, Saginaw.

Secretary—R. A. Turrell, Crosswell.

Treasurer—P. W. Harding, Yale.

Pharmacist Replies To "Sick Citizen."

Leonard A. Seltzer, the well known pharmacist of Detroit, recently sent the following letter to the Detroit Free Press which so thoroughly covers present conditions in the drug trade that we feel sure it will be appreciated by our readers, for it hits the nail squarely on the head:

To the Editor: The complaint of "A Sick Citizen" with reference to "the condition now existing in the drug business" is entirely in accord with the facts. They obtain, not because unknown to, or not deplored by, the pharmaceutical profession, but on account of the lack of public sentiment favoring the enactment of necessary legislation for the safeguarding of public health.

While pharmacy is further advanced in the United States than in any other country in the world, and our college give better preparation for service, yet the status of the pharmacist is lower here than in any other leading civilized country. This is because the number of stores is out of all proportion to the actual drug business to be done, rendering it necessary for each store to add irrelevant side lines ranging from light lunches to hardware to meet expenses. To break down the distinction still more, fruit stands and light lunch counters sell common drugs like aspirin, citrate of magnesia, etc., contrary to law. Under these conditions the druggist is under economic necessity to keep his payroll expense on a line with that of his light lunch or fruit stand competitor. Any effort on the part of the inspectors to limit the sale of drugs to legitimate channels is avoided for fear of "ditching" what little protection the public has in the way of drug store regulations.

So long as the public is apathetic and so long as every effort to better conditions through necessary legislation (by the drug trade which is entirely cognizant of these conditions) is looked upon with suspicion and opposed as an effort to create a selfish monopoly, the relief asked for by "a sick citizen" cannot be hoped for.

When the public awakens to the seriousness of the situation and allows a profession giving a service so intimate, so vital and so technical, a small part of the consideration given to bricklayers, plumbers, electricians, and other trades, the pharmaceutical profession, with all the facts and data already in hand, will co-operate in making possible reforms, the necessity of which no one appreciates or even de-

sires as much as the pharmaceutical profession itself. Leonard A. Seltzer.

The Perennial Lipstick.

The modern young woman has to put up with a great deal of criticism, but above all, her fondness for the lipstick. She is a rather charming creature. So far as lipsticks are concerned, it is true that too many girls use them who have not the need, just because it is the fashion; and too many use them so badly that the effect produced is far from agreeable. (Last time I was in Paris, every young woman was "wearing" lips of exactly the same shape and color, which were not only very monotonous, but, in some cases, positively disagreeable.) On the other hand, there are lips which can be improved by a light touch of the right shade of red. At the worst, the modern young women's love of the lipstick is a very innocent little bit of vanity to which the chemist is called upon to minister. And there is no reason why the lipstick should contain any ingredient whatever of a noxious character. Rouge lipsticks are very easily prepared. In the older type, the color is obtained by incorporating carmine with a suitable "fat" base, compounded of such ingredients as liquid paraffin, soft paraffin, hard paraffin, ceresine, cacao butter, almond oil, peach-kernel oil, etc. Numerous formulas have been published containing up to about 20 per cent. of carmine, although about 10 per cent., or even less, is the more usual figure. The ingredients for the "fat" base are selected so as to give a somewhat harder product than would be suitable for making a lipstick, or rather lip-salve, intended, not to color, but act as an emollient for the lips, but the sticks should never be made too hard, as the continued use of a very hard stick may prove highly injurious.

Unfortunately, the color produced by the ordinary rouge lipstick very easily comes off. No young woman colors her lips an attractive red without wishing someone to kiss them. She demands a lipstick which shall be proof against kissing. Her demand may easily be met by incorporating a small amount of a suitable water-soluble dye with the carmine used in making the sticks, the quantity of the latter being correspondingly reduced. The following formula will be found to yield a satisfactory product of attractive shade, although the proportions of the two mineral waxes may, of course, be varied a little according to whether a softer or harder stick is desired:

Soft paraffin, white	62
Ceresine	31
Carmine	5
Eosin, yellowish shade	2

The mineral waxes are melted over a water bath, and the finely powdered mixture of carmine and eosin are ground in. The hot liquid, preferably after straining through linen, is then poured into moulds to set. The sticks may be scented by the addition of about one-half per cent. of coumarin or other suitable perfume material.

At a pinch, suitable moulds can be made by wrapping tinfoils around

stout pencils, closing up the bottoms, the joints being smeared with soap, and plunging them into a vessel filled with fine sand, the pencils then being withdrawn. The lips must be moistened before the stick is applied, only a light touch being necessary. In place of eosin, other innocuous water-soluble dyes may be employed; and, as a considerable number of such dyes are available, lipsticks of a number of different shades of red can be produced. The chemist of to-day needs to be something of an artist. He should, as far as possible, endeavor to persuade his fair clients in search of lipsticks to purchase those producing a color in harmony with their complexions, due regard being paid to whether these are intended for day or evening use, since the same stick will rarely, if ever, produce satisfactory results both in daylight and under conditions of artificial lighting.

H. Stanley Redgrove.

Fairness Or Unfairness.

"The Slightest Deviation from Fairness is Business Quicksand."

Fairness is a trade-bringer, it draws customers as a magnet draws the bits of iron from the sand. As for the least unfairness it is quicksand—simply that and nothing more. This reminds me of an incident:

I was duck hunting with an old friend, a retired physician. We were wading a shallow river when the sand suddenly softened under our feet. My friend, who was usually the most placid of men, shouted, "Quicksand!" and hastened to the river bank. When I laughed at him for his fear he said, very soberly; "You have never been in quicksand, I have!"

Few indeed, are the pharmacists who are engulfed in the quicksands of unfairness in these present days. Transparent, clearcut fairness in dealing is a growing quantity. Never was service on a higher plane than it is to-day. But the Devil of Business-Temptation still has more lives than a cat; for instance, here is one of suggestions: "That customer is a regular crank, if he is determined to cheat himself let him do it!" Do we yield, or do we help him out with a smile and by drawing on our barrel of pharmacy experience and knowledge, thus aiding him to fill his need with exactness? We must stand by our service guns even if a disgruntled customer has just put over a barrage of complaints.

Who was it that said, "Mark your price tags with a pencil and a conscience?" Price prescriptions need the element of fairness; to take advantage of a customer's lack of knowledge is on a par with planting pumpkin seeds to hide them. Does a fair margin of profit not appeal to the common sense of an understanding customer? The laborer is still worthy of his hire and the pharmacy clock still ticks, "Count your minutes! count your minutes!" when we are behind the prescription counter. Do not some pharmacists fail because they fail to be fair to themselves—a double failure?

Full measure of service, courtesy and tact, still has never-ending appeal to human nature. The recoil to unfair-

ness is out of all proportion to the amount involved; witness the fact that I am shying out from a fruitstand because they practically cheated me out of three cents. "For who hath despised the day of small things?" Fairness is not like the equator, an imaginary line. Rather it is like the scarlet thread which we have been told ran through every bit of cordage in the English navy in ye olden days—whether this is unvarnished truth or only a classic myth deponent saith not.

George W. Tuttle.

What the Window Should Do.

Window-displays must attract attention—but they must do more. They must create desire to possess; to see closer; to handle; to ask about the goods in the window. These emotions bring people into the shop and increase sales. Therefore, time and money spent to get better window-displays is indeed well-spent. A window-display which simply makes people stop and remark about your cleverness or artistic ability, and pass on without any recollection of what you have for sale, does very little good, says the Irish Grocery World. Smaller shops are not justified in using their window space in this way. Watch the crowds in the streets. See how nearly everyone stops to look at good displays. People get impressions through the eyes quicker and more clearly than in any other way.

Late Business News From Michigan's Metropolis.

Hughes & Hatcher, men's furnishers, will open a branch at 1244 Washington boulevard. The firm conducts a similar store at 2305 Woodward avenue.

Nat's Men's Shop, retail men's furnishings, 4100 Mack avenue. A voluntary petition in bankruptcy has been filed in U. S. District Court here by Nat's Men's Shop, listing assets, \$3,200, and liabilities, \$5,693.

John Kras, tailor, 3828 Junction avenue. Involuntary bankruptcy proceedings were filed in the U. S. District Court here against John Kras by Benjamin A. Gladwin, attorney, representing Ed Morey, \$1,900; Webster Cleaners, Inc., \$130; Detroit Woolen Co., \$378.

Fred Mielke, merchant tailor, 407 West Fort street, has filed a voluntary bankruptcy petition in the U. S. District Court here, listing liabilities of \$10,892.

At the annual meeting of the stockholders of Crowley-Milner's, James H. Crowe was elected to the board of directors in addition to the office of secretary. Mr. Crowe has been continuously with the company since its inception, over a score of years ago, and has served in various capacities from cash boy, buyer and superintendent to his present office.

G. Scott Hughes has been made sales manager of Crowley, Milner & Co., succeeding John G. Pattee, who died recently. Mr. Hughes was director of publicity for Frank & Seder, of this city, for a number of years and prior to that was advertising manager

of the J. L. Hudson Co., also of this city.

Unusual progress has been made during the last few weeks in liquidating used-car stocks in all parts of the country, according to reports reaching the manufacturing plants in Detroit. Commitments for new cars are being received in larger numbers by makers and it can definitely be said that production is increasing. Although this gain in output has not reached any great proportions, there undoubtedly will continue to be a gradual gain.

Stocks of new cars throughout the country are unusually light and there does not seem to be any disposition on the part of dealers to carry many units. During the past week, however, several distributors in the larger centers of population have placed good-sized orders, realizing that they would be short of stock if a sudden spurt of buying should come.

Chevrolet has been doing an outstanding job in merchandising used cars, selling more than a million dollars' worth every day for twenty days, which performance has never been excelled anywhere.

Considerable interest is being displayed in the bantam Austin cars, which will go into production between April 15 and May 1. The Austin Co. has been building up a good dealer organization and, from present indications, will have representation in every important point in the country. The cars will be made in the old Standard plant at Butler, Pa., and complete new equipment is being installed. The executive offices will continue in Detroit.

There is no change in the export situation. The manufacturers, however, expect increased business with some countries during the coming summer.

Exports have been affected by threats of higher tariffs in France and Germany and by the low price of silver in South America and India. Manufacturers say they are confident these conditions will clear up in the near future.

The truck business is showing steady gains, which have been brought about by the increase in building and the anticipation of an increase in highway construction. Every pound of material that goes into highway construction comes out of a truck, and there are many replacements to be made in addition to the need for new units.

Cheap Hard-Surfaced Goods Sell.

Hard-surfaced floor coverings which sell in the lowest retail price ranges are being purchased freely by retailers, sales agents report. Medium and higher-priced types in both linoleum and felt-base products received less call during the quarter just closed than in the corresponding period last year, but the volume on popular-priced goods was equal to last year's level. Choices in patterns have been varied, but the bright-colored types are wanted. Selections noted in re-orders reaching the market have been equally divided between rugs and yard goods.

Colored Glassware Wanted.

Consumer interest in colored table glassware is still keen. Black glass and combinations of black and crystal are outstanding, while light green and amber are next in consumer choices. English shapes are wanted to blend with current early American furnishings in homes. The demand for all types of table glassware, it is said, is still good, and retailers in many cases report a steady gain in volume since the first of the year. Buyers are now in the market for their Summer requirements.

WE WHOLESALE

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

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

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

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Belladonna	@1 44
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Benzoin	@2 28
Boric (Xtal)	10 @ 20	Eligaron	4 00@4 25	Benzoin Comp'd	@2 40
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Buchu	@2 16
Cutric	52 @ 66	Hemlock, pure	2 00@2 25	Cantharides	@2 52
Muriatic	3 1/4 @ 8	Juniper Berries	4 50@4 75	Capsicum	@2 28
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cinchona	@2 16
Sulphuric	3 1/4 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubebs	@2 75
Ammonia		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25	Gualiac	@2 28
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@1 15	Gualiac, Ammon.	@2 04
Water, 14 deg.	5 1/4 @ 13	Linseed, bld. less	1 25@1 33	Iodine	@1 25
Carbonate	20 @ 25	Linseed, raw, less	1 22@1 35	Iodine, Colorless	@1 50
Chloride (Gran.)	08 @ 18	Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Balsams		Neatsfoot	1 25@1 35	Kino	@1 44
Copaiba	1 00@1 25	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Canada)	2 75@3 00	Olive, Malaga,		Nux Vomica	@1 80
Fir (Oregon)	65@1 00	yellow	3 00@3 50	Opium	@5 40
Peru	3 25@3 50	Olive, Malaga,		Opium, Camp.	@1 44
Tolu	2 00@2 25	green	2 85@3 25	Opium, Deodor'd	@5 40
Barks		Orange, Sweet	6 00@6 25	Rhubarb	@1 92
Cassia (ordinary)	25 @ 30	Origanum, pure	@2 50	Paints	
Cassia (Saigon)	50 @ 60	Origanum, com'l	1 00@1 20	Lead, red dry	14 1/4 @ 14 1/4
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 00@3 25	Lead, white dry	14 1/4 @ 14 1/4
Soap Cut (powd.)		Peppermint	5 50@5 70	Lead, white oil	14 1/4 @ 14 1/4
35c	20 @ 30	Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Berries		Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
Cubeb	@ 90	Sandewood, E.		Red Venet'n Am.	3 1/2 @ 7
Fish	@ 25	I.	12 50@12 75	Red Venet'n Eng.	4 @ 8
Juniper	10 @ 20	Sassafras, true	2 00@2 25	Putty	5 @ 8
Prickly Ash	@ 75	Sassafras, art'l	7 00@7 25	Whiting, bbl	@ 4 1/2
Extracts		Spearment	7 00@7 25	Whiting, 5 1/2 @ 10	
Licorice	60 @ 65	Sperm	1 50@1 75	L. H. P. Prep.	2 80@3 00
Licorice, powd.	60 @ 70	Tany	7 00@7 25	Rogers Prep.	2 80@3 00
Flowers		Tar USP	65 @ 75	Miscellaneous	
Arnica	1 50@1 60	Turpentine, bbl.	@ 66	Acetanilid	57 @ 75
Chamomile (Ged.)	@ 50	Turpentine, less	73 @ 86	Alum	06 @ 17
Chamomile Rom.	@ 1 25	Wintergreen,		Alum, powd and	
Gums		leaf	6 00@6 25	ground	09 @ 15
Acacia, 1st	50 @ 55	Wintergreen, sweet		Bismuth, Subni-	
Acacia, 2nd	45 @ 50	birch	3 00@3 25	trate	2 25@2 52
Acacia, Sorts	35 @ 40	Wintergreen, art	75 @ 1 00	Borax xtal or	
Acacia, Powdered	40 @ 50	Worm Seed	4 50@4 75	powdered	05 @ 12
Aloes (Barb Pow)	35 @ 45	Wormwood, oz.	@ 2 00	Cantharides, po.	1 25@1 50
Aloes (Cape Pow)	25 @ 35	Potassium		Calome	2 12@2 32
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Capsicum, powd	62 @ 75
Asafoetida	50 @ 60	Bichromate	15 @ 25	Carmine	8 00@9 00
Pow.	90 @ 1 00	Bromide	69 @ 85	Cassia Buds	38 @ 45
Camphor	87 @ 95	Chlorate, gran'd	54 @ 71	Cloves	40 @ 56
Gualiac	@ 70	Chlorate, powd.	16 @ 23	Cloves Prepared	14 @ 16
Gualiac, powd	@ 1 25	or Xtal	17 @ 24	Chloroform	49 @ 56
Kino	@ 1 20	Cyanide	30 @ 30	Choral Hydrate	120 @ 1 50
Kino, powdered	@ 1 20	Iodide	4 06@4 23	Cocaine	12 85@13 50
Myrrh	@ 1 15	Permanganate	22 1/2 @ 25	Cocoa Butter	60 @ 90
Myrrh, powdered	@ 1 25	Prussiate, yellow	35 @ 45	Corks, list, less	30-10%
Opium, powd.	21 00@21 50	Prussiate, red	@ 70	Copperas	03 @ 10
Opium, gran.	21 00@21 50	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Shellac, Orange	50 @ 65	Roots		Corrosive Sublim	2 25@2 30
Shellac, White	55 @ 70	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Tragacanth, pow.	@ 1 75	Blood, powdered	40 @ 45	Cuttle bone	40 @ 50
Tragacanth	2 00@2 35	Calamus	35 @ 85	Jextrine	6 @ 15
Turpentine	@ 30	Elecampane, powd.	25 @ 30	Jover's Powder	4 00@4 50
Insecticides		Gentian, powd.	20 @ 30	Emery, All Nos.	19 @ 15
Arsenic	08 @ 20	Ginger, African,		Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 08	powdered	30 @ 35	Epsom Salts, bbls.	@ 03 1/2
Blue Vitriol, less	09 1/4 @ 17	Ginger, Jamaica,	60 @ 65	Epsom Salts, less	3 1/2 @ 10
Bordea. Mix Dry	12 1/2 @ 23	Ginger, Jamaica,		Ergot, powdered	@ 4 00
Hellebore, White		powdered	45 @ 60	Flake, White	15 @ 20
powdered	15 @ 25	Goldenseal, pow.	6 00@6 50	Formaldehyde, lb.	12 @ 35
Insect Powder	47 1/2 @ 60	Ipecac, powd.	5 50@6 00	Gelatin	80 @ 90
Lead Arsenate, Po.	13 1/2 @ 27	Licorice	35 @ 40	Glassware, full case	50 %
Lime and Sulphur		Licorice, powd.	20 @ 30	Glauber Salts, bbl.	@ 02 1/2
Dry	09 @ 23	Orris, powdered	45 @ 50	Glauber Salts, less	04 @ 10
Paris Green	26 1/2 @ 46 1/2	Poke, powdered	35 @ 40	Glue, Brown	20 @ 30
Leaves		Rhubarb, powd	@ 1 00	Glue, Brown Grd	18 @ 22
Buchu	@ 90	Rosinwood, powd.	@ 50	Glue, White	27 1/2 @ 35
Buchu, powered	@ 1 00	Sarsaparilla, Hond.		Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	ground	@ 1 10	Glycerine	19 @ 40
Sage, 1/4 loose	@ 40	Sarsaparilla, Mexic.	@ 60	Hops	75 @ 95
Sage, powdered	@ 35	Squills	35 @ 40	odine	6 45@7 00
Senna, Alex.	50 @ 75	Squills, powdered	70 @ 80	Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Tumeric, powd.	20 @ 25	Lead Acetate	20 @ 30
Uva Ursi	20 @ 25	Valerian, powd.	@ 1 00	Mace	@ 1 50
Oils		Seeds		Mace powdered	@ 1 60
Almonds, Bitter,		Anise	@ 35	Menthol	7 00@8 00
true	7 50@7 75	Anise, powdered	35 @ 40	Morphine	13 58@14 32
Almonds, Bitter,		Bird, ls	13 @ 17	Nux Vomica	@ 20
artificial	3 00@3 25	Canary	10 @ 15	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Caraway, Po. 30	25 @ 30	Pepper, black, pow	57 @ 70
true	1 50@1 80	Cardamon	2 50@2 75	Pepper, White, pw.	75 @ 85
Almonds, Sweet,		Coriander pow.	40 30 @ 25	Pitch, Burgudry	20 @ 25
imitation	1 00@1 25	Dill	15 @ 20	Quassia	12 @ 15
Amber, crude	1 00@1 25	Fennell	35 @ 50	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50@1 75	Flax	9 1/4 @ 15	Rochelle Salts	28 @ 35
Anise	2 00@2 25	Flax, ground	9 1/4 @ 15	Sacharine	3 60@3 75
Bergamont	6 50@7 00	Foenugreek, pwd.	15 @ 25	Salt Peter	11 @ 22
Cajuput	2 00@2 25	Hemp	8 @ 15	Seidlitz Mixture	30 @ 40
Cassia	3 00@3 25	Lobelia, powd.	@ 1 60	Soap, green	15 @ 30
Castor	1 55@1 80	Mustard, yellow	17 @ 25	Soap mott cast	@ 25
Cedar Leaf	2 00@2 25	Mustard, black	20 @ 25	Soap, white Castile,	
Citronella	75 @ 1 00	Poppy	15 @ 30	case	@ 15 00
Cloves	4 00@4 25	Quince	1 50@1 75	Soap, white Castile	
Cocanut	27 1/4 @ 35	Sabadilla	45 @ 50	less, per bar	@ 1 60
Cod Liver	1 40@2 00	Sunflower	12 @ 18	Soda Ash	3 @ 10
Croton	4 50@4 75	Worm, American	30 @ 40	Soda Bicarbonate	3 1/4 @ 10
Tinctures		Worm, Levant	6 50@7 00	Soda, Sal	02 1/2 @ 08
Aconite	@ 1 30	Seeds		Spirits Camphor	@ 1 20
Aloes	@ 1 56	Aconite	@ 1 30	Sulphur, roll	4 @ 11
Acafoetida	@ 2 58	Aloes	@ 1 56	Sulphur, Subl.	4 1/4 @ 10
Arnica	@ 1 50	Acafoetida	@ 2 58	Tamarinds	20 @ 25
Seeds		Arnica	@ 1 50	Tartar Emetic	70 @ 75
Anise	@ 35	Tinctures		Turpentine, Ven.	50 @ 75
Anise, powdered	35 @ 40	Aconite	@ 1 30	Vanilla Ex. pure	1 50@2 00
Bird, ls	13 @ 17	Aloes	@ 1 56	Vanilla Ex. pure	2 25@2 50
Canary	10 @ 15	Acafoetida	@ 2 58	Zino Sulphate	06 @ 11
Caraway, Po. 30	25 @ 30	Arnica	@ 1 50		
Cardamon	2 50@2 75				
Coriander pow.	40 30 @ 25				
Dill	15 @ 20				
Fennell	35 @ 50				
Flax	9 1/4 @ 15				
Flax, ground	9 1/4 @ 15				
Foenugreek, pwd.	15 @ 25				
Hemp	8 @ 15				
Lobelia, powd.	@ 1 60				
Mustard, yellow	17 @ 25				
Mustard, black	20 @ 25				
Poppy	15 @ 30				
Quince	1 50@1 75				
Sabadilla	45 @ 50				
Sunflower	12 @ 18				
Worm, American	30 @ 40				
Worm, Levant	6 50@7 00				

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

Lamb
Mutton
Pork
Diced Carrots No. 10

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 20
30c size, 2 doz.	8 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER

Lizzie, 16 oz., 12s	2 15
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BLUING

Am. Ball, 36-1 oz., cart.	1 00
Quaker, 1½ oz.. Non-freeze, dozen -----	85
Boy Blue, 36s, per cs.	2 70

Perfumed Bluing

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

BEANS and PEAS

Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White Kidney Beans	7 75
Col. Lima Beans	14 50
Black Eye Beans	16 00
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	6 25

BURNERS

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

BOTTLE CAPS

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

BREAKFAST FOODS

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

Kaffe Hag, 12 1-lb.

cans	7 30
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

Post Brands.

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Pearless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
Apples	5 75
No. 10	5 75
Blackberries	3 75
Pride of Michigan	3 25

Cherries

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

Gooseberries

No. 10	8 00
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Pears

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

Plums

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Corned Haddock, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddock, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 75
Sardines, 1/4 Oil, Kless	4 75
Salmon, Red Alaska	3 35
Salmon, Med. Alaska	3 50
Salmon, Pink, Alaska	1 95
Sardines, Im. 1/2, ea.	10 22
Sardines, Cal. 1 1/2	2 25
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/2, Curtis, doz.	2 20
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s. Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua. sli.	1 35
Beef, 3 1/2 oz. Qua. sli.	2 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car, 1s	1 35
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak &	
Onions, No. 1	3 15
Potted Beef, 4 oz.	1 12
Potted Meat, 1/2 Libby	50
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Quaker, 18 oz.	95
Freemont, 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	8 75

Red Kidney Beans

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

String Beans

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

Wax Beans

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

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

Beets

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

Carrots

Diced, No. 2	1 40
Diced, No. 10	7 00

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 60
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen., No. 2	1 80
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 35
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

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

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 55
Little Quaker	2 40
Pride of Michigan	2 15

Tomatoes

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

CATSUP.

Beech-Nut, small	1 65
Lilly of Valley, 14 oz.	2 25
Lilly of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35

Sage	
East India	10
Tapioca	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

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

Lee & Cady Brands	
American Eagle	7 80
Home Baker	6 60
Kitchen Gold	7 40

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

Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	11 10
Half gallon	15 40

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 85
Pure, 6 oz., Asst., doz.	90
Pure Pres., 16 oz., doz.	2 40

JELLY GLASSES	
8 oz., per doz.	36
OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

Wilson & Co.'s Brands	
Oleo	
Certified	24
Nut	18
Special Roll	19

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

Safety Matches	
Quaker, 5 xro. case	4 25

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

Salted Peanuts	
Fancy, No. 1	14

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

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

OLIVES	
4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 85
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 35
6 oz. Jar, Stuff., doz.	2 35
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 50

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

PEANUT BUTTER



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

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

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

ISO-VIS MOTOR OILS	
In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



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



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	23
Good Steers & Heif. 15 1/2@21	
Med. Steers & Heif.	18
Com. Steers & Heif.	16

Veal	
Top	21
Good	19
Medium	16

Lamb	
Spring Lamb	20
Good	19
Medium	18
Poor	15

Mutton	
Good	13
Medium	12
Poor	10

Pork	
Loin, med.	24
Butts	21
Shoulders	18
Spareribs	16
Neck bones	07
Trimnings	13

PROVISIONS

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

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

Lard	
Pure in tierces	11 1/2
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 7/8
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

Suasages	
Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	31
Tongue, Jellied	35
Headcheese	18

Smoked Meats	
Hams, Cer. 14-16 lb.	@26
Hams, Cert., Skinned	
16-18 lb.	@26
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/2
Picnic Balled	

Hams	
Boiled Hams	@25
Boiled Hams	@41
Mixed Hams	@20
Bacon 4/6 Cert. 24	@32

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

Liver	
Beef	17
Calf	55
Pork	10

RICE	
Fancy Blue Rose	05 1/2
Fancy Head	07

RUSKS	
Dutch Tea Rusk Co. Brand.	

36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS	
Arm and Hammer	3 75

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

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

HERRING	
Holland Herring	

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

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

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

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING

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

STOVE POLISH

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

SALT

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



Free Run'g, 32 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

BORAX

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

SOAP

Am. Family, 100 box	6 30
Crystal White, 100	4 20
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	4 15
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 120	5 00
Pummo, 100 box	4 85
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
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case	
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WASHING POWDERS

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

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

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MIND YOUR OWN BUSINESS.

Self Interests More Important Than Worrying.

"This anti-chain campaign over the radios is great stuff, the chain stores are getting a body blow all right. Now take that chain outfit across the street, and the one down on the corner, do you know what they have been doing?" Such a query may be heard, with some such comment as stated, in a great many stores to-day.

It is a continuation from a different angle of the age old habit of "minding the other fellow's business." The fight against the chain stores is the public's business, for the protection of buyers who are also tax payers and parents. True, it is your fight, to curb ruinous and vicious competition and deceitful trade practices. But don't become so eternally wrapped up in the chain store agitation that you overlook your own best interests.

In short, don't depend on others fighting the chain store system to eliminate your advertising and sales efforts. There are new independent stores opening every day and the majority of these new stores are not going to lay down and let "George do it," or "Old Man Henderson," or the Crusader, or E. A. Stowe, or King Harris or anybody else do it.

The business man who relies on somebody else to do his advertising for him and depends on outside efforts to boost his trade is riding for a fall.

There are a great many of our pioneer independents who labor under the delusion that "everybody knows me," I have been here for years, my sign has grown weather beaten and dim with the passing weeks, my delivery wagon is a familiar sight on the streets, my phone number is in the directory, I am known and that is enough."

Shake out of that old foggy notion—becoming so self centered you imagine the entire community is interested in you and your place of business. Being blind to the multiple changes that are taking place, day after day, brands you as a stand patter and your cash register will find itself sadly in need of a drastic tonic ere long.

Ninety per cent. of any community use automobiles. They do not always take the same route when going to work or shopping. There are other stores beside yours. If you have a community of 20,000 persons and only 1,000 are patronizing your store, what is happening to that other 19,000—isn't there something radically wrong?

If you are going to the store in the morning, depending on folks coming to trade with you because everyone knows you, it is one hundred to one that you will find your net profits no more a year hence than they are today or were yesterday. The chain store battle has increased trade for hundreds of independent stores. I grant that, but if you are honest about any such increase in your store, you will admit that a great many of the customers you and your clerks are waiting on are folks you have not been acquainted with.

Can't you realize that this chain store agitation is but another exemplification of the fact that advertising and publicity methods pay?

Why not mind your own business and with the impetus gained by a widespread independent fight, get out and add to the prosperity and progress of your own establishment? Now is high time to cash in.

Start in the store. Clean up, paint up and remodel a bit—make your old customers talk about your progressive spirit—then give heed to first class window displays. Green goods are coming in, nothing attracts more than a nice window of fruits and vegetables, but keep the decayed, wilted and rotten stuff out of sight. It palls on a woman to stumble over a basket of decayed, withered apples just inside your front door or to see a mess of blackened bananas scattered over the window ledge.

With your store inviting, and on a par with the chain gang's store, you can look about and decide on your next step.

Experience proves that week end specials are good and that the local or community newspaper is an economical and efficient method of getting your week end offers across to the public.

In some localities the newspapers are manifestly unfair, and in this case you have recourse to circulars. Either distribute them from house to house, or through the mails. You will be surprised at the effect of offering a worth while souvenir free for the presentation of a card, mailed to a list of folks in your trading area. It may cost something, but it brings folks who do not know you into your store and makes you acquainted with them. The big National advertisers and manufacturers are always working this free coupon deal in some form or another—and you can apply it to your own store, with absolute certainty of results. Take 500 or 1,000 names for a starter, mail your gift coupons and see what happens, but make the gift worth while and without strings. Don't hand out a nickel candy bar with a \$5 cash purchase. That's rather obvious, but you get the idea.

I recall that General Pershing, when asked for his thought for the New Year, a thought for success, replied, "Mind your own business." The general doubtless never stood behind a counter. He may never have sold a single item in his life, but if he were the merchant prince of the universe, he could not have condensed more wisdom and logic from a mercantile standpoint into any four word sentence.

Do not become so wrapped up in what the chain stores have done, or what they are going to do. Even if the National Chain Store Association does dump that \$12,000,000 into a summer campaign against you and the other independents. Let them pour out some of the money they have gouged out of the public and get it into circulation.

While they are shouting from a chain-controlled press, you get out the

old sawhorse and start sawing wood on your own account. You have the edge right now—don't dull it by hallucinations that everyone knows you and that trade will take care of itself—"mind your own business"—it pays.

Hugh King Harris.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 8—The country roads are drying up nicely after the severe storm of last week, but the high snow banks in some places in the vicinity of Newberry make driving a hazard. Two cars side swiped last week, trying to pass on M28. The river is open for miles, but the ice above the locks is still solid.

Hope Frederick, of the Northwestern Leather Co., returned last week from a business and pleasure trip to Germany. He says that the leather business in Germany is also in hard straits and business in general is not prosperous.

Gust White has opened a confectionery store on East Portage avenue. The store will be in charge of Mrs. White while Mr. White will continue on the road selling clothing.

The Thomsen Machine Co.'s new building on Sheridan road was formally opened with a dancing party March 1. The building occupies the former site of the Wilson-Henes store.

The James Couzens fund of Detroit has established a dental clinic in Luce county, with an appropriation of \$6,000 for the first year's work. A full-time dentist is now employed.

Signs on highway M28, between Shingleton and Seney, have been placed at frequent intervals, "Slow at Night—Deer in Road." Last summer between forty and fifty deer were killed by automobiles on this twenty-five mile stretch of road and several cars were damaged. Farther East on M 28, near Newberry, a car was ditched by a moose and the latter was killed.

We never fully appreciate happiness until we reach the point where we look back on it.

A change of time in the departure of the D., S. S. & A. Railway was made last week. The fast mixed train formerly leaving here at 5:30 p. m. now leaves at 4:30 p. m.

The new safe deposit vault installed by the Central Savings Bank is about completed and the public is invited to inspect this new departure, which is one of the finest in the State. Wednesday evening, between 7 and 9 o'clock, has been selected for the reception.

H. H. Reynolds, the well-known traveling salesman from Crystal Falls, was driving toward Newberry last week when he noted a coyote in the road. Stepping on the gas, he chased the animal for a considerable distance. Because of the high snowbanks, some of which were ten feet high along the highway, the animal could not get into the woods. Finally, just as Mr. Reynolds caught up with it, the coyote made a leap in an effort to scale the snow bank, which was too high and it fell back underneath the wheels of the automobile and was killed. The carcass was brought to the city and skinned.

Clarence "Taffy" Abel, who played with the Chicago Blackhawks in the National Hockey League this winter, arrived here last week to spend the summer in the Soo. "Taffy" expects to resume his outboard motor racing activities this summer, having achieved great success in that line last summer.

Robert J. Wynn is going to entertain thirty auto mechanics from the Upper Peninsula and the Canadian Soo this week at his large new garage, one of the finest garages and show rooms in Cloverland. The auto school of the Graham-Paige garages will be

held. The school is the first of a series which will be conducted every three months by the company. The mechanical class of our high school has been invited to attend. Motion pictures showing the various parts of the Graham-Paige engines in the process of making and in operation will constitute a large part of the instruction course.

To have what we want is riches, but to be able to do without that is power.

J. C. McLean, formerly in the meat business here until a few weeks ago, when his market was destroyed by fire, has secured a position as salesman for the Sims Motor Co.

The formation of a firm to provide a speedboat service on St. Mary's river for the benefit of vacationists and residents was announced last week by Milo Gonser, of the Soo, and E. J. Mertaugh, of Hessel. One Chris-Craft motorboat capable of developing fifty miles an hour will be used at first and other speed boats will be added as the demand requires. The service starts June 1 and will continue through to Sept. 15. The first boat will be a twenty-six foot Chris-Craft, manufactured at Algonac. It will operate from early in the morning until late at night. A licensed pilot will be engaged and all attendants will be in uniform. Accommodations for eleven passengers are provided. Tentative plans have been made for a regular cruise around Sugar Island to take about one hour. The boat will dock at Brady Pier and above the locks. In addition, Mr. Gonser and Mr. Mertaugh are planning a sales place to be located in the building formerly occupied by F. R. Vigent, on Portage avenue, where they will offer a complete line of motor boats. Next year it is likely they will add a service and repair shop to their establishment. This will add to our attractions for tourists during the season.

A man who is willing to admit sometimes that he may be in the wrong is more often right than one who is always positive that he cannot be wrong.

It is said that Marquette is going to be a terminal for air mail planes within a short time. Then the city had better get busy and provide a place for them to land and take off. The Government is not lavish in making expenditures for airports in the smaller communities.

The Ironwood Commercial Club has endorsed the daylight saving plan. Ashland plans to move the clock ahead one hour this summer. A number of Upper Peninsula cities will operate on the improved time schedule. Ishpeming, which took the initiative in daylight saving in the Upper Peninsula, years ago, is lagging behind now.

Walter S. Prickett, of Sidnaw, who has as much faith in the Upper Peninsula as any one resident here, has given to the school districts of Baraga and L'Anse eighty acres of cut-over land where the pupils will be privileged to plant pine seedlings. This is a plan which is being followed out in several communities in the Upper Peninsula, and one that is rapidly gaining in favor. Mr. Prickett, like some others, realizes that the barren lands must be put to work if the Upper Peninsula is to take advantage of a big opportunity and he has long advocated doing something with them. Educating the children to take an interest in reforestation, is a step in the right direction. The coming generation may have to carry on a lot of work that is being left undone by the present one. William G. Tapert.

Every question may have two sides, but one of the two is usually lopsided.

Egotism is the ingrown toenail of personality.

What Grocers Can Do and Are Doing.

(Continued from page 20)

\$200,000. If a National bank, it is by law limited to a maximum loan of \$20,000 to any one individual or concern. State banks are not so limited, but there is ample experience to prove that a state bank which operates on a basis more liberal than a National bank generally becomes a menace and liability to its town, instead of a blessing and a safeguard. But to-day there are single borrowers in many small communities who need more than \$20,000 at times for perfectly legitimate purposes. Such folks must send away from home for funds—surely as locally "unpatriotic" therein as the local merchant who buys goods in Chicago, or New York, or Seattle, New Orleans or San Francisco.

Now the chain bank can—and does—send funds where they are needed; and because its local branch has behind it the resources of the parent headquarters, there is no limit except the limits of sound business to the loans it may make—to business men, farmers or iron founders.

"Let not him that is houseless tear down the house of his neighbor. Let him rather strive hard to build a house of his own; thus insuring by example that his own house will be free from violence when built." Thus spoke Lincoln on an occasion when passions were rampant and reason slept.

As many thoughtful trade editors are now urging, this is the time for grocers to pay less attention to destructive work such as Henderson's—a tearing down criticism with no constructive suggestions—and devote their energies to an emulation of the strong points of chain stores. Merchants who have done this hitherto have not suffered from chain competition. Chain merchants themselves say such merchants never will suffer from their competition. But mere "blah" butters nobody's parsnips for long. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids March 27—In the matter of Joseph Stanecky, individually and also doing business as Bridgman Grocery and Market, Bankrupt No. 3895. The final meeting of creditors has been called for April 10. The trustee's final report and account will be approved at such meeting. There will be a final dividend for creditors.

In the matter of Harry Craner, Bankrupt No. 3925. The final meeting of creditors has been called for April 10. The trustee's final report will be allowed at such meeting. There probably will not be a dividend for creditors.

In the matter of Horace T. Dekkar, Bankrupt No. 3864. The final meeting of creditors has been called for April 10. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

March 27. We have to-day received the schedules, reference and adjudication in the matter of Ralph Hindline, Bankrupt No. 4072. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$275 with liabilities of \$653.25. 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 27. We have to-day received the schedules, reference and adjudication in the matter of Edwin E. White, Bankrupt No. 4071. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a carpenter. The schedule shows assets of \$310 of which the full amount is claimed as exempt, with liabilities of \$1,102.32. The court has written for funds and upon receipt of same the first meet-

ing of creditors will be called, note of which will be made herein.

March 28. We have to-day received the schedules, reference and adjudication in the matter of Otis R. Conaway, Bankrupt No. 4074. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Traverse City, and his occupation is that of an operator of a bowling and billiard parlors. The schedule shows assets of \$7,235 of which \$850 is claimed as exempt, with liabilities of \$9,347.72. 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 28. We have to-day received the schedules, reference and adjudication in the matter of Fred W. Van Halst, Bankrupt No. 4070. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a merchant. The schedule shows assets of \$2,130.97 of which \$300 is claimed as exempt, with liabilities of \$9,863.42. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Milburn Refriger. Co., unknown	\$1,000.00
Stinson Scales Co., Kalamazoo	200.00
National Cash Reg. Co., Kalamazoo	320.00
Clarence Hindbaugh, Kalamazoo	416.00
Beechnut Packing Co., Chicago	93.05
Coner Mfg. Co., Kalamazoo	3.89
VanDen Brink & Sons, Grand Rap.	44.56
Beechnut Packing Co., Chicago	61.44
Wilson & Co., Chicago	221.05
Heinz & Co., Chicago	51.05
Harry Nederhood, Kalamazoo	80.00
Widlas & Co., Kalamazoo	37.67
G. J. Webb Co., Kalamazoo	55.77
Southern Cotton Co., Kalamazoo	68.04
Taylor Produce Co., Kalamazoo	184.99
Loose-Wiles Biscuit Co., Bat. Cr.	72.00
Kal. Bread Co., Kalamazoo	55.05
Peter Pan Bread Co., Kalamazoo	5.63
Woolson Spice Co., Chicago	28.59
Stinson Scales Co., Kalamazoo	109.00
Star Paper Co., Kalamazoo	65.00
Mrs. Duffield, Kalamazoo	500.00
Sagers Meat Co., Kalamazoo	487.00
Dutch Waffer & Coco Co., Bat. Cr.	18.17
Kal. Creamery, Kalamazoo	48.50
Tiece Kahabeke, Kalamazoo	126.14
Garrie Meyers, Kalamazoo	20.00
Standard Nut Margarine Co., Kala.	30.00
Colgate Palmolive Co., Kalamazoo	159.30
Cudahy Bros., Kalamazoo	53.55
Durand McNeil Horner Co., Kala.	38.98
Cornelius VanHalst, Kalamazoo	5,000.00
Arthur J. Holden, Kalamazoo	300.00

March 29. We have to-day received the schedules, reference and adjudication in the matter of Royal A. Woodrick, Bankrupt No. 4075. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a mechanic. The schedule shows assets of \$50 of which the full amount is claimed as exempt, with liabilities of \$411.55. 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 Samuel Meretsky, individually and as Meretsky Bottling Co., Bankrupt No. 4054. The first meeting of creditors has been called for April 15.

In the matter of Lee O. Townsend, Bankrupt No. 4031. The first meeting of creditors has been called for April 15.

In the matter of Lynn S. Castner, Bankrupt No. 4063. The funds have been received and the first meeting of creditors has been called for April 14.

In the matter of John H. Fordor, Bankrupt No. 4068. The funds have been received and the first meeting of creditors has been called for April 14.

In the matter of Raymond W. Edwards, Bankrupt No. 4030. The funds have been received and the first meeting of creditors has been called for April 14.

In the matter of Forest G. Havens, Bankrupt No. 4067. The funds have been received and the first meeting of creditors has been called for April 14.

In the matter of Celmyr McConnell, Bankrupt No. 4064. The funds have been received and the first meeting of creditors has been called for April 14.

In the matter of Frank Duso, or Duseau, Bankrupt No. 4021. The funds have been received and the first meeting of creditors has been called for April 14.

In the matter of Henry Van Goosen, Bankrupt No. 3285. The trustee has filed his return showing no assets, and the case has been closed and returned to the clerk of the district court. The trustee and his attorney have taken the matter of their claim to certain assets to the Supreme Court for the State of Michigan, in an attempt to obtain the same for creditors.

In the matter of Vanderstelt Bros., etc., Bankrupt No. 3999, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date has been made.

In the matter of Morris Bros. Hardware Co., a copartnership, Bankrupt No. 4008, the trustee has filed his first report and account, and an order for the payment of current expenses of administration and a preferred tax claim has been made.

Staying power is paying power.

Blanket Sales in Good Gain.

Purchases of blankets by wholesalers and large retailers gained materially last week, following the slight advance made on Monday by the leading manufacturer of part-wool and all-wool goods. So far as could be learned, none of the competing lines had been advanced, nor was there prospect of immediate action along that line. It was agreed, however, that the psychological effect of the advance, which came unexpectedly, had benefited the entire market. One of its most beneficial effects is expected to be the checking of confidential "trading," which crept in when buyers failed to make the expected response to the lower prices of the January opening.

Warns Against Knitwear Stocks.

A warning to producers of knitted garments to produce only on confirmed orders and avoid manufacturing for stock was issued last week by Ellery B. Gordon, executive secretary of the National Knitted Outerwear Association. A surplus of raw materials exists, he said, which is already reflected in worsted yarn prices. Indications are, he added, that sales for the first six months of the year can be expected to fall below the same period of 1929 by 10 or possibly 15 per cent. While an approach to normal may develop by July, Mr. Gordon expressed the view that a part time schedule now is better than production which will "merely result in slaughtered prices later."

Discounts Help Felt-Base Sales.

Promotional campaigns by the larger mills and special inducements in the form of added discounts on felt-base products have resulted in an improved volume of business in hard-surfaced floor coverings this week. Several of the larger mills producing felt-base products are now granting an additional discount of 5 per cent. to establish customers, in order to help Spring business. Low-end merchandise continues in demand in both the linoleum and felt-base divisions of the trade, but medium-priced goods are expected to move more freely when the Spring buying movement by consumers gets fully underway.

New Device For Charge Customers.

A new device for the convenience of charge-account customers, designed to eliminate the repeating of the name and address to the sales person when a purchase is made and prevent errors, has just been introduced by Frederick Loeser & Co. of Brooklyn. The item is a small, rectangular plate, called "charge-a-plate," on which is embossed the name and address of the customer. At the time a purchase is made the plate is inserted into a small

stamping machine, which stamps the name and address on the bill. The stamping machines are located on nearly every counter in the Loeser store. The plate, equipped with a leather case, is small enough to fit into a handbag.

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.

PRINTING—ADVERTISING Bills 6x9, 500, \$3.75. \$1 for each additional 500. L. H. Parker, 427 W. Mt. Hope Ave., Lansing, Mich. 275

FOR SALE—Furniture and fixtures formerly used in the Dancer Brogan Co. Department Store, Lansing, consisting of counters, tables, shelving, showcases, office equipment, etc. Prices very low. May be seen any time. See Mr. D. M. Shotwell, care J. W. Knapp Co., Lansing, Mich. 276

Young Married Man Wants Position—In grocery or general store. Will take small salary, but must have steady work. Bookkeeping experience. Will go anywhere. Write George W. Watson, 314 Corinne St., S. W., Grand Rapids, Mich. 277

Store For Rent—New store, 18 x 65, between West End Drug Store and A. & P. grocery. Good location for dry goods with dresses, millinery and beauty parlor in the rear; or hardware, or any other business. Address Dunwell's West End Drug Store, Kalamazoo, Mich. Steam heated. 278

For Sale—Business block, stores, hotel, in Hart, Mich. County seat. Year round business. Muskegon region. U.S. 31 cement highway. Owner Box 455, Hart, Mich. 279

FOR SALE—Home, \$70 per month income, tourist town, health resort, oil town. Write V. Laurie, Carlsbad, New Mexico. 270

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

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 Phoenix hosiery. Address Holly Shoe Store, Holly, Mich. 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 Bldg., Detroit, Mich. 157

For Sale—Solid oak tables, desks chairs and other office equipment. Used only a few months in office of a local broker. Cheap for cash. On display at our office. Tradesman Company.

FOR COMPLETE CLOSE OUT Or Money Raising Sales

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

20 YEARS EXPERIENCE
Sales Personally Conducted. Long
List References. Rates Reasonable.

I OFFER CASH!

For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone

L. LEVINSON
Saginaw, Mich.
Telephone RIV 2263W
Established 1909

Do You Wish To Sell Out! CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

ABE DEMBINSKY

Auctioneer and Liquidator

734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

Stray Shots From Grand Rapids Council.

The Memorial Service of Grand Rapids Council, held the afternoon of April 6, in English room of the Rowe Hotel, was well attended, very appropriately conducted and deeply impressive. This service is held once a year to honor the memories of the brothers who have entered the larger and more complete life during the year. Unfortunately, there were seven beautiful Easter lilies placed in proper position, as the following names were read in the final roll call:

David Scoenfeld.
Emmet Wiseman.
John G. Kolb.
John J. Berg.
Richard Warner, Sr.
Joseph S. Perkins.
Henry H. Albrecht.

The services were in charge of the following Past Counselors: L. V. Pilkington, Allen F. Rockwell, Walter S. Lawton, Walter E. Lypps, W. D. Bosman, R. W. Bentley, Gilbert H. Moore, Homer R. Bradfield. The eulogy was delivered by Brother William Zylstra, whose address was couched in thoughtful and appropriate sentiments, the memory of which will linger long among those who were privileged to hear him.

Brother John V. Ripperger and wife, residing at 117 Pleasant street, have been unfortunate in a rather prolonged illness. Mr. Ripperger, became ill about March 15; they spent two weeks in Rome City, Indiana, in quest of health, and have returned to their home. Mrs. Ripperger is much improved, and Mr. Ripperger hopes to get back on the job within a few days.

One of the members of the Drill Team, Frank Riley, had the misfortune to collide with another machine near Bear Lake last week, with the result that Brother Riley's machine was wrecked after a plunge down a fifty foot embankment. He escaped with minor bruises and slight injuries.

Past Counselor Raymond W. Bentley, who escaped serious injury when his car was demolished a few weeks ago, is circulating among the boys with his usual pep and vigor, apparently none the worse for the unpleasant experience.

Page Clarence C. Myers and wife returned from Chicago on Saturday to attend the Council meeting on Saturday night. That is a practical example of devotion to an ideal. When Brother Myers assumes a responsibility, whether light or heavy, he discharges it with a thoroughness which is highly commendable.

Grand Rapids Council continues to attract high grade men. On Saturday evening we had the pleasure of receiving into our membership, Walter E. Peillusch, who is credit and office manager of the Grand Rapids branch of the Schust Co.

Letters are being received from a number of the councils in the State assuring No. 131, of their support of Allen F. Rockwell, our candidate for the office of Grand Sentinel, which office will be filled for the year at the convention in Port Huron, June 5, 6 and 7. The selection of Sentinel of

Grand Council is of more than passing importance, for he continues through the Grand Council, requiring the same number of years as the subordinate council before becoming eligible to membership in the Supreme Council, where the problems which confront the order are solved.

The address of W. H. Caslow, delivered to the Ladies Auxiliary and Council No. 131 last Saturday evening, was a delightfully patriotic as well as an economic address. Mr. Caslow told us much in a short time. He is so fully informed and absolutely fair that it is a pleasure to hear him. At the close of his address there was some question raised why the Sherman anti-trust law was not used in preventing the many mergers which are being formed, if detrimental to the best interests of the majority of the people of this country. His answer was the well-known truism that our legislators reflect public opinion and do not create it. So long as the people continue to patronize the chain stores and other forms of syndicates it will be absurd to expect Congress to attempt to protect them when they do not protect themselves.

H. C. Heck, formerly a member of Grand Rapids Council, but now of Akron, Ohio, and his wife were called to Grand Rapids recently by the death of Mr. Walcott, a brother of Mrs. Heck.

The Salesmen's Club of Grand Rapids is furnishing some real instruction and entertainment for their members and their friends during the month of April. Last Saturday Mr. Taggart, City Attorney of Grand Rapids, told us things about taxation and civic problems which were a surprise to us. Next Saturday Art Throop will present a vaudeville program, specializing on the fancy use of the lariat, toe dancing and other specialties. The third Saturday of the month (the 19th) County Engineer Otto Hess will present a program which we are not permitted to announce at this time. Needless to say, you will be well repaid for being there. The last Saturday of the month (the 26th) Dr. Alfred W. Wishart, pastor of Fountain street Baptist church, will deliver an address on the timely topic, "Religion and Modern Business." This will prove an excellent opportunity for progressive people to clear up their thinking on this important subject, and we invite all those interested to hear him, regardless of membership in the club.

Mrs. Harley B. Lovall, wife of our genial U. C. T. brother, has been in Blodgett hospital for several days, and probably two or three weeks will elapse before she will have regained sufficient strength to return to her home.

Mr. and Mrs. John B. Olney were among the successful fishermen who journeyed to Beulah last week and returned with a fine catch of fish. Mrs. Olney was almost under the care of a physician when they left Grand Rapids, but she was active in the 9 p. m. and the 3 a. m. catch and returned to Grand Rapids in excellent health. The moral seems to be—when indisposed, go fishing.

Among the members present on Saturday evening who gave the officers a happy surprise was Brother J. E. Ford, residing at 150 Fuller avenue, and selling furniture made in Grand Rapids. He has been a member of Grand Rapids Council for a long time, and we believe if his work permitted him to be in the city much of the time, he would attend regularly. We like the manner in which he took part, the questions he asked and the suggestions he made. There is a need for more of his straightforward thinking on the present day commercial problems. He had just returned from a trip in Wisconsin. He traveled through the big snow storm, where the snow was from ten to twenty-five feet deep. Naturally, a storm and snowfall of that unusual volume played havoc with the retail trade, and he stated the boys received many more snowballs than they did orders.

The next big social event will be the Spring party by the Council Drill Team, which will be held in Council Rooms, 21 Ionia avenue, the evening of April 19. It is the intent of the committee to provide entertainment which will please everybody—not an easy task, and yet they undertake it with enthusiasm. Games of bridge and five hundred for those who wish to play, dancing for those who feel the urge to shake a wicked foot. At about 11 p. m. this entertainment will close, and then we will rejuvenate the old time box social. It seems unnecessary to explain what we mean by a box social, but so many enquiries have been made about it that we briefly explain. The ladies will bring a very appetizing lunch, put up in a cardboard box or similar container, with her name within the box, which will be sold at auction to the highest responsible bidder. The lady is his lunch partner, or his dancing partner the remainder of the evening. The purpose of the party is to become better acquainted have a good time and to raise funds to purchase uniforms for the drill team. All the motives are worthy of the support of the entire resident membership. The Scribe.

Gabby Gleanings From Grand Rapids.

The Dr. Chas. S. Hazeltine home on John street has been sold for \$15,000 to an organization maintained to furnish home surroundings for working girls. The interior will be re-arranged and made as modern as possible.

Claude Hamilton and wife are passengers on the President Wilson, of the Dollar line, from Singapore to Naples. They will proceed from Naples to Paris by train, subsequently taking a Dollar boat for home, either from France or England.

Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., has returned from Augusta, Ga., where he spent three weeks at the Partridge Inn. He is greatly improved in health and strength.

The annual meeting of the Grand Rapids Wholesale Grocery Co. will be held at the Trinity Methodist Church, 1100 Lake Drive, Wednesday evening, April 23. It will be preceded by the usual annual banquet, after which the

annual report of President Marty will be presented for discussion, action and approval.

Harold Royal, Manager of the Oceana Canning Co., at Shelby, has been in the city several days to be near a little daughter who submitted to a serious operation at Blodgett hospital. The operation was apparently a complete success, the condition of the patient indicating ultimate recovery. Mrs. Royal accompanied her husband and will remain until the patient is sufficiently recovered to undertake to journey home.

Byron S. Davenport (Lee & Cady) has returned from Florida, greatly improved in health, strength and energy. He starts out on his regular route again next Monday.

The opening on Wednesday, April 2, of the new Security National Bank of Grand Rapids is of more than ordinary interest because of the association with it of Charles N. Remington as President, and of Earle D. Albertson as Vice-President and Cashier. Both of them are widely known. Mr. Remington is one of the outstanding business men of the city, and president of the Grand Rapids National Building Association. Mr. Albertson is a former State bank examiner, and recently an executive officer of one of the Grand Rapids banks. The Security National Bank begins with a paid-in capital of \$500,000 and a paid-in surplus of \$250,000. With the purpose of having the stock of the new institution widely held throughout the community, the par value of the stock was set at \$20, and the 25,000 shares were subscribed for at \$30 per share, thus providing the comfortable surplus with which the bank begins business. The opening on April 2 is particularly interesting, because of the sentiment which attaches to it. Fifty years ago, on April 2, 1880, Mr. Remington, president of the new bank, accepted his first position, thus beginning the half-century of a business career which has earned the respect of business men of Grand Rapids, and elsewhere. Now that he is president of the new National bank, and will be so important a factor in its affairs, there could scarcely be anything more appropriate than that his bank should open on the anniversary of the beginning of his business life.

Put Them Back Promptly.

The care of merchandise is of the utmost importance. When goods are taken from shelves or show cases in order to be shown to a customer, they should be returned to the same position from which they were taken immediately after the transaction is completed. Often times it is a good policy to return the merchandise immediately when the customer signifies that she is not interested in the particular article. This also avoids the possibility of confusing the customer by displaying too many pieces of merchandise at one time. At other times it is best to return the merchandise while the customer is waiting for change. When counters and show cases are clean and tidy they are always inviting to the customer.

Card of Thanks

We thank our friends who, by their attendance, made our opening day such a wonderful success.

By actual count we had 1,833 visitors. We opened more than 100 savings accounts and received over \$160,000.00 deposits on commercial accounts.

There came to us forty beautiful floral tributes from financial institutions in Grand Rapids, Chicago and Detroit, making one of the largest and most beautiful displays ever seen in our city.

This whole-hearted acceptance of our new venture by the people of Grand Rapids is most gratifying to the officers and directors.



Security National Bank

Charles N. Remington,
President.

Earle D. Albertson,
Vice Pres.-Cashier.

Building and Loan Building
Monroe at Lyon

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



ABE SCHEFMAN & CO.

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

Are You Mistaken?

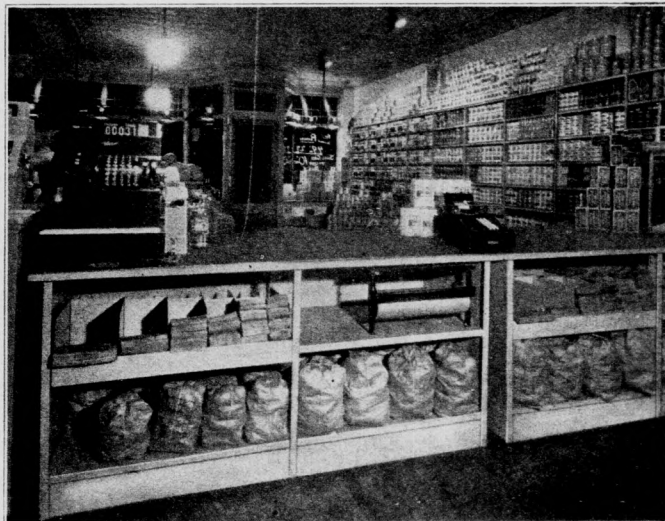
Some people think that because a Trust Company is large enough to amply protect their estate and is an experienced executor, having in its employ many men who are specialists in their line, that it charges more for its services than an individual executor or trustee.

As a matter of fact, the fees of a corporate executor and an individual executor are governed by the same law and are the same; in many cases the expense of the corporate executor is actually less.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

From YOUR Side of the Counter



Customers will buy attractively displayed merchandise.

Now, take your own viewpoint. For your own convenience, for economy of space, for easy rearrangement, for adjustability, for appearance, Terrell's Steel Shelving offers all these and many more advantages. Let us help you modernize your store — We'll gladly answer any inquiries.

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

STRENGTH

ECONOMY

THE MILL MUTUALS

Lansing

AGENCY

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

HEKMAN'S

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

**Cookie-Cakes
and Crackers**

**MASTERPIECES
OF THE BAKER'S ART**



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

Fast Selling Lines

mean rapid turnover of stock — less
money invested and more profit for
you. It is to your advantage to push

K C Baking Powder

Same Price
for over 38 years

25 ounces for 25c

The price is on the package and in all
K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

**Millions of Pounds Used by Our
Government**