

THE CHILD'S BILL OF RIGHTS

The ideal to which we should strive is that
there shall be no child in America:

That has not been born under proper conditions.

That does not live in hygienic surroundings.

That ever suffers from undernourishment.

That does not have prompt and efficient medical
attention and inspection.

That does not receive primary instruction in the
elements of hygiene and good health.

That has not the complete birthright of a sound
mind in a sound body.

That has not the encouragement to express in
fullest measure the spirit within which is
the final endowment of every human being.

Herbert Hoover.

Phone

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SEEDS

Distributors of *PINE TREE Brand*

The best the World has to offer in GRASS SEEDS

Timothy	Michigan Grown Seed Corn
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ALFRED J. BROWN SEED COMPANY

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GRAND RAPIDS, MICHIGAN

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 WBCM (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.

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Michigan's Pioneer Wholesalers

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At Every Meal
Eat
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Cookie-Cakes
and Crackers

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, APRIL 16, 1930

Number 2430

MICHIGAN TRADESMAN E. A. Stowe, Editor

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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.

Representative La Guardia: When the housewife purchases her quart of vinegar for a few cents less, in what she believes to be a reputable store, she is, as a matter of fact, paying more because the vinegar has inferior solids and therefore she has to consume a greater quantity, making the vinegar, as a matter of fact, more expensive. It is known that when contracts are made for millions of cans of fruit or other canned products the specifications may be easily changed, requiring less sugar or less of other ingredients and when the consumer buys under such circumstances at a cheaper price, she may believe that she is saving a cent or two in price, when as a matter of fact she is paying more by reason of the inferior quality. Such methods are not considered good business practice, but plain, mean swindle.

The latest device of deception is what is known as the trick container, the fancy shaped bottle, irregularly shaped container, with its ribbons and doo-dads camouflaged to deceive the eye and nip the pocket book. These trick containers are so shaped as to reduce the contents to such an extent as to make the actual price more expensive rather than cheaper although they may sell for a few cents less.

I am happy to say that we will soon put a stop to this trick. Only recently the House of Representatives passed a bill which will give the Department of Agriculture jurisdiction in regulating the shape of containers and preventing this fraud upon the public by the use of these deceptive and fraudulent containers. I believe that we will be able to reach out and prevent the deceptive practice of using

standard names and brands with inferior quality of contents.

Now as to service, I have repeatedly said that no industry in this country is worth saving which cannot pay its labor a decent living wage. I charge that employees of large chain establishments are not receiving the prevailing rate of wages. In one instance I know that the average salary is as low as \$12 per week. I say that no adult American can support a family decently on \$12 per week. Now, what is going to happen? The chain stores are seeking to put the local, independent store out of business. If the chain stores succeed there will be no competition between the chain store and the independent stores. The answer to that from the chain store is, "Oh, we have competition between the chain stores." I predict right now that the minute the chain store succeeds in driving out the independent stores, that same minute competition between chain stores will cease and a merger between the chain stores system will immediately follow. That merger in turn will be followed, just as sure as night follows day, by a merger of the all-American chain store system with packing houses and canneries. When that happens what chance has the American public? What chance will the farmer have?

I defy anyone to point to one instance in the history of this country or in any other country where an absolute monopoly has ever given a square deal to the public. In every instance, it has been necessary for the government and the courts to intervene to prevent systematic and cruel exploitation. Imagine a gigantic merger of chain stores with packers, canneries and industrially-owned farms, creating an absolute monopoly on all food. That is the inevitable result unless the growth of chain stores is checked. If this monopoly comes, there will be no longer a store on every block but stores will be all located according to the views of the management in limited numbers and supplied with such groceries on their shelves, not what the consumers may desire, but what the monopoly may decree the consumer must buy. Instead of attractive stores seeking to satisfy the consumers and to cater to their wants, we will find drab supply centers with a small variety of standardized food and the con-

sumers not only compelled to eat what the food barons will dictate but to pay the price that they will demand.

If we are to avoid a gigantic food trust in this country it is necessary to start right now. The only way we can protect ourselves is to patronize independent retail stores and prevent the creation of the all-American food trust. It may be stated that I am undertaking to boost trade of independent retail merchants. I am, I gladly do so. The independent retail merchant has been and is the backbone of American life. I refuse to sacrifice economic independence, freedom of action for efficiency and monopoly, especially when that monopoly is made possible by the money of the people whom the same monopoly exploits. A monopoly is cruel, a monopoly is dictatorial. I hate a dictatorial monopoly, whether it is in government, in banks or in grocery stores. The Government has decreed what the American people should not drink. I refuse to have the chain store monopoly decree what the American people should eat. It is time to call a halt.

Penney, with 166 more stores than it had a year ago, shows a loss of nearly 11 per cent. in its gross sales. Twenty-three other chain stores show a loss of nearly 10 per cent., and no doubt their total number of stores have increased as fast or faster than those of Penney. Whether the chains can ever come back to their old levels will depend upon the amount of aggressive effort which the home-owned stores put forth right now to educate the public and improve their own methods of doing business.

The Federal Trade Commission investigation of the comparative selling prices of chain stores and independent dealers has been started in the agricultural region, it was announced by the Commission. A comparatively small city, Des Moines, Iowa, has been selected as the center of the next study. Besides making the survey in that city, the program calls for a similar survey to be made in a number of smaller towns within the Des Moines wholesale area. A preliminary survey of Des Moines was begun by a small field force early last week. This crew will divide the city into districts for pricing, make the necessary contacts with wholesalers and

chain stores, ascertain the items handled by both chain and independent grocery, drug and tobacco retailers, prepare lists of items bought direct and through wholesalers and take other necessary steps preparatory to the actual pricing work. As soon as this preliminary study has been completed the staff will be increased to the size necessary to carry on this work. So far the work of the Trade Commission in the chain store investigation has been in the East, and mostly in the large cities. The purpose of the investigation is to ascertain not only whether the chains are really selling much cheaper, if any, than independent stores, but also to see whether the chains are using any unfair practices either in buying or selling.

Rumor is that W. K. Henderson has been losing weight rapidly as a result of his strenuous work, and is threatened with a breakdown unless he will take things easier. He may take a layoff this summer and rest up. His friends say, however, that he has no intention of abandoning the campaign in behalf of the independent merchants. "He will fight the chain store as long as he has a dollar left," said one friend of Henderson's, "and I can tell you he is not getting rich out of the campaign. It costs a barrel of money to run that great organization of his. I think that merchants owe it to him to send him that \$12 donation he requests." Mr. Henderson works from early in the morning until late at night. He has been eating all his meals right at his desk. They are brought to him by his private cook. But he does not take enough exercise, and the pace is telling on him. He now has about one hundred people on his "Hello World" Radio Station payroll and some of them are high-priced people. Some folks have charged that Henderson is a hard drinker and imbibes freely while broadcasting. The story is absolutely untrue. His husky voice is not due to whisky, but to the fact that he hasn't any teeth worth counting. But the chain stores probably won't believe that he has no teeth.

No man is born into the world whose work is not born with him; there is always work, and tools to work withal, for those who will; and blessed are the horny hands of toil.—Lowell.

Faith can move mountains—of goods.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Roy Smith, a poultry and egg buyer of Eaton Rapids, was bound over to Circuit Court Saturday by Justice H. C. Glasner on a charge of intent to defraud in uttering and delivering to Myron Rogers, storekeeper at Gresham a check for \$361.63, drawn November 8, 1929, on the First National Bank of Eaton Rapids, knowing that he had not sufficient funds in the bank to cover payments on the check.

Muskegon, April 10—I am enclosing a letter which was probably sent to quite a number of wholesalers throughout the State, asking them to send merchandise of any kind which seems hard to dispose of and they in all probability can sell it and would charge 5 per cent. commission. This seemed so wonderful and the terms so reasonable that we decided to look into the matter. We immediately wrote R. G. Dun & Co. to get a rating on the Merchandise Commission Company of Chicago, Ill. They replied, stating there is no one operating under the above name and that they were not listed under the current telephone directory.

I am passing this information on to you and ask that you give it the proper publicity in the Tradesman. This, undoubtedly, is a new racket, as I do not ever remember of seeing this name brought up in your paper.

Milton Steindler.

A week or two ago I discussed a plan submitted to me by a correspondent under which the selling prices of certain commodities would be standardized in a given territory, the intention being to have all dealers there sign an agreement to that effect and also to pay a penalty for violation.

My judgment was that the plan was illegal. The article has brought forth the following:

My attention has been called to your opinion "Beware of Price Agreement."

This comes at a time when ten of the most substantial dealers in the Western Iowa territory have under consideration some kind of a solution to the absorbing and perplexing problem of putting their business on a living, if not on a profitable basis, by eliminating one of the abuses that has been the rule of action for forty years (to my knowledge)—and 90 per cent. of all the ills the retail trade is subjected to, viz.: neighboring dealers cutting the price on the identical goods you are offering for sale at legitimate and necessary prices in your territory. Which means dealers going outside their own trade territory and cutting prices in order to increase their volume.

We agree with your opinion that price fixing, even in its remotest forms, would be illegal and would not be tolerated. We do not seek to fix prices. We do not think it necessary if it were legal.

We disagree with your opinion that the remedy for the situation in which the business is and has always been is with the manufacturer. Powerful as they have become by combination or otherwise, they are not large and efficient enough to regulate the conduct of the thousands of inexperienced, unqualified dealers which the manufacturers are annually putting into the trade. It would be easier to enforce the eighteenth amendment than to regulate this bunch.

We maintain that it is the dealers' conduct that is the trouble and cause of 90 per cent. of all the trouble. And

that the dealers themselves must remedy that, and do it of themselves.

We are willing for dealers to sell, trade or even give their goods away—if they do so in their own territory only. If they go out of their territory into an adjoining or neighbor's territory and give away their margin, our margin and some of their costs, they must pay to the dealers whose territory rights have been infringed 50 per cent. of the margin the resale price on such article would entitle the sale to.

Therefore we seek to confine each dealer to his own territory, with the lines, and let him make the best of it with his competitors in other lines, leaving him unrestricted as to prices, trade-ins and such practices as he may want to adopt and thinks best for himself, even though it may be to his everlasting detriment.

What we would like your opinion on, is the plan we suggest illegal? If it is, we give it up.

When we speak of "lines" we refer to one or all of the numerous "full lines" of farm equipment which have become so important that they are known by names as such. Therefore we refer to them as Line A, B, C and Ct.

We propose to call together all of the dealers and have these dealers agree and lay out and define each dealer's territory by geographical lines down to section lines surrounding their places of business. Then we propose to have them agree to stay within this territory and not go outside of it in soliciting business, nor will they sell and deliver goods outside their respective territories so defined. If a customer comes from an adjoining territory seeking to buy of a dealer at another point in another territory, that dealer may sell to such a customer, but he must not deliver the goods into another dealer's territory. The customer must haul it home himself. Then the dealer making such sale must pay to the dealer whose territory has been infringed, 50 per cent. of a margin which such sale, if made at the regular established resale price, would have been.

The effect of this arrangement would be that dealers, knowing they must pay adjoining dealer at least one-half margin, would not name a price to attract this trade from another dealer by giving away all of his margin in order to do so.

Competition as between lines is not restricted in any way.

We propose to organize among these dealers a business association and eventually incorporate it into an association dealing in franchises. Each dealer to become a shareholder and pay up an agreed amount of capital which will be his property as any other shares of stock are held, but are not transferable unless to go with his business if sold, when the franchise would go with it. Each shareholder's stock and franchise is pledged to the association to guarantee all of the obligations that may arise out of the operation of the association business which would guarantee payments of commissions as proposed for irregular sales or sales outside the allotted territory. This capital to be invested in liquid securities and at death of a shareholder his stock would be redeemed by the association and paid to his estate and the association would reacquire the franchise to dispose of to another dealer who would take his place. (This in effect would be a savings account by each member dealer, invested by themselves in liquid securities as they may see fit.)

This plan has been very elaborately worked out, but if I understand it, a brief summary is this: Apparently in this correspondent's territory there are no segregated lines at all. All the

dealers sell wherever they can without regard to whom they poach on. The result has been price-cuts and destruction of profit for everybody. This correspondent's plan is to assign, so to speak—he does not say on what basis—a certain territory to every dealer and compel him to stay within it. If he doesn't do it, after agreeing to, he must pay to the dealer whose territory he has infringed upon, half the regular list profit on the thing he has sold. As a matter of fact, he may have infringed on two dealers, or even more—what about that? A practical difficulty, it seems to me, is what territory to assign to the parties to the agreement. Also, such a plan would surely fail unless it included everybody in the territory, and unless it could keep outsiders from coming in. It would be nuts for somebody not a party to break in and upset the apple cart.

But outside the practical difficulties, the main difficulty is the legal difficulty. I have no doubt whatever that the plan would be illegal, for it would be a purely artificial interference with competition. And what would be its purpose? Supplying better service to the public? No, increasing dealers' profits. And while those profits urgently deserve to be increased, the plan is still, in my opinion, wholly illegal. It could be stopped the minute anybody tried to do it. E. J. Buckley.

[Copyrighted, 1930.]

Recent Business Changes in Detroit.

W. J. Hannert, druggist, formerly located at 16001 Hamilton avenue, has moved into his new location at 16350 Harper avenue.

Edward Oshinsky, formerly with the Pallister Pharmacy, has acquired the Stahl Pharmacy at 6301 Lafayette avenue East.

Alger Train, nine years with R. W. Rennie, succeeds him in the drug business at 4101 Third avenue.

Clyde E. Hornung has discontinued the men and women's shoe departments in his shop in the Fisher building, and is now specializing in children's shoes. The space occupied by the two discontinued departments is to be used by Goetz and Middleman for the sale of I. Miller ladies' shoes.

The McBryle Shoe Shop in the David Whitney building is opening a second shop in the Fisher building. The new shop will be run on a plan similar to that of the shop in the David Whitney building.

The basement store of the J. L. Hudson Co. has taken the exclusive downtown agency for Enna-Jettick shoes.

Nathan Nagler succeeds Harry D. Smith in the grocery and meat business at 8072 Russell avenue.

E. M. Guntzler, 4101 Warren avenue West, has taken over the grocery and meat establishment formerly operated by G. Kunin.

John A. Newman succeeds P. H. Williams in the grocery and meat business at 2901 Hudson avenue.

Russell, McQuade & Russell, food brokers, formerly located at 1931 Howard street, have opened larger and more convenient offices in the Great Lakes Terminal Warehouse, Baker at

We refer you to E. A. Stowe

**RECEIVERS
TRUSTEES
ADMINISTRATORS
MR. MERCHANT**

**"Believe It
Or Not"**

(With apologies to Ripley)

\$6,175.00

is the price we received at
Public Auction on Friday,
April 11, 1930, for the
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**RAY SCHER
Kalamazoo, Mich.**

Appraised at \$3,891.30.
This stock and fixtures was
sold to Louis Hepner, Kalamazoo, Mich. For the truth
of the matter we refer you to
the Records of the Bankruptcy Court.

**RETAIL SALES
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**It's Not What You Got,
It's How You Sell It.
Getting the Proper Buyers
for your Stocks, Fixtures,
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SAGINAW, MICH.
Phone Federal 1944.

Wabash, in order to handle their increasing business.

District offices of the Continental Baking Co. have been opened at 1222 Maccabee building. D. G. Brooks, district manager, has charge of the office. The phone number is Columbia 3919.

The Sun Drug Co. has purchased the F. M. Gibson Drug Store at 14400 Grand River avenue.

General Sales Co., jobbers of garage equipment and radios, recently removed from 5939 Woodward avenue to new and larger quarters at 2885 Grand Boulevard East. "Better parking facilities for our customers and the desire for a better location were responsible for the change," said C. L. Clark, general manager of the company.

The Lemberg Hardware Co. has recently opened a store at 9612 Gratiot avenue.

Walinske Hardware is now the name of the hardware store located at 6100 West Fort street. The store was formerly known as Walinske Brothers.

The Zavitz Furnace Works, which was formerly located at 1111 Delaware avenue, has moved to 2615 Virginia Park.

Berger Brothers Hardware Co. has moved to 15801 West Warren avenue, from the old location at 10065 West Fort street.

The Chicago Sheet Metal and Tinning Co. is now located at 1036 Gratiot, having recently moved from 2349 Grand River avenue.

The Chisholm Hardware, 14925 Harper avenue, is now known as Chisholm Brothers Hardware.

J. E. Cuny & Son, jewelers, have moved into a new and modernly equipped store in the Lincoln Square block on West Fort street, just East of Military avenue. Mr. Cuny has been in business on the West side for several years in his old location at 5442 West Fort street.

W. R. Hinchcliffe, jeweler, is now located at 5696 West Fort street. Mr. Hinchcliffe formerly maintained his jewelry business at 6040 West Fort street, but has recently moved into the more modern quarters at his new location.

Nellie Davis, formerly with the Davis Drug Co., Fourth and Washington, Royal Oak, has opened a new drug store at Fourth and Knowles, in the same town.

Fox & Brunner Drug Co., Inc., has taken over the drug business at 540 State Fair avenue East, formerly operated by Fisher & Moran.

J. Spielberg and W. Weinshelbaum, operating as the J. & J. Drug Co., have taken over the drug business of George Corpus at 4700 Russell street.

Stanley Temrowski, formerly at 18401 Van Dyke avenue, has opened up a new drug store at 16036 Harper avenue, to be known as Stanley Drug Co.

E. A. Bowman, president of the firm bearing his name, was elected president of the Uptown Exchange Club during a recent election. Notification of the honor was sent to Mr. Bowman, who was then on a two months' tour by motor through points of interest in Florida.

Abraham Salanovitz, retail shoes, 4614 Michigan avenue, has filed involuntary bankruptcy proceedings in the U. S. District Court here.

J. R. Davison, divisional merchandise manager of Ernst Kern Co., in charge of first and mezzanine floor departments and the men's store, has been made director of publicity also for the Kern store. In this new addition to his duties Mr. Davison will give special attention to merchandising events and publicity features.

One Hundred Feet Up.

A decision of the Supreme Court of Massachusetts which allows the landowner full authority over his own air for 100 feet up from the ground goes to the other extreme of the traditional doctrine that real estate includes everything down to the core of the earth and to the limit of the sky. It is a decision which needs some interpretation. Its intention is to protect the citizens from trespass by airplane and presumably does no more than to establish a minimum below which trespass needs no proof. Certainly an airplane flying within a hundred feet of the ground is out of its proper territory. It is also a definitely dangerous visitor, even though its intentions are entirely peaceable. The decision is in answer to complaint against the operators and pilots of an airport that their planes were skimming the neighboring housetops too closely for comfort or safety. It means that these planes must get up sooner and faster into the sky, where they belong. It cannot possibly mean to establish a legal limit or settle the ownership of the air, for there are obviously many conditions under which a thousand feet or more might be the minimum margin.

Corporations Wound Up.

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

Leelanau County Cherry Co., Northport.
Casa Del Rey, Inc., Pontiac.
A. E. McGraw, Inc., Grand Rapids.
Longacre Engineering and Construction Co., Detroit.
Hunter Machinery Co., Detroit.
Emerson-Brantingham Implement Co., Rockford.
R. Marx & Son, Detroit.
Citizens Land Investment Co., Iron River.
United States Vending Corp., Detroit.
Harper Dry Goods Co., Marshall.
Geowe Realty Corp., Ann Arbor.
Rygo Oil Co., South Haven.
H. E. Schumacher Coal Co., Inc., Pleasant Ridge.
Reserve Building Co., Detroit.

A deputy sheriff was sent to take an inventory of the property in a house. When he did not return for three hours, the sheriff went after him and found him asleep on a lounge in the living room of the house. He had made a brave effort with his inventory, however; he had written down: "Living room—1 table, 1 sideboard, 1 full bottle whisky." Then the "full" had been crossed out and "half full" substituted. Then this was overlined and "empty" put in its place. At the bottom of the page, in wobbly writing, was written: "1 revolving carpet."

Thousands of Independent retailers are availing themselves of the opportunity presented by our Wholesale Cash and Carry Branches to purchase Staple Merchandise at prices that will permit them to meet competitive conditions.

Are you one of them? If not visit your nearest Lee and Cady Cash and Carry Branch and satisfy yourself of the benefit it can be to you. You will then become a permanent customer.

Why pay more when you can buy for less.

LEE & CADY

MOVEMENTS OF MERCHANTS.

Niles—The Niles Creamery Co. has increased its capital stock from \$5,500 to \$35,000.

River Rouge—The Wilson-Rebel Dairy Co., 57 Stoner street, has changed its name to the Rebel Creamery Co.

Detroit — Agnes Kulick, dealer in boots and shoe at 201 Van Dyke avenue, has filed a petition in bankruptcy.

Ann Arbor—Ann Arbor Oil, Inc., Ann Arbor Trust building, has increased its capital stock from \$25,000 to \$175,000.

Kalamazoo—A. W. Johnson is adding a shoe department to his stock of men's wear, located on West Michigan avenue.

Detroit—The United States Gypsum Co., Dime Bank building, has increased its capital stock from \$35,000,000 to \$70,000,000.

Detroit—The State Cut Rate Stores, 864 Michigan avenue, Fort street and Jackson avenue, has filed a petition in bankruptcy.

Grand Rapids—The Heat Equipment Corporation, 7 Fountain street, N. W., has increased its capital stock from \$10,000 to \$15,000.

Detroit—The C. F. Smith Co., 625 West Grand boulevard, chain grocer, has increased its capital stock from \$300,000 to \$2,500,000.

Detroit — The Liquid Handling Equipment, 414 Morgan building, has changed its name to the King-Seeley Sales Corporation of Detroit.

Pontiac—The Peoples State Trust & Savings Bank of Pontiac, 28 North Saginaw street, has decreased its capitalization from \$500,000 to \$400,000.

Kalamazoo—William Shaw will soon open a tobacco and tobacco accessories shop in the Bank of Kalamazoo building, where he has also installed a modern soda fountain.

Muskegon—The Paul DeLong bankrupt stock of groceries and dry goods, located at R.R. 2, Jackson street, has been sold to Sam Sewall, of Detroit, by Abe Dembinsky.

Detroit — Karl Laboratories, 1841 East Davison street, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Three Rivers—The Wells Manufacturing Corporation, 315 Seventh avenue, manufacturer of electric saws, has increased its capital stock from \$100,000 to \$250,000.

Flint—The Fenton Road Pharmacy, 3801 Fenton Road, has been incorporated with an authorized capital stock of \$30,000, \$9,000 of which has been subscribed and paid in in cash.

Flint—The Coles-Wilcox Drug Co., 6301 North Saginaw street, has been incorporated with an authorized capital stock of \$2,000, all of which has been subscribed and paid in in cash.

Wyandotte — The United Bake Shops, 2844 Biddle avenue, has been incorporated with an authorized capital stock of \$2,000, \$500 of which has been subscribed and paid in in cash.

Sault Ste. Marie—M. N. Hunt has purchased from the Greeley estate, the store building on Ashmun street and

will occupy it May 1 with a complete line of furniture and house furnishings.

Detroit—The Detroit Antique Co., 112 Temple avenue, has been incorporated to deal in antiques in furniture and china, with a capital stock of \$60,000, \$52,500 being subscribed and paid in.

Detroit—The Barber Drug Co., Inc., Trumbul and Grand River avenue, has been incorporated with an authorized capital stock of \$15,000, all of which has been subscribed and \$1,500 paid in in cash.

Grand Rapids—F. M. Van Buren, owner of Dyk's grocery stock and store building at 745 Jefferson avenue, is remodeling the building and adding much needed floor space by removing a stairway.

Detroit—H. J. Calkins & Co., 1145 Griswold street, has been incorporated to deal in surgical and dental instruments with an authorized capital stock of \$100,000, all of which has been subscribed and paid in.

Detroit—The Marathon Radio Shops, Inc., 11016 Mack avenue, has been incorporated to deal in radios and musical instruments with an authorized capital stock of \$1,000, all of which has been subscribed and paid in.

Detroit—Kurtzman Bros., Inc., 2672 Michigan avenue, has been incorporated to deal in dry goods and notions at retail with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Edmore — The Edmore Marketing Association has been incorporated to deal in farm produce and farm implements with an authorized capital stock of \$3,000, \$1,500 of which has been subscribed and paid in in cash.

North Muskegon — The bankrupt stock of Paul DeLong, located on Lake street, consisting of groceries, feed, boots and shoes, has been sold by Abe Dembinsky to S. Jakont, of Detroit, who will liquidate the business.

Kalamazoo—The Ray Scher bankrupt stock of men's and boys' clothing, boots and shoes, has been sold by Abe Dembinsky to Louis Hepner, who will continue the business at the same location, 224 East Michigan avenue.

Flint—Romain Johnston, 121 East Second street, has been incorporated to deal in furniture, used and new radios, etc., with an authorized capital stock of \$25,000, \$10,000 of which has been subscribed and paid in in cash.

Grand Rapids — Abe Dembinsky, court auctioneer, has sold the Otto F. Stoeffler bankrupt stock of hardware and sporting goods to S. Whitbeck, who will continue the business at the same location, 751 Grandville avenue.

Detroit — The American Business Machine Service, Inc., 134 East Larned street, has been incorporated to deal in office machinery, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Alma—The Tomlin-Riggle Motor Sales, 317 East Superior street, has been incorporated to deal in autos, trucks and radios, with an authorized capital stock of \$10,000, \$7,000 of which has been subscribed and paid in in cash.

Detroit — The Barnum Chemical

Corporation, 8145 Linwood avenue, has been incorporated to deal in drugs, chemicals, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in in property.

Grand Rapids—The stock of men's furnishings and clothing of the L. & J. Store, 813-15 Franklin street, S.E., was sold at public auction under a trust mortgage by Abe Dembinsky to R. Goodman, who has removed it to Detroit.

Watton—Fire destroyed the store building and stock of the Watton Cooperative Co., entailing a loss of over \$15,000. The company conducts a branch store at Covington where it is probable the business will now be carried on.

Detroit — The Michigan Outlet Stores, Inc., 158 West Jefferson avenue, has been incorporated to deal in dry goods and other merchandise with an authorized capital stock of \$2,500, all of which has been subscribed and paid in.

Detroit—Detroit Signals, Inc., 4484 Cass avenue, has been incorporated to manufacture and sell signals, automatic and otherwise, with an authorized capital stock of \$20,000, all of which has been subscribed and \$2,000 paid in in cash.

Ludington—L. Julius Lagesen, who has conducted a bakery here for the past fifteen years, has sold the stock, equipment and store building to his son, Fred Lagesen, who has been active manager of the business for the past four years.

Grand Rapids — Michigan Hatters, Inc., 20 Monroe avenue, has been incorporated to deal in headwear and to clean and block hats with an authorized capital stock of 150 shares at \$10 a share, \$1,500 being subscribed and paid in in property.

Grand Rapids—The Emtona Pharmaceutical Co., 156 Louis street, has been incorporated to manufacture and deal in drugs and chemicals with an authorized capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Detroit—Allmand, French & Thompson, Inc., 6460 East Jefferson avenue, has been incorporated to deal in boats, engines and accessories, with an authorized capital stock of 541 shares at \$100 a share, \$22,700 being subscribed and paid in in cash.

Detroit — The Norge Distributing Corporation, Michigan Terminal Warehouse has been incorporated to deal in refrigerators and freezing machines with an authorized capital stock of 200 shares at \$10 a share, \$500 being subscribed and paid in in cash.

Marquette—Tonella & Rupp, furniture dealers on Front street, are remodeling their store building and adding about 25 per cent. to their floor space by converting half of the basement into a display room for kitchen furniture, furnishings and refrigerators.

Detroit — The Houston Electric-Steam Iron & Specialty Co., 1507 Cass avenue, has been incorporated to deal in electric steam irons, dry cleaners equipment, etc., with an authorized capital stock of \$25,000, \$10,000 of

which has been subscribed and paid in in property.

Manufacturing Matters.

Ypsilanti—The U. S. Pressed Steel Co., 402 Stewart street, has increased its capital stock from \$50,000 to \$200,000.

Detroit—The Park-Sproat Corporation, Park and Sproat streets, has changed its capital stock from 10,000 shares to 68,560 shares no par value.

Manchester—The Washtenaw Rock Products Co. has been incorporated with an authorized capital stock of \$40,000, all of which has been subscribed and paid in.

Detroit—The King Tool & Die Co., 6472 Gratiot avenue, has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Detroit — The Belden-Stark Brick Co., 2212 Book Tower, has been incorporated with an authorized capital stock of \$50,000 preferred and 100 shares at \$10 a share, \$51,000 being subscribed and paid in in cash.

Menominee — The Universal Playground Equipment Co., manufacturer of playground and recreational equipment has been incorporated with a capitalization of \$10,000, all of which has been subscribed and paid in.

Detroit—The Michigan Power Door Co., 203 Farwell building, manufacturer's agent to deal in doors, has been incorporated with an authorized capital stock of 5,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Detroit—The Pure-O-Zone Corporation, 718 Transportation building, has been incorporated to manufacture and deal in electrical equipment, tools and accessories, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Stevens Roller Bearer Corporation, 5913 Stanton avenue, has been incorporated to manufacture roller bearing and other auto parts, with an authorized capital stock of \$50,000, \$6,000 of which has been subscribed, \$1,470 paid in in cash and \$3,060 in property.

Detroit—The Tramalarm Co., 8975 Petoskey avenue, manufacturer and dealer in firm alarms, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, all of which has been subscribed, \$1,670 paid in in cash and \$17,800 in property.

Thirty-eight chain store companies report sales in March of \$180,301,000 compared with \$192,690,000 in March, 1929, a decline of 6.43 per cent., the first substantial decline for any month in a long period. Losses were greatest and most numerous among the largest chains—Safeway and American being notable exceptions. The March Easter of last year and low commodity prices undoubtedly played important parts in this reversal. For the first quarter sales were \$487,172,000, 1.29 per cent. more than last year.

Essential Features of the Grocery Staples.

Sugar—The market is unchanged from a week ago. Jobbers hold cane granulated at 5.65 and beet granulated at 5.45.

Tea—The market has been rather quiet since the last report. There has been an every day demand for Indias, Ceylons, Javas and some for Japans and China greens. Formosas have been dull. The aggregate of this demand, however, has not been large. Everything desirable appears to be firm with no changes in the list in this country.

Coffee—There was some slight improvement in the market for future Rio and Santos green and in a large way during the past week, but toward the end of the week this disappeared and at this writing the market is easy and sluggish. Spot Rio and Santos is probably $\frac{1}{2}$ c less than what it was a week ago. So far every effort made in Brazil to keep up the market on these coffees for any length of time has failed. Milds show no change since the last report. The jobbing market on roasted coffee remains as it was. Consumptive demand for coffee has undoubtedly been improved a little by the heavy reductions in price.

Canned Fruits—California fruits have not materially altered in market position. There has been a fair jobbing demand, but no buying in a big way. Prices here have held to former levels. Weakness has prevailed in the primary market on the Coast, with the smaller packers granting concessions, particularly in peaches.

Canned Vegetables—There is no increase of interest in future vegetables. Aside from occasional small buying of peas, the trade was still largely inclined to postpone future bookings. Prices that have been formally named on futures have not suffered any general declines since the opening.

Dried Fruits—Apricots and peaches do not improve appreciably in volume of sales, and the movement so far this year has not been up to what brokers might have expected. Peaches should be moving well at this time of year, but according to reports, there has not been the usual volume of business done. The market on prunes remains more or less an unknown quantity. Prices quoted by the various sellers here are widely variant. All were offering 1929 crop Californias, and a good many continue to quote questionable goods as 1929 Santa Claras. The market here does not weaken further, although there is considerable shading of lists.

Canned Fish—Canned salmon is slow without change for the week. The packers of Maine sardines appear to feel a little more confident of the market than they have.

Salt Fish—So far there has been no boom in salt fish and cured fish on account of Lent. Demand is fair, but no more. Prices did not shade during the week. The undertone is a little weaker because stocks are heavier than at this time last year. Nobody expects any heavy decline, however. Stocks of mackerel appear to be considered rather light.

Beans and Peas—The market on

dried beans has continued dull and easy since the last report. Practically the whole list is weak and off. California limas, being in lighter supply than most other items, is perhaps a little stronger than the others. Black eye peas are also steady to firm on account of scarcity.

Cheese—The market is in a doldrum as it has been for some time. Demand is quite moderate and receipts about equal to it. Situation is very quiet.

Nuts—Demand is slow for all kinds of nuts, although this might have been expected at this time of year, particularly with the Jewish holidays and the general lull in business. Spot prices fluctuated very narrowly. Prices on both shelled and unshelled nuts, throughout entire list, could hardly be any lower than they are now, with many items selling considerably under replacement costs. Meanwhile, the primary market on Brazils in South America is advancing, and reports tell of exceedingly light remaining supplies. The crop this year is far short of that of 1929, and to all indications, prices this season will be 40 per cent. or more above the first prices named here on new crop Brazils last year.

Pickles—Business in pickles was uniformly dull this week. Brokers reported very small sales of all sizes and descriptions in spite of scarcities in many lines. Large pickles and midgets are notably scarce. There is little interest shown by the trade here in regard to futures. It is reported from the Middle West, on the other hand, that buyers have lately shown a disposition to place orders for future delivery, while manufacturers prefer to go slow. Stocks of raw material are lower at this time than they have been in four years, it is reported from Chicago, and packers are inclined to postpone futures business until the present period of uncertainty is over. Prices here show no change.

Rice—There was a noticeable strengthening in the primary rice market in the South last week, and while activity was not of major proportions, a generally better feeling is noted in the trade. Trading both here and in the South is fair, though local business continues to be restricted somewhat by the Jewish holidays. The report on March distribution appeared last week, showing a comparatively good movement of rice during that normally rather quiet month. As compared with last year, the month showed an increase in distribution amounting to about 30,000 pockets. In the local trade as well as in the South a good interest was manifested for rice for deferred shipments, particularly after April 25, when the lower freight rates go into effect. The outlook for the future of the market appears bright on the whole, with remaining supplies relatively light and in the hands of the larger mills, jobbers carrying rather small stocks all over the country, and export markets showing a gradually increased interest in American rice.

Sauerkraut—Distributors report a good consuming demand for both canned and bulk kraut for the time of year. However, the market is inactive, with no marked weakness showing in

prices either in bulk or canned. A slight easiness has developed lately in bulk kraut in the Middle West.

Syrup and Molasses—There has been a fair business in sugar syrup since the last report, with prices steady. Compound syrup also shows a fair movement without any change in price. Molasses is selling in a routine way in limited quantities at steady prices.

Vinegar—The market is stationary, with no change in quotations. Activity is expected to show a gradual increase from now on until summer, but for the immediate future no particular improvement is expected.

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, $2\frac{1}{2}$ in. min.	-----	2.75
Spys, Commercial grade, $2\frac{1}{4}$ in.	-----	1.50
Delicious, A's	-----	2.75
Cooking apples, any variety	-----	1.00
Sutton Beauty	-----	1.75

Artichokes—Calif. command \$3 per crate and 75c per doz.

Asparagus—\$3.75 per crate or 35c for 2 lb. bunch.

Bananas—5@ $5\frac{1}{2}$ c per lb.

Beets—75c per doz. bunches for new from Texas.

Butter—The market has been mostly firm during the past week, with one decline of about 1c per pound. Demand is absorbing the receipts, which are not very heavy at present. Jobbers hold 1 lb. plain wrapper prints at 39c and 65 lb. tubs at 37 $\frac{1}{2}$ c for extras and 36 $\frac{1}{2}$ c for firsts.

Cabbage—New red commands \$5.25 per crate of 60 lbs.; new white stock from Texas is selling at \$6 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@4.75 for either 4s or 5s. Bunch stock, 85@90c.

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	-----	\$5.75
Light Red Kidney	-----	6.75
Dark Red Kidney	-----	7.00

Eggs—In spite of the fact that we are now in the season of greatest production, the egg market has been fairly firm during the week with an unchanged market. Offerings at present are very moderate. Local dealers pay 24c for strictly fresh.

Egg Plant—\$2.25 per doz.

Grape Fruit—Extra fancy Florida has advanced 50c, being now as follows:

No. 36	-----	\$4.25
No. 46	-----	5.50
No. 54	-----	6.00
No. 64	-----	6.75
No. 70	-----	7.50
No. 80	-----	7.50

No. 96 ----- 7.00
Choice, 50 c per box less.

Green Onions—Shallots, 85c per doz; home grown, 40c per doz.

Green Peas—\$3.75 per hamper for Calif. grown.

Lemons—The price this week is as follows:

360 Sunkist	-----	\$7.00
300 Sunkist	-----	7.00
360 Red Ball	-----	\$6.25
300 Red Ball	-----	5.75

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.	-----	13c

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; Texas Bermuda, \$3.50 for white and \$2.85 for yellow.

Parsley—50c per doz. bunches.

Peppers—Green, 75c per dozen for California.

Pineapples—Cubans command \$4.50 per box for any size.

Potatoes—Home grown, \$2 per bu. on the Grand Rapids public market; county buyers are mostly paying \$1.75; 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—\$4.50 per 24 pint crate from La.

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

Tomatoes—\$1.10 per basket; three basket crate, \$2.75; 30 lb. lugs, \$3.25.

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

ISLAND PARK.

Excellent Suggestion Regarding Location of Auditorium.

Permit the undersigned to request your serious consideration of the advantages nature and engineering skill have implanted in Island Park (so-called) as a site for the civic auditorium soon to be erected in Grand Rapids.

The park contains approximately 30 acres of level land, near the business center of the city. A small part of the tract is at present devoted to the parking of vehicles containing products of the farm a few hours in the mornings on six days of each week. An athletic field which might be dispensed with occupies a small section of the island.

The park is but a few rods distant from the Union (so-called) railroad station and also the starting and arriving point of the bus lines and the central station of the taxi service. The depot of the New York Central Railroad on West Fulton street is easily accessible for persons who might wish to leave or enter the park. Pedestrians leaving Monroe avenue via Market avenue, Weston, Fulton, Ottawa and other streets arrive at the park after a walk of ten minutes.

An auditorium erected in the park could be more economically operated perhaps than at any other point in the city. An extension of the present sidings of the Pere Marquette Railroad would permit the unloading of coal and kindred supplies directly into the building. Owners of heavy machinery and articles shipped from abroad to the city for exhibition in the auditorium would be privileged to employ the same service. No cost for cartage would be included.

The tract could be cleared of ice and snow at a minimum cost. Such material, when collected, might be thrown over the flood walls into Grand River.

The twenty-five acre space for 1,000 cars could be set aside for parking purposes. A moderate charge for parking privileges would create a substantial fund which might be applied to the cost of operating the auditorium.

A city planner, employed by the municipality a few years ago, recommended the purchase of the block bounded by Fulton, Library, Ransom and East Park avenues, to be used as a civic center. The cost of such a site would consume such a large part of the money the taxpayers have voted to spend for the auditorium, there would be but a comparatively small sum available for the building. The Park Congregational church alone owns property in the block which is valued at several hundred thousand dollars. During the past year the church has expended upwards of \$175,000 for improvements in the church edifice. If such a location should be chosen for a site for the auditorium there would be but a small tract available for the parking of vehicles.

Should the City Commission decide to acquire a site now occupied with buildings, negotiations for its purchase, probably in which proceedings in court would be involved, would delay construction of the building indefinitely. Should Island Park be its choice,

the steam shovels might be put in operation within one month, following the adoption of plans for the building.

In the matter of transportation the Grand Rapids Railway is able to render efficient service, its cars traversing Bridge, Fulton, Butterworth streets and Grandville avenue, passing within a few rods of the entrance to the park. These lines serve the Grand Trunk and New York Central depots, the company buses traversing Godfrey and Market avenues, passing directly in front of the park. Patrons of the Wealthy street and Lafayette-Stocking lines debark at Weston street, within two blocks of the park. By laying a short siding in Market avenue the company could route the cars of all its lines to and from the park.

The Grandville interurban operates its cars over Grandville avenue, opposite the park.

The city owns a desirable site—Island Park—for the auditorium. The ground is level, sewers and paving in its approaches have been installed and no expense would be incurred in razing buildings and grading grounds which might be purchased for the purpose mentioned. The whole amount of money voted by the people should be expended for a building.

The undersigned is not interested financially in property which might be benefited if the City Commission should name the Island as its site for the auditorium.

Arthur Scott White.

Review of Business Conditions in Michigan.

Nation wide data now at hand indicates that production, which declined in February as compared with January, is again on the upgrade, according to Ralph E. Badger, vice-president, and Carl F. Behrens, economist, of the Union Guardian Trust Company, Detroit. Activity in the steel industry is lower than it was a year ago when mills were operating at near capacity, but compares very favorably with production rates for the same periods of 1927 and 1928. In contrast, however, automobile production in the past month failed to equal the normal seasonal increase of March over February. In the field of construction, it is reported that March engineering contract awards were the highest on record. At the end of the first quarter building activity is above 1929 levels, and is expected to increase this margin during the next quarter.

For the country as a whole employment conditions are better than they were a month ago, and as compared with the first of the year this improvement amounts to about 10 or 12 per cent. In the steel, automobile, agricultural implement, and tobacco industries steady improvement has been noted and the increased activity in building is absorbing some of the earlier surplus of labor.

Freight carloadings, which are indicative of activity in the distributive industries, have shown normal seasonal tendencies during the first three months of 1930, but have run consistently lower than in similar periods of

other recent years. Retail trade, as indicated by department store sales for the first two months of 1930, shows a decrease of 3 per cent. over 1929 sales for the same period. This report covers 274 cities throughout the United States, and among these cities there is a high degree of variability. A decline of from 8 to 15 per cent. in industrial cities such as Akron, Buffalo, Chicago, Detroit, and Toledo is noted, whereas the percentage decreases in some non-industrial cities of the Middle West are not as large. In the two large trade centers of the East, Boston and New York, department store sales were actually larger this year than last.

Wholesale prices reached the lowest level in February since January, 1922, but are now somewhat firmer, with a rising tendency apparent in some commodities such as grains and cotton. Retail prices are still on the down grade, reflecting somewhat tardily the decreasing tendency evident in wholesale prices during the past few months.

In the third week of March bonds made one of the sharpest upward movements registered in a number of years and the new levels have been well maintained in spite of a large volume of new issues which have had to be absorbed by the market. Stock prices have also moved to higher levels.

Credit conditions have continued to ease, although some firming is normally expected at this time of year. The present low money rates, it seems, have not yet had the stimulating effect upon business that was desired. Member banks continue to reduce their indebtedness to the reserve system and the volume of discounts continues to decline at a time when it is normally expected to increase.

Michigan business has followed

rather closely the same tendencies registered by country-wide data. Bankers and other business leaders in this State who have replied to the Union Guardian Trust Company's questionnaire quite generally express a note of optimism. While production statistics for March and the first quarter were considerably below the records established in the same periods of 1929, the outlook is for a return to levels very close to those established in 1927 and 1928.

Automobile production increased in

KENT

Starting Saturday

JOAN CRAWFORD

The "Untamed" Star

— in —

"MONTANA MOON"

— with —

John Mack Brown

Dorothy Sebastian

Ricardo Cortez

Cliff Edwards

Karl Dane

Added "Kent" Features

"ADAM'S EVE"

Talking Comedy

"NEWS" and "REVIEW"

MAJESTIC

GARDENS

ENDING
THURSDAY
NIGHT

NANCY CARROLL
IN THE MUSICAL "HONEY"
ROMANCE:

STARTING FRIDAY, APRIL 18
CHARLES (BUDDY) ROGERS
IN THE SPECTACULAR AIR THRILLER
"YOUNG EAGLES"
ALL-TALKING WITH MARY BRIAN



Phone or write for
Estimates.
No obligation.

COYE AWNINGS

will make your
store more
Attractive and Comfortable.

CHAS. A. COYE, INC.

Grand Rapids, Michigan

March as compared with February, but the change was less than is normally expected for that month. For the quarter, production was about 25 per cent. below a year ago. It is significant that companies producing passenger cars have had to curtail production much more than those producing trucks. Considerable progress has been made in taking care of the large carryover of new and used cars from 1929 and this in itself should pave the way for a relatively greater demand for the 1930 models.

Producers of agricultural implements in Michigan have enjoyed the greatest season in history. One important manufacturer, it is reported, is still operating on a schedule in excess of 1929. In the furniture industry business is, and has been, distinctly below normal. The chemical industry in Michigan still maintains a rate of output in excess of the 1929 rate. The same may be said for cereal manufacturers. Paper companies in lower Michigan have felt the effect of the recent depression more than those in the Upper Peninsula where some expansion of production facilities has taken place. A possible explanation is that manufacturers in lower Michigan produce a higher grade of product, i. e., parchment and bond paper. The outlook for the industry as a whole appears brighter.

The amount of electrical energy consumed during March equalled February consumption but was nearly 20 per cent. less than a year ago. The estimated construction costs of building permits issued in 19 Michigan cities including Detroit were 33 per cent. higher in March than in February, but only 45 per cent. as great as in March, 1929.

Farm crop conditions throughout Michigan appear to be about normal. In the Saginaw Bay area the wheat appears fair and a large acreage was sown last Fall. Along the West coast of the State at the lower end of the fruit belt fruit prospects are considered to be very good. Farm plantings in this area are expected to be about normal and the winter crops look very good, although freezing and thawing is retarding growth to some extent. In Northern Michigan the potato crop is being moved. The rapid improvement of potato production methods in this part of the State within the last few years has not been paralleled by a similar development of distributive technique, with the result that the markets in this area are usually overloaded at this time of year. Winter is said to have caused some injury to the wheat and clover in this section of Michigan.

In almost all of the questionnaires returned from upstate employment is said to be either normal or increasing. Building programs and road construction projects are expected to provide employment for a large number of workers soon and those cities located at Great Lakes shipping points look to the opening of navigation as a potential source of demand for labor. Already much preliminary work is being done on lake docks and warehouses so that no time will be lost when the sea-

son once is under way. Employment agencies in the important automobile centers report employment as below normal; this is a condition which we believe will persist even if automobile output is considerably increased in the next quarter.

Retail trade at present is considerably better in Northern Michigan and the Upper Peninsula than in the lower part of the State. Collections are fair in all sections. Wholesale trade shows little change from last month with both volume and collections fair in all parts of the State.

Bank debits in five large cities outside Detroit were 18 per cent. greater in March than in February but 12 per cent. less than in March, 1929. In Detroit similar relationships hold, but the percentages are 26 per cent. and one per cent. respectively.

The low prices of farm products have occasioned some comment on the part of several business men reporting on conditions in farming communities. Prices of such commodities as wheat and butter have advanced recently but livestock prices, especially the prices of hogs and lambs showed further weakness. Low agricultural prices have curtailed demand for commodities in the outlying districts considerably during recent months.

Only one section of Michigan, the Southeastern section, shows any scarcity of loan funds. The Upper Peninsula indicates no scarcity whatever in any of the 14 cities from which reports were received. The seasonal demand for funds appears to be about normal throughout the State with the prevailing rates on commercial loans ranging between $5\frac{1}{2}$ and $6\frac{1}{2}$ per cent.

An important index of future business is the National Forecast of the Regional Shippers' Advisory Boards covering quarterly freight car requirements in the various sections of the United States. Twenty-nine principal commodities are considered in the forecast. Michigan is included in the Great Lakes region, together with small sections of Indiana, Ohio, Pennsylvania and New York. In this area, it is estimated that total freight car requirements for the second quarter of 1930 will be 10.8 per cent. less than for the same period of 1929. For the shipment of automobiles, trucks and parts in the Great Lakes region a decline of 19.5 per cent. in freight car requirements is forecast. In general it may be said that the demands by shippers of building material such as cement, brick and clay products and gravel, sand and stone during the second quarter will exceed 1929 requirements for the same period.

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

Slight Difference.

When the preacher called for women to stand up and promise to go home and mother their husbands, only one little woman arose and when he told her to go home at once and mother her husband, she said:

"Mother him? I thought you said smother him!"



We Are Trustee for Her

The mother of a Grand Rapids business executive who died a few months ago can look forward to the future without fear of financial want.

Through his will, the son provided a Trust fund, the income from which is equal to the amount he devoted to her support while he was living.

The advantage of such a Trust is that it relieves her of the strain of watching investments and of the risk of loss. She would be less able to bear either now than at any other time in her life.



Write or call for
our booklet "What
You Should Know
About Wills and the
Conservation of Es-
tates." It tells all
about Trust Service.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

FIFTY YEARS OF INVENTIONS.

In accepting the first award of the medal bearing his own name, which is to be annually bestowed by the American Society of Mechanical Engineers, President Hoover paid a well-merited tribute to his fifty-year-old organization. He cited especially its part in stimulating invention during the past half-century and its influence "in the development of an art into a mighty profession upon whose capacity and fidelity rest so much of human progress."

It is not often that we stop to measure what we owe in the way of material comfort to the inventions and improvements of scientific processes which characterize the age in which we live, but never has a half-century been so productive in such developments as that which covers the life of the American Society of Mechanical Engineers. The airplane, moving picture and the radio are three of the most obvious of these inventions which immediately spring to mind, but a list of fifty compiled by the Christian Science Monitor indicates that they have many rivals no less important in the transformation through which the modern world has passed.

It was in 1881 that the first successful electric locomotive was built and the photographic camera invented. In succeeding years came the linotype machine, the modern bicycle, the incandescent gas light, the electric street railway, the graphophone, the gasoline motor, the combined harvester and thresher, the adding machine, the submarine, pneumatic tires, the automobile, the X-ray, the wireless and the motion picture. All of these inventions were crowded into the last quarter of the nineteenth century, together with many other developments in manufacturing processes, including rotary kilns for manufacturing cement, electric welding, artificial silk and mechanical manufacture of window and plate glass.

The opening of the new century soon brought the dirigible and the airplane, the audion tube which is the basis of radio, color photography, shatter-proof glass, stainless steel and further improvements in all manner of gasoline motors and electric devices. To-day the talking motion picture has but recently made its debut, television is in the state of successful experimentation and a new alloy for superhard metal cutting tools has been developed.

All in all it is an impressive list and it could be greatly expanded.

A VALID GRIEVANCE.

The complaint is now more frequently heard that the main trouble with industry is that it is pitted against organized buying and forbidden by law to organize similarly for selling purposes. On the surface this has all the appearance of a valid grievance. The chain distributors control huge buying power. Groups of wholesalers and retailers have been formed in various lines and their buying operations centralized. Mills and factories must frequently submit to dictation on prices and terms.

However, this is only one phase of

the situation. There are also mill and factory groups selling through commission houses, for instance, and while they are free to make their own price and other conditions as individuals, they are participating to a large extent in organized selling. If they left all the selling conditions to the selling agency they would scarcely be less better organized than the buying groups.

There is, of course, competition among the large selling organizations and to this extent selling is less well organized. The thought among those who have given close study to the matter is that there will be amalgamations of these selling agencies so that eventually the mass buyer will have his full match in the mass seller.

Not everything, however, will be accomplished by organized selling alone. Organized buying is only functioning at its best when its operations are guided accurately in accordance with consumer demand. Something of the same sort must also be included in the program of sellers. Once they post themselves completely and accurately on consumer requirements, they will be in a much better position to deal with organized buying.

DRY GOODS CONDITIONS.

Easter trade finally struck a brisk pace last week after a Saturday's business which was the best so far this year in many instances. The volume for the week made up in large measure for the rather retarded start on holiday sales. Wearing apparel and accessories, of course, furnished the bulk of the business. Pattern and dress goods sales are setting new records, indicating that the new styles have greatly promoted home dressmaking.

Current increases in sales helped to mitigate disappointment over the showing for March as disclosed by the figures now coming forward. Department store sales for that month were shown by the Federal Reserve Board preliminary report to have dropped 12 per cent. under the same month last year. This put the decline for the first quarter at 6 per cent. The comparison for fifty chain-store systems shows a loss of almost 2 per cent. for the month, which brings the quarter's increase down to 3½ per cent.

It is unlikely that the stores will be able, even with March and April sales combined, to approximate the volume for the same two months of last year. However, the results for the present month should pass last year's figures.

Greater activity was noted in the wholesale merchandise markets during the week as reorders flowed in. However, this buying scarcely made up for the previous lull. The one highly favorable aspect in most lines is that manufacturers have operated cautiously and surpluses are not common.

SPOTTINESS AGAIN NOTED.

Another sag in steel operations and prices emphasizes again the spotty character of the business recovery. Unfilled orders reported by the leading producer showed a gain and some increase in automobile requirements has been noted, but, on the other hand, railroad business is being curtailed as

a result of operating losses. Building contracts for March were 5½ per cent. lower than a year ago, and thereby cut down the decline in the earlier months. However, the gain in building last month was less than the usual increase on a seasonal basis, despite assurances of the part construction would play in trade recovery.

As additional data come forward on results in important lines for the quarter, the picture of conditions is more clearly seen in its sober reality. The reduction in building contracts under a year ago was 15 per cent. Automobile production was 34 per cent. less. Carloadings dropped 7.3 per cent.

All these comparisons, of course, are made with a period which furnished exceptional activity in trade and industry—an activity, in fact, which was largely responsible for the reaction that followed. What is more important now, in judging the progress being made to work out of the depression, is whether seasonal increases are being obtained. So far the evidence of such headway is not encouraging and probably the earlier forecasts of full recovery within the near future will have to be revised.

COMMODITY DECLINE OVER?

About the most favorable aspect in business at present is the indication that the collapse of commodity prices has about run its course. Were various interests to be assured that values have reached bottom there is little doubt that widespread hesitation would clear off, sentiment improve and operations be started on a more substantial scale. This would be true not only at home but in other countries as well.

The basis for believing that the commodity decline is nearly over is derived from the actual course of prices in recent weeks coupled with the circumstance that money is easy. The Annalist weekly index of wholesale commodity prices has advanced for the third week in succession, the total rise amounting to 1.2 per cent. from the low of March 18, when the index stood at 133.3. This index now stands at 135.

Over the last three weeks the farm product, food, fuel and miscellaneous groups in this index have gained ground. The building material group is unchanged and textiles and metals are down slightly.

When business conditions so far this year are considered in the light of actual figures, the pressure of prices may be readily imagined. The recent firmness in commodity values, therefore, may be regarded as a counter-movement all the more significant because of opposing forces.

JEWISH EMIGRATION.

Partly for economic reasons, partly because of intolerant treatment, almost as many Jews leave Eastern Europe every year as have ever done so. The number is between 40,000 and 50,000, while the number during the period of persecution immediately after the war did not exceed 60,000 a year. About a third of these come to the United States. In order to give proper guidance to these emigrants the Hebrew

Sheltering and Immigrant Aid Society of America has renewed its agreement with other organizations. This agreement, made three years ago, had for its purpose the regulation of Jewish emigration to new countries, particularly the nations of South America. Immigrants are received upon their arrival and provided with shelter; employment is obtained for them; the opportunity is given to them of studying further the language of the country to which they have come and of learning a trade, and they are helped to settle in the interior. About 16,000 Jewish aliens arrived in this country last year. They came from fifty-two countries and their final destinations were cities in forty-seven of the forty-eight states. The detailed presentation of the activities of the Immigrant Aid Society constitutes an impressive and inspiring record.

FEWER IMMIGRANTS.

The day is past when lack of jobs in the homeland resulted in increased immigration to the United States, according to figures from Washington regarding quota visas for the year ending June 30. Great Britain and North Ireland still have 27,863 unused visas out of a total of 65,721 for the year, despite the fact that unemployment has hit England harder than any other country. Germany still has 5,520 out of a quota of 25,957, Poland has 1,555 out of a total of 6,524, Italy has 1,453 out of 5,802 and Sweden 743 out of 3,314. Italy's failure to use its full quota can be accounted for by Mussolini's campaign against emigration, but there is no such explanation for the other countries. Perhaps the old fable that America is a land of golden nuggets has been forgotten, but a more likely explanation can be found in the rise of standards of living all over the world. Give a man a livable home and the freedom to earn an honest living and distant fields no longer look so green.

READY FOR THE MACKEREL.

Mackerel-time is near. Sixteen of the 200 vessels of the Gloucester fishing fleet have arrived at Cape May and are awaiting the signal that the mackerel are running. The other ships will soon be on their way in the yearly pilgrimage. The fish are moving Northward and soon the annual race for the first cargo of finny treasure will be run. Even to a mere landlubber there is a thrill in the rivalry of the mackerel fleet. Its skippers come from fishing families, some of them generations back, and their pride in their vessels is as great as that of a turfman in his thoroughbreds. For weeks they labor over their craft, getting them "tuned" to the greatest speed. Then for days they lie in port awaiting the signal. It comes, and in the scant dawn they are off, straining to be first to reach the fishing ground. Then back, wallowing with a wriggling, silver cargo, nosing out one, two, a dozen close rivals and winning by a matter of minutes.

Thought lightens work but produces weightier results.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Now that we can reach the Saginaw Valley without getting off the concrete via US 16 to North Lansing, US 27 to Alma or St. Louis and then on to Saginaw on M 46, the temptation to visit the Corkscrew City proved to be too great to resist last week. Needless to say, it was one of the most enjoyable of our Out Around series.

The first stop was at St. Johns, where a brief call was made on that sterling old wholesale grocer, O. P. DeWitt, and his sturdy sons. He has changed very little in appearance since I first met him, nearly fifty years ago, before he changed his occupation from a retail to a wholesale grocer. He stands well in the city in which he has lived so many years, is highly regarded by his constantly expanding circle of customers and held in high esteem by all who know him.

Passing the Steel Hotel reminded me of the time when that noble structure had but one room with private bath, located on the second floor. I had an old uncle living in Pompeii in those days and occasionally visited him on a Sunday. We got as far as St. Johns by Saturday night and always wrote to the Steel Hotel for the room with bath. The aged clerk at the hotel in those days always remarked when we registered, "Beats the Dutch what has got into people nowadays. They used to come to a hotel to eat and sleep. Now they all want a bath."

The new twenty-eight mile stretch of cement from St. Johns to Ithaca covers a different route than the old State stage line via Pompeii, but the rich farming country is equally as attractive as on the old thoroughfare.

Ithaca is literally walking on air nowadays over the expectation of being the center of a rich oil district. One well, located by John R. Cox, the well-known oil executive and President of the General Petroleum Corporation, has been started about a mile and a half Northwest of town. I have reason to regard Mr. Cox very highly as an oil expert and dependable gentleman and feel no hesitation in commending him to the consideration of Ithaca business men as worthy of their confidence and co-operation.

Alma is very happy over the knowledge that the new Michigan Masonic Home is to be located there permanently. Ground has already been broken for the construction of the new building. I was told by a gentleman who claimed to speak with authority that the old building now used as a home for adult Masons will be utilized as a home for the orphans of Masonic parentage.

At St. Louis I was fortunate to find Bliss Brooks at his home. After he closed out his general stock, he was attacked by inflammatory rheumatism which kept him out of employment for

seven months. He tried several remedies without avail and finally "wore the disease out," as he expresses it. He starts this week to sell oil to the farmers of Montcalm and Ionia counties for the Eastern Oil Co., of Cleveland. His many friends will wish him well in his new undertaking.

I was sorry not to see Messrs. Schaefer and McKinnon at Merrill. These gentlemen have acted like sentinels on the watch tower and seen to it that every merchant in Merrill and the country around about read the Tradesman—as subscribers, not borrowers. They were both at luncheon when I called. I hope to have better luck the next time I visit Merrill.

The day spent in Saginaw was one long to be remembered. The first call was on P. T. Green, Secretary of the Michigan Wholesale Grocers Association, who told me about some of the new features which have put in an appearance since our last visit to Saginaw. Included in the list is the new cement road, 40 feet wide, to Bay City, which is certainly worth a trip to Saginaw to see. It follows the bank of the Saginaw river practically all the way, having been created out of material obtained from the swampy country through which the thoroughfare is built. Until this main artery was created the roadbed to Bay City was something fierce, but the trip now is one full of delight and replete with satisfaction. The scenic beauties of the trip are superb.

Mr. Green told me that the deepening of the channel of Saginaw river is now a foregone conclusion, the Government having made a preliminary appropriation of \$800,000 for that purpose and begun the work of dredging for a 14 foot channel all the way to Saginaw. The General Motors Co. has begun the construction of a million dollar dock to handle iron ore from the Upper Peninsula for use in its enormous foundry at Saginaw, claimed to be the largest foundry of its kind in the United States. Water communication with the outside world will do much for Saginaw and enable her to secure factories which will not locate in a city which has only rail facilities.

My next call was on John A. Cimmerer, proprietor of the Oakland Vinegar and Pickle Co., who is still producing three kinds of vinegar—cider, sugar and white—but insists that sugar vinegar is destined to be the vinegar of the future. When asked his reason for this statement, he responded: "There are no worms in sugar vinegar." I cannot recall how many years John has been engaged in the manufacture of vinegar, because his youthful appearance belies his age, but he has certainly outlived most of his competitors.

Edward Schust, President of the Schust Co., was just leaving his office to attend a bank meeting when I called on him, but his son, Ralph, showed us every courtesy we could possibly accept. The factory is hand-

some to look at, both outside and inside, and the salesroom is one of the most attractive departments of the kind I have ever inspected.

I was sorry not to be able to see the venerable George A. Alderton, the West side wholesale grocer. He is now 88 years old. His son, who manages the business, has a good memory which must be a source of much satisfaction to him.

Lee & Cady have recently removed from their old location to the building they acquired when they took over the Saginaw Valley Spice Co. Manager Byerlein has arranged his stock in the new location with great care and thoroughness and has devised methods of handling stock and orders in the most methodical manner possible. He showed me a picture of his children which shows very plainly where his heart is—outside of business hours.

I received a very cordial welcome at the wholesale grocery house of Symons Bros. & Co. Had the pleasure of meeting Samuel E. Symons, who was engaged in business under the style of Symons, Smart & Co. when I started the Tradesman in 1883. These good people claim to be the pioneer wholesale grocers of Michigan, their business having been established sixty years ago.

During the summer of 1884 the wholesale dealers of Grand Rapids and Saginaw made an exchange of visits, the ostensible purpose being to play matched games of base ball, concluding with a banquet in the evening. The Saginaw game resulted in a victory for the home team. On the return game Grand Rapids won. I think the only men still living who took part in the contests are S. E. Symons and George A. Alderton, of Saginaw. Mr. Smart, who now resides in California, and the writer. I recall many wholesale houses which were in business in Saginaw forty-six years ago which have disappeared, including Phipps, Penoyer Co., Plumb, McCausland & Co., the Wells-Stone Mercantile Co. and Jas. S. Stewart, Ltd. The only Grand Rapids houses which participated in this event and are still in existence were the Hazeltine & Perkins Drug Co., Chas. W. Jennings and H. Leonard & Son. The men who represented these houses in this occasion have all gone to their reward.

I recall that while we were waiting for the train at the old D. & M. depot, newsboys came in crying out the morning paper, "All about the Maria Halpin scandal." This precipitated an active discussion as to what effect the disclosure would have on the candidacy of Governor Grover Cleveland, who had just been nominated (July 10) for the Presidency. The late George R. Perry, who was then engaged in the wholesale grocery business, stated: "That publication will elect Cleveland." Mr. Perry may have been correct in making this prediction, although current belief is that the "Rum, Romanism and Rebellion" utterance of a fool

preacher by the name of Burchard was the real cause of Cleveland's election over James G. Blaine.

I was naturally disappointed to note the jobbing trade of Saginaw has suffered from the withdrawal of many houses which took a leading position in the past, the same as Detroit and Grand Rapids have experienced. This condition is not found in Saginaw alone, but is peculiar to every jobbing market of which I have any knowledge. As retirements occur, the remaining houses in the same and kindred lines undertake to fill the gaps by increasing their stocks, improving their service and getting goods to purchasers at the earliest possible moment.

I was told at Saginaw that the National Grocer Co. had recently closed its branches at Owosso, Port Huron and Bay City. The only activity in the latter market is a cash-and-carry store which will be maintained for a time. What will be done in the case of the Detroit, Saginaw, Jackson, Grand Rapids, Cadillac and Traverse City stores is a matter of conjecture. The local managers have no definite knowledge in the matter and the men at the head refuse to talk.

The mystery mentioned in this department last week has been solved. The writer of the chain store articles in the Pella (Iowa) Press is Ed. A. Slings. He was employed in the Tradesman office from 1924 to 1927. Under date of April 10 he writes as follows:

Upon opening your letter this morning I was reminded of a negligence on my part. I should have followed the marked copy of the Pella Press with a personal message, but ever since taking up my duties as advertising manager and editor of the Press I am conceited enough to consider myself a very busy man. Yet it was a very pleasant surprise to see your unique signature. I really don't see how you do it, Mr. Stowe, but you still seem to find time to answer your constant flow of correspondence. I can't, and that's perhaps the reason I'm still in the "sticks."

No doubt you have at this time taken a look at my signature and are debating in your mind just where to place me. You may have a hard time, since I am not at all awe-inspiring in appearance but, in general, one who is quickly forgotten.

I am happy to state that I am reaping the fruits of the seeds you have sown. I am sure you were never aware of the fact that the nobody in the back room had his eyes and ears open. I certainly did and, as a result, am able, though in a small measure, to do my bit in this community. I am frank to state that I found my inspiration in your noble example and untiring efforts in the cause of independent retail distribution. After leaving your employ I was enabled, through a friend of mine, to keep in touch with your editorials and the cause of the independent merchant in general. Had I not done this, I would not be able to help our grocers and merchants at Pella to-day. And so, Mr. Stowe, you can see that your efforts were not in vain. I shall go on, as will others, in spreading the gospel of independence in trade inspired solely by your constant efforts.

I think the chain stores in this community have entered the "seven lean years." Can you give me information whether or not the "barns" are sufficiently filled to carry them through?

Three of the stores have changed managers in the last month, meaning, of course, that they could not deliver the goods. The present managers are sweating blood for fear they too will get the gate.

The response of the local merchant, both to the cause and our articles, is gratifying. However, I would just like to have three of our grocers who need the dirt cure, read some of your articles. Perhaps it would be a fine thing to have them read it right along. Please send me a few sample copies and I will see what I can do with them. Believe me, Mr. Stowe, we need an Iowa Tradesman. And needs of the better kind are most generally fulfilled, aren't they?

May this letter of an unsuspected pupil inspire you to do still greater things.

Fred M. Rauhut, whose career with the National Grocer Co. closed last Saturday after twenty-three years of faithful service—eleven years as manager of the Lansing branch—called on me Monday. He confirmed the report I published last week regarding the discontinuance of the Lansing branch, but said the statement that he was going to Detroit to assume the position of buyer for the chain stores owned by the company was premature—to say the least.

Adrian Oole, credit manager of the Traverse City branch of the National Grocer Co., was called to the city this week to see his sister, who is an inmate of the Sunshine hospital. She is doing as well as could be expected.

Howard Musselman, manager of the same branch, is on his way home from Clearwater, Florida, where he spent the winter. He was confined to his bed most of the time during the winter. I have been unable to learn the nature of his ailment.

E. A. Stowe.

Some of Our Minor Wars in the Past.

Grandville, April 8—The unrecorded wars of our country really outnumber those of historical mention, strange as it may appear. Very few students in our schools are made acquainted with the facts connected with the smaller, less sanguinary contests of the past.

And yet all these unrecorded wars have had a bearing on the course our country has pursued in its time of existence as a nation.

The maternal grandfather of the writer was an enlisted man in the one-time celebrated Madewaska war way back some time in the forties. This was a war in name only when Great Britain laid claim to a wide strip of land along the Northern border of the United States.

The State of Maine came in for a share of the British claims, a line running near the center of the State being the boundary, according to British surveyors. It was rather a tortuous line and Maine, even if the Nation did not care, was in arms to defend her territory.

This small bit of excitement was known as the Madewaska war. The children of grandfather, all girls, clung to him and pleaded for him not to go to the war which Britain seemed ready to force upon the State.

There was no real war, of course, since England gave up her claims and the Northeastern boundary question was settled peacefully. There were military organizations which trained regularly, and these were ready to fight at the drop of the hat. Lucky for Britain that she did not drive the en-

raged Yankees to the extremity of war. Maine won out at that time without bloodshed.

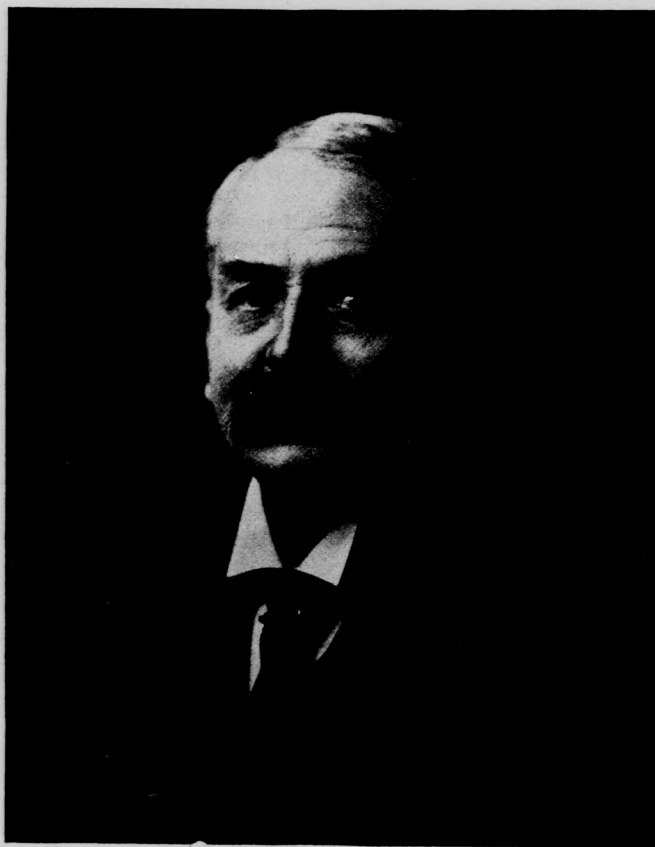
The Northwestern boundary between the United States and Canada, however, proved a humiliating back-down for this country. A presidential campaign was waged on the disputed claims of the two countries. The well remembered slogan of one of our political parties—"Fifty-four Forty or Fight"—fell flat when that party elected its President and Great Britain coolly sliced down the claims of this

rescue and settled the dispute which threatened war by granting Ohio's claim and in payment therefor giving to Michigan what is now known as the Upper Peninsula. Michigan was the gainer in the transaction without a drop of bloodshed.

Michigan's Indian war during the latter part of the civil strife might be mentioned here as one of the bloodless struggles of note. A tremendous scare was thrown into the Northern settlements of Michigan by circulated stories of a great Indian uprising simi-

George W. Hubbard Active in Business Seventy-six Years

For more than sixty-five years George W. Hubbard has been in the hardware business, in Flint, and he is still going strong. In 1865 he founded the



George W. Hubbard

present business in Flint. Previous to that time he taught school and worked on a farm.

Mr. Hubbard comes to his office every morning at 8 o'clock, and engages actively in the business during the day, often going down on the selling floors and taking care of customers. He has been active in association affairs for many years, particularly in the N.R.H.A. and the Michigan Retail Hardware Association. He was President of the latter in 1900.

Although 89 years old, he is not even considering the possibilities of retiring from business, he declares. And he believes the day of his retirement is still a long way off.

country to the forty-ninth degree of latitude.

The slogan did splendidly for campaign use and no doubt won many votes, nevertheless there was no war over the dispute. Uncle Sam stands to-day in a position to assert her claims successfully whenever they are called in question.

Then there was what is known as the Toledo war which was an interstate quarrel over Michigan's Southeast boundary. It is said the governor of Michigan called out troops and proceeded to hold the Southern state line against all comers.

The general government came to the

lar to the one that came off in Minnesota which has been known as the Minnesota Massacre by Sioux Indians.

Citizens turned out at call, formed armed companies and guarded all roads leading to the Straits across which this savage outbreak was expected to swarm. The war did not take place. The village of Newaygo was well guarded by a company of fifty men armed with muskets by the State.

The greatest suffering caused by that war in the depletion of melon patches and fruits from nearby orchards. It was a time of considerable excitement, however, and will never

be forgotten while one of the old settlers remain with us.

On a certain Fourth of July celebration at Muskegon many years ago the village at the mouth of the Muskegon obtained a twelve pound field piece with which to fire salutes.

At the Muskegon dock where it was landed the cannon was loaded and fired, beginning at the first break of day. The Muskegonites were enjoying their Fourth until unexpectedly a small tug steamed up, several men leaped upon the wharf and took possession of the artillery. This was loaded aboard and the tug steamed away to the big lake, going South to Grand Haven.

Indignation filled the hearts of the lumber town gentry and a body of armed men was quickly organized, the steamer Laketon brought into service, and started toward Grand Haven with a determination to retrieve that cannon or start a fight.

A miniature war loomed but it failed to take place. When the two score armed Muskegonites sprang upon the wharf at the Haven they met a smiling bevy of gentlemen ready to hand over the stolen cannon. It was really fine that both lumber towns had a share in the use of State artillery for celebrating the Nation's birthday.

On the Muskegon river occurred some bloodless wars for the mastery between the up-river millowners and those at the Mouth. I recall seeing a dozen men file down the river road armed with axes and picks on their way to the booming grounds some miles down the stream where the lower millowners had completely blocked navigation by booming the river from bank to bank.

Little Billy Stover carried a big oxhorn which he was supposed to sound in case of victory. Late at night the little band returned victorious, the blare of the oxhorn telling our Bridgeton settlement of success when the raiders were yet a mile from home. Old Timer.

A Business Man's Philosophy.

The memory of a thorough trimming in the stock market is said to last three years. The average speculator then returns for another beating.

About as often manufacturers buy a worthless patent, or put money into an ill-fated sideline. During the period of convalescence they work hard, recoup their losses, restore themselves to economic health, and then flirt with another inventor or promoter.

The editor of a magazine confessed that when he bought a poor short story he was able to forget it, since it appeared but once. When he bought a bad serial it nearly drove him crazy because it ran through a half dozen issues.

It's the "serial" mistakes that keep us humble. We don't learn from little mistakes. The bigger and richer the man the more thumping must be the mistake, if he is to gain anything from it. William Feather.

Garden Frames Selling Freely.

An active demand for rose arbors and small wooden frames for flowers has developed among consumers during the last two weeks. Re-orders on lattice-work frames for rambler rose bushes and other flowers have been heavy this week. Frames retailing from \$1 to \$1.75 have been in best demand. These are wanted in white chiefly. Unpainted rose arbors which can be retailed around \$40 have sold in fair volume in the large department stores.

The Wonderful Story of Canned Foods *is on the Air*



FOUR times a week, over the coast-to-coast hook-up of the National Broadcasting Company, the housewives of the nation are told of the variety, advantages, economy and uses of canned foods.

Practical suggestions as to the preparation and service of canned foods, their many varieties, and their exceptional quality and wholesomeness, are presented in interesting sketches and talks by prominent food authorities.

It is difficult, indeed, to estimate the far-reaching effect in added interest and increased sales that this radio campaign will develop for the distributors of canned food. In these programs, sales effort is exerted not in behalf of any single product or brand of products, but upon that immensely large proportion of all food products—Canned Foods.

With canned foods having such universal distribution, it became readily evident that the actual benefits of the programs in terms of increased business and profit will likewise be general in its scope.

Moreover, it is equally apparent that the benefits that any distributor will enjoy will be in direct ratio to his efforts in tying up his local advertising, utilizing window and counter displays, and otherwise identifying himself with the canned goods national program. To reap the full benefit of the National Radio Program *Display, Talk and Push Canned Foods!*



The Wonderful Story of Canned Foods is on the Air every Monday, Tuesday, Wednesday and Thursday morning at 11:45 Eastern Standard Time, 10:45 Central Time, 12:45 Mountain Time and 11:45 Pacific Time. Broadcast over WEAf and 48 associated stations of the National Broadcasting Chain.

NATIONAL CANNERS ASSOCIATION, Washington, D. C.

FINANCIAL

Trek Now Is Back To Brokers.

Behind the recent loan figures a new trend is manifesting itself in the trek back to brokers of stock accounts that went over to the banks last November. Under 1930 conditions this movement seems destined to gather momentum so the time is appropriate to focus attention on its probable effects.

Up to late November the credit forces at work last year were calculated to encourage a shift in security accounts from the brokers to banks. With these everybody is familiar. Rising money rates drove steadily higher the sums required at brokerage institutions to carry trading accounts. Thousands of investors with brokerage accounts sought and many found banks that would make loans enabling them to transfer stocks held on margin to the banks. The advantage from the customer's standpoint was that the banks were limited in what they could charge.

Along in October this movement from brokerage houses to the banks was greatly accelerated by a variety of causes that relate to the market crash. In that period of unsettlement a general fear of future conditions encouraged many to seek shelter under the protective wing of their own banker. The curve of loans of this character rose abruptly.

More recently a combination of conditions has been working for a reversal of this trend. With the fall in money rates the conspicuous advantages, from the standpoint of the economical margin purchaser, of borrowing at the banks have passed. It does not cost so much any more to run up a debit at the broker.

With the increase in confidence in the stock market this movement back to the broker has grown, too, for the reason that active trading accounts can be managed better when it is not necessary to arrange a fresh loan for each new commitment.

Presumably then we may anticipate that the emphasis in any expansion of the loan position from this point on will be on brokers' loans rather than in member bank loans on securities. Or, viewed from another angle, the growth in bank loans is not likely to keep pace with that in brokers' loans. It is even possible that with the expansion in brokers loans we may witness a simultaneous shrinkage in member bank loans on securities.

Paul Willard Garrett.

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Replacement of Call Loans With Bond Securities.

National banks are carrying more United States Government securities than they need for their secondary reserve accounts and an insufficient amount of general list bonds of the quality, marketability and maturity suitable for a secondary reserve account, Dr. Paul M. Atkins, economist of Ames, Emerich & Co., contends in an analysis of National bank investments.

Falling interest rates and rising bond prices present an excellent period for

readjusting bank portfolios to supply secondary reserve accounts with satisfactory bonds, he believes. Banks hold an excellent nucleus of investment account securities, but the present provides an excellent moment for bringing this account into balance, he urges.

"There is no dearth of excellent bonds for incorporation in both of these accounts, says he, adding that the problem is "to select wisely from the available supply."

An analysis of the secondary reserve requirements of all National banks, as of June 30, 1929, shows that they need a secondary reserve account of approximately \$5,500,000,000, Dr. Atkins points out.

"If it be accepted that, roughly, 25 per cent. of the secondary reserve accounts should be made up of United States Government securities, a total of \$1,370,000,000 would be required for this purpose," the economist continues. "This is less than one-half of the amount held by National banks. Even though substantially more than one-quarter of the secondary reserve account were to be composed of Government securities, it is clear that National banks hold more than they need."

Holdings, in fact, are more than are desirable from their own standpoint, Dr. Atkins argues, "as a certain proportion of these securities could be replaced by others which would add more to the earning power of the banks."

Attention is called in the survey to the fact that a year ago banks were looking to their call loans to give them liquidity for which they normally depended on their bonds because high rates afforded a substantial return in addition to liquidity.


The call loan market at present, however, gives a yield generally lower than even the highest grade bonds, and "such a situation merits a consideration of past experience of National banks with their bond portfolios as a basis for forming a sound judgment in regard to the future," Dr. Atkins concludes. William Russell White.

[Copyrighted, 1930.]

Bonds Reach Plateau on Rise.

During last month's flush of easy money bonds and stocks rose together but the transition lately from flush funds back to moderate ease in rates checked the rise in bonds without apparently slowing down the rise in stocks one bit. Is the rise in bonds through?

Presumably the appreciation in bonds a month ago was abnormally extended by a decline in money rates that was itself abnormal. When the true situation in money became apparent the market in bonds lost its momentum. The boiling markets in bonds of early March were wrong in discounting easy money. They were wrong only in anticipating that the flush of abnormally low rates then witnessed were the entering wedge of sharply falling money rates for the remainder of the year. If the demand for bonds in recent weeks has lost some of its edge the underlying developments still point to a slowly ris-

 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**

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.



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

ing rather than a slowly falling market in these descriptions.

Against a huge tide of new emissions prices in the last ten days have remained firm for the reason that these influences still favor bonds. They are, as everybody knows, the shift from hard to soft money, the downward trend in commodity prices and the low investment portfolios of American banks. These fundamental forces ever since late last autumn have been working toward an improvement in bonds and their implication persists.

But the unexpected expansion in stock activity is raising the question whether this popularity of bonds will continue or whether with a return to favor of the former the market in bonds will find itself gradually choked off once more. Presumably the banks will desire to extend their bond commitments unless turned from that program by a rapidly rising demand for credit from speculative sources. Good bonds still offer cash returns to investors that cannot be duplicated in high-grade stocks but even attractive yields with relative safety is not so interesting to some Americans as a small yield with the chance for market appreciation.

Paul Willard Garrett.
[Copyrighted, 1930.]

Loans Show Business Deflation.

It takes the optimist as well as the pessimist to read fully the signs surrounding a \$1,200,000,000 run-off in commercial loans since November and that despite the season still persists.

The pessimistic implication is plain. Four months of record deflation in loans to business enterprises reduces the outstanding volume of such accommodations to the lowest level at this time of year since 1927. In one fell swoop it wipes out whatever inflationary gains the 1928-1929 growth may have covered. It turns the scroll on business loans back three years. It portrays in none too pleasant a graph the extent of the receding tendencies in industry that the country has been suffering these recent months. It suggests the degree of froth intermingled with the rapid 1929 gain. That is all old history now. That is what the pessimist sees in the current Reserve figures on reporting member bank loans for "all others"—here referred to as commercial loans.

But if this deflation is now behind us it prepares the way for progress. The pick-up has been disappointingly slow. Declining commercial loans in the last two months particularly make a figure x when charted against the rising loans a year ago. Normally business demands of the season swell the volume of such loans from the beginning of February on. The spring expansion started then in 1927, 1928 and 1929. But at this time of year when usually we witness a rising volume the 1930 figures portray a steady continued downturn. At least the indication is that credit-wise the business house has been cleaned. The necessary adjustment apparently has been accomplished with the approach of a bedrock condition in business loans once more.

Specifically it means that instead of shelves filled with inventories the dealers for four months have been pushing their goods out into various channels of consumption so that when the demand finally sets in strong again industry will find the advantage on its side.

Paul Willard Garrett.
[Copyrighted, 1930.]

The Habit of Doing Things Right.

The man who never made a mistake never made a dollar. It isn't the individual blunder that is most costly, but the habit.

The way to correct the habit of blundering is to form the habit of doing things right.

But everything we do with our hands is directed by the brain. In very important work this direction is subconscious but none the less real.

To get off the track of mistakes, then, and to travel securely on the road of accurate and methodical work, think each task out thoroughly and correctly.

Repentance.

Deliberately doing things that one would repent of seems like a waste of time and effort. It seems wiser to take account of one's acts before rather than after the action.

A wise rule of conduct seems to be never to deliberately do anything one need be ashamed of and, if one unwittingly does, such a thing, to make amends as promptly and as fully as possible.

One's own self respect is a priceless treasure and should be kept at any cost of conduct and effort. It cannot be bought, no matter how willing one may be to pay for it.

Window Glass Call Improves.

The market for window glass continued to show signs of more strength this week, with both orders and enquiries from the jobbing trade in somewhat larger volume. Likewise lending encouragement to the outlook was the improvement, even though slight, in the price situation. Production continued at a monthly average of under 500,000 boxes. The demand for plate glass continues quiet. Until operations in both the automobile and building industries are on a more active basis no improvement of consequence in movement of this product is to be expected.

Handbag Sales Now Gaining.

Although the women's handbag trade has been suffering from lack of advance orders, additional business has developed recently leading to the belief that pre-Easter buying is now starting actively. The demand is largely concentrated on fancy leather styles in high colors, with some call reported for fabric bags. Navy blue is particularly sought, in line with the trend toward blue in women's costumes. Watersnake and python are outstanding among the reptile bags, while some interest is also being shown in ones of boa leather. Pouch and underarm types are wanted.

He who keeps on intelligently carrying on carries off the prize.

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There were incidents in the early life of the French in Michigan which were comparatively immaterial of themselves, but which called for the greatest ideal of heroism and the outcome of which carried results which were of the greatest magnitude. Such an instance was the first court trial, so far as is known.

DeL'Hut was the head of the French government in what is now Michigan, with headquarters at St. Ignace in 1683. Word was brought to him that two French traders had been robbed and murdered near Sault Ste. Marie. It took but a little effort to learn who the murderers were. As the matter progressed it took on very much of the straight question of whether the French were in authority or whether the Indians were to assert their independence from French control. Step by step the matter took on form until the murderers openly asserted that if the French undertook to arrest and punish them for the murders every Frenchman in the whole territory would be killed.

Oct. 24 DeL'Hut was informed that Follo Avoine, one of the murderers, was at the Soo, but the fifteen families of Sauters were with him and he believed himself safe because of the number of his friends and relatives there. At the time there were only twelve French at the Soo, according to the official report made by DeL'Hut after it was all over. After studying the whole situation, however, the French commander came to the conclusion that if this murder was allowed to go over no Frenchman would be safe. The French must assert and back up their authority or everything would be lost. He therefore decided to take all the chances. DeL'Hut took two or three with him from St. Ignace and set out for the Soo in a canoe. When he arrived he took a little precaution to find the real situation and was openly told by the Sauters that he would not be allowed to arrest Follo Avoine. With a guard of only six Frenchmen he proceeded to make the arrest. He remained with the prisoner and sent M. Pere to arrest Achiganaga, another of the murderers. When they returned they had followed the Indian custom and brought in not only the prisoner they went after, but his four sons.

DeL'Hut at once called a council. The trial was a mixture between a French court and an Indian council. The commander made his charges and arraigned the prisoners. The youngest son of Achiganaga was released. He was a boy about thirteen or fourteen years of age. He was told to go home and explain why his father and brothers were held.

While the council was in progress the French residents were very glad to welcome a party of eighteen Frenchmen who were found to be in camp in the country. With this addition to his force the commander felt reasonably sure of his position. To the surprise of everyone, the prisoners openly charged each other with the murders. The trial lasted three days. After the

guilt was established beyond any reasonable doubt, the chiefs who were really the jury came to the conclusion which they announced, that the French were "in possession of the bodies of the two men and the sons of Achiganaga and could do with them as they saw fit." Then followed a parley in which the chiefs said that it was up to the French commander to do as he pleased, but he could save them if he would. To this DeL'Hut replied that if they were prisoners of war he would spare them, but they were murderers. They had shed French blood and if he should let them go when the report reached the great French governor he would call him a coward. He could not let them go.

The Indians have a custom in matters of this kind, "a life for a life." The governor called their attention to this custom and released the two sons of Achiganaga. The other two were formally sentenced to be executed.

At the head of the whole French strength which had swelled to forty-two, during the interval after the arrest until the execution, DeL'Hut took the prisoners to a location within 200 paces of the Indian headquarters. In plain sight of over 400 Indians they were shot.

An effort was then made to properly recover the bodies of the murdered Frenchmen and the stolen goods. They had all been dumped into a swamp and the conditions were such that the bodies could not be recovered. As best they could the Frenchmen buried them where they were. The stolen goods were recovered, as much as possible, but were considerably injured. They were sold at auction.

It required the highest type of courage and cool headedness to handle the affair, but DeL'Hut kept his head and held his nerve right to the reck every minute until it was all over. The effect was to establish the authority of France as no amount of ceremonies of taking possession and such things could have accomplished.

A. Riley Crittenden.

New Tariff To Aid Crockery.

Increased rates on imported crockery will give domestic manufacturers of low-end dinner sets a clearer field in selling chain store accounts. Present rates of duty have made it difficult for domestic interests to get the representation they desire from chain outlets. Trade in chinaware at present is at a low point due to seasonal causes. Most of the current sales to retailers at present are on bungalow sets made up especially for the Summer trade and retailing at from \$2.98 to \$5.98 for 32 piece sets.

Fabric Handbags Gaining Favor.

The current activity in fabric handbags ranks these items as among the best selling accessories. Indications are, it was said yesterday, that as the season advances these types will prove serious competitors of leather styles. The materials being used for these bags comprise tapestries, linens, Shantung and sports weaves, with the envelope shape outstanding. In novelty leather merchandise, the call at the

moment continues for reptile effects, including water snake and python to match the popular types of footwear.

Graft.

A colored man went to his pastor and handed him a letter to the Lord, which read: "Please send this old darkey \$50 rightaway." The pastor called together several of his friends and said: "This poor man has so much faith in the Lord we should not let him be disappointed. Let's make a collection for him." They contributed \$42 which was sent to the ingenious petitioner.

Next day the colored man gave the pastor another letter. This one ran: "Dear Lord: de nex' time you send dis darkey money, don't send it through no parson—send it to me direct."

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MUTUAL FIRE INSURANCE

Fires That Started Without Being Started.

It is easier to tell what will cause a fire than to say what will not, writes John E. Lodge in Popular Science Monthly (New York). Mr. Lodge's catalogues of the surprising ways in which fires may occur without being "started" is calculated to cause uneasiness. He writes:

"Late one evening, not long ago, an excited voice came over the telephone wire to the Wichita, Kansas, fire department. 'I've been smelling smoke for an hour,' said the caller, 'but I can't seem to trace where it's coming from.' He gave the address of a Wichita hotel.

"Firemen found that the hotel office and a storeroom behind it were filled with the odor of scorching paint. Search led to a smoking cloth, saturated with the unmistakable odor of furniture polish. So hot to the touch was the woodwork beneath it that in another moment it must surely have burst into flames.

"Next morning the porter, when told of his fault, was frankly incredulous. He didn't believe that a fire could start of its own accord. He wouldn't be satisfied until he had taken another cloth, saturated it with the same polish, and put it in a safe place to see what would happen. In exactly one hour and twenty minutes it was a mass of flames.

"Freak blazes have occurred from such a wide variety of sources that it is something of a task to say what will not cause a fire. Sunlight will; so will dust. Steampipes have been rare but actual offenders. Non-electric sparks from buzzing machinery—emery wheel sparks falling into inflammable material, for instance—and electric sparks from static electricity have produced a variety of queer fires equalled only by those that chemicals start. Liquified glass and molten metal in factories have contributed their share. Bursting cylinders of compressed, inflammable gas have started fires.

"Perhaps the oddest of all involved a tombstone, a box of matches, and a freight car. For shipping, men had placed the granite block upright in a car. As the car passed over a switch the stone swayed and toppled. Fate decreed that it should alight upon a carton of parlor matches. Soon a merry blaze enveloped the car.

"Almost unbelievable, it seems, that a steam pipe could set fire to woodwork. Nevertheless there are several well authenticated cases of such blazes. If the air space required by law is omitted, after months of baking the abutting wood becomes dried out and reduced to almost pure charcoal. Spontaneous combustion follows.

"Even an air bubble in a glass windowpane can act as a miniature lens of burning-glass, fire records show. Sunlight focused in that way on a celluloid comb or other inflammable article has contributed several cases of fire to the records. And the ornamental liquid-filled containers in drug store windows have been known to cause fire by acting as burning glass.

"There have been many odd chemi-

cal fires. In a women's hosiery mill in Durham, North Carolina, they were having trouble with their bleaching solution. The chemical—known as sodium peroxid—was kept in the dye house, guarded from moisture, because if water struck it a minor explosion would follow.

"An expert carried a small quantity to the mill stockroom, where he proceeded to weigh out samples. Beads of perspiration appeared on his brow. There was an ominous sputter as one or two fell upon the chemical he was weighing. Then the box burst into flame and exploded. A packing case caught fire. Eight hundred dollars' worth of hose had been ruined before the flames were subdued.

"When a river near Augusta, Ga., overflowed its banks some time ago, it elected to inundate the basement of a store that contained unslacked lime. Soon the lime was slacking merrily, giving off enormous quantities of heat. The fire that followed burned down that building and several others.

"In a New York warehouse not long ago firemen turned streams of water upon an insignificant blaze. The water, penetrating cases of magnesium powder, decomposed. Streams of hydrogen gas filled the elevator shaft and exploded, killing several men.

"Fire experts are beginning to recognize a hitherto unsuspected hazard—what is known to chemists as 'catalysis,' the ability of certain substances to promote chemical reactions, in seemingly impossible circumstances.

"Filing cabinets were being baked in great enameling ovens in Rochester, New York. Benzol fumes from the enamel solvent filled the ovens. One morning an attendant opened an oven door, and the resulting blast threw him bodily across the room. Experts advanced the novel theory that the steel in the oven may have aided the chemical union of benzol vapor and air that produced the explosion."

When you scuff across the carpet on a clear, dry winter day you may notice a faint spark fly from your finger tip as you touch a metal fixture. That baby spark of "static electricity" is the bane of firemen, Mr. Lodge tells us. It can cause anything from a gasoline filling station blaze to a dust explosion that will wreck an entire factory. He goes on:

"When the Massachusetts state police investigated automobile fires at filling stations they found that the mere passage of gasoline through a filling hose generates enough static electricity to ignite the car's tank, under favorable circumstances.

"Amateur dry cleaning is one of the primary fire hazards in the home, due again to static. Swishing silks, furs, or leather in gasoline is an ideal way to generate sparks. Any such work is best done, if at all, out of doors.

"In the flood that swept through Vermont not so long ago barns were inundated with water. Oddly enough, several strange fires that followed in the flood's wake were traced to the wetting of hay. One farmer's hay-filled barn near Middlesex, Vermont, caught fire two days after the flood had receded. Heat generated in the wet bottom layers of the hay pile had

produced hot drafts to the upper surface, and finally had ignited the close-packed mass.

"In great coal piles occur some of the most troublesome cases of spontaneous combustion. In one case a discarded Christmas tree left on the pile of an Indiana public serving company started a coal fire. A board fence started another, and wind-blown autumn leaves a third. Most coal piles have 'hot spots' which are likely to mount rapidly to the burning point unless discovered and the coal spread out to cool.

"To the present list of queer fires the future may add still others. There are to-day fires of more or less regular occurrence whose cause is still utter mystery. Within the last few

months strange blazes have occurred in Cuba, Indiana and Louisiana sugar refineries. In each case, investigators found, they started in the center of bags of granulated sugar. Since sugar alone has long been on the 'innocent' list of substances incapable of spontaneous combustion, the theory has been advanced—and subsequently denied—that the sugar bags had previously been used for some such combustion-aiding material as saltpeter, and not properly cleaned. The real cause is still unknown."

Friendships and memories form a big part of our later life.

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THE SPIRIT OF CONCESSION.

It Is Best Remedy For a Contentious Temperament.

In announcing the topic for our brief conference this morning—contentions and concessions—you may wonder why I connect these two words, why they are linked together in our conversation; and my answer is for the same reason that we would consider together cause and effect, and a great school of medicine connects intimately symptoms and remedies. So here, in considering contentions, we are confronted at once with the worst side of a contentious spirit and naturally attach to it something in the way of a remedy, and this has led me to the suggestion that concessions are the best possible remedial measure for the danger connected with a contentious spirit.

In family differences we see a man and his wife growing apart from each other through the over-candid expression of views about minor things, and often this develops into the nagging spirit. This often becomes settled as a matter of life, extremely unfortunate, unpleasant and productive of various forms of unpleasantness. I have been in families where this spirit has developed such strength that the parties to it have become so accustomed to it that it is a part of the family life. To the outsider it is an ugly situation and one wishes, whenever an occurrence appears on the surface indicative of dissension, that the parties could only see themselves as others see them. Of course, the cure must come through

a recognition of the burdensomeness of the habit. The solvent must be affection, and I have made mistakes sometimes in trying to minimize this unfortunate habit through what seemed to me wise counsel.

Life with all its manifold connectives, in order to avoid excessive friction, must be controlled very largely by concessions, willingness to give and take. Neighborhood rows are often engendered by things of minor importance which might be settled in one way or another without difficulty, provided the spirit of concession could be made to control. I have known families estranged from each other by the difference in opinion about the location of a line fence. I know of families who have a growing estrangement because one has a radio and another has an electric motor, and when the electric motor is in action, the radio is affected, and when the radio is going at full blast and the windows are opened, the other neighbor is annoyed and disposed to assume an aggressive attitude. In most of these cases the contention is magnified and the spirit of concession, if it could be allowed to manifest itself, would enable differences to be settled amicably and good nature made to prevail.

Church animosities are among the most trying of any I know. Throughout historic time differences in religion have produced the ugliest situations and most unfortunate contentions. In our city we have illustrations of it going on every day. Minor matters of creed and discipline have separated people and a spirit engendered

that has led to unhappiness and anything but the Christian spirit which should prevail in church circles. Most of these trials, through a contentious spirit, might be entirely eliminated through a liberal application of the spirit of concession.

I have known the location of a schoolhouse in the country to be a bone of contention which divided families for years and induced a spirit of jealousy and anger which kept the participants from appreciating any good qualities in each other. Municipal fights originate oftentimes in differences of opinion which might be easily smoothed over if a spirit of concession could be made to prevail.

The Revolutionary War, now that we look back upon it, could have been avoided if differences could have been quietly ironed out through a spirit of concession. And now that we can look coolly and independently upon the situation previous to our Civil War, we know that if in some way a spirit of concession could have been made to prevail and the aggravating conditions could have been smoothed out by careful and thoughtful allegiance to a Christian spirit, a tremendous slaughter could have been avoided. There is no question whatever that the greatest war the world has ever known could have been entirely avoided if there had been at the outset a willingness to arbitrate differences in the spirit of the leading religions of the world.

There is a spirit of dishonesty attached to contentions that aggravates them and makes them difficult to con-

trol. The habit of misrepresentation on the part of the leader in a controversy is manifestly unfair and still is almost always attached to bitterness of a contentious spirit. All sorts of misconstruction are placed upon statements and activities so that in almost all cases of aggravated controversy a spirit of unfairness adds to the flame and never is quite satisfactorily settled by litigation. It is only through amending our attitudes of mind that we can sweeten life by reducing the contentious spirit; and to do this it is incumbent upon us to try to see ourselves as others see us. We are too apt to hug animosities and add to their virulence by deceiving ourselves with regard to the attitude of those who differ from us in views and methods. In all our desires to smooth the wrinkles of life and make living in this world sweeter and more beautiful, avoiding controversies and softening contentious attitudes, and especially awakening in childhood the right views with regard to getting on smoothly in the world, it is vital to happiness and righteousness that a spirit of concession should dominate our philosophy and activities.

In aid of this awakening of a desire for concession in the solution of controversies, the job of the school teacher is a most important one. From the very beginning if we could, through our educational methods, awaken a spirit of concession in connection with differences of opinion and the desire for arbitrating differences without resort to technical legal methods, having in mind the highest interpretation of

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Christianity, the world could be made rapidly better and we would feel that we were standing on the footstool of the Kingdom of Heaven for which we pray.

Selfishness lies at the foundation of the controversial evil, the desire to have our own way, even at the expense of another. And the awakening of a generosity of spirit is the antidote for this craving desire to have our own way and the unwillingness to bend ourselves to plans that shall open the way for sweetness of life and right-mindedness in dealing with our fellow mortals.

Each one of us here knows of illustrations of the things which I have brought to your attention, and each one of us can exercise a spirit of concession in family, church, political and municipal circles that shall make for better life, and we must strive to engender a spirit of neighborliness as interpreted by our Master if we will make this world a better one to live in and give us, through our relationships, a clearer conception of the ideal we have in mind when we speak of the Kingdom of God.

Charles W. Garfield.

Some of the Real Joys of April.

Grandville, April 16—This month (April) is the Nation's big month, really the most momentous in its history, not excepting the Fourth of July. All of America's wars, from the Revolution down to the world strife, began this month which is surely enough to mark the month with a star, besides which our great National tragedy the assassination of President Lincoln was one of the month's tragical exhibits.

What American's heart does not thrill at memories of Lexington and Concord, April's opening guns for liberty. The revolt of the colonies began in April, as did the civil war, the latter also coming to an end in April.

It seems almost as if we should have a larger star on the flag to honor the month of April. It is not meet perhaps to make celebration of bloodshed and frightful war, yet it was through such means that the United States of America rose from thralldom to the highest place in the national respect of the world.

April is worth remembering for other things than war. It is the real beginning of spring and comes as a benediction after a long night of whistling winds and snows of winter. Birds should be here to aid man in his welcome to spring, but few have come. Why is this? Go ask the winds of heaven, or members of our State Legislature.

The first blood of the Revolution was shed on the 19th of April, 1775, while the first blood of civil war was drawn that day also at the outbreak of the Southern rebellion. Although Sumpter fell a little earlier in the month it was said that no lives were lost wherefor the 19th of April is indeed a day to be marked in the calendar of the years.

Peace hath its victories as well as war. Many of these peace glories belong to April, as for instance the opening of farm lands for the making of a bumper crop the following summer.

The time to prepare land for a corn crop is in April. When this is done no after seasonal disturbance of drought or flood can destroy the crop. On one of the driest years in modern times a farmer plowed his corn land in April while yet the ground was saturated with spring rains.

A neighbor across the road with more fertile land waited a week before time to plant and then turned over the soil, which at this time was

dry as a husk. The April prepared land produced a bumper crop while the other field was a dismal failure. There is nothing like doing things at the right time and this applies to farming as well as the movement of armies in time of war.

Although the summer was a one of drought the land plowed in April held moisture sufficient to bring forth good results. The late plowed land failed utterly. It is all in knowing how as the saying goes and April knows how when you tackle it with a plow point or a piece of artillery.

As I said at the beginning every important war the United States ever engaged in opened its guns in the month of April. Whether the future has a like history only time can tell.

It was in April that the pioneers of the Michigan wilds turned their cows out to the commons after a long winter confined in stalls. As a cowboy of that time memories of the old kolingle cow days linger with me yet. There is no more enticing music than a number of cowbells keeping time to the rhythmic pace of a string of cows coming home from the woods.

The weather in April is not always pleasant and balmy, yet even in its most fickle antics in playing hide and seek with flitting snow flakes there is always a feeling that this is the last kick of expiring winter and that soon the birds and crickets will be with us for the season.

April is usually the month in which Michigan's favorite bird comes to make his permanent stop for several months. This spring that bird, as well as many other peculiar to our State, have appeared in small numbers which leads us to believe that there is to be a less number of feathered friends with us this year than ever before.

Perhaps the saddest April day in all our history was that one in which the good and lovable Lincoln was shot to death by a cowardly assassin. The whole Nation went into mourning, not excepting those states which had been in rebellion. The South really respected Lincoln and his untimely taking off was a sorrow even to his enemies.

This month is a good time to take account of stock and see how we stand with the world. As the farmer begins his spring work so does the merchant look over his belongings and see that he has a supply of new goods suitable to the change of season.

School vacations are usually short, and occur usually the first week in April. Life seems worth living again. Even the old find new lease and look forward to the coming months of sunshine with renewed life coursing through their veins.

In a land that is always summer there can be no variety, and we all know that variety is the spice of life. California, with its semi-tropical climate, may do for some, but with all its changes of weather Michigan has its attractions, and the month of April is quite often as enjoyable as any other month in the year.

We take off our hat to Michigan's Aprils and trust the birds may some of them find their way back to us once more.

Old Timer.

Food Company Uses Carrier Pigeons.

Motor cars used by the Sperry Flour Co., of San Francisco, carry a box bearing the inscription, "Sperry Air Service." The service referred to is furnished by carrier pigeons.

Besides being excellent advertising, the pigeons perform a real service. Since many of the towns covered by the Sperry company are far apart, and have no telephone or telegraph connections, there is a real need for special messengers to go on emergency errands.

We invite our friends in the grocery trade who visit Saginaw next week to make their headquarters at the oldest Wholesale grocery establishment in the Saginaw Valley.



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Saginaw, Michigan

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Secretary-Treasurer—Thomas Pitkethly, Flint.
Manager—Jason E. Hammond, Lansing.

Time To Break Old Rules.

The first step in the important business of shopping for new Spring hats is to make this resolution: "I will not insist upon buying the same type of hat I have been accustomed to wear." For it is a fact well known to milliners, and any woman can confirm it out of her own experience, that a woman of average chic will welcome the new and novel in other departments of the mode, but year in and year out will cling stubbornly to a certain type of hat she believes is becoming.

Such an attitude would be a sad mistake in this year of years, when hats are so dramatic, so devastating—and so different! How can they help being different? Consider the silhouette, curved and feminine. Consider the longer skirts and lengthening hair. Consider the capes and drapes and frills which give a wider line at the shoulder. And then picture atop them, if you can, the severe little skull-cap or the hat that drew a sharp line across the eyebrows and concealed hair and ears. These and other favorites of past seasons have gone their unlamented way. In their place we have hats that flatter and reveal, hats that are smart without being severe, hats that are as demure or sophisticated, dignified or saucy as the occasion may indicate.

With an open mind, therefore, save for the conviction that a costume is only as successful as its hat, you are best prepared to adventure among the new creations. If possible, take the best-dressed and most critical woman you know along with you, for the mode is full of pitfalls. Trimmings are in again, but trimmings, alas, are not always happily employed. Brims are decidedly good, but the right brim in the wrong setting is more than unfortunate. Then, too, many of the newest hats have a way of looking strikingly different from every angle.

Gloves Now Vary With the Hour.

As costumes for different occasions now vary decidedly, so do the gloves that accompany them. In general, gloves grow longer as the hour grows later, although the very short evening glove is worn by some smart women.

You will find at least seven different lengths featured by the shops, so a careful study of your own wardrobe should preface your selection. A minimum of four pairs is considered essential to chic.

For sports one-button gloves of suede, chamois, doeskin and pigskin are favored, and they may be white or beige. At Palm Beach they were much worn with short-sleeved dresses.

Pinky beige is the smart choice for daytime, in a four-button length to accompany your tailleur, or a six-button length for the more formal street costume. It is chic to wrinkle them over your cuffs. Darker shades and white are also permissible, and

brown is very new and effective with just the right costume. Suede pull-ons in eight or twelve button length are correct for the formal afternoon costume. Beige with a pink cast is the approved tone. White is good with the black and white ensemble.

Gloves with your evening frock are by no means obligatory, but they are chic. Beiges, the flesh tints and white are all seen, and black is sometimes worn with a black frock. Whether very short or very long, they should be of suede.

Demand For "Stouts" Increases.

With increasing acceptance of the fitted-figure silhouette by women of ample build, specialists in "stylish stout" garments report a rising demand for their products. Many of them will have one of the best Spring seasons in several years, despite the condition of general business in the needle trades. During the straight-line period, it was explained, buyers for many stores merely stocked the larger regular sizes for their stout customers. The new mode, however, calls for more careful fitting and greater skill in production. This is especially true of coats, and it is in these garments that the most marked improvement in demand is seen.

Basement Departments Gaining.

Turnover in retail basement departments has been showing steady gains, although, as in upstairs sections, the keenest kind of sales promotion has been required to produce volume increases. The two favorable factors in the situation have been the availability of merchandise for basement departments in greater quantity, thus bringing more goods within the price ranges of these sections, and the tendency of the consumer to economize. The merchandise was described yesterday as not of the "job lot" type, but "surplus" stocks of regular merchandise which can be retailed at lower prices.

More Window Glass Orders.

Outstanding among the week's marketing developments in the flat glass industry was the continued steady improvement in demand for window glass. The price situation in this branch, although still far from satisfactory, is likewise showing some signs of improvement. The demand for plate glass continues comparatively quiet, although some little improvement was to be noted during the week. Movement of this product is not expected to get much better, however, until operations in the automobile industry are on a more active basis. The call for rough rolled and wire glass products was better.

Withhold Woolen Figures.

Heavy declines occurred in the production and billings of woolen goods during February. Figures covering the month have just been compiled by the Wool Institute, but its officials assert they would not be given out for publication. In explanation it was said that publication of the figures was likely to have an adverse effect on the booking of Fall clothing orders by manufacturing clothiers, who are now

beginning to show their lines for the new season. It was added that the decline in billings was almost balanced by the decrease in production. Some bulge in stocks on hand occurred, but the average did not rise much.

Hosiery Stocks Much Lighter.

Curtailement of operations by many of the less important factors in the women's full-fashioned hosiery trade has resulted in cutting down overstocks to the point where much "cleaner" business is possible than for some time. Prices are more stabilized, and buyers are showing their appreciation by placing substantially better orders. All signs indicate a successful season despite the slow and uncertain start. Growing consumer demand for dull-finished hose is taken to mean continuance of the vogue throughout the Spring and early Summer.

Competition Offsets Low Stocks.

While manufacturers' stocks in many lines are low, prices are somewhat "soft," and, according to views expressed yesterday, promise to continue so for several months. The situation reflects to some extent the general declines which have occurred in raw material and other commodity prices. But primarily, it was asserted, the conditions are due to the necessity of obtaining business under the adverse circumstances which have prevailed since last fall. Thus the maintenance of low stocks, while a safeguard, has not materially altered the prevailing buyers' market.

Re-orders on Cutlery Limited.

Spring business on kitchen cutlery during the first quarter of this year was satisfactory, so far as initial orders were concerned, but re-order business fell below expectations, according to manufacturers. Stores purchased freely for their house furnishings sales early in the year but confined repeat business to specialty articles which presented unusual values to the consumer. Stainless steel cutlery for kitchen use enjoys almost universal demand in urban communities but has captured only half the market in country districts, manufacturers report.

Browns Lead Woolen Colors.

Browns are featured in the advance swatches just issued of the forty-eight colors to appear on the Fall woolen color card of the Textile Color Card Association, it was announced last week. Tones of a ruddy mahogany hue are outstanding, with attention also given copper shades of a slightly rose cast. The bluish reds are ranked as of much importance, ranging from the clear medium hues to deep wine tones. The favored greens are of bluish or yellowish cast. Twelve light, animated colors are given a special grouping under the caption "fillette."

We are made for co-operation, like feet, like hands, like eyelids, like the rows of upper and lower teeth. To act against one another is contrary to nature, and it is acting against one another to be vexed and torn away.
—Marcus Aurelius.

DRESSES DRESSES DRESSES

Hundreds and thousands in stock for your inspection. At \$3.75, \$6.75, \$8.75, \$10.75 and \$13.75. All the newest colors—Greens, Reds, Purples, Blues, Blacks, etc. Plain colors and Prints. Crepes, Georgettes, Chiffons, etc. Small figures, large figures, floral patterns, pastel shades, etc. Latest style—personally picked by Mrs. Farley. Sizes 14 to 48. The most beautiful dresses we have ever seen. Your customers will be pleased to pay you a real profit on them.

One customer took 9 last Saturday—and sold 2 within 10 minutes. Come or write or telegraph your order.

OUR MODEL STORE



Visit us and look it over — no obligation.

"GOODS WELL BOUGHT ARE HALF SOLD"

C. J. FARLEY & COMPANY

20-28 Commerce Ave., S. W.

Grand Rapids, Michigan

"Not in the syndicate nor do we retail"

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.

Importance of Proper Training of Retail Shoe Salesmen.

Arthur L. Evans, Director of the Retailers' Service Bureau of the Ault-Williamson Shoe Co. and President of the Educational Institute for Retail Shoe Salesmen, was the principal speaker at the session of the Northwestern Shoe Retailers Regional Association convention. His subject was "Training Retail Shoe Salesmen."

Mr. Evans stressed the supreme importance of an adequately trained and intelligent retail shoe sales staff for any store. Fitting shoes calls for the highest order of salesmanship, as it involves the questions of comfort and foot health, in which all customers are interested more than in any other article of apparel. The whole industry delegates the great power of representation, in the last analysis, to the shoe clerk.

All of the millions and millions of dollars of capital investment in the various branches of the industry, all of the financial, manufacturing, managerial and other skill, experience and capacity of the entire industry finally center in a pair of shoes, placed in the hands of a retail shoe salesman to display, fit and sell to the customer.

All of the problems of the industry as affected by public opinion are, therefore, squarely in the hands of this salesperson. The success or failure of the entire transaction from beginning to end, as represented in the final sale of a pair of shoes, is in the keeping of the retail salesperson.

Ninety million people place themselves in the hands of our salespeople every year for an aggregate of twenty thousand years. In these interviews with the public the retail salespeople have the finest opportunity to explain to the people who come to them the significance of every aspect of shoe-making and shoe service. This is indeed expert service: and the retail shoe salesman who qualifies is, in fact, a professional expert.

Mr. Evans emphasized the obligation resting upon all branches of the industry to equip the salesperson in the shoe store with the necessary information properly and adequately to represent the entire industry. He predicted that the day would come when on the question of correct fitting alone the states would everywhere require some sort of proof of fitness for this significant health function, and that all salespeople would thereafter be required to secure a license for the practice of their profession.

During his address Mr. Evans made many definite suggestions for the individual merchant for the handling of his salespeople, and urged upon each merchant the necessity incumbent upon him to pass on to his staff the information, experience and the knowledge which he himself has picked up during the years, so that the people who come to his store would be intelligently served. He also made special refer-

ence to the necessity of considering retail shoe salespeople as human beings with all of the hopes, ambitions, incentives and the failings that are common to mankind. These must be taken into account if the merchant is to get the most out of his salespeople.

"When the business of the retail shoe salesman is the business of the merchant, and the business of the merchant is the business of the retail shoe salesman, we shall have reached the most desirable status in the relationship between the employer and the employee in the shoe store."

Perhaps the most significant part of Mr. Evans' address was the advocacy of the establishment of a Shoe and Leather Institute to represent the entire industry in all of its problems affecting public relationship, the dissemination of educational material, research work, accounting and the like. Such an Institute should be established with an endowment of \$10,000,000, producing annually at least \$500,000 for its operation in behalf of all branches of the industry. The unification of effort under such co-ordinated control by the different elements of the industry would prove a splendid investment, in the opinion of the speaker, and he asked for the unification of effort toward this end.

Mr. Evans stated that the Ault-Williamson Shoe Co. had established the Educational Institute for Retail Shoe Salesmen, not as a selfish proposition, but because of the interest of this company in the education, training and inspiration of the retail salespeople of the country. The firm keeps itself entirely in the background and the material which is published through the Educational Institute is at the disposal of any retail shoe salespeople anywhere in the country. The headquarters of the Institute are at 260 Tremont street, Boston, Massachusetts, and any merchant or retail shoe salespeople who are interested may secure full information by writing to Mr. Evans at that address.

Automobile News From Detroit.

Considerable progress is being made in the motor car business at the present time. Commitments from dealers all over the country are arriving at the factories in larger numbers, and reports from the same dealers are to the effect that they are having success in liquidating their stocks of used cars. However, they say that weather conditions at most points have not been right for any great increase in buying.

Following the gain in production during the month of March, manufacturers say they foresee more improvements during the present month. They call attention to gains made in savings accounts in various banks throughout the United States.

Henry Ford and Chevrolet, the two largest producers, have announced heavy production schedules for the present month and are going ahead in a big way. This could not be done unless demand for cars was increasing. Usually increase in output by these factories is followed by increases in the higher price classes.

Steel manufacturers in the Youngstown, Pittsburgh and Cleveland dis-

tricts say that motor car makers are releasing more orders for material, which would indicate that the business is getting into its Spring stride.

The work of equipping the Austin factory near Pittsburgh is going ahead rapidly, according to officials in the general offices of the company in this city. Production of these English "baby" cars will be started in a short time. Already a large dealer organization has been built up and interest in the line is high.

There is a great deal of talk in Detroit at the present time about junking old cars. For some time manufacturers have been doing a great deal of work along this line to see if a feasible plan could be worked out. One of the large producers has had a junking plan in operation for several years and another large producer is trying out one. However, manufacturers say that junking plans, to be effective, must be worked out by each factory, as there is no general plan that will function properly for everybody.

J. M. McComb, president of the Motor and Equipment Association, announces that the organization will start in May a Nationwide "preventive

maintenance" campaign, during which "ways of getting more value out of their automobiles" will be suggested to car owners.

Henry S. Sterling of the National Automobile Chamber of Commerce will make a lecture tour of Southern republics, according to an announcement made by the Chamber recently.

Death Duties.

The late Earl of Balfour indicated in his will his opinion of the excessive death duties levied in Great Britain. In the body of the will he left his estate to his brother, who is seventy-seven years old, but in a codicil he leaves it to his nephew in order, as he says, "to save my heirs as much estate duty as possible." If his brother had inherited the property, the death duty would have been paid, and when the brother died in the course of the next four or five years the estate would have been mulched again for another payment to the government. The Earl did not, and rightly, seem to regard it as unpatriotic to change his will so as to prevent his heirs from being excessively taxed.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

1912	-----	\$ 460.29
1917	-----	7,191.96
1922	-----	85,712.11
1927	-----	151,393.18
1930	-----	241,320.66

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

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Information write to

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

VEGETABLES

We specialize in
CHOICE HOME GROWN AND SHIPPED-IN VEGETABLES

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

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201-203 Ellsworth, S. W.

Grand Rapids, Mich.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — A. J. Faunce, Harbor Springs.

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

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

Secretary — Herman Hanson, Grand Rapids.

Treasurer—J. F. Tatman, Clare.

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

Weakness of Imitators and Sundry Grocery Observations.

Voluntary chains are a new development. There are, therefore, many patterns. One just organized in Cleveland is sponsored by an old-line grocery jobber who has gone cash and carry and also conducts a wholesale produce business. It has the entirely unexciting name of Independent Food Stores—a name which may be all the more effective because of its familiar ring.

So far, so good. But now the intention is further expressed thus: "We are not going to repaint, rearrange or change the appearance of individual activity; our sign will simply be 14x20 inches in gold and black, the owner maintaining his identity."

In other respects this Cleveland plan is good, but in this it is not sound. A main source of strength of the chain is the uniformity of arrangement, stock and color scheme. Voluntary chains that have had courage to insist on similarly logical and advanced physical uniformity have been most useful to their members and successful. I expect to give some details under this head soon, taken from an inspection of the Loblaw warehouse in Toronto.

The gist of it is that uniformity makes for easy recognition by the customer. It promotes efficiency in a high degree. Retailers who balk at such advanced readjustment are not apt to make good members, and a voluntary chain which does not build primarily on selectivity in its membership is not likely to be successful.

The prime weakness of the imitator is that initiative belongs elsewhere. In the nature of things, one cannot imitate until he notes something to imitate. That means the other fellow sets the pace. It also means—cannot help meaning—that he takes up with certain practices or schemes which the leader has abandoned as useless or ineffective.

This thought comes to mind on reading of a new voluntary chain organization, the Green Front Stores, in my old home town, Madison, Wisconsin. "Green Fronts to Offer Big Saturday Bargains" heads one news item. This scheme is now being dropped as far and as rapidly as possible by chains. It was always a fool idea, as discovered by department stores and abandoned by them more than thirty years ago. In other respects the Green Front organization unquestionably will help its members materially. In this respect it takes a step directly into the past of outworn practices which will put a distinct burden on every member—a burden the more insidious because he will not perceive it.

When I wrote about grocers' read-

ing lately, I omitted the Book that every man, whatever his calling, should know intimately—the Bible. Most of us know it altogether too slightly. Yet we should be able to enjoy it more than any other literature because most of us have a certain background of church experience during our youth at least. Subconsciously, therefore, we have absorbed something of its majesty, clarity and wondrous concentration of expression.

Let any man forget that the Bible is supposed to be a "good" book—meaning a religious book—and approach it simply as literature. Let him read the historical books of the Old Testament, leaving the New Testament to come later. I don't care whether he is an educated man or not. If he will settle to the task in earnest, he will find that it is no task at all. He will also find out why one of the world's prime "uneducated" men—Abe Lincoln—read and reread the Bible. There is no more "practical" literature, to mention but one strong point of this matchless Book.

But it may be added that if a man prefers to go to the movies and waste his time in mental dissipation seeing fourteen-year-old "drama," the Bible is not apt to get read—no more than any other worthy literature.

What can the effort to stabilize wheat prices do to the merchant? What ultimate effect may it have on his business? How can any man, single handed, work to guard against disaster when such attempts are made? Before any answer can be hazarded, we must first have some idea of what we may expect to happen in the light of what already has happened in similar or comparable cases.

We "stabilized" sugar during the war. A price of 30c per pound brought sugar from regions nobody knew about. We know what happened. But no statesman then suggested that Uncle Sam step in and save grocers, wholesale and retail, from the consequences of their mistaken purchases. If they went broke, Uncle Sam should worry—"let 'em guess better next time" was about the answer of the authorities. Incidentally, that was the right answer, too.

Years ago Brazil undertook to valorize her coffee crop. All the government resources were put behind the job of withholding coffee from the world while paying the coffee producer a fair price. This went on for years, with reserves or in plain English, carry-over growing bigger each year. The enhanced price thus artificially established and held was a fine umbrella under which other producers of coffee—other lands and regions suited thereto—flourished and made huge profits. Brazil held the bag for fair.

So now, despite the resources of that vast country, she is faced with the inexorable law of supply and demand. Her finances are embarrassed. Her bonds beg for a market at a discount. And she is compelled to unload her surplus holdings on a declining market. Did the growers suffer?

(Continued on page 31)

CHICAGO—GRAND RAPIDS ROUTE

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EGGS - EGGS - EGGS

We are in the market to buy Fresh Eggs and Fresh Packing Butter and will pay full Grand Rapids Market date of arrival. Send us your orders for Egg Cases and Egg Case Material.

Wire or Phone for our quotations.

KENT STORAGE COMPANY
GRAND RAPIDS, 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 Godecke, Detroit.
 Next meeting will be held in Grand Rapids, date not decided.

That Grey Color in Frozen Meat.

The aim of everyone who freezes meat is to preserve the color and have the meat come out of freezers bright. There is nothing that more quickly identifies frozen meat than the color, and since there is a prejudice against frozen meat it is advisable to have it look as bright as possible if it is to sell well.

The fact that prejudice against strictly fresh-frozen meat has been without foundation does not alter the marketing condition. When meat is frozen under ideal conditions, the meat may come out looking just as bright and in every way as appealing as when it went in. This has always been so, especially if it has not been kept in freezers too long.

The greyness we mention is not easy to control, and simply lowering the temperature in the freezer does not guarantee satisfactory results. It is, in fact, a subject for considerable research, experimentation and practical application of best methods. But the interesting thing in this connection, as far as housewives are concerned, is that this grey meat usually brightens when defrosted and in a few minutes presents all the characteristics of strictly fresh-frozen meat. When the meat is cooked it possesses all the desirable tenderness, flavor and juiciness we expect to find in the right kind of meat, and is not different in any perceptible degree from the meat that happens to come from the freezers with the desired bright color.

We are still strongly of the opinion that housewives and others who may buy frozen meat should, first, be informed regarding what they are buying, and then have the meat delivered in a frozen condition unless they want it otherwise. In case meat is bought after defrosting this should be done just before delivery, rather than a day to a week ahead.

We try to outline the characteristics of frozen meat from time to time, for it is a current topic of discussion in trade papers.—Department of Agriculture.

New Method of Packing May Boost Lard Profit.

A development likely to prove of considerable importance to the meat industry is the introduction by Armour & Co. last month of pure leaf lard packed in sealed containers.

This is an effort on the part of the company to increase returns from this now unprofitable product by means of presenting it in a more attractive container, and the cue is taken from competing vegetable shortenings.

Vegetable shortenings are currently sold in some stores for as much as a hundred per cent. more than the price of lard—for no other reason, apparently, than that the manufacturers have devoted more attention than the meat packers to advertising and to dressing up their product. In addition

to being more attractive in itself, the new container, it is believed, may cause retailers to give the product a better break in their store displays.

The new product represents a tendency on the part of this nationally-known firm to regard lard, not as a by-product, but as a major sales commodity. Its introduction is being facilitated by advertising via the radio, store displays and Saturday sales. Test advertising in newspapers is also being conducted in seven representative towns, with a view to determining the slogan for the product which has the greatest possible sales appeal.

The product is labeled as one hundred per cent. pure open-kettle rendered leaf lard, and attention is called to the fact that it has been inspected and passed by the Department of Agriculture. The container is opened with a key.

Prices for the new product are being based not on current prices of lard sold in the old way, but on the actual cost of production. In this way, as in other ways, attention is called to the fact that lard is a valuable food product, fit to hold up its head with the best vegetable shortenings.

Dairy Town Burns Oleo in Municipal Bonfires.

Anti-oleomargarine sentiment is gaining strength, it appears, in the dairying sections of the country. Dairy farmers, who have been large consumers of oleomargarine during the past decade, are now disturbed about declining prices of butter and other dairy products and in several communities have set out to increase demand for butter by maligning butter substitutes.

Citizens of Plainfield, Wisconsin, burned the stocks of oleomargarine from the local stores recently in a big bonfire. Licenses to sell the product were also thrown into the fire.

A similar bonfire was planned, with the sanction of the mayor, in Dadena, Minnesota.

Call Sale of Meat by Grocers Illegal.

The Eastbay Meat Dealers' Association has asked for a conference with the City Council of Alameda, Cal., in regard to the selling of packaged meat by food dealers who are not licensed butchers.

Whether it comes in packages or not, according to the association, meat is meat, and its sale by those who do not hold licenses to deal in it is in violation of the law.

Meatless Diet Causes Mutiny at Prison.

The absence of meat from the noon meal was the cause of a mutiny of 750 convicts last Wednesday at the Missouri penitentiary.

The meal served consisted chiefly of meatless Irish stew. After tasting it, the convicts began banging on the tables and shouting, "Meat! Meat! Meat!"

The mutiny lasted for several days.

Giving authority to a fool is like giving dynamite to a boy.

The biggest of them once were little.

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".

Compliments of

STANDARD BRANDS INCORPORATED

VINKEMULDER COMPANY

**Grand Rapids, Michigan
 BRANCH AT PETOSKEY, MICH.**

**Distributors Fresh Fruits and Vegetables
 Cantaloupes, Peaches, "Yellow Kid" Bananas, Oranges,
 Lemons, Fresh Green Vegetables, etc.**

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

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GRAND RAPIDS PAPER BOX CO.

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

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**FRUITS AND PRODUCE
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Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

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.

Getting Business From the Back Yard Gardener.

Here is a bit of dialogue quite frequently heard in hardware stores. Enter a customer.

Customer: Well, here I am again, wasting my money like I do every spring. Gimme a few packages of seeds.

Clerk: Radishes and lettuce, I suppose?

Customer: Yep. There's really nothing in these back-yard gardeners. Cheaper to get your stuff at the store.

Clerk (grinning): You've said a mouthful, I'll tell the world.

(Exit customer with two packets of seeds. Clerk rings up 20 cents and grins again at his bon mot).

If the foregoing has been heard once in hardware stores, it's been heard a million times. The unprofitable nature of the back yard gardens is one of the tritest of newspaper jests. Yet the striking fact about the back yard garden joke, the salient fact alike for customer and hardware dealer, is that there isn't an atom of truth to it.

Right now, in the great majority of American communities, householders are beginning to think of digging and planting. The urge to get back to the soil after the shut-in months of winter is deep rooted. The man who thus, even in the limited confines of his back yard, gets back to the soil, will find in the process not merely physical but material profit. And the hardware dealer who caters intelligently to that instinctive human urge is not merely going to make more money selling seed packets and fertilizers and garden tools, but he is going to do a whole lot of good for his community.

Getting these very important facts straight is the first essential in getting the trade of the amateur gardener. For while the amateur gardener may laugh shamefacedly at his recurrent enthusiasm for the soil he secretly craves encouragement. And the hardware dealer who, instead of laughing with and at him, comes back with the blunt, serious truth, that back yard gardening is worth while and can be made to pay—that hardware dealer is going to get the business.

I recall one hardware dealer who heard the time honored jest with a perfectly straight face. Then he said, very quietly, very seriously:

"You know Jack Smale? You know how big his back yard is? Well, last year he kept track of what he raised, and he made close to \$50 in addition to getting a lot of good, healthy, outdoor exercise."

He went on to cite other examples. Proving that not merely had Jack Smale kept track of his garden truck, but this particular hardware dealer had been interested enough to keep track of the results his amateur gardeners were getting.

So never encourage the fool idea that back yard gardening is a waste of time. Rather, drive home the triple argument, that the garden is a money

saver, that it provides fresher vegetables in season, and that it gives the gardener a modicum of healthy exercise quite as good as and a great deal less expensive than golfing. Any one of these arguments is enough to justify the back yard garden.

Already many hardware stores are showing garden seeds and garden tools. It is early, of course, for gardening; but the shrewd hardware dealer always anticipates the season a little and helps to create the demand.

Bright-hued packets of garden seeds and clean new garden tools of all kinds make attractive window displays without other accessories. Yet it is always possible to add some interesting touches to a display, where the window trimmer has ideas of his own or the capacity of adapting the ideas of other people.

Nothing adds so much to a garden tool display as something actually growing; particularly if the weather outside is just a little too cold for actual gardening. Shallow boxes with corn, grass, lettuce, radishes or something of that sort just emerging from the black loam add a realistic touch to the display.

Wideawake dealers will in many cases already have their seeds germinating for this purpose. Often the seeds can be so planted as to form a series of letters, a word or even a slogan. "Good Seeds" or "Buy Now" or "Our Seeds Grow" can thus be spelled out in a long box, or a series of boxes, one to each word. For quick results, radishes are best; though corn, which takes a few days more to germinate, makes perhaps the nicest showing and the clearest lettering. Be sure to use black loam of good quality in your seed boxes, so that the little plants will germinate freely and come up evenly.

The man who buys a packet of radishes or lettuce seeds for ten cents is not a big purchaser, yet he represents big possibilities for the hardware dealer. Seed sales are in most instances small sales. Many back yard gardeners plant only a few favorite vegetables. Yet the business is one capable of great expansion, particularly where the hardware dealer himself is an enthusiastic gardener, or otherwise in a position to give the amateur worth while pointers in regard to the efficient use of his back yard.

Added items can be suggested. To the man who limits his purchase to lettuce and radishes, suggest other vegetables. Try to get him in the mood for expansion and experiment.

Point out, too, that a complete outfit of garden tools makes the work easier and produces better results. True, it costs more at the outset to equip fully; but in the long run it's a money maker to have the exact tool you want for every purpose.

Always recommend the better article, but never hesitate to show the cheaper one if the customer is a price fiend. You can feel pretty sure that the \$1 rake is better than the 50 cent article, even though the latter will give good service. The hardware clerk is apt to follow the line of least resist-

The LIFE of AN ESTATE

Many estates are quickly dissipated because they have not been properly safeguarded.

Failure to make a will, failure to appoint a trust company as executor and trustee, failure to arrange for the distribution of life insurance money under a life insurance trust—these neglects mean short-lived estates.

Safeguard your dependents by safeguarding your estate.

Let us discuss this matter with you.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting Goods and FISHING TACKLE

ance, urge the cheaper article, recommend it strongly as "just as good" as the higher priced article. Train your salespeople in regard to this point, that while the cheaper article is good value—else you wouldn't handle it—the more expensive article is more than worth the extra money.

Initial sales in the garden tools department may be small; but a lot of business can be developed by suggestion. Suggest more seeds to the purchaser of one or two packets; suggest tools to the purchaser of seeds; suggest new tools to those gardeners whose outfits are limited to hoe, rake and spade.

People who may not be interested in back yard gardening may be readily interested in the decorative values of flowers and shrubbery. Horticultural societies and "better homes" magazines have done a lot of good educational work along this line. It will pay the hardware dealer to know something of what can be done along this line, and to keep in touch with local activities. Quite often a window display can be made to fit in with a spring "drive" by the local horticultural society or with contests of various kinds staged by that organization. Beautification of home surroundings is an important phase of the spring clean up and paint up campaign.

Lawn tools will come into season a little later, and can be linked up with garden tools. Lawn mowers, lawn rakes, turf edgers, weed cutters, etc., are all in line. This business later will merge into the sale of lawn seats, lawn swings and such strictly summer items.

Thus, a series of windows could open this month with a display devoted to garden tools, back yard gardening and flowers. A little later would come a display devoted to lawn tools. Two or three weeks later you can feature swings, seats, etc. Garden hose can be linked up with all three displays; although the big demand will come in the hot weather.

Incidentally, early in the season a display might be put on to emphasize the twin ideas of variety in planting and complete equipment for gardening. The main feature of such a display is to show the widest possible selection of seed packets, bulbs, etc., and the most comprehensive possible display of garden tools.

Two other lines link with the amateur gardening department. Supplies for fruit growers, such as pruners, pruning shears, extension ladders, pruning saws, hedge shears, etc., may justify a display; or they can be shown in conjunction with the lawn or garden tool display.

Then, poultry supplies deserve a window display. Poultry netting, grit, oyster shell, poultry foods, etc., will appeal to the many small poultry raisers in every community. In putting together such a display, it is often very effective to show a mother hen and a flock of newly-hatched chicks in your window. Somehow, this display always draws a crowd. But it should be tied up with a showing of poultry accessories. See, too, that your chicks are healthy. Quite often the other ac-

cessories can be shown with an incubator as the outstanding feature.

For a lawn tools' display you can secure realistic effect by carpeting your window with freshly cut turf. In fact, turf makes a good carpet for a seed packet and garden tools display.

Some merchants make a practice of offering prizes every year for the best vegetables or most attractive flowers grown from seeds bought from them. Such prizes may be offered to school children, or to all amateurs. The winning entries can be shown in the window later in the year when the contest is concluded. It is not necessary to offer big prizes; a contest for small prizes will arouse a lot of interest, particularly if it is made an annual feature.

Coincidentally with your window displays, newspaper space should be used to call attention to the lines featured. In this way the one advertising medium works in harmony with the other. You get the benefit of the double pull.

Victor Lauriston.

Good Grocery Advertising.

A local firm took space in its advertising of fresh fruits to insert a few lines that appealed greatly to the housewives who were to do the buying. Fine quinces were to be sold in small or large lots and beneath the announcement, in clear type, was a recipe for "Quince Honey."

Since not many women these days are familiar with the use of this fruit and the recipe was simple, it was a most acceptable bit of information. Result: Quinces gone in twenty-four hours.

Leather a New Trimming.

Patent leather is a fairly recent note in handbags. Now come new hats which gain undeniable chic through discreet use of this shiny material. And not only patent but dull leathers are employed to trim a number of new hats. One is of natural bako with inserts of brown patent leather. This happens to be an off-the-face model; if you like that effect but prefer it in a less emphatic version, there is a black bako, banded in grosgrain, with a brim that starts off the forehead and then decides to curve out.

Notions Trade Shows Gain.

Business in practically all lines of notions show a notable gain for the first quarter as compared with the corresponding period last year. Notion departments in retail stores throughout the country have been active during the last three months and buyers have been ordering freely from manufacturers. The gain in sales of materials for art needlework has been especially noteworthy, it is claimed. Activity in this division, practically dormant for five years has been reviving steadily since last Summer.

Gowns With Trousers.

Trousers are a part of Louise-boulanger's highly feminine "studio gowns," which range from one with long, flared kimono coat and trousers of stiff silk and a lacy chemise, for morning, to complicated creations of flowered chiffon coats with wide

sleeves and flowing tulle or chiffon panels, and loose trousers barely visible beneath. These are to serve for dinner and informal evening receptions in the modern studio apartment, where a too-conventional evening gown would seem out of place.

Imitating His Father.

The little boy entered the barber shop.

"And how do you want your hair cut, my little man?" inquired the barber.

"Like dad's," replied the child, "with a hole in the top."



Capital and Surplus \$750,000.00
One of two national banks in
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Member of the Federal Reserve
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President, Gen. John H. Schouten
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Assistant Cashier, Fred H. Travis

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Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
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Warm in Winter—Cool in Summer

Brick is Everlasting

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Saginaw.

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Look for the Red Heart
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ELECTRIC REFRIGERATING SYSTEMS
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SIDE LINE MEN WANTED

SALES BOOKS MANIFOLD COUPON
ORDER Autographic Registers and Forms
THE WIRTH SALES BOOK CO.
4446-52 N. Knox Ave., Chicago

NEW ERA LIFE ASSOCIATION

Grand Rapids.
SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

I. Van Westenbrugge
Grand Rapids - Muskegon
(SERVICE DISTRIBUTOR)

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Los Angeles, April 11—Dr. Fishbein does not seem to take a great deal of stock in some of the alleged "health foods" with which the markets are being flooded. He thinks that the individual should arrive at some sort of an understanding as to just what his system requires and then go to it, eating sparingly but more frequently, if necessary. There are a lot of mistaken notions about brain food. Actually there is no one food that has more value for the brain than any other. The brain gets its nourishment from the blood and anything that enriches the blood—all good foods do this—stimulates the brain. Some people think that fish is a brain food and that a lot of mackerel in the diet will convert a moron into an Einstein, but any good digestible food will supply the necessary requirements for health and intellectuality.

Regular meetings of the Flint Hotel Association have been revived after a lapse since last October. Harry R. Price, former manager of Hotel Durant, but now operator of the Capitol and Robert Douglas Hotels, tendered his resignation as president, but action on same was deferred in the hope that he might be induced to continue his activities in that position. Except on special occasions all meetings hereafter will be held at Hotel Durant.

Some associations are discussing the question as to whether hotels are vital to communities. They most certainly are, but it does not necessarily follow that communities are necessary to hotels. If it did, there would be fewer hotels. Proper appreciation for home hotels is one thing the communities lack when it comes to enlarging on loyalty and patriotism.

I hope my Michigan hotel readers will not forget the day and date for the hotel course at the Michigan State College—April 23 to 26. It will be well worth while and a successful meeting this year will be an assurance of its being made an annual affair hereafter.

Certain hotels throughout the country are discussing the question of entertainment for traveling men of a Sunday. It is well worth careful consideration and prompt action. From time immemorial it has been the custom of many of the smaller hotels to prepare special dinners for the man who is away from home, but food is not everything. The best sort of a business getter is a program which contemplates the entertainment of the "boys away from home" on a legitimate scale, which will help them fill in the time and not be performed on the basis of commercialism.

Operators of drug store and soda fountain lunches naturally do not care to have their stools taken up by patrons who propose to indulge in social amenities, hence in arranging their list of food offerings they confine their foods to such as may be absorbed quickly. Which is the reason why soups are seldom offered during rush hours, as it takes the average person fifteen minutes to consume a portion of this semi-beverage, which is twice as long as the average luncheon should be permitted to devote to one item to assure a satisfactory and profitable turnover. This is one of the reasons why the use of plenty of cream is encouraged with the serving of coffee, so that the time of his departure may be speeded and the "roost" yielded to someone else.

Roscoe Tompkins, well known

among Michigan landlords as having at one time been resident manager of the Book-Cadillac, Detroit, has been selected as manager of a new \$5,000,000 hotel at Atlantic City, N. J., now under construction.

On Saturday, April 19, George L. Crocker, general manager of Hotel Olds, Lansing, will entertain the Greeters of Michigan, at a convention to be held there. Last week they were entertained by Chas. M. Luce at his Grand Rapids hostelry, the New Meritens.

It is reported that J. E. Alexander, who was for several years manager of the Hotel Pantlind cafeteria, will engage in the restaurant business in Chicago.

Hotel operators in Lake county held their annual meeting at the Browning Hotel, Grand Rapids, recently. Plans for many improvements in their district were formulated. Officers elected were: George Downs, president; William Hoffs, vice-president and Alice Blake, secretary.

Now that the bus operators and many of the hotels have arranged a basis for co-operation, whereby the traveler may ride comfortably during the day with the positive assurance that a comfortable room will be reserved for him at some wayside hotel at night, a lot of people are "seeing America" in a very practical and economical fashion. One can now purchase transportation from Los Angeles to the East, and have hotel reservations, at moderate rates, reserved for him at almost any important bus stop. This also contemplates a seat reservation also in the conveyance on the following day. Also, in addition for meal facilities, a new idea of lunch baskets has been adopted by two or three of the lines. By the arrangement of over-night control, the traveler is absolutely assured that he will get the low down on all the highup scenery en route.

During the war upon the Mediterranean fruit fly in Florida, one Dr. Newell, plant commissioner in that state, under direction of the Federal authorities, was so effective in his activities, that he actually eradicated the pest at an expenditure very much lower than the estimates made primarily for this work. He was assisted in this work by national guards acting as inspectors of baggage and freight passing through that state. This worthy official had every reason for believing, when the work was completed, that it was one of those occasions for "well done, good and faithful servant," congratulations. Did he get them? Hardly! A Congressional committee, investigating the expenditure of funds under Dr. Newell's direction, has discovered to its horror that he expended no part of these funds, no time of his own, or the national guards, in concurrent enforcement of the 18th amendment in the quarantined districts. The Doctor has informed the committee quite bluntly that he and his men did not "touch" liquor they found in baggage they were inspecting for fruit-fly infestation. He gave the committeemen to understand he didn't give a hoot about liquor passing through his lines; he was out for the fruit fly and nothing else, all of which created soreness. The committee's indignation reflects the sanctimonious political theory that prohibition enforcement is paramount to any specialized duties devolving upon officials or employees of the Federal Government. According to such a theory, a postman who smells a still in the next block, is a traitor to his country's uniform if he does not deputize himself to destroy it. Accordingly, also, an officeholder who is not an ardent pro-

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality" GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop



Warm Friend Tavern

Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable.

Free private parking space.

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The LaVerne Hotel

Moderately priced.

Rates \$1.50 up.

GEO. A. SOUTHERTON, Prop.
BATTLE CREEK, MICHIGAN

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

Hotel Hermitage

European

Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

Halloran Detective Agency

High Grade Detective Work

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HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEAD-

ING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and

up; European Plan, \$1.50 and up.

Open the year around.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the
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GEORGE L. CROCKER,
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Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CHARLES RENNER HOTELS

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb

—Location Admirable.

W. O. HOLDEN, Mgr.

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

hibitionist is practically biting the hand that signs his pay check. This poise of indignation is vote-catching political bunk. Dr. Newell is a reminder that they also serve who only attend to their own business.

The individual who invented sleep ought, as some folks believe, to share his honors with the long-headed individual who is responsible for week-end dissipation. Out here in California where every Saturday means the inauguration of an orgy extending into the following Monday—the year round—it is even just as popular as it is in Michigan where the sun's status controls the situation. The hotel man in the mountain districts or at the seaside waxes fat over the innovation. But while it was started as a rest and recreation period the sensational news dispenser now looks upon it as a source of harvest. Home is turned over to the family cat and canary and the folks motor off to the mountains or the sea. If anyone stays at home, it is because he has water on the carburetor or his pocket-book or tires are punctured. The week-end has its blessings. It is a time when ultraviolet rays are absorbed freely and at no expense per minute, and new life and hope are imbibed. Restoration comes with touching God's earth. Nerves are unstrung and problems are left among the cobwebs for flies and mice to solve. But it is also a time when the churches chafe under the thoughtlessness of their adherents, and it may be that our national life is feeling the loss of devotion as manifest as increasing irreverence. The act of stepping on the gas may bring much joy, but it is not without its accompaniment of peril. But commercialism cannot be avoided and after all, if rightly observed the week end may also become a blessing to humanity.

In conventions we were always discussing the problem as to what really constituted a hotel, but nowadays after one has visited one of the Hollywood night clubs, he is inclined to ask for the definition of the word restaurant. Recently permission was given some supposed caterers to re-open one of these institutions which had been padlocked for infraction of the Volstead statute. The advertising announced that it would swarm with beautiful coryphees and lively music, but these were to be only incidental to the operation of a real, sure enough restaurant. Unfortunately one of our municipal judges, whose ambition did not rise above corned-beef and cabbage, dropped in and asked for a portion of that life-saver, but the waiters hadn't heard of any food preparation and the judge was doomed to disappointment. In fact he felt suspicious that "spiritual" offerings were contemplated, so he broke his fast by ordering a few more padlocks. The idea of this judge was that a restaurant must have some food—maybe not all of the time, but some of it. That a bill of fare must include something more than the moaning of a saxophone or the popping of corks.

F. J. Gignac, recently named manager of the Otsego Hotel, Jackson, is making a number of improvements at that institution, including the installation of new tile baths with showers in the older part of the building. The Indian grill, which was opened last year, has proved highly successful and has a large daily patronage. As I have heretofore mentioned, Mr. Gignac was formerly connected with Hotel Olds, Lansing.

George Lindholm, formerly associate manager of the Book-Cadillac, Detroit, is now manager of Hotel Westward Ho, Phoenix, Arizona.

A lot of hotel operators who know

all about the minutiae of the hotel trade, are all at sea when it comes to advertising their attractions. Every day I pick up some publication which shows evidence of the fact that the individual who foots the bills is profligate in his expenditures in that line. I certainly would not give publicity to my wares by advertising in the War Cry, that I was running a corvansary, but would get down to brass tacks and find out the class of publications which were read in hotel lobbies or on the trains. Class publications have their uses, to be sure, but promoting your hotel among hotel men only is hardly the way to reach the income producers.

Detroit caterers do not like the idea of the city authorities permitting portable lunch rooms, known as dining cars, to operate on the streets of that city. But it is only carrying the drug store lunch counter a little bit further. I don't see how it can be stopped. As in every other line, the movement has gained ground without anyone paying any attention to it, until now it is a real menace. Frank S. Verbeck.

Lansing, April 15—Controlling interest in the Hotel Olds, Lansing, has been sold to Bruce E. Anderson, vice-president of the Capital National Bank of Lansing and an officer of the hotel operating company, by the receiver for the Continental Leland Corporation. The bid submitted was \$50,000. If the bid is confirmed by Federal Court, it means that the Lansing hostelry, which has been a part of the Continental Leland Hotel Corporation chain, will be owned almost entirely by Lansing interests.

Detroit, April 15—Lease of the Griswold Hotel to James Constant, proprietor of the Sea Food Grotto, in the building, is announced. The lease, running five years, involves approximately \$500,000. The hotel, at Griswold street and Grand River avenue, was opened a half century ago, when it was known as the Goodman house. "Workmen will begin remodeling and refurbishing the hotel at once," Constant said. "Pending this, the guest rooms will be closed." The hotel will officially re-open under the new management on May 10.

When On Your Way, See Onaway.

Onaway, April 15—In spite of the stormy weather on election day a heavy vote was cast, owing to the contention for the office of city commissioner, three year term, between Edward McClutche, former mayor, and Orville S. Bills, a new candidate. Mr. Bills was elected by a good majority and is publishing a card of thanks to the voters who gave him their support. Fred Weingert becomes mayor and the filing of oath of office is now the order of the day.

Last Saturday was a beautiful spring day and State street presented a busy scene. Teams, wagons, autos and trucks kept the traffic in constant motion and the merchants did a nice business.

In addition to this, the attraction at the opera house probably accounted for the additional crowds occasioned by the Chamber of Commerce free entertainment, consisting of moving pictures and lectures along agricultural and dairy lines under the supervision of M. G. Koepsell and L. B. Karr; this being the second week since starting, the show to run each Saturday during the summer season. It is proving quite a success and highly appreciated by the farmers.

The Onaway Outlook is publishing a letter written by C. J. Dost, of Muskegon Heights, in which he says, "I came to Onaway thirty-seven years ago and located in Forest township, five miles from Onaway. I wish to say, praise be to the few stalwart

ambitious men and women who are standing by and putting the old town back on its feet and aiding by calling attention of State and Nation to one of the finest summer home spots in Michigan." And he says a lot more with it, a whole column devoted to praising all the advantages that Onaway offers in the way of agriculture, fruit growing and especially the resorts and recreation, together with its pure water and fine atmosphere. He ends his letter by saying, "I still have a farm in your vicinity where I shall spend my summers and shall set five acres of cherries and small fruits and do all I can to get others to do the same, so we can have a canning factory to take care of the fruits and vegetables we can raise in abundance."

Since writing the above Mr. Post has visited Onaway and disposed of his farm to Roy V. Lyon, who will develop and continue the work outlined by Mr. Post, adding to his already large acreage of rich producing land and dairy products.

Mr. Post returns to Muskegon Heights, where he is engaged in the grocery business.

John G. Krauth, of Millersburg, has just returned from a month's stay in Detroit, during which time he completed the sale of his Ocqueoc Falls property. This embraces a large tract of land through which flows the beautiful Ocqueoc river with its many water falls, ledges, rapids and high banks. The property was purchased by Detroit capitalists who intend to improve and beautify and establish a sporting club. Elaborate folders and advertising matter is now being prepared.

The Publicity Committee has turned in its map plans to the Chamber of Commerce which contain all the advertising matter, legends and references to the work and same has been passed on to the publisher who promises to have the maps completed in plenty of time for the resort trade.

At the last meeting of the Community Council preparations were made for the annual clean-up day and assistance offered to the City Commission on general activities.

President Karr appointed his committees for the Annual Road Bee day and preparations are under way to make South Lynn street equal to the other streets graded and graveled during previous years.

Donald Macdonald, of Syracuse, N. Y., writes his autograph in our tourist register this week and says, "I read the Onaway items in the Tradesman in my home city."

Grant Chaney, of Martin, has purchased the drug store building of J. R. Snody and will occupy same about May 1. Mr. Chaney has conducted a furniture and undertaking business for the past sixteen years and is remodeling and decorating the Snody building preparatory to continuing his business and making Onaway his future home. Squire Signal.

Perfectly Good Man To Sidetrack.

Ithaca, April 14—I want to take just a few minutes time to write you and let you know that I certainly enjoyed your call and the visit we had on your recent visit to Ithaca. Was sorry that this visit could not have been a longer one.

We certainly enjoy the Tradesman and everyone connected with our place of business looks forward to its arrival each week with as much interest as can be imagined.

You are certainly accomplishing a great work for the independent merchants of this country and I trust they will all realize this and do everything in their power to assist you in your efforts.

I recently had an experience with a man claiming to be from Flint which might be of interest to you and readers of the Tradesman and it may be

possible will be the means of keeping this fellow from working his hard luck story on other merchants of the country.

Feb. 14 this man came into my store claiming to be selling a furniture and automobile polish called, "See Yourself Polish." He has called on me four or five times in the last few years and I have bought some polish of him.

This year, however, I did not need any polish and I explained to him that I had plenty of polish on hand and did not care to place an order at this time. He seemed anxious that I place an order and when I told him there would be no chance at this time for me to use more of his merchandise, he stated that the reason he was so anxious to sell me was that he had had trouble with his car and had a lot of unexpected expense on his trip and that he was out of money and would be unable to get back to Flint unless he could get some money.

He said he had no checks with him and he did not care to change another check over and write it on the bank with which he was doing business on account of mixing up his book-keeping system. He finally got around to ask me to loan him seven or eight dollars for a few days or until he got back home. I loaned him \$5 and when he left he said he would send me the five dollars and enough more to pay for the use of it the following Monday. This was on Friday that he was at my place. I told him to return the five and that would be all that I would expect.

He gave me his address as See Yourself Polish Co., 2321 Humbolt avenue, Flint, Mich.

Evidently he has not arrived at Flint yet as I have not received the \$5, and while I have written him three letters at this address, none of which have been returned to me, I rather think he may possibly be in the habit of doing this kind of business.

My experience may be of benefit to someone else and if you care to warn your readers of this fellow I would be glad to have you do so.

I have always tried to be pretty careful about passing out good money to strangers, but I felt that, on account of this man having called on me several times before, possibly he had had bad luck and needed a little help.

His check story didn't sound good to me, but I took a chance anyway and guess I have paid for the chance.

Any time you happen to be in this locality would be very pleased to have you drop in for a little chat.

A. A. Sprague.

THE CHAINS' CREED.

We believe in our God, the Dollar Almighty, provider of heaven on earth for the happy-lucky who belong to our gang, the big Lords, who have conceived the idea of thus merging the rest of the world who suffered under our chain system, injustice, fraud and starvation. We are digging a hell, every day we dig again, and fill it with the dead hopes of honest citizens and upright men and such rebellion as going on now, we never suspected from the living or the dead.

We believe in this present hell, the hole we have prepared for the mass of common people, and now, if they take our hold away from us, the slide is everlasting.

The world gives its admiration not to those who do what nobody else attempts, but to those who do best what others do well.—Lord Macaulay.

DRUGS

Michigan Board of Pharmacy.

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

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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.

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Inside Looking Out—Outside Looking In.

The "poor down-trodden" druggist has a time of it stemming the steady tide of salesmen coming day after day, week after week, in an attempt to put something more on the drug store shelves, and, theoretically, in the drug store cash register. By this time the druggist's sales resistance should be pretty high and his ability to say "No" should be great. Through constant necessity and casual reading the druggist has cooked up in his own mind a great number of reasons, to fire at these salesmen, as to why certain products don't, won't and can't sell at a profit due to slow turnover, high rents and other hypothetical causes.

Up to a year or so ago I was on the inside of a store looking out, and even helped hatch these theoretical reasons for saying "No." Then I had a change of position and have recently taken part in three surveys of widely varied scope, but all for the purpose of standing outside looking in, in a friendly, constructive way.

What revelations came to me. What new things I learned, as I played my new role. It was not long before I began to wonder how and why some of the stores I visited were open at all.

The first survey was one which was being conducted in a number of cities throughout the country in order to gain some knowledge of the amount of money the average person spent while ill. Although some of the questions were seemingly personal, the thing as a whole was very impersonal, as the pharmacist could answer the questions at leisure and mail them, anonymously, to headquarters on printed questionnaires. The agents, though, were instructed to explain each question thoroughly and get the answers first hand, if possible. Among other things, the druggist was asked his total gross sales for the preceding year, and then asked to divide this amount into soda, tobacco, medicine and prescription receipts.

In all sincerity, a number of men told me that they had no idea how much they had taken in the year before. One, in particular, said that he knew that he was running at a loss and had stopped keeping any accounts so as not to become discouraged. The store itself already looked discouraged, and whether or not this particular owner had outside interests to keep his bankroll up, he is still doing business at the old stand. Another said he didn't keep any records because the store took care of itself. It was, evi-

dently, a paying proposition and Lady Luck was probably the book-keeper. Still another could not tell, when asked, how many prescriptions he had filled. A great many kept no record at all of renewals. Liquor prescriptions were the only ones that could be accurately accounted for, and that, in all probability, because the Government keeps tab on them. That these men answered truthfully I have no doubt. How they filled out their income tax forms is a mystery to me.

Those who were good enough to answer the questions set before them gave, for the most part, only approximate figures. Only two or three would take the trouble to refer to any books or ledgers for the correct statements, and, strange to say, those who took this time were men with large stores who could least afford the time and trouble.

When I entered one little one-man store, devoid of customers at the time, a buzzer rang and a worried, harassed-looking individual came out from the prescription department wiping a bottle. When I explained my mission he replied, in a curt voice, "Haven't the time to answer such fool questions. Haven't the time." So I left a blank and said that I would return in two or three days with the hope of having had it filled out during his leisure moments. When I did return the same buzzer rang and the same man came forth wiping what seemed to me to be the same bottle. "No, haven't had time, haven't had time." And so, one prescription seemed to make this man rushed to death.

Not far from this place was another store employing at least six persons, and the owner was so good as to spend fifteen or twenty minutes talking over the proposition and promising to send the blank, filled in, to headquarters the next day.

Another question on this sheet was that of gross profit on such items as patent medicines, sick room supplies and the like. It was surprising to see how many men had to stop, think, and do extensive figuring in order to give any answer.

So it continued, and from this particular survey I learned of the complete lack of system, book-keeping and other purely mechanical features of account-keeping in some stores that are so essential to the welfare of any prosperous pharmacy.

The next survey was a very impersonal store-to-store canvass conducted by an advertising agency to determine the best seller of a certain men's commodity, and whether follow-up tactics were used. I had no trouble in getting answers to this one, but the answers given were rather hazy and general in character. "I imagine this one sells best, and I guess that one is the next best seller." It was also found that the large chain stores were seemingly the only ones to use follow-up methods or associated-sales talks, as the corner-store man felt that he was annoying his customer by trying to impose upon him an unasked for article of merchandise. It also came to light that the smaller store was usually two to three weeks later than the

chain store in getting the benefit of any deals on the market, and therefore the large store had the advantage in offering bargains to the public. This so discouraged and disgusted the neighborhood man that he made no effort at all to move this line of merchandise from his shelves. Which attitude was perfectly justified by facts, but was detrimental to the druggist, the product and the neighborhood. Manufacturers, please note.

The third survey was entirely different from either of the first two. Previous to the time of my association with this endeavor total sales figures of certain proprietary lines for a stated period of time had been procured from a number of stores. It was my task to compile from them the turnover, the average amount of money invested in each line, the gross and net profits of each, and many other figures bearing on the value of these items as profit makers for the druggist. The method of obtaining these significant figures, I must mention, had been worked out for me, making my assignment a simple application of set formulas to the facts taken from the druggists' records.

Everything went very smoothly during the early stages of this work, but when it came to figuring out the net profits on some of the lines, I was amazed. After the cost of the goods, salaries, wages, overhead and carrying charges had been subtracted from the income from these same goods, there was no profit. In fact, there was a deficit. Wondering whether or not I had made a mistake in my figures or

had applied the wrong formula, I checked up on my work, found it correct, and then rushed to the man in charge of the research. My apprehensions as to the correctness of the work were calmed when he told me that such deficits were common, but my apprehensions for the druggist were aroused. I had never before taken into consideration all the factors that really influence profit and loss, and I wondered how many retail pharmacists were sustaining losses without knowledge.

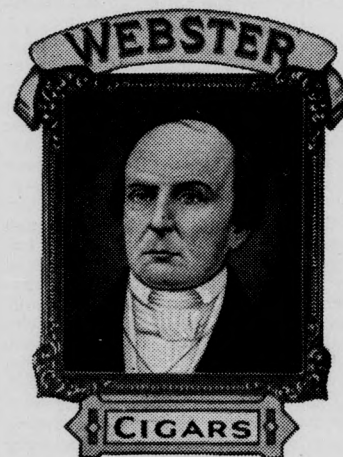
Here, in these three surveys, were characteristic questions about the business side of pharmacy that were being asked of the pharmacist by people interested in the pharmacist's welfare, for in his welfare rested their own. On his prosperity rested their prosperity.

Questions unthought of before but, when placed before the druggist, enough to make him think along those lines for his own satisfaction, even if not enough in sympathy with the questioners to give them the answers.

How many druggists know just what are profit and loss, turnover, gross and net profit and all those other more or less vague terms of the men of accounts? How many know how much a customer spends with him during a year? How many are conscious of the best sellers of any given line of merchandise or which are the increasing and decreasing brands?

I didn't, before these things came, more or less forcefully, to my attention, but I'm glad they did, for they showed me very definitely just where and how a drug store can be made to

**TWO FAMOUS
BRANDS, KNOWN FOR
QUALITY WHEREVER
MEN BUY CIGARS**



**THESE LEADING
QUALITY CIGARS
ARE GOOD CIGARS
TO TIE TO**

**Distributed Throughout
Michigan by
Lee & Cady**



weather the storm financially and come through safe and sound with some to spare.

John E. Kramer, Ph. G.

Items From the Cloverland of Michigan.

Sault Ste. Marie, April 15—The Soo colonists at Florida are beginning to return here. They report having spent a most delightful winter, but all are anxious to get back North again, where summer is summer and business is business. We must make hay while the sun shines. Great preparation has been made to get the tourists and it looks as if we are going to have an exceptionally good season. Our Canadian friends are also co-operating in the advertising campaign, as Canada has much to offer the tourists after leaving the American Soo.

C. E. Urbahns, general manager of the D., S. S. & A. Railway Co., has appointed Adam Soblinsky city express agent at St. Ignace to succeed Charles Therrian, who has been express agent, as well as a local merchant, for several years. Mr. Therrian has accepted a position as traveling salesman for the Dan Carroll Fruit Co., of Bay City.

The State ferry at Mackinaw City started on her first trip April 10 for the season, leaving Mackinaw City at 6 a. m. for St. Ignace every three hours. The last trip from St. Ignace is at 6 p. m. until the summer schedule begins.

The many friends of George Gough, master buttermaker at the Soo Creamery, were pleased to hear that George was one of the five prize winners picked by the State Dairy Department, Michigan State College and the Department of Agriculture at the February banquet of the Michigan Allied Dairies convention at Saginaw.

Every merchant here has been asked to close his store on Good Friday from 12 to 3 o'clock p. m. This meets the approval of the merchants, as the same has been done by the Canadian merchants for many years.

A lot of people are not satisfied with a handshake from opportunity. What they really need is a kick.

James Montero, one of our progressive South Side grocers, has installed

a modern electric refrigerator, which puts the finishing touches to his meat store. Mr. Montero has only been in business a few years for himself, but has built up a nice trade by giving his personal attention to business and carrying a complete line of staple items for the immediate neighborhood.

One of the oldest business firms in Iron Mountain went out of existence last week when William Carbis, proprietor of the grocery and meat market which he has conducted for the past thirty years, turned over his interests to Everett York, formerly of the Soo and recently employed by the Iron Mountain branch of the Gannon Grocery Co.

The Bank of Pickford has let a contract for a new bank building which is to be built next to the Lipsitt Hardware Co. The building to be one story, constructed of brick and tile, 56 feet long and 28 feet wide, containing a large banking room 28 feet square, a fire proof vault 12 by 5 feet and an office for the president. Pickford is one of the liveliest villages in Chippewa county and the Pickford bank has done a prosperous business since its organization.

Every right action and true thought sets the seal of its beauty on person and face.

The Alpha of Sweets has been recently redecorated by the Lawrence Art Studios. The interior walls have been finished in a four-tone color combination, blending into a cream predominating tone. The decorations are of two-tone plaster, of the same type as was used in decorating the interior of the new Soo theater.

Mr. and Mrs. Lawrence Troyer left last week for California, where they expect to reside. Mr. Troyer for the past few years has been connected with the W. H. O'Neil Hardware Co. Their destination is Albuquerque, but have not as yet decided where they will locate or just what line of business they will take up. They leave behind a large circle of friends who wish them every success in their own field.

The country's prohibition argument, while all wet on one side and extremely dry on the other, is still more or less interesting. William G. Tapert.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Belladonna	
Boric (Powd.)	10 @ 20	Cubeb	1 35@1 50	Benzoic	@1 44
Boric (Xtal)	10 @ 20	Eligron	5 00@5 25	Benzoic Comp'd	@2 23
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Buchu	@2 16
Cutric	52 @ 66	Hemlock, pure	1 25@1 50	Cantharides	@2 52
Muriatic	3 1/2 @ 8	Juniper Berries	2 00@2 25	Capsicum	@2 23
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Catechu	@1 44
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cinchona	@2 16
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Colchicum	@1 80
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Cubeb	@2 76
Ammonia		Lavender Gar'n	1 25@1 50	Digitalis	@2 04
Water, 26 deg.	07 @ 18	Lemon	6 00@6 25	Gentian	@1 35
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@1 16	Gualac	@2 23
Water, 14 deg.	5 1/2 @ 12	Linseed, boiled, bbl.	@1 19	Gualac, Ammon.	@2 04
Carbonate	20 @ 25	Linseed, bld, less	1 26@1 39	Iodine	@1 25
Chloride (Gran.)	08 @ 13	Linseed, raw, less	1 23@1 36	Iodine, Colorless	@1 50
Balsams		Mustard, arifil. oz.	@ 35	Iron, Clo	@1 56
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Kino	@1 44
Fir (Canada)	2 75@3 00	Olive, pure	4 00@5 00	Myrrh	@2 52
Fir (Oregon)	65@1 00	Olive, Malaga,		Nux Vomica	@1 80
Peru	3 25@3 50	yellow	3 00@3 50	Opium	@5 40
Tolu	2 00@2 25	green	2 85@3 25	Opium, Camp.	@1 44
Barks		Orange, Sweet	6 00@6 25	Opium, Deodor'd	@5 40
Cassia (ordinary)	25 @ 30	Origanum, pure	@2 50	Rhubarb	@1 92
Cassia (Saigon)	50 @ 60	Origanum, com'l	1 00@1 20	Paints	
Sassafras (pw. 60c)	@ 50	Pennyroyal	3 00@3 25	Lead, red dry	14 1/2 @ 14 1/2
Soap Cut (powd.)		Peppermint	5 50@5 70	Lead, white dry	14 1/2 @ 14 1/2
35c	20 @ 30	Rose, pure	13 50@14 00	Lead, white oil	14 1/2 @ 14 1/2
Berries		Rosemary Flows	1 25@1 50	Ochre, yellow bbl.	@2 1/2
Cubeb	@ 90	Sandelwood, E.		Ochre, yellow less	3 @ 6
Fish	@ 25	I	12 50@12 75	Red Venet'n Am.	3 1/2 @ 7
Juniper	10 @ 20	Sassafras, true	2 00@2 25	Red Venet'n Eng.	@4 8
Prickly Ash	@ 75	Sassafras, art'l	75 @ 100	Putty	@ 5 @ 8
Extracts		Spearmint	7 00@7 25	Whiting, bbl.	@ 4 1/2
Licorice	60 @ 65	Sperm	1 50@1 75	Whiting	5 1/2 @ 10 1/2
Licorice, powd.	60 @ 70	Tany	7 00@7 25	L. H. P. Prep.	2 80@3 00
Flowers		Tar USP	65 @ 75	Rogers Prep.	2 80@3 00
Arnica	1 50@1 60	Turpentine, bbl.	@ 65	Miscellaneous	
Chamomile Ged.	30 @ 40	Turpentine, less	72 @ 85	Acetanalid	57 @ 75
Chamomile Rom.	@1 25	Wintergreen,		Alum	06 @ 17
Gums		leaf	6 00@6 25	Alum, powd and	
Acacia, 1st	50 @ 55	Wintergreen, sweet	3 00@3 25	ground	09 @ 16
Acacia, 2nd	45 @ 50	birch	3 00@3 25	Bismuth, Subn-	
Acacia, Sorts	35 @ 40	Wintergreen, art	75 @ 100	trate	2 25@2 52
Acacia, Powdered	40 @ 45	Worm Seed	4 50@4 75	Borax xtal or	
Aloes (Barb Pow)	35 @ 40	Wormwood, oz.	@2 00	powdered	05 @ 14
Aloes (Cape Pow)	25 @ 35	Potassium		Cantharides, po.	1 25@1 50
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Calome	2 12@2 32
Asafoetida	50 @ 60	Bichromate	15 @ 25	Capsicum, pow'd	62 @ 75
Pow.	90 @ 100	Bromide	59 @ 85	Carmine	8 00@9 00
Camphor	87 @ 95	Chlorate, gran'd.	21 @ 23	Cassia Buds	35 @ 45
Gualac	@ 60	Chlorate, powd.	16 @ 23	Cloves	40 @ 56
Gualac, pow'd	@ 70	or Xtal	17 @ 24	Jaik Prepared	14 @ 16
Kino	@1 25	Cyanide	30 @ 90	Chloroform	49 @ 56
Kino, powdered	@1 20	Iodide	4 06@4 28	Choral Hydrate	1 20@1 50
Myrrh	@1 15	Pernanganate	22 1/2 @ 35	Cocaine	12 85@13 50
Myrrh, powdered	@1 25	Prussiate, yellow	35 @ 45	Coccol Butter	60 @ 90
Opium, powd.	21 00@21 50	Prussiate, red	@ 70	Cork, list, less	30-10 to
Opium, gran.	21 00@21 50	Sulphate	35 @ 40	40-10 to	
Shellac	50 @ 65	Roots		Copperas	03 @ 10
Shellac, White	55 @ 70	Alkanet	30 @ 35	Copperas, Powd.	4 @ 10
Tragacanth, pow.	@1 75	Blood, powdered	40 @ 45	Corrosive Sublim	2 25@2 30
Tragacanth	2 00@2 35	Calamus	35 @ 45	Cream Tartar	8 @ 45
Turpentine	@ 30	Elecampane, powd.	25 @ 30	Cuttie bone	40 @ 50
Insecticides		Gentian, powd.	20 @ 30	Jextrine	6 @ 15
Arsenic	08 @ 20	Ginger, African,		Jover's Powder	4 00@4 50
Blue Vitriol, bbl.	@ 08	powdered	30 @ 35	Emery, All Nos.	19 @ 15
Blue Vitriol, less	09 1/4 @ 17	Ginger, Jamaica,	60 @ 65	Emery, Powdered	@ 15
Bordea. Mix Dry	12 1/2 @ 23	powdered	45 @ 60	Epsom Salts, bbls.	03 1/2 @ 10
Helioth, White		Ginger, Jamaica,	60 @ 65	Epsom Salts, less	3 1/2 @ 10
powdered	15 @ 25	powdered	45 @ 60	Ergot, powdered	@4 00
Insect Powder	47 1/4 @ 60	Goldenseal, pow.	6 00@6 50	Flake, White	15 @ 20
Lead Arsenate, Po.	13 1/2 @ 27	Ipecac, powd.	5 50@6 00	Formaldehyde, lb.	12 @ 35
Lime and Sulphur		Licorice, powd.	35 @ 40	Gelatine	80 @ 90
Dry	09 @ 23	Orris, powdered	45 @ 50	Glassware, less 55%	
Paris Green	26 1/2 @ 46 1/2	Poke, powdered	35 @ 40	Glassware, full case 60%	
Leaves		Rhubarb, powd.	@1 00	Glauber Salts, bbl.	@03 1/2
Buchu	@ 90	Rosinwood, powd.	@ 50	Glauber Salts less	04 @ 10
Buchu, powered	@1 00	Sarsaparilla, Hond.	@ 10	Glue, Brown	20 @ 30
Sage, Bulk	25 @ 30	ground	@1 50	Glue, Brown Grd	16 @ 22
Sage, 1/4 loose	@ 40	Sarsaparilla, Mexic.	@ 60	Glue, White	27 1/2 @ 35
Sage, powdered	@ 35	Squills	35 @ 40	Glue, white grd.	25 @ 35
Senna, Alex.	50 @ 75	Squills, powdered	70 @ 80	Glycerine	19 @ 40
Senna, Tinn. pow.	30 @ 35	Tumeric, powd.	20 @ 25	Hops	75 @ 95
Uva Ursi	20 @ 25	Valerian, powd.	@1 00	iodine	6 45@7 00
Oils		Seeds		Iodoform	8 00@8 30
Almonds, Bitter,		Anise	@ 35	Lead Acetate	20 @ 30
true	7 50@7 75	Anise, powdered	35 @ 40	Mace	@1 50
Almonds, Bitter,		Bird, ls	13 @ 17	Mace powdered	@1 60
artificial	3 00@3 25	Canary	10 @ 16	Menthol	7 00@8 00
Almonds, Sweet,		Caraway, Po. 30	25 @ 30	Morphine	13 58@14 33
true	1 50@1 80	Cardamon	2 50@3 75	Nux Vomica	@2 30
Almonds, Sweet,		Coriander pow.	40 @ 50	Nux Vomica, pow.	15 @ 25
imitation	1 00@1 25	Dill	15 @ 20	Pepper, black, pow	67 @ 70
Amber, crude	1 00@1 25	Fennel	35 @ 60	Pepper, White, pw.	75 @ 85
Amber, rectified	1 50@1 75	Flax	9 1/2 @ 15	Pitch, Burgundy	20 @ 25
Anise	2 00@2 25	Flax, ground	9 1/2 @ 15	Quassia	12 @ 15
Bergamont	6 50@7 00	Foenugreek, pwd.	15 @ 25	Quinine, 5 oz. cans	@ 60
Cajeput	2 00@2 25	Hemp	8 @ 15	Rochelle Salts	28 @ 35
Cassia	3 00@3 25	Lobelia, powd.	@1 60	Sacharine	3 60@4 25
Castor	1 55@1 80	Mustard, yellow	17 @ 25	Salt Peter	11 @ 22
Cedar Leaf	2 00@2 25	Mustard, black	20 @ 25	Selditz Mixture	30 @ 40
Citronella	75 @ 1 00	Poppy	15 @ 30	Soap, green	15 @ 20
Cloves	4 00@4 25	Quince	1 50@1 75	Soap mott cast.	@ 25
Cocoonut	27 1/4 @ 35	Sabadilla	45 @ 50	Soap, white Castile,	
Cod Liver	1 40@2 00	Sunflower	12 @ 18	case	@15 00
Croton	4 50@4 75	Worm, American	30 @ 40	Soap, white Castile	
		Worm, Levant	6 50@7 00	less, per bar	@1 60
Tinctures		Seeds		Soda Ash	3 @ 10
Aconite	@1 80	Anise	@ 35	Soda Bicarbonate	3 1/2 @ 10
Aloes	@1 56	Bird, ls	13 @ 17	Soda, Sal	02 1/2 @ 08
Acofoetida	@2 23	Canary	10 @ 16	Spirits Camphor	@1 20
Arnica	@1 50	Caraway, Po. 30	25 @ 30	Sulphur, roll	@ 4 @ 11

WE WHOLESALE

A. J. REACH and WRIGHT & DITSON SUMMER

ATHLETIC EQUIPMENT

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

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

Hazeltine & Perkins Drug Co.

Grand Rapids Michigan Manistee

GROCERY PRICE CURRENT

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

ADVANCED

Bottle Caps

DECLINED

Flour
California Prunes
Plain Olives, Pints
Kaffe Hag

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

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 30
50c size, 2 doz.	8 30
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

Lizzie, 16 oz., 12s	2 15
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BLUING

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

Perfumed Bluing

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

BEANS AND PEAS

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

BURNERS

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

BOTTLE CAPS

Obi. Lacquer, 1 gross	
pkg., per gross	16

BREAKFAST FOODS

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

Kaffe Hag, 12 1-lb. cans

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

Post Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 35
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 Bls., 36s	3 85
Shred. Wheat Bls., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
Apples	
No. 10	5 75
Blackberries	
No. 2	3 75
Pride of Michigan	3 25
Cherries	
Mich. red, No. 10	12 50
Red, No. 10	13 00
Red, No. 2	4 25
Pride of Mich. No. 2	3 65
Marcellus Red	3 25
Special Pie	2 70
Whole White	3 10
Gooseberries	
No. 10	8 00
Pears	
19 oz. glass	5 65
Pride of Mich. No. 2 1/2	4 20
Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25
Black Raspberries	
No. 2	3 75
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35
Red Raspberries	
No. 2	3 25
No. 1	3 75
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

Strawberries

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

CANNED FISH

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

Baked Beans

Campbells, 18 oz.	1 05
Quaker, 18 oz.	95
Fremont, No. 2	1 25
Snider, No. 1	1 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.	90
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 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

Little Dot, No. 2	2 75
Little Dot, No. 1	1 90
Little Quaker, No. 10-12	50
Little Quaker, No. 2	2 50
Little Quaker, No. 1	1 75
Sifted E. June, No. 10-10	35
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	2 00
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	5 40
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
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 50
Quaker, Gallon Tin	8 50

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

Roquefort	58
Pimento, small tins	1 65
Wisconsin Daisy	23
Wisconsin Flat	23
New York June	35
Sap Sago	23
Brick	23
Michigan Flats	22
Michigan Daisies	22
Wisconsin Long Horn	23

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors	

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

Lee & Cady Brands	
American Eagle	7 60
Home Baker	6 60
Kitchen Gold	7 20

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

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

GELATINE	
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 15
Quaker, 3 doz.	2 25

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

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

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

Safety Matches	
Quaker, 5 gro. case	4 25

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

Salted Peanuts	
Fancy, No. 1	14

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

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

OLIVES	
4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 35
14 oz. Jar, Plain, doz.	4 50
Pint Jars, Plain, doz.	2 75
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	
1/8	34
1/4	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
Sollite 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 "P"	65.1
Transmission Oil	65.1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8.3
Parowax, 40, 1 lb.	8.55
Parowax, 20, 1 lb.	8.8



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75
Sweet Small	
16 Gallon, 2250	27 00
5 Gallon, 750	9 75

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

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

Veal	
Top	21
Good	19
Medium	16

Lamb	
Spring	20
Good	19
Medium	18
Poor	15

Mutton	
Good	13
Medium	12
Poor	10

Pork	
Loin, med.	22
Butts	21
Shoulders	17
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 1/4
10 lb. pails	advance 1/4
5 lb. pails	advance 1/4
3 lb. pails	advance 1/4
Compound tierces	11 1/2
Compound, tubs	12

Suasages	
Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

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

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

Liver	
Beef	17
Calf	55
Pork	10

RICE	
Fancy Blue Rose	5.65
Fancy Head	07

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

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-24 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, Dozz.	1 35
Shinola, doz.	90

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

SALT	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	40
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 Naphtha, 100 box	5 50
Flake White, 10 box	4 15
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 90
Octagon, 120	5 00
Pumpo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48

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

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

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

IMIT. Maple Flavor	
Orange, No. 1 1/2, 2 dz.	3 25
Orange, No. 5, 1 doz.	4 99

Maple and Cane	
Kanuck, per gal.	1 50
Kanuck, 5 gal. can	6 50

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

COOKING OIL	

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 1.—We have to-day received the schedules, reference and adjudication in the matter of O. Vernie Hale, Bankrupt No. 4076. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muir. The schedule shows assets of \$1,004.75 of which \$25 is claimed as exempt, with liabilities of \$4,371.54. 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:

Ernest R. Troop, St. Johns \$4,171.54
Upton Baking Co., Lyons 200.00

April 2. We have to-day received the schedules, reference and adjudication in the matter of Harry E. Morris, Bankrupt No. 4077. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Comstock Park, and his occupation is that of a merchant. The schedule shows assets of \$7,100 of which \$1,500 is claimed as exempt, with liabilities of \$10,797.08. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Charles L. Morris, Comstock Park \$200.00
Comstock Park State Bank, C. P. 225.00
Abby & Imbrie, New York 224.86
Abfalter Buick, Grand Rapids 69.35
Ackerman Electric Co., Grand R. 74
Auto Parts Dist. Co., Grand Rapids 65.48
Brown & Sehler Co., Grand Rapids 638.04
Alfred Brown Seed Co., Grand R. 29.12
Buhl Sons Co., Detroit 21.18
Central West Pro. Co., Grand Rap. 20.30
Condon Bros. Seed Co., Grand Rap. 40.15
Cataraugus Bros., Grand Rapids 77.82
Exlipse Machine Co., Grand Rap. 21.50
Floriss Mfg. Co., Grand Rapids 29.00
Favorite Stove & Range Co., Piquette, Ohio 6.15

Pulkerson Bros. Ndlc. Co., Puxico 44.28
Great Western Oil Co., Grand Rap. 62.04
Goodrich Tire & Rubber Co., G. R. 93.54
Hayden Supply Co., Grand Rapids 170.21
Hazeltime & Perkins Drug Co., Grand Rapids 65.48
Lawrence Bros., Sterling 51.23
Morley Bros., Saginaw 759.97
Michigan Hdwe. Co., G. R. 3,404.10
Mills Paper Co., Grand Rapids 256.72
Michigan Farmer, Grand Rapids 35.00
New Jersey Wire Cloth Co., G. R. 133.57
National Brass Co., Grand Rapids 8.66
National Ret. Hdwe. Ass'n., Argos, Ind. 8.45

Ollie Plow Co., Grand Rapids 1.89
Perfection Store Co., Cleveland 576.48
Pittsburgh Plate Glass Co., G. R. 180.61
Radio District Co., Grand Rapids 35.00
Republic Paint & Varnish Co., Chi. 199.38
Steketee Radio Shop, Grand Rapids 183.61
Sherwood Hall Co., Grand Rapids 21.75
Sargent Specialty Co., Muskegon 1,255.49
Seven Co., Grand Rapids 1.70
Schantz Temple Co., Grand Rapids 13.50
Tanglefoot Co., Grand Rapids 17.50
Timmer & Tepper, Grand Rapids 245.42
Teeter Bait Co., Allegan 18.00
West Mich. Fair Ass'n., Grand Rap. 50.00
Whitaker Mfg. Co., Grand Rapids 108.39
No Leaks Mfg. Co., Grand Rapids 56.49
National Mfg. Co., Sterling, Ill. 91.45
C. L. Morris, Comstock Park 800.00
Art Stove Co., Detroit 1.10
Steketee's, Grand Rapids 40.00
Citizens Bank, Grand Rapids 100.00

April 2. We have to-day received the schedules, reference and adjudication in the matter of John E. Morris, Bankrupt No. 4078. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Comstock Park, and his occupation is that of a merchant. The schedule shows assets of \$13,500 of which \$1,950 is claimed as exempt, with liabilities of \$11,225.63. 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:

T. I. Corporation, Grand Rapids \$300.00
Dr. A. C. Butterfield, Grand Rapids 18.50
Dr. E. Kernall, Grand Rapids 12.00
Dr. J. D. Vyn, Grand Rapids 12.00
Drs. Grant & Huizenga, Grand R. 60.00
VandenBerg Bros., Grand Rapids 4.75
Quality Battery Co., Grand Rapids 36.00
Paul Steketee & Son, G. R. 40.00
Boston Store, Grand Rapids 23.55
G. R. Gas Co., Grand Rapids 25.75
Comstock Park Fuel Co., C. P. 86.00
Comstock Park Bank, Com. Pk. 20.00
The balance of his creditors are exactly the same as the preceding list of Harry E. Morris.

April 2. We have to-day received the adjudication and reference in the matter of Gale L. Davidson, doing business as Davidson Furniture Co., Bankrupt No. 4053. The schedules have been ordered filed as this is an involuntary case. Upon receipt of the schedules, list of assets and liabilities will be made herein.

April 3. We have to-day received the schedules, reference and adjudication in the matter of Frank A. Young, Bankrupt No. 4079. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a laborer. The schedule shows assets of \$350 of which the full amount

is claimed as exempt, with liabilities of \$3,795.06. 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 Sunfield Lumber Co., a corporation, Bankrupt No. 3810, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 17. The bankrupt corporation was not represented. The trustee was present in person. Several creditors were present in person. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a final dividend to creditors of 18 per cent. A first dividend of 5 per cent. has heretofore been declared, as well as all claims having priority, security or preference having been all paid in full. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

April 4. We have to-day received the schedules, reference and adjudication in the matter of Gerald Donker, Bankrupt No. 4065. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Bellevue, and his occupation is that of a meat cutter. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$1,092.92. 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.

We have to-day received the schedules, reference and adjudication in the matter of Jefferson E. Holmes, Bankrupt No. 4080. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a laborer. The schedule shows assets of \$630 of which \$106 is claimed as exempt, with liabilities of \$2,089. 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.

April 4. We have to-day received the schedules, reference and adjudication in the matter of Raymond H. Rogers, Bankrupt No. 4081. 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 furniture trimmer. The schedule shows assets of \$218 with liabilities of \$2,380.50. 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.

April 4. We have to-day received the schedules of Elizabeth E. Wellman, of Manistee, Bankrupt No. 4012. The schedules show assets of \$8,872.30 with liabilities of \$30,219.83. This is an involuntary case. The first meeting will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Manistee \$455.27
Manistee Co. Sav. Bank, Manistee 4,850.00
Quake Lace Co., Philadelphia 329.09
French Valley Garment Co., Canton 194.08
McConnell & Kerr, Detroit 128.34
Birdsall Bros. Co., Honesdale, Pa. 141.47
Shoemaker Co., N. Y. 62.20
Carson, Pirie Scott Co., Chicago 575.35
McCall Pattern Co., New York 67.78
Coll & Frank Co., Milwaukee 218.74
Peerless Sport Apparel Co., N. Y. 74.55
S. P. Nelson Sons, Cincinnati 53.88
Elmo Inc., Philadelphia 19.11
New England Curtain Goods Co., Fitchburg 100.03

Savage Bros., New York 82.63
Vogue Merchandise Co., New York 124.23
Ribbon Craft Co., River Forest, Ill. 10.44
Julius Beckhard Co., New York 23.13
Rhea Mfg. Co., Milwaukee 73.52
Hand Knit Hosiery Co., Sheboygan 87.06
Schadt & Mathewson, Detroit 20.68
Steinder & Son, New Jersey 123.55
Mnneapolis Knitting Works, Minn. 206.76
Crocetta Bros., Gloversville, N. Y. 78.65
Star Paper Box Co., Chicago 19.30
Geo. Kateb, Inc., New York 67.00
Fantl Bros., Chicago 114.17
A. M. Davis Co., Boston 47.31
Joseph Platte Co., Grand Rapids 107.60
Barsa Corp., New York 30.50
Munsingwear Corp., Minneapolis 80.95
S. A. Rothschild Co., Chicago 50.61
Betsy Ross Dress Co., New York 66.25
Newton Annis Co., Detroit 160.00
Northern Jobbing Co., Chicago 1.88
Columbia Mills Co., Chicago 25.23
Luxite Silk Underwear Co., Milw. 38.02
International Bath Robe Co., N.Y. 60.03
Alpena Garment Co., Alpena 63.75
Copper Wells Co., St. Joseph 261.57
Pet Garment Co., Byron, Ohio 166.74
O. P. Montgomery Co., Chicago 166.75
Minna E. Schroeder, New York 92.50
Wm. Cartier Underwear Co., Needham Heights, Mass. 104.45
Golden Rule Co., New York 29.00
Hayman Lindenberg Co., New York 28.25
Royal Scarf Co., New York 42.00
Zucker & Josephy, New York 14.63
Crystal Creations, New York 19.50
H. C. Burnham Co., Chicago 91.90
China Products Co., Boston, Mass. 10.75
Noxall Waist & Dress Co., New York 6.50
Samuel Gladstone Co., New York 21.00

Eskin & Fucello, Inc., New York 60.75
Henry Paul, New York 141.00
Edward Frank & Schackner, N.Y. 49.00
Style Coat House, New York 527.25
Little Women's Dress Co., N. Y. 53.75
Chelsea Dress Co., New York 21.00
Levy Sacks Co., New York 38.75
Levy Scham & Levitman, N. Y. 59.00
Novelty Knitting Co., Cohoes, N.Y. 2.39
Feldman, Wolf & Barse, New York 55.25
Bernstein Levine Co., New York 62.25
Greenberg Ludwig, New York 33.00
P. Portfolio, New York 6.50
David Bell, New York 11.26
Ireland Bros. Co., Johnston, N. Y. 228.77
Adolph Laudauer Sons, Milwaukee 85.28
H. & J. Homsey, New York 68.00
S. M. R. Co., Chicago 662.98
M. Block Co., New York 86.00
Jay Brothers, Brooklyn 153.00
I. G. Heller Sons, Chicago 265.50
I. Mittleman Co., New York 94.50
Goldenheim Corp., New York 11.88
Daina Waist Co., Philadelphia 40.13
Geo. S. Carrington Co., Chicago 8.53
Undergarment Mfg. Co., Ft. Wayne 106.39
O. C. Hanson Mfg. Co., Milwaukee 20.70
Barton Bias Tape Co., New York 15.67
Manhattan Bread Chain Co., N.Y. 15.77
Schack Artificial Flower Co., Chi. 18.90
Bellmont Co., Milwaukee 44.15
White Star Mills, Milwaukee 10.25
Greenberg & Chattnoff, New York 33.00
Fred Butterfield, Inc., New York 52.77
Ben Sperberg, New York 16.75
Bernstein Sacks, New York 19.50
B. W. Harris Co., St. Paul 23.50
Scrieber Walleck Co., Cleveland 287.28
Decatur Garment Co., Decatur 268.94
R. Jacobs, N. Y. 12.00
David Cuttler, Chicago 78.25
Max M. Kann Co., Chicago 518.25
John C. Mitchell Co., Chicago 70.38
Blum Co., Cleveland 294.80
Sam Peck Clothes, New York 10.08
American Fabric Co., Bridgeport 46.43
Sherr Bros., New York 32.35
Peter Pan Co., New York 41.52
H. S. Weil Co., Cleveland 8.42
Midwest Coat Mfg. Co., Milwaukee 50.20
Ohrner Co., New York 74.75
Melman Corp., New York 41.75
Saydak & Saydak, New York 21.29
Fostoria Glass Co., Moundsville, W. Va. 12.93
American Thread Co., New York 8.11
Kern Adler Co., Philadelphia 42.39
Burd Knitting Mills, Philadelphia 144.15
Royal Worcester Co., Worcester, Mass. 202.23
Regina Knitting Mills, Chicago 26.25
Morris Mann Reilly, Chicago 145.17
Rosemarie Williams Co., New York 21.46
Mary Louise Garment Co., Owosso 234.05
Schulman & Siegel, New York 70.00
Yamoto Importing Co., Chicago 8.25
LeClair Customs Co., New York 64.50
Crown Import Co., New York 78.90
Lansing Button Co., Lansing, Iowa 17.25
Spool Cotton Co., New York 1.40
Leon Weisen Co., Philadelphia 21.50
Metropolis Dress Co., New York 43.00
E. S. Stern, New York 71.20
Laurel Garment Co., New York 90.00
F. Silverman & Sons, New York 8.93
Pearlberg & Greiner, New York 38.25
Barmon Bros., Buffalo, New York 57.83
Weil & Kalter, St. Louis 2.03
Louis A. Barken, New York 139.50
Lenore, Inc., Chicago 24.10
Chicago Flag & Decorating Co., Chicago 9.50
A. Davis Co., New York 58.50
Yorkshire Sport Coat Co., N. Y. 104.00
House of Swansdown, New York 73.50
Sterling Rait Coat Co., New York 5.00
A. J. Radebough Co., Philadelphia 108.25
Shuerman Bros., Des Moines, Ia. 90.25
Vogue Merchandise Co., Chicago 76.76
Chas. F. Golin, Inc., New York 40.50
Wescott Hosiery Mills, Dalton, Ga. 186.49
Joseph Love, Inc., New York 72.00
J. E. Watte Co., Chicago 75.82
Camper Bros. Co., Cleveland 47.41
Henry Levy Sons, New York 40.50
Metropolis Dress Co., Philadelphia 113.25
Hibbard Spencer Btlet Co., Chi. 289.95
Mylsh Mann & Drucker, Phila. 4.01
Regal Knitting Mills, New York 4.14
Alfred Kohlberg Co., New York 17.23
Henry Engel Co., Chicago 208.50
R. G. Corset Co., New York 28.00
Leslie Frocks, New York 85.50
Ely Walker Co., St. Louis 189.65
Tannebaum & Wacks, Philadelphia 84.00
Scranton Lace Co., Scranton, Pa. 383.49
Leon Weisen, Philadelphia 10.75
Rollins Hosiery Mills, Des Moines 444.45
Triumph Hosiery Mills, New York 30.02
A. Stein Co., Chicago 63.16
Straus Royer Strass, Baltimore 61.50
Society Maid Hosiery Co., New York 2.02
Judson Rubber Co., Chicago 30.67
Marquardt Kenosha Co., Kenosha 255.15
Herbert Mendel, Chicago 108.00
E. A. Robinson Co., Saginaw 18.00
Campus Sweater Co., Cleveland 36.00
M. Sloat Co., New York 26.00
Sally Middy Co., New York 6.08
Regina Knitting Mills, Chicago 12.50
Princess Garment Co., Cincinnati 19.12
Campus Sport West Co., New York 16.00
Wilco Dress Co., New York 73.50
F. R. Z. Garment Co., New York 37.50
Leavitt Coat Co., New York 13.50
Shipman Arronow & Able, New York 84.75
Import Specialties Co., Milwaukee 7.00
Fast Sale Dress Co., New York 10.00
Wm. F. Chin'quy, Chicago 35.76
Joseph Melhado & Sons, New York 15.75
Elegant Dress Co., New York 65.00
Burlington Frocks, New York 20.00
Poretz Bros., New York 199.75
Stern Knitting Mills, Peria, Ill. 106.88

Tip Toe Frocks Co., New York 84.00
Kaplan Storech Co., New York 10.00
Fox Mittleman Co., New York 20.00
Chas. Fasoldt Co., Grand Rapids 16.6
L. N. Gross Co., Cleveland 32.70
Morelock Mfg. Co., Aurora, Ill. 38.15
Leo M. Cooper Co., New York 24.22
Brown Co., Valley Falls, R. I. 21.21
Butler Brothers, Chicago 210.94
Perilberg & Greenberg, New York 14.39
Greenberg & Zupnick, Inc., N.Y. 29.00
Non Breakable Button Corp., Milw. 4.46
Eldora Dress Co., New York 84.50
Masterpiece Modes, New York 15.75
S. Rothchild Co., Philadelphia 44.75
J. Morowitz, New York 88.50
Kennelworth Mfg. Co., New York 24.86
Blum & Mittenhal Co., New York 47.75
Fair Waist & Dress Co., New York 39.00
Gold Court Frocks Co., New York 106.00
L. B. Beilinson, New York 65.00
Jay Mfg. Co., New York 146.60
Kramer Hosiery Co., Chicago 32.50
Al Deseau & Loeb, Inc., New York 51.25
S. C. Klein Co., Cleveland 39.50
Universal Dress Co., New York 21.00
D. B. Fisk Co., Chicago 17.16
S. M. Elowsky, New York 35.62
Givale Dresses, New York 30.00
Douglas & Green, New York 18.63
Weil & Cohn, New York 31.50
Stein & Solomon, Chicago 163.50
Fashion Made Sportwear, New York 157.50
Morehead Knitting Co., Harrisburgh, Pa. 8.79
J. K. Leather Goods Co., Milwaukee 40.25
Julius Berker & Son, New York 8.99
Nippon Dry Goods Co., New York 7.36
Daniel Levy Co., New York 4.00
Chicago Garment Co., Argos, Ind. 13.00
Cinderella Hat Co., New York 12.75
Julius Kayser, New York 329.61
Ted Kressler, New York 31.00
S. & K. Leather Co., New York 13.21
Louisville Sanitary Wiper Co., Louisville 18.00
H. F. Dillman Co., New York 204.00
National Silk Hosiery Co., Indianapolis 89.25
Manhattan Hdkf. Co., New York 32.18
Woven Cotton Padding Co., LaCross 27.00
Bay State Rug Co., Lowell 29.55
Midwest Knitting Goods Co., Chi. 122.38
Berwin Frocks, New York 47.20
Dorothy Dress Co., New York 48.50
White Beac Co., Boston 20.41
Charmont Coat Co., New York 56.25
S. Greenberg Bros., New York 269.50
A. B. Piper Co., New York 39.50
Shean & Kohn, Chicago 45.50
Cohn & Weinstock, New York 1.86
Godeman Frocks, New York 20.00
True Size Dress Co., New York 52.00
Beeny Rosenwig & Irv. Weinberg, New York 67.50
June Rose Frocks Co., New York 20.00
R. Solomon Knitting Co., New York 6.96
Sloane Bros., New York 9.73
Weil & Cohn, New York 42.00
Lilly Bag Co., Columbus 16.50
Frank Becker, New York 78.00
Cliff Dress Co., New York 31.50
Floris Frocks Co., New York 31.50
Gutwiley & Rude, New York 49.50
Tuesman & Beckman, New York 30.00
T. & K. Coat Co., New York 88.50
Tessman & Feldman, New York 100.50
Clothe Joseph & Matie, New York 82.50
Youth Made Cloak Co., New York 225.00
Merry Vale Dresses, New York 45.00
Sherwin Dress Co., New York 15.00
Hugo S. Adam, New York 39.75
Block & Buchman, New York 159.00
Bennie Weisen, New York 27.00
Tiger Levenson, New York 31.50
Brafman Bros., New York 129.31
Pictorial Paper Co., Aurora, Ill. 47.90
Robt. M. Sommer, New York 60.00
Frank Mashek Co., Chicago 2.84
Printz Biederman Co., Cleveland 626.99
Hertolsheimer Co., Grand Rapids 1.25
Clark & Glendon, New York 12.00
Sable Bros., New York 8.77
Barnes & Schlessel, New York 13.50
Robe & Mandelbaum, New York 12.58
Ben Levine, New York 147.50
S. Goldberg Co., New York 48.50
Kaplan & Starch, New York 10.00
I. Frank & Sons Co., New York 8.00
Wm. Horshman, Philadelphia, Pa. 62.70
Storeck Bros., New York 42.00
Glass & Co., New York 20.00
John A. Bidwell, Beverly, N. J. 15.72
Yourk St. Flax Spinning Co., New York 39.83
Little Ruth Hat Co., New York 14.00
Blum & Mittenhal, New York 60.00
New York Mackintosh Clothing Co., New York 6.73
Mamaronek, New York 140.45
Evenkint Hosiery Co., Bay City 22.75
Frank O. Glenn, New York 13.50
S. & K. Dress Co., New York 10.00
Gilb Rose & Singer, New York 10.95
Burgess Co., Beaver Falls, Pa. 75.07
Newbrook Novelty Co., New York 14.74
Craft Shop, Marblehead, Mass. 41.75
Kreft Hosiery Co., Philadelphia 136.50
Brown & Sorenson, New York 39.00
R. & G. Knitting Mills, New York 1.00
Flora Dora Custom Co., New York 39.00
Loeb and Nausbaum, New York 54.00
Normandie Bag Co., New York 57.75
Swiss Rose Dress Co., New York 91.00
Holtsberg & Beckman, New York 107.00
Nu Craft Bag Co., New York 3.98
Stetson Glove Co., Chicago 323.69
Max Mayer Glove Co., New York 8.75
J. Brack Co., Chicago 104.88
M. M. Rose, New York 28.00
Schwarz & Levy, New York 69.00
Cecil Underwear Co., New York 38.25
I. Silverman Sons, New York 17.25
David Westheim, New York 20.00

Gold T. Sportswear, New York	40.50
A. H. Rogers, Golverville, N. Y.	91.50
T. Buettner, Chicago	89.76
Blue Bird Art Co., New York	9.75
Kaufman Mfg. Co., New York	23.18
Dudley Paper Co., Lansing	8.00
News Advocate, Manistee	550.32
Becker Press, New York	15.00
Grace DeVyne Modes, New York	27.38
Hart Flannigan, New York	150.00
American Printing Co., Manistee	5.00
Garrison Wayne Co., St. Louis	9.91
Protex Products Co., Jersey City, N. J.	5.00
Benzie Co. Patriot, Frankfort	12.00
D. Blum Co., New York	2.50
Gundron Wheel Co., Toledo	3.31
Brooks Co., Cleveland	7.74
F. Fleisher Co., Cincinnati	12.00
Lilly Box & Paper Co., Marion, Ind.	34.64
Keddie Print Paper, Bear Lake	9.00
Mason Co. Enterprise, Scottville	9.00
Salesburgh Mfg. Co., Providence, R. I.	6.48
International Adv. Corp., Easton, Pa.	4.91
Merchants Pub. Co., Kalamazoo	3.14
National Cash Register Co., Dayton	340.00
Kaplan & Sorch, New York	10.00
Seymour Woolen Mills, Seymour	22.00
San Nap Pak, Inc., New York	15.61
United Selling Ass'n., Cleveland	47.69
A. & M. GoGodman, New York	34.00
Tischman Beckman, Inc., New Y.	39.00
John Service, Inc., New York	150.00
Midland Bank, Midland	147.75
Henry H. Leon Co., New York	46.35
Michigan Retail Dry Goods Ass'n., Lansing	15.00
Vogue Novelty Mfg. Co., Chicago	77.76

In the matter of Herman Knoop, Bankrupt No. 3837, the trustee has filed his final report and account, and a final meeting of creditors has been held. The bankrupt was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a supplemental first dividend of 10 per cent. and a final dividend of 6.2 per cent. All preferred and secured claims have heretofore been paid in full. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

April 5. We have to-day received the schedules, reference and adjudication in the matter of Emil LaLone, Bankrupt No. 4082. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Portland, and his occupation is that of a factory worker. The schedule shows assets of none with liabilities of \$913.49. 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.

April 7. We have to-day received the schedules, reference and adjudication in the matter of Clinton C. Thursber, Bankrupt No. 4083. 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 \$250 of which the full amount is claimed as exempt, with liabilities of \$1,007.63. 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.

April 7. On this day was held the first meeting of creditors in the matter of Otto F. Stoeffler, Bankrupt No. 4061. The bankrupt was present in person and represented by attorneys Hilding & Hilding. Creditors were represented by attorneys Cleland & Snyder and by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Elizabeth E. Wellman, Bankrupt No. 4012. The first meeting of creditors has been called for April 22.

In the matter of Royal A. Woodrick, Bankrupt No. 4075. The first meeting of creditors has been called for April 21.

In the matter of O. Vernie Hale, Bankrupt No. 4076. The funds have been received and the first meeting of creditors has been called for April 21.

In the matter of Jefferson E. Holmes, Bankrupt No. 4080. The funds have been received and the first meeting of creditors has been called for April 21.

In the matter of Milo Meyers, Bankrupt No. 4069. The funds have been received and the first meeting of creditors has been called for April 21.

E. B. Stebbins, Cashier Farmers & Merchants State Bank, Carson City: "The Tradesman is not only valuable to the merchants, but it is a builder of character, is helpful in every walk of life."

Annual Meeting of Grand Rapids Grocers.

On Thursday evening, April 10, the Grand Rapids Retail Grocers and Meat Dealers held their annual meeting and were the guests of John Hekman, of the Hekman Biscuit Co., at a dinner in the Pantlind Hotel. The following officers were elected for the ensuing year:

President—Walter C. Thomasma.

First Vice-President — S. C. Vanderploeg.

Second Vice-President—Peter Dykstra.

Treasurer—Frank Kaminski.

Directors—

P. L. Ryan
Paul Gezon
Peter Thiebout
Frank VanBuren
Leonard VanDussen
A. Botting
Neil DeYoung
M. S. Smolenski
J. H. VanDommelen
G. VanderHoening
C. Tamboer
C. DenHerder
J. A. Mohrhardt
Louis Vandermale
Matt Heyns
Otto Hultman
John A. Borgman
Jack Vanderploeg
Jacob Ryskamp
Roy Burton

All were re-elected except Peter Dykstra, Jacob Ryskamp and Roy Burton, who are holding office for the first time.

Ten new applicants for membership were received and accepted. The Association voted to pay the per capita tax on all its members to the State Association and also voted to send Secretary Hanson to the National convention to be held in Dayton, Ohio, June 16-19.

The President was instructed to appoint a committee to arrange a street parade demonstration on Thursday, Aug. 7, of all independent retail grocers and meat dealers for the forenoon and the day to be declared a picnic day, all stores closing all day. Prizes for the best decorated autos will also be arranged and awarded.

Secretary Hanson outlined the convention program for Saginaw, opening Monday, April 21, and ending Wednesday afternoon, April 23. A large attendance is anticipated.

Six thousand circular invitations are being distributed this week all over the State by the Schust Co. branches, the Muller Bakeries branches and the Gauss Baking Co. at Ann Arbor and Pontiac. The circular carries the picture of the refrigerator case furnished by the Milbourn Manufacturing Co., of Lansing, also enumerates other fixtures to be given away on the last day of the convention.

The Saginaw Local Association

is making elaborate plans to entertain the retailers and their wives, who are especially invited, and should result in a real vacation period as well as instructive in a business way.

All aboard for Saginaw convention.

Herman Hanson, Sec'y.

Weakness of Imitators and Sundry Grocery Observations.

(Continued from page 20)

Maybe not so far, but inasmuch as they have been sustained by false forces, have therefore remained coffee producers instead of changing over in a natural way to something more in demand, they must now face readjustment worse than what economic conditions would have produced ten or a dozen years ago. Further, if the growers have profited, the entire Brazilian people have paid and must pay further to make up this artificial deficit.

I recently listened to Senator Brookhart as he advanced the thought that the Farm Board now having \$100,000,000 in hand for the express purpose of stabilizing the price of wheat at a fair level to the farmer, it seemed not to have acted as promptly or effectively as it should have done. Some other senator asked whether Brookhart wanted the Board to lose money in the wheat market. Brookhart was prompt to repudiate any such plan. No, the Board should not lose money, but it might buy wheat on a fair level and hold it so as to make some money on it.

Brookhart is neither dishonest nor unintelligent. He is, in fact, quite an able man except on his blind side. That side is the farmer—and it must be remembered that he is in the Senate as a representative of a farmer state. We all go more or less blind when we face economics with the hurdle of our self-interest intervening. Otherwise Brookhart might easily learn that wheat is a world product, ripening somewhere every week in the year. As such, \$100,000,000 to dam it up would be not merely small change. It would be less effective than old Canute's command to the tides.

If we attempt this job, disaster such as we have never had before awaits us—unless we see it coming in time to stop. Better far to treat farmers as we treat grocers and steel men and shoe manufacturers. Tell 'em to change their ways to conform to changed conditions—avoid land speculation—pay off mortgages when they have the money—regard their business as a business, not as a special privilege.

Paul Findlay.

Beware of the man who reserves the right to criticize but shirks the burden of responsibility.

Carry On.

It is not home with mother gone
Though every day I try
With heart and soul, with brain and brawn
To feel she did not die
But carry on with just the kids
As she would have me do
Yet when alone no hour forbids
My feeling lonely too.

I cannot let the children know
The loss within my heart
For strong pulsations never flow
When death has shot his dart
Yet must I carry on like when
Mother was helping too
But little did I reckon then
How much these mothers do.

For mother's job was more than work
Her day did lead to toil
Beyond the time when others shirk
And burned the midnight oil
To knit and sew, to darn and mend
Or fix the morrow's food
For scarcely never tasks do end
Which come with motherhood.

With mother gone there is no balm
To heal the aching wound
The hearthstone is so wearily calm
When she is not around
Even the burning back-logs there
Diffuse a fainter light
When unreflected by her fair
Sweet countenance at night.
Charles A. Heath.

Do what you can, with what you have, where you are. You cannot build a reputation on things you are going to do.—James J. Hill.

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.

EXECUTIVE—Now with chain organization, wants management of independent ready-to-wear. Progressive ideas, aggressive, a proven producer. Fifteen years' experience. Commission basis. Reference, bond. E. H. Houston, Manitowoc, Wisconsin. 280

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—\$3,500 will buy an established shoe business in live little town in Michigan. Stock compr's 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.

What Will Be the Outcome?

The packers' amended plea for relief from the consent decree restricting their operations makes vivid for their purposes the extent of our recent business revolution. However familiar the facts may be to our readers and however onesided the statement of the case, the lawyers' review of what has happened in a single decade is not lacking in the dramatic quality that sharpens understanding of transformations not fully understood during their development. Only ten years ago, to quote a few sentences from the Armour plea, "the general method employed in marketing and distributing commodities ultimately sold at retail was from manufacturer to wholesaler, to retailer, to consumer. Since 1920 there has been a pronounced and Nation-wide movement in the food industry and in many other industries to effect economies, enlarge sales and reduce the ultimate cost to the consumer. The principal method employed to effect this result has been the consolidation of the various market functions by making food and other commodities move directly from manufacturer to consumer without intervention of the wholesaler or independent retailer. This has compelled wholesalers, jobbers and other middlemen to create their own retail outlets and to enter the manufacturing field. This has been accompanied by mass production and selling and by an enormous development of brands. The standardized mass production and the development of brands with resulting assurance of uniform quality have played a conspicuous part in developing the new distribution methods and in eliminating the middleman." The packers want to get into the new game. If they are allowed to handle unrelated commodities and sell them at retail they, too, can "reduce their distributing and selling costs, increase competition in both wholesale and retail fields, and thus tend to bring about a reduction in prices to the public." Or, as the lawyers for Swift put it: "The modern trend in merchandising of goods is strongly toward integration and continuance of this trend means that those who do not join it must eventually fail." What will the outcome be when the scramble for the consumer's dollar has been completed integrated? Will everyone then succeed because in some mysterious way buying power will go on multiplying as individual opportunities for doing business at a profit are cut off?

Man Made Hard Times.

When we stop and think, we will see that the present close money situation was not brought upon us by crop failures, nor pestilence. It should arouse us to study its cause.

While thousands are suffering from shortage of food, owing to unemploy-

ment, we are confronted with a food surplus which depresses the prices of farm and dairy products. The call is now going out to farmers of this country to not plant too large an acreage this year. Just now the farmers seem to be suffering from both over production and under consumption. This is rather a paradoxical situation. We have too much food and thousands of unemployed people living on scant rations. What is the reason this surplus of food cannot reach those who need it so badly?

We are told that our Nation leads the world in wealth, industry, education and progress; that we enjoy a higher standard of living than any other nation. This may be true, but so long as our economic system of government permits a bountiful surplus of food to bring disaster to the producers and unemployment to countless thousands, we have a humanitarian problem which must be solved. This is a problem of mighty importance, for upon it rests the future tranquility and peace of our Nation. Hungry stomachs breed crime and endanger society. The responsibility for correcting this blot upon our civilization, rest with the well fed.

This problem cannot be solved by Congress and the legislatures alone, but must begin in the home. Too many are living beyond their income. Too many are in debt. Too many have their future under mortgage. Too little teaching of thrift. Too many not practicing it. Too much high-powered salesmanship, inveigling people into buying something they cannot afford. An economic program of sane living should be taught in every school in our Nation. It not only should be taught, but should be put into practice by obliging each child to save money. The school and home working together could strengthen the character of the young, whereby stronger habits of thrift could be developed, which would lessen that great horde of unemployed, who are always broke as soon as their job stops.

When the channels of business absorb all the credit it can float, then additional credit brings on a jamb and stops or greatly restricts the flow of business. Credit is a necessary business institution, but when overloaded, hard times result. Credit is the main artery of business, through which circulates the blood of commerce, which is our money. When the circulation stops, business dies. When it is sluggish, we have hard times. Business will be better when more learn to live within their means and get back to that old-fashioned habit of saving money for their "rainy day."

E. B. Stebbins.

Gabby Gleanings From Grand Rapids.

Officials of Montgomery Ward & Co. announce that M. R. Clark has been appointed district manager of a group of about thirty Ward stores with headquarters at Lansing. Mr. Clark was recently general merchandise manager of the Herpolsheimer Co., Grand Rapids. Previous to this, Mr. Clark was general merchandise manager of Wurzburg Dry Goods Co., Grand Rapids, for six years, and with

Kaufman's Department Store, Harrisburg, Pa., as general manager for five years, in addition to serving in other capacities in the department store field for the past twenty-seven years.

The death of W. H. Selkirk in Grand Rapids recently recalls the fact that he was a Main street clothing merchant at Charlotte for many years. He had several partners, J. A. Greenman, Frank Norton, et al, and was in business alone. He went from Charlotte to Boyne City in the same line, but closed out in the Northern town and took a road job with headquarters in Grand Rapids. His father, A. T. Selkirk, was a pioneer jeweler of Charlotte for many years in the present W. E. Wright store.

There is a report on the street that negotiations are under way between the President of the Warner Stores, Inc., (chain) and the R Chain Stores, Inc., having for their object the transfer of the local stores to the Detroit organization.

The sympathy of the fraternity will go out to Abram Jennings in the death of his wife, Agnes T., which took place at Blodgett hospital Monday after a long illness. She held the woman's city golf championship at one time and was long prominent in club circles. She is survived by her husband, a son and a daughter.

Neil Cary, who has traveled many years for the Judson Grocer Co. and Lee & Cady, is in the Mercy Hospital at Manistee. Mrs. Cary is with him. It is reported that he had a stroke and that gangrene has put in an appearance.

An A. & P. truck, driven by Peter Verberg, 1015 Myrtle street, was found to be overloaded at Reed City last week—the third offense in as many weeks. The fine, which was a heavy one, was paid.

The committee appointed by the City Commission to select a location for the new \$1,500,000 auditorium is exceedingly unfortunate, because of the unknown character of most of the men thus honored. The suggestion of Hon. A. S. White on another page of this week's Tradesman is exceedingly appropriate, but, of course, appropriateness will cut very little figure with the committee, which owes its existence to political expediency.

New Grocer Company Assured.

A meeting of the organizers of the new Western Michigan Grocer Co., rumors of which have been current in business circles for the past two or three weeks, will be held at the temporary offices of the company, 214-215 Federal Square building, on Friday night of this week. Immediately following the organization, the charter for the incorporation of the company under the laws of Michigan, will be filed with the Secretary of State, and it is anticipated that actual operations of the new company will be effective within thirty days. Temporary officers and directors will be selected Friday night, who, in all probability as soon as the charter is granted, will become permanent officials of the company. The location of the warehouse has not been fully decided upon, but

it will be in the wholesale district of the city. The entire capital to finance the operation will be local and it is the intention of the organizers to make the corporation a local business institution. The success of the company is dependent upon the progress of the community merchants, but the organizers have faith in the future of this community.

Twenty-five New Readers of the Tradesman.

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

A. Roman, Bay City.
Harold Wyman, Merrill.
Ed. A. Slings, Pella, Iowa.
Frank La Rocque, Big Rapids.
Amble State Bank, Amble.
John A. Thorp, Big Rapids.
Chas. M. Heald, South Pasadena, Calif.
N. J. DeWeerd, Hudsonville.
Pearline Hardware, Pearline.
Bert Kraker, Jenison.
John Casemier, Grand Haven.
Swart & Kooiman, Grand Haven.
Poel & Hoebeke, Grand Haven.
Henry Casemier, Grand Haven.
L. Spykerman, Grand Rapids.
Walter C. Walsh, Holland.
Sunshine Hospital, Grand Rapids.
Wm. Vandermade, Muskegon.
George Bergwin, Muskegon.
Simon Gale, Caledonia.
John Wawee, Grand Rapids.
John R. Cox, Grand Rapids.
Onaway Chamber of Commerce, Onaway.
Marsec & Cetas, Cross Village.
M. Hale Co., South Haven.

Play Up Health Foods More Strongly.

The modern and wide awake grocer can materially increase his sales by featuring health sales. This is the age of vitamins, played up over the radio and in magazines boasting millions of circulation. American housewives are being educated to the health value of raw vegetables, of cereals, of fish, of this that and the other. Now the National canners are radioing weekly programs from coast to coast, stressing the health value of canned goods. As Floyd W. Parsons has truthfully said, "The preservation of health is the first essential of life. It is the basis on which is founded the success and prosperity of the individual, as well as the Nation. A people lacking in physical and mental vigor cannot get far in business and industry. At this Easter season stress your health foods in your windows, your newspaper copy, your mail lists and circulars. Play up "Eat for health as well as pleasure" or "Save here on health foods." Some dealers are so arranging their store displays that vitamin builders are grouped together. With the buying public already sold on the idea, what is more logical than to increase the sale of the products?

Hugh King Harris.

Ann Arbor—The Superior Ice Cream & Products Co., R.F.D., has been incorporated with an authorized capital stock of \$25,000 common and 1,000 shares at \$1 a share, \$10,850 of which has been subscribed and \$3,030 paid in cash.

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.

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*A Residence Extension Telephone Costs Only
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We are now making reservations for April eggs for storage. Come in and see us for rates.



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

Your Customers Know

that the **quality** of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

K C Baking Powder

Same Price
for over **38** years

25 ounces for 25c

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

Millions of Pounds Used by Our
Government



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Representing the

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and its associated companies

COMBINED ASSETS OF GROUP

\$62,147,342.79

COMBINED SURPLUS OF GROUP

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Fire Insurance—All Branches

Tornado

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**20 to
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**SAVINGS MADE
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