

## To The Child Who Enquires

How did you come to me, my sweet?  
From the land that no man knows?  
Did Mr. Stork bring you here on his wings?  
Were you born in the heart of a rose?

Did an angel fly with you down from the sky?  
Were you found in a gooseberry patch?  
Did a fairy bring you from fairyland  
To my door—that was left on the latch?

No—my darling was born of a wonderful love,  
A love that was Daddy's and mine,  
A love that was human, but deep and profound,  
A love that was almost divine.

Do you remember, sweetheart, when we went to the Zoo?  
And we saw that big bear, with a grouch?  
And the tigers and lions, and that tall kangaroo  
That carries her babes in a pouch?

Do you remember I told you she kept them there safe  
From the cold and the wind, till they grew  
Big enough to take care of themselves,  
And, dear heart, that's just how I first cared for you.

I carried you under my heart, my sweet,  
And I sheltered you, safe from alarms.  
Till one wonderful day the dear God looked down—  
And my darling lay in my arms.

Olga Petrova.

# FLAVOR

## Makes KELLOGG'S the Largest-Selling CORN FLAKES

Kellogg originated corn flakes. No imitator has ever equalled that *original* goodness. So year after year, Kellogg's climb still farther away in popularity. Far and away the world's largest-selling ready-to-eat cereal!

Suggest Kellogg's Corn Flakes with every sale of fresh or canned fruit. Display Kellogg's Corn Flakes on your counters and in your windows. Tie-in your store displays with the intensive national advertising and merchandising campaign.

*Kellogg's*

CORN  
FLAKES



### Investment Securities

## E. H. Rollins & Sons

Founded 1878  
Phone 4745

4th Floor Grand Rapids Savings Bldg.  
GRAND RAPIDS

Boston      New York      Philadelphia      Chicago      Denver  
San Francisco      Los Angeles      London

## YOU CAN'T

- fix a leak after the ship is sunk.
- dig a cyclone cellar after the storm is upon you.
- stop the water after the dam has burst.
- dodge lightning after you hear thunder.
- buy life insurance after your health is gone.
- collect benefits from an Insurance Company which has no assets.

NEW ERA insures you safely, properly and reasonably.  
Let us explain our policies to you.



## NEW ERA LIFE ASSOCIATION

(Legal Reserve Organization)

Second Floor Grand Rapids Savings Bldg.      Grand Rapids, Michigan

Telephones, 9-3189; Evenings, 8-7797.

WHOLESALE GARDEN

# SEEDS

TESTED

*Flower and Vegetable . . . Lawn Grass*

IN BULK OR PACKETS AND CARTONS

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

## ALFRED J. BROWN SEED COMPANY

25-29 Campau Avenue, N. W.

Grand Rapids, Michigan



# MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 7, 1930

Number 2433

## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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AMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### Chain Store Notes.

In dealing with the chain store problem, we must not single out the independent manufacturer, wholesaler and retail merchant as individuals to be protected and benefited by special legislation. No legislation is fundamentally right when it confers special privileges and advantages on any class, business, or occupation, and such legislation is directly prohibited by our constitution. I am not demanding special legislation for the independent merchant. He demands no favors, because he believes in the principles of "live and let live." I do not favor legislation that will destroy competition, but I demand legislation that will preserve competition. I do not ask for legislation that will put the chain stores arbitrarily out of business, but I favor legislation that will keep the chain stores from putting the independent merchant out of business. We must have legislation which will set up certain standards of business conduct, and if a business can not exist under those standards, then the trouble is with the business and not the standards of conduct. Private monopolies have always been dangerous to Democracy and contrary to the genius of free government. We must have legislation that will prevent the chain stores from absolutely dominating and controlling the various lines of business in which they are engaged. We must have legislation which will compel the chain store to pay its proportionate share of taxes to the government of the city, the county and the state in which it is located. We must have legislation which will compel chain stores to do their banking in the state in which they are located, and which will compel them to invest a certain percentage of their profits in the

state in which they do business. We must have legislation which will absolutely protect the consumer against short change, short weights and short measures. And we must have legislation, if it can be had, which will compel the chain store to become a part of the community in which it is located. In the finality, we must concern ourselves only with that character of legislation which results in the greatest benefit to the people and not in that which is of special benefit to any individual member of society or to any particular class of business. Believing that the preservation of the community is preferable to corporate enslavement, the problem to a very large extent becomes one of really saving the local community or seeing it merged into an industrial tyranny, such as the world has never seen and which can not long endure without breeding the seed of a bloody revolution.

We have justly and sometimes vehemently complained about the usurpation of state's rights, asserting that such usurpation leads inevitably to the dangerous centralization of government and to the ultimate destruction of Democracy, but let us remember that the chain store usurpation goes a step farther; it invades and usurps community rights, contributes nothing to the community's benefit, and absolutely destroys community initiative. No usurpation of rights by the Federal Government has ever struck so directly at the very foundation of Democracy as do the chain stores with their absentee ownership and foreign control. Such a business is nothing less than corporate greed, gnawing at the very vitals of free government—the old home town.

The chief evils of the chain store with absentee ownership and financier control, as I see them, are: (1) the substitution of the machine for the human element; (2) the ultimate destruction of honest, clean competition; (3) refusing to contribute towards the construction and maintenance of the churches, the schools and the hospitals of paying no part of the expense of paving the streets of the city or constructing the highways of the county in which it does business; (4) the means of bringing about a greater centralization of wealth; (5) gigantic corporation control to the utter destruction of personal initiative and creative effort; (6) long hours of service and low wages as the chief means of reducing overhead ex-

penses and thereby increasing profits; (7) the customer serving as a clerk without compensation and thus depriving some needy earning power of the community; (8) failure to pay a proportionate share of taxes; (9) a refusal to contribute to the future prosperity and permanence of the community in which it operates; (10) the continual draining and sapping the community of its resources and giving nothing in return for the benefits received; (11) reaping where it has not sown.

The chain store represents the power of merciless monopoly coming to the very doors and going right into the homes of the people. We can not avoid the calamities with which this problem is so pregnant, by merely complaining or by acting in the spirit of desperation or revenge, but as loyal and patriotic citizens we must discuss this question right out in the open and demand that it be solved so as to serve the best interests of all the people of the state.

During the last ten or fifteen years, there has been brought about a concentration of wealth in the United States such as has never been known in any country on the face of the earth, and no business institution in the Nation has done more to bring about such concentration of wealth than the chain store with its absentee ownership and financier control. In 1920, the wealth of the Nation was \$353,035,862,000, and the people living in Massachusetts, New York, Ohio, Pennsylvania, and Illinois at that time owned over one-half of the entire wealth of the country, and since 1920 the concentration of the Nation's wealth has continually increased. Our people generally can never be prosperous, happy and contented under such conditions. We had just as well understand this right now as a little later on. The chain store with its absentee ownership and financier control is nothing less than a siphon through which flows the money of the various communities of the Nation to the wealthy centers of the North and East, and it has done more than its part in bringing about this great concentration of wealth of which I have just spoken. Rather than permit a continuation of the draining of the resources of the thousands of small towns and cities in the interest of a few manufacturing, commercial, and industrial centers of the country, I declare that it is absolutely impera-

tive that this concentration of wealth be decentralized if the American Republic is to survive.

One or two things must come to pass. The growth of the chain store, as it is operated to-day, with its absentee ownership and foreign control, must be checked or it will be only a few years until every character of business is absolutely dominated and controlled by the chain store system. We know now the effect that a few chain stores are having upon the commercial life of the towns and cities in which they operate, but can you imagine what the effect would be upon the commercial life of our State, if the chain stores had control of every character of business in every town and city in Michigan and the independent druggist, the independent hardware man, the independent dry goods man, the independent grocer, the independent restaurant, the independent hotel and the independent banker were driven out of business and the money earned by the chain stores were shipped over nighttime to a few foreign commercial centers? This is no stand-still proposition. Either the growth of the chain store system will be checked, or the conditions I have described will materialize in our State in less than five years.

Let me impress upon you the fact that foreign capital does not come into Michigan for sympathetic or altruistic purposes. It goes only where it is convinced it will obtain adequate returns. This explains why the chain store is not a pioneer in the development of any country; this explains why the chain store never enters a town or city until that town or city has passed through its years of adversity and depression, has survived its panics and backsets, and has reached a point in its development which warrants the entrance of the chain store. In a recent address upon this question, the Lieutenant Governor of Wisconsin uttered a truth that I wish could sink into the hearts of every citizen when he said: "Financial power in the hands of men living in distant cities knows no charity. It has no pity. It responds to no touch for community betterment and its heart never pulsates with patriotic home ties."

I am sure that adequate legislation can be enacted, because there is no wrong for which there is not a remedy. I want no legislation which will put anybody out

(Continued on page 32)



## MEN OF MARK.

### George C. Pratt, President of the Herpolsheimer Co.

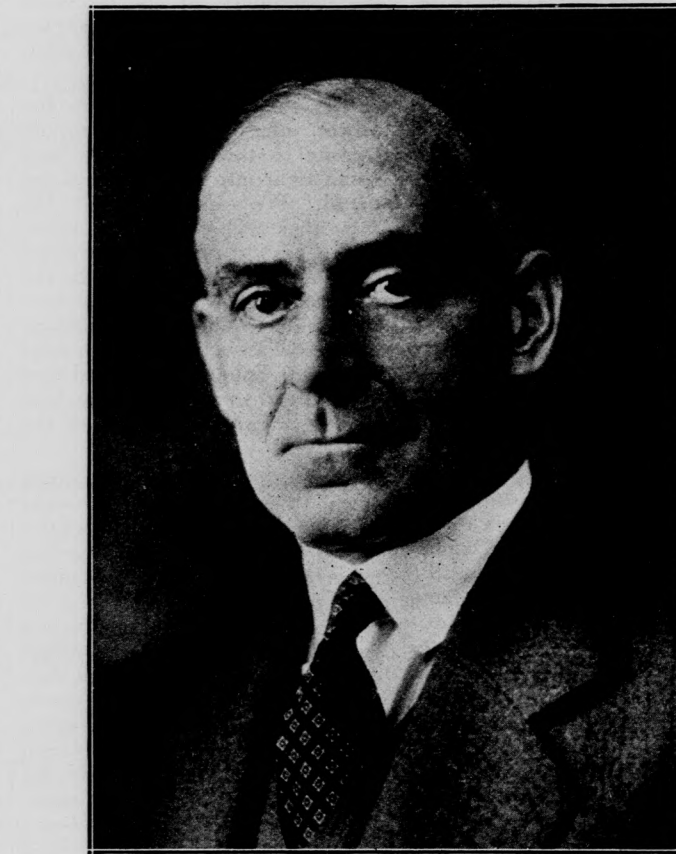
Much has been said and written to the effect that an individual starting out in life should study his own adaptability and having clearly ascertained it, should determine his course in life accordingly. It is often laid down as a positive rule that each person, man or woman, has a capacity for some particular calling, and that his or her success will depend on whether the right one to fit the case shall be chosen. Like nearly all theories abstracted from practice, we find that this one is a mere structure of words that is more plausible than provable by actual demonstration. Probably it can be shown that any individual of ordinary faculty is capable of any one of several particular undertakings that if persisted in with energy and singleness of purpose will eventuate in more or less success. Yet this does not prove that any other pursuit, followed with persistency, energy and singleness of purpose, may not have been equally, perhaps more successful. The fact is that any well equipped mind, backed by a steadfast purpose and supported by a fairly strong physical nature, is capable of successfully accomplishing numerous things that will be a credit to the individual. The lives of many men and women demonstrate this conclusion without recourse to abstract theory or superfluous argument in its behalf.

The truth is that in the majority of instances accident, environment, opportunity or other incidents in early life give direction to one's vocation or pursuit. The vastly greater number depend on chance or opportunity to give them a start in life. As a general thing necessity has much to do with the first step or succession of steps. In the outset we mostly do what we can or what we have to, not what we would desire. It is true that in the learned professions, in mechanics and the arts, where preliminary tuition is possible and determinable there is often an early choice of pursuit which is carried into effect after the training has been completed. But the great mass of men are thrust by the force of circumstances into the avenues that lead to their settled careers. Many individuals make no other choice than a general resolution to get on in the world and seize the first opportunity that is presented. Such persons apparently are as apt to obtain wealth, position and honor as others who have made a specific selection of calling and have relied on their special adaptability to it for a successful outcome. Especially is this resolution true of men beginning life in lowly and straightened circumstances; they have no opportunity, no power of choice, but are forced to dodge into the first opening that appears. Such tentative movements may be the initiative of a triumphant career, or only the beginning of a desultory effort to keep soul and body together; but in either outcome there was no choice in respect to inclination or

adaptability to the avenue of effort which may have offered.

In the following biographical sketch the subject is ushered before the public without preliminary heralding. There is no description of a remarkable boyhood, of a long line of illustrious ancestry, of brilliant scholarship, of training for future employment, of struggles with adverse conditions before a successful start was made. This recital is concerning a man who seems early to have gone at the first work that was obtainable. Outside of five years spent as an auditor, his first real work was as a careful student in a dry goods store—a business he has since followed. There was nothing especially strenu-

ous or spectacular in the way his career began. He simply persisted in the pursuit that opened to him, and by industry, a set purpose to acquire a knowledge of the business and a skillful application of what he learned he has attained a large measure of success.



George C. Pratt.

ous or spectacular in the way his career began. He simply persisted in the pursuit that opened to him, and by industry, a set purpose to acquire a knowledge of the business and a skillful application of what he learned he has attained a large measure of success.

George C. Pratt was born in the city of Chicago. His father was a native of England, having been born in London, but came to this country in time to participate in the civil war on the Northern side. His mother was American. When he was quite young the family moved to LaGrange, Illinois, where Mr. Pratt attended school, graduating from the high school of that city in 1896. At that time he was contemplating embracing

the profession of clergyman, but because he was greatly interested in electrical development he took a four year course in electrical engineering in the Michigan University at Ann Arbor. After graduating from this institution he spent five years in the auditing department of the Western Electric Co., Chicago. In the meantime, he came to the conclusion that a mercantile career was more to his liking and entered the employ of the great Filene store at Boston as employment manager. He was promoted to be superintendent, later became ready-to-wear buyer and for three years was one of the three directors elected by the employes of that company to serve on the regular board.

After eleven years with Filene, Mr. Pratt went to Seattle as stock manager and general merchandise manager of the Bon Marche. He continued with this house for eight years, during which time he was made store manager. He was elected vice-president of the Retail Trade Bureau there and president of the Washington State Retailers Association. He was chosen to prepare the curriculum for a night

school of salesmanship under auspices of the Seattle Board of Education. Mr. Pratt was associated with the dean of home economics at the University of Washington in perfecting a home economics course.

Following several years of successful retailing in Seattle Mr. Pratt went to Washington, D. C., as merchandise manager of the Woodward & Lothrop store. From that city he came to Grand Rapids as vice-president and general merchandise manager for the Herpolsheimer Co. He has since been promoted to the position of President and General Manager of that corporation. He confidently expects to introduce innovations, improvements and modern methods which will place the store at the forefront.

Mr. Pratt was married to Miss Kellar, of Milwaukee, Nov. 24, 1909. They have one son, 9 years old, who attends the Ottawa Hills high school. The family resides at 1300 Hall street.

Mr. Pratt is an Episcopalian and a member of all of the Masonic orders, including the Knights Templar and the Consistory. He is also a member of the Kiwanis Club. His hobby is mechanics. He attributes his success to hard work and to a firm determination never to let anything interfere with his business. He is one of the most methodical and painstaking business men in the city of Grand Rapids and probably puts in as many hours at his desk as any man connected with the dry goods business. He has few hobbies, although he owns up to a weakness for mechanics of all branches. He is a devoted adherent to the family circle and finds his greatest pleasure in ministering to the comforts and requirements of his family. Mr. Pratt is to be congratulated on the fact that during the twenty-five years he has been identified with the dry goods business he has not permitted himself to be so shaped to one groove that he cannot travel in another, and that his mind and his tastes have not been so centered in the mere making of money that he cannot find rational enjoyment in the pursuit of other things.

### Furnishings Turnover Gaining.

Considerable improvement has lately occurred in turnover of men's furnishings at retail. The gain is largely ascribed to better selling weather, but the introduction of novelties and new shades has been a stimulating factor. Neckwear has been doing well, although business has been largely concentrated in medium and popular-price merchandise. Stripes and figured effects are meeting the bulk of the demand. Hosiery has also picked up, with novelty effects gaining in importance. The outlook for golf hose is reported good. Shirts are still laboring under competitive pricing.

### No Credit Plan Will Be Continued.

For two years Bloomfield, Neb., has been on a strictly cash basis. Back in 1928 local merchants entered into an agreement to extend no further credit.

A statement made by R. D. Wilson, president of the Retail Merchants' Association, indicates, moreover, that the plan will be continued indefinitely.

# Fresh fruit season coming! *Get your CERTO now!*

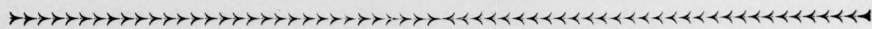
SOON the fruits will be plentiful in the markets . . . and that means it's jelly time!

Take a look at your Certo stocks. To "run out" in the midst of the season is to throw away some handsome, ready-made profits.

You'll soon be feeling the effects of the greatest advertising campaign in Certo history. This campaign includes smashing color ads in 14 magazines and farm papers. So be sure you are ready!

And don't forget that when you sell Certo, you sell all the sundries of jelly making—glasses, paraffin, sugar, and fruit.

## *"Ask the General Foods Salesman"*



*Principal products distributed by*

### **GENERAL FOODS SALES COMPANY, INC.**

- |                      |                                |
|----------------------|--------------------------------|
| POSTUM CEREAL        | WALTER BAKER'S CHOCOLATE       |
| INSTANT POSTUM       | MAXWELL HOUSE COFFEE AND TEA   |
| GRAPE-NUTS           | FRANKLIN BAKER'S COCONUT       |
| POST TOASTIES        | CERTO                          |
| POST'S BRAN FLAKES   | HELLMANN'S MAYONNAISE PRODUCTS |
| DIAMOND CRYSTAL SALT | CALUMET BAKING POWDER          |
| JELL-O               | LA FRANCE                      |
| LOG CABIN SYRUP      | SWANS DOWN CAKE FLOUR          |
| MINUTE TAPIOCA       | SATINA                         |
| WALTER BAKER'S COCOA | SANKA COFFEE                   |

The quality that has made each General Foods product famous is always the same, and the net weight, as specified on the package, is always the same no matter where or from whom the consumer buys it.



**MOVEMENTS OF MERCHANTS.**

Fennville—The Fennville Fruit Exchange has increased its capital stock from \$25,000 to \$35,000.

North Lansing—Adolph Ziegler, proprietor of the Crescent Tea Co., is installing a modern store front in his avenue.

Charlotte—Harold Phillips has purchased the James Hoot broom factory of the estate and will continue the business.

Muskegon—A. J. Hunter & Co., 252 Market street, plumbing, heating and mill supplies, has changed its name to Alfred J. Hunter & Co.

Eaton Rapids—The A. B. Howard meat market has been purchased by Leslie Benson, who has been managing the meat department of the A. & P. store.

Detroit—The Arrow Linen Service Co., 1030 Brooklyn avenue, has been incorporated with an authorized capital stock of \$50,000, \$26,000 of which has been subscribed and paid in in cash.

Detroit—An involuntary petition in bankruptcy has been filed in the U. S. Court here against Max Perlmutter by Irwin I. Cohen, representing Broder Bros., \$46; Camill Co., \$67; Rice & Co., \$500.

Uby — The Citizens Bank has changed its name to the Citizens State Bank and been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in in cash.

Lapeer — Palmers'. 41 Nepessing street, has been incorporated to conduct a general mercantile business with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Grand Rapids—Klein, Inc., 95 Monroe avenue, has been incorporated to deal in apparel for women and children with an authorized capital stock of \$10,000, \$7,100 of which has been subscribed and paid in.

Detroit—The Royal Pie Co., 3681 Gratiot avenue, has been incorporated with an authorized capital stock of \$20,000 common and 2,000 shares at \$5 a share, \$9,500 of which has been subscribed and paid in.

Detroit — The Detroit Wholesale Hardware Co., 1363 Gratiot avenue, has been incorporated with an authorized capital stock of \$30,000 common and \$70,000 preferred, \$73,000 of which has been subscribed and paid in.

Detroit — The Detroit Aetna Steel Co., 7035 Chatfield street, has been incorporated to deal in metal products, pickle steel, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Muskegon—Peter Burkall and Hans Nielsen have purchased the lease, equipment and business of the Eagle Vulcanizing Co., Terrace street and Muskegon avenue of Ray Knowles and will continue it under the same style.

Battle Creek — Ryan's, 62 West Michigan avenue, has been incorporated to deal in apparel for men and boys at retail with an authorized capital stock of \$10,000, \$3,500 of which

has been subscribed and paid in in cash.

Plymouth—The Universal Chemical Co., 2974 Clairmont avenue, has been incorporated to manufacture and distribute chemicals with an authorized capital stock of \$25,000, \$12,500 of which has been subscribed and paid in in cash.

Detroit—The John W. Swain Lumber Co., 2842 West Grand boulevard, has merged its business into a stock company under the same style with an authorized capital stock of \$50,000, \$15,000 of which has been subscribed and paid in.

Hamtramck—Freedman Bros., Inc., 9531 Jos. Campau avenue, has been incorporated to deal in jewelry, optical goods and musical instruments, with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit — The Dix Auto Electric Service, Inc., 4817 West Vernor Highway, 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 and paid in in property.

Detroit—The Toastette Sandwich Shops, 1542 Woodward avenue, has merged its restaurant, candy and baked goods business into a stock company under the same style with an authorized capital stock of \$50,000, all of which has been subscribed and paid in in property.

Detroit — Fisher & Moran have merged their drug business into a stock company under the style of the Fisher & Moran Drug Co., 18241 John R. street, with an authorized capital stock of \$30,000, all of which has been subscribed, \$500 paid in in cash and \$9,500 in property.

Detroit—An involuntary petition in bankruptcy has been filed in the U. S. Court here against Joseph Saks and David Saks, doing business as J. Saks & Sons, by Irwin I. Cohen, representing Schoenfeld & Schoenfeld, \$207; Florsheim Shoe Co., \$1,066, and Roggen Bros., \$137.

Detroit—M. F. Doty, manufacturers agent for machined products, has merged the business into a stock company under the style of the Doty Manufacturing Co., 1311 Terminal avenue, with an authorized capital stock of \$50,000, \$6,000 of which has been subscribed and paid in in cash.

Detroit—George H. Tisdall, 5743 Woodward avenue, has merged his auto painting and trimming business into a stock company under the style of the Tisdall Auto Painting & Collision Co., with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,000 paid in in cash.

Port Huron — George A. Shields, 1202 Military street, wholesale and retail dealer in groceries and food supplies, has merged the business into a stock company under the style of Shields Grocer, with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in in cash.

Kaleva—Hjalmar Harlin, registered pharmacist, who has conducted drug stores in Finland and also in Massa-

chusetts, has leased the Youth's Society store building and will occupy it with a modern drug store as soon as the plate glass front and other improvements to the building have been completed. A soda fountain will be installed.

**Manufacturing Matters.**

Bay City—The Bay City Electric Steel Casting Co. has increased its capital stock from \$75,000 to \$200,000.

Grand Rapids—The Stonecraft Co., 1754 Alpine avenue, N. W., has increased its capital stock from \$10,000 to \$50,000.

Detroit — The Colonial Tool Co., Inc., 147 Jos. Campau avenue, has changed its name to the Colonial Broach Co.

Detroit—The George P. Way Artificial Ear Drum Co., 2539 Woodward avenue, has changed its name to George P. Way, Inc.

Petoskey—The Oriental Arts Co., 324 East Lake street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—The Bordeaux Dry Ginger A'e Co. has been incorporated with an authorized capital stock of 2,500 shares at \$10 a share, \$10,000 being subscribed and paid in in cash.

Holland—The Bush & Lane piano factory has been sold to interests headed by Arthur A. Morris, of Detroit. The new owners plan to continue the manufacture of pianos and radios.

Hancock—The Siller Motor Co., 612 Quincy street, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—The Air-O-Cel, Inc., 10-216 General Motors building, has been incorporated to manufacture and sell wall insulation, with an authorized capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Detroit Brake Lining Co., 946 Vernor Highway, West, has merged its business into a stock company under the same style with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

**Fraudulent Advertising.**

Devils Lake, N. D., May 3—Under separate cover we are sending you a photo of an advertisement of Montgomery Ward & Co. that appeared in the Devils Lake Daily Journal on April 9, as you will notice, advertising Stillson ten-inch wrench and Crescent wrench both priced at one dollar.

The accompanying sales slip shows that the purchaser asked for these two wrenches. They were itemized Stillson and Crescent on the sales slip, and the imitation Stillson and Crescent wrenches branded "Lakeside" were what he received. This is purely dishonest advertising and merchandising.

Under this same advertisement, as you will notice in the photo, is

Palm Olive shaving cream advertised five tubes for one dollar. This is the regular fifty cent size, special for dollar day, this advertisement reads.

This shaving cream was purchased and it was found to be the regular 35 cent Palm Olive shaving cream, branded so on the package.

This advertisement represents to the purchaser that he was getting 2.50 worth of shaving cream for one dollar, which also is false advertising and merchandising.

This system of merchandising is very general with the chain stores, also with the mail order houses, and I believe it is only through the exposing of these dishonest methods of advertising that the independent merchants of the country will convince the buying public that the chain store menace is a real menace to the welfare of every community in the United States.

You can use this in your magazine, and kindly return the photo to me as soon as possible, as I wish to pass it on to some other magazines and trade papers.

Fred P. Mann.

**Late Business News.**

Henderson, the anti-chain crusader in the air, is contemplating the addition of local broadcasting systems to cover the Northwest and the Northeast more uninterruptedly.

Henry Ford has raised his discount to dealers on a sliding scale, reaching 21 per cent. for those selling 500 cars or more. The minimum for small volume remains at 17 per cent.

Lorillard is reported to have sold 20 per cent. more Old Gold cigarettes in the first quarter of this year than in the same period of last year. Sales of its Rocky Ford 5-cent cigar are also up substantially. Both products are being widely advertised.

The trade-mark, Maxwell House, as emblem coupled with the phrase "good to the last drop" as slogan, the Court of Customs and Patents holds, is infringed by use of the same emblem and the phrase "good to the last bite" for other grocery lines.

More than 400 fraudulent advertisers, most of them in the drug and toilet preparation fields, have been dealt with by the Federal Trade Commission in less than a year according to an official statement. The commission thinks the public purse is in \$50,000,000 richer as a result of these activities.

W. K. Henderson, whose radio broadcasts from Shreveport, Louisiana, have caused some consternation among chain store organizations in the Middle West and South, is planning to extend his activities. Refused time by both the National and Columbia Broadcasting companies, he is now developing a radio "chain" of his own, which will include twenty-eight smaller stations throughout the Middle West. Record reproduction will probably be used. Most of Mr. Henderson's operations have been in the Mississippi Valley.



**Essential Features of the Grocery Staples.**

**Sugar**—The market has made no change since a week ago. Jobbers hold cane granulated at 5.55 and beet granulated at 5.35.

**Tea**—The outstanding feature of the business during the past week has been greater firmness in China teas, due to reduction of supplies in American markets. For instance, Pingsuey standards advanced 1c per pound and they have continued firm throughout the week. Japan green teas are quiet, without change in price. The demand for Indias, Ceylons and Javas continues as good as the demand for any teas and a little better than the demand for most. Prices during the week showed no large change anywhere.

**Coffee**—During the week distributors have reported the fact that the Brazilian coffee people had floated a loan in Philadelphia, by which they hoped to be able to support the market for Rio and Santos. There has been some slight hardening on future Rio and Santos, green and in a large way, by reason of this loan, but spot Rio and Santos has not been affected. It continues on the same basis as last week. The future of Rio and Santos coffee by reason of the loan cannot be clearly predicted. Ordinarily, if left to itself the market would certainly advance, but whether they can get away with that remains to be seen. Mild coffee remains unchanged from last week. Jobbing market on roasted coffee is fairly active, without price changes.

**Canned Fruit**—The cut made by the California Packing Corporation in Del Monte fruit prices is the outstanding feature of the week. Del Monte prices had held unchanged all season, in the face of price cutting by other California packers. The Packing Corporation, however, thought it high time to meet competition, and the extent of its slash was thought to be well justified by prospects for big canning crops of fruits for the 1930 season. The decline, however, is not well received by jobbers who had any Del Monte fruit on hand, since they were not allowed any rebate on floor stocks and will have to suffer considerable loss. Another result of the cut was to slow up the demand for canned fruits. Such a big slash in prices naturally creates uncertainty among the trade, which now seems unwilling to take on sizable quantities of spots, and is loath to even consider future packs. It is reported from the Pacific Northwest that there will be a short crop of small fruits, which includes strawberries, raspberries, and others but not pears or cherries.

**Canned Vegetables**—Staple vegetables are still dull. Considerable of the cheap stringless beans bothering the market have been absorbed. Demand for Southern tomatoes has improved slightly, but prices are not changed, except they are perhaps slightly firmer. The future demand for tomatoes has been better during the week, and also the future demand for peas. Corn shows no change. Business is dull.

**Dried Fruits**—No one item in the dried fruits list has been featured by

a specially good demand this week, and the movement has been generally moderate. Different conditions are reported in various quarters of the local trade, with some operators reporting satisfactory business and others finding demand dull. Brokers reported a fair demand from Southern markets for the whole line of dried fruits. Quantities purchased were not large, but in the aggregate formed a reasonably big total. California prunes were cleaning up, but the market showed no improvement. An easy tone was prevailing, with ranges essentially unaltered since a week ago. Oregon prunes were almost all gone by Friday. Replacements are now en route from the West. Prices on Oregon prunes were steady. It was reported from Oregon this week that the prune and berry crops are showing up poorly, and that it is very likely that there will be a short production this year. This is a normal occurrence, as crops out there alternate with regularity. Extra choice, fancy and extra fancy Blenheim apricots were very scarce this week on the spot. Demand was not particularly active but enough to sustain prices which showed no change.

**Canned Fish**—From the Columbia River nothing is heard as to how the salmon are running, though brokers here are considerably interested in the situation, and are wiring for information. Packing commenced officially on the Columbia River on May 1. Advices from some Florida shrimp canners are to the effect that the run in medium sized shrimp has improved, following a long period of scarcity and bad fishing weather. Shrimp continue to run light in other canning sections. There is very little shrimp available on the spot, and limited quantities offered from first hands. Spot orders for glass shrimp are said to be still unfilled.

**Salt Fish**—There is very little change in the situation for salt and cured fish this week. Demand is seasonably slow for all kinds. Stocks of mackerel are sufficient to care for the present demand. The large sizes are comparatively scarce, with prices well maintained, while the smaller fish are plentiful, with a rather easy tone prevailing. There is no fish to amount to anything being brought in from abroad. No special change in conditions is anticipated for the near future and there will probably be no special activity until early autumn.

**Beans and Peas**—Demand for all varieties of dried beans is poor, with most items weak. Choice red kidneys are perhaps a little firmer for the week, but there is no other change. Dried peas are also unchanged and dull.

**Pickles**—There is a continued lack of demand here for bulk pickles, in spite of the extreme lightness of stocks. Large pickles, from 600s to 1800s are scarce, and the market is bare of nubs. Prices are unchanged. No quotations are available on nubs, there being no sellers. In bottled pickles there is a fair demand, with quart jars showing a moderate movement.

**Rice**—Buying is generally fair on the local market, and in some quarters a more active demand is noted, with buy-

ers taking larger quantities and paying full prices. Demand is for all varieties, with particular attention given to Blue Rose and long grains. Lady Wrights are well sought, but very difficult to locate in appreciable quantities.

**Syrup and Molasses**—The demand for sugar syrup continues good, as there is no surplus. Prices are unchanged. Demand for compound syrup is moderate, without change in price. Molasses is showing a fair activity for the season, without change in price.

**Review of the Product Market.**

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

Baldwins, A Grade .....	\$2.75
Baldwins, Commercial .....	1.75
Starks, A Grade .....	2.75
Starks, Commercial .....	1.80
Spys, A Grade, 2 1/2 in. min. ....	3.00
Spys, Commercial, 2 1/4 in. min. ....	2.00
Spys, Bakers, 3 1/4 in. up .....	3.00
Cooking apples, any variety ....	1.25

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

**Asparagus**—\$1.25 per doz. for home grown.

**Bananas**—5@5 1/2c per lb.

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

**Butter**—The only fluctuation during the week has been a decline of 1c per pound, due to the quiet demand and ample receipts, that is, ample for the demand. If there was any activity to the demand the receipts would not be relatively heavy. Jobbers hold 1 lb. plain wrapper prints at 37c and 65 lb. tubs at 35 1/2c for extras and 34 1/2c for firsts.

**Cabbage**—New red commands \$4.75 per crate of 60 lbs.; new white stock from Texas is selling at \$4.75 per crate of 75 lbs.

**Carrots**—75c per doz. bunches or \$3.50 per crate for Calif. grown; new from Texas, \$2 per bu.

**Cauliflower** — \$3.35 per crate for Calif. Crates hold 9, 10, 11 or 12.

**Celery**—Florida stock, \$5.25 for either 4s or 5s. Bunch stock, 85@90c.

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

**Cucumbers**—\$1.60 per doz. for Ill. grown hot house.

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

C. H. Pea Beans .....	\$6.75
Light Red Kidney .....	7.25
Dark Red Kidney .....	7.75

**Eggs**—For the most part of the past week the egg market has been weak all over the country and shows several small fractional declines. Demand has not been very good since the last report. Local dealers pay 21c for strictly fresh.

**Egg Plant**—\$2.25 per doz.

<b>Grape Fruit</b> —Extra fancy Florida;	
No. 36 .....	\$4.25
No. 46 .....	5.50
No. 54 .....	6.00
No. 64 .....	6.75
No. 70 .....	7.50
No. 80 .....	7.50

Choice, 50c per box less.

**Green Corn**—\$1 per doz. for Florida.

**Green Onions** — Shallots. 75c per doz.; home grown, 40c per doz.

**Green Peas**—\$2.50 per hamper for Calif. grown.

**Lemons**—We predicted last week that lemons would advance within a week. Those merchants who acted on our advice saved 50c per box. Another advance is expected in the near future. To-day's quotations are as follows:

360 Sunkist .....	\$7.50
300 Sunkist .....	7.50
360 Red Ball .....	6.75
300 Red Ball .....	6.25

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

Imperial Valley, 4s, per crate ..	\$6.00
Imperial Valley, 5s, per crate ..	6.00
Imperial Valley, 6s, per crate ...	5.00
Hot house grown, leaf, per lb. ...	11c
Limes—\$1.50 per box.	
Mushrooms—65c per lb.	
Mustard Greens — \$2 per bu. for Texas.	

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

126 .....	\$6.75
150 .....	7.50
176 .....	8.25
200 .....	8.75
216 .....	8.75
252 .....	8.75
288 .....	8.75
344 .....	7.50

**New Potatoes** — Florida receipts command \$9 for No. 1 and \$5 for No. 2.

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

**Parsley**—50c per doz. bunches.

**Peppers**—Green, 75c per dozen for California.

**Pineapples**—Cubans are now sold on the following basis:

14s .....	\$3.25
16s .....	3.25
18s .....	3.50
24s .....	3.75
30s .....	3.75

**Pieplant**—\$1.50 per bu. for home grown.

**Potatoes**—Home grown, \$1.90 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.65; Idaho stock, \$4.50 per 100 lb. bag; Idaho bakers command \$4.75 per box of 60 or 70; new potatoes from Florida command \$3.85 per bu. and \$9.25 per bbl.

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

Heavy fowls .....	24c
Light fowls .....	22c
Radishes—60c per doz. bunches of hot house.	

**Spinach**—75c per bu.

**Strawberries**—\$5 for 24 qt. crate from Tenn.

**String Beans**—\$4.25 per hamper.

**Sweet Potatoes**—\$2.75 per bu. for kiln dried Jerseys.

**Tomatoes**—\$1.60 per basket; three lasket crate, \$4.50.

**Turnips**—\$1.40 per bu. for new.

**Wax Beans**—\$5 per hamper for Florida.

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

Fancy .....	14c
Good .....	12c
Medium .....	4. 11c
Poor .....	10c



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

A reputable business man in a Northern Michigan town writes as follows regarding an experience he has recently had with a swindler who masqueraded under the guise of a building and loan association in Texas:

I am enclosing a circular letter from the Valley Building and Loan Association, of McAllen, Texas, addressed to the stockholders.

I am one of the stockholders. The method of inducing non-resident persons to invest in this stock might be of interest. I saw their advertisement in the Pathfinder. The association offered 8 per cent. on fully paid certificates.

I had a short time before that read an article by Mr. Babson in which he advised persons having funds to invest to put some of it in building and loan associations.

I answered the advertisement and got the association's literature. It looked good so I invested \$1,000. The interest has been paid regularly until now.

The most of my transactions were with the Paul D. Miller, who was vice-president of the association. Payments for certificates were made by check and I noticed the checks did not bear the endorsement of the association, but that of Mr. Miller. My suspicion was not aroused, but I did think it rather a queer way to do business.

There is no doubt hundreds of your readers who have been induced to invest their funds in these foreign investment concerns and much to their sorrow. I have \$2,200 tied up in another association in the East and it is in bad shape, too.

My thought is that you might use my experience as a warning to readers of the Tradesman against investing their savings in far away concerns.

If you make any mention of the matter, I would prefer that you do not make me public in it.

The letter referred to is, in part, as follows:

According to the allegations in the petition filed in the District Court of Hidalgo county by the Valley Building and Loan Association against the heirs of Paul D. Miller, former officer of this Association, you are advised that this Association has recently suffered a large embezzlement loss approximating \$250,000. The unfortunate shortage had been increasing and pyramiding for years and was not discovered until the latter part of March when Miller died after a short illness. Fully paid certificates in various amounts had been issued mostly to non-resident stockholders and the checks given in payment thereof had been converted to the personal uses and benefit of others instead of the Association. Dividends and withdrawals against these fraudulently issued certificates had been paid in part through the medium of a hidden account carried in the name of the Association with a nearby banking institution which did not appear on the books of the Association. A private and confidential set of records had been kept wherein there was set out in fairly full degree all of these defalcations and such records were not found until after the death of Miller.

Immediately upon learning of the condition of affairs, the directors took active steps for the protection of all stockholders, including themselves. S. A. Morris (another former officer of the Association) was indicted in several counts by the Hidalgo county grand jury, was apprehended in Kentucky, placed under bond to insure his return to Texas and is now out on bail and awaiting trial. The Association promptly asked one of the Honorable

District Courts of this county to appoint a receiver for Miller's estate, in which there appears some equity, and it is hoped through this action to keep the estate intact and at a later date to impress a constructive trust upon such estate to the end that the proceeds thereof may be recovered for the shareholders of this Association. The application was granted and F. W. Lemberg, of this city, has been appointed, has qualified and is now acting in such capacity. Upon request, the Banking Department of Texas sent one of its examiners to this point and he is now engaged in accurately determining the exact amount of the shortage and is compiling necessary proof for future legal steps. Fidelity bond claims aggregating \$42,500 will be shortly filed and the prosecution of such claims will be vigorously made. All payments of any character have been suspended until further notice in order that no present stockholder might be preferred.

The directors of the Association have gone carefully over the prevailing situation and have determined that the enormous embezzlement and other now known losses have created an impairment of the capital stock of the Association of not less than 30 per cent. and have decided to place its future squarely up to the stockholders for decision and determination since the Association belongs to each and every one of them, and now offer for your consideration the following plans with brief discussions regarding each:

1. Court receivership and liquidation: The permit for the continued operation of this Association has already been cancelled by the Banking Commissioner of Texas on account of the Association's present insolvency, and unless this large capital impairment is soon removed in the manner hereinafter outlined, such official can and will apply to some court for the appointment of a receiver for the purpose of collecting in its assets and distributing them proportionately to the stockholders in the manner prescribed by law. In our opinion this procedure would be long drawn-out and expensive and would likely entail further and additional loss to the stockholders as is usually the case in matters of this kind. Assets would be necessarily sacrificed and expenses would be increasingly heavy. No additional growth could be had, and as rapidly as the notes were collected and other assets realized pro-rata dividends would be paid to the stockholders. In our humble opinion several years would elapse before the Association could be liquidated and its estate closed.

2. Continued operation: All stockholders of whatsoever kind could reduce their respective investments in the Association as of date April 1, 1930, to the extent of 30 per cent. which total amount derived from such reduction would be used for the purpose of removing the present capital stock impairment and restore the Association to solvency. Those holding Fully Paid investments therein would receive seven shares of new stock for every ten shares now owned. All other stockholders including those who have paid in various amounts on loan dues would accept a 30 per cent. reduction in the credits now standing on the books to them. All dividends to April 1, 1930 could and would be paid or credited to the respective shareholders. In order to prevent future embarrassment to the Association and enable it to get back on sound financial footing all withdrawal notices now on file must be cancelled and all stockholders must agree to leave their respective reduced investments with the Association for a period of at least two years from April 1, 1930. A competent man would be employed to operate the Association and a combined effort would be made by him and the Directors thereof to reduce this present apparent 30 per cent. loss through

the operation of the Association cheaply and economically, and by collections on Surety Bonds and from the tied-up assets of the Miller estate. It is believed that dividends on this reduced capital can be hereafter paid at regular periods and that it would not be long before an investment in the Association would be highly regarded and much sought after.

We have presented the situation and the two future plans of procedure as fully as possible and await your early decision. The former must be looked by you squarely in the face and handled without regret or abuse, for such will avail nothing, since under the plan of defalcation followed it was practically impossible for such to be discovered by any board of directors or governmental agency. We know that a building and loan association in the Valley section of Texas could and should be operated with the highest degree of success and are ready and willing to accept the consequent burden for ourselves or our successors in office if a majority of the stockholders in number and amount so favor.

We therefore enclose a blank for voting in this matter and an addressed envelope for the dispatch of your letter to this office. If such majority favor receivership for the Association and a winding up of its affairs through one of the local courts, we shall so advise the Banking Commissioner of Texas and ask him to immediately file the necessary application. If on the other hand such majority favors plan No. 2, we venture the hope and belief that within a few brief years the Association will work itself out without serious, if any, financial loss to its present large list of stockholders.

Asking that you give this matter your careful and immediate attention and consideration and that you soon let us hear from you, we are

Very truly yours,  
Valley Building and Loan Association  
By J. A. Frisby, President of Board of Directors.

There are hundreds of thoroughly reliable building and loan associations in Michigan, conducting business under Michigan charters in conformance with Michigan laws. In view of this situation it is exceedingly unfortunate for any man who aims at safety and security in making investments of this character to send his money out of the State.

### Seek To Increase Unit Sale.

One of the matters to which retailers plan to give a great deal of attention is promotion designed to increase the size of the average transaction. While efforts to this end will mark the months immediately ahead, they will come into full play for the

Fall and Winter seasons, it was added. It is hoped by this means among others to make the closing half of the year a much more profitable period than the first six months. Particularly in the case of a large store, it was maintained, does increasing the size of the average transaction mean a great difference with respect to net profits.

### Right of the Regular Retailer.

I do not ask any favors or unfair advantages for the independent retail dealer. If he cannot manage his store as capably as the great department stores or the chain-store systems let him fail. If he cannot meet the fair competition of any rival, great or small, let him disappear and leave room for more efficient business.

But I do protest against his destruction by trade pirates. He has a right to protect himself against President-elect Hoover's triumvirate of evils — "unjust competition, domination, and predatory business." Hon. Clyde K. Elly.

# KENT

Starting

SATURDAY, MAY 10TH

The Greatest Thriller Yet!

## "THE BENSON MURDER CASE"

— With —

WILLIAM POWELL

S. S. Van Dine's greatest thriller! More startling than either "The Canary" or "The Greene!"

Added "Kent" Features

LAUREL & HARDY

in

"BLOTTO"

"Aesop Fables"

"Paramount Talking News"

# MAJESTIC

GARDEN

Shows

Daily

At

1-3-5-7-9

NOW SHOWING

## RUTH CHATTERTON

in "SARAH AND SON"

All-Talking with Frederic March

One Week Starting Friday, May 9

VAN and SCHENCK

In Their First Talking and Singing Feature Picture  
"THEY LEARNED ABOUT WOMEN"



**Items From the Cloverland of Michigan.**

Sault Ste. Marie, May 6—Sunday was one of the finest days we have had this spring. The arbutus is in bloom and there was a steady stream of cars headed for the arbutus woods. Many of our Canadian friends were in evidence and everybody seemed happy. Now that navigation has opened and the boats are passing through the locks business has improved locally and the few unemployed are back to work. All that we are looking for now is a prosperous tourist season, which will soon start. Many enquiries for cottages for the summer are being received by the Chamber of Commerce, which is looking after the tourist business, warning the rooming houses not to get stung again with the numerous associations which send high powered salesmen to get joiners to the tourist association, when all that they get is a sign and a receipt for the \$5 fee.

H. A. Williams, the well-known meat merchant, who met with a serious accident about two months ago while touring Canada, has recovered sufficiently to be back on the job, but it will be some time before he will be able to do the light fantastic again.

The Northern Hotel, at St. Ignace, has opened for the season. Manager Welch has had the interior redecorated and remodeled throughout, presenting a very pleasant appearance.

John Baker has opened a new shoe repair shop at 506 Ashmun street. All new modern shoe repairing equipment has been installed. Mr. Baker is an expert at the business. The location is also one of the best in the city.

What this country needs is more wild life in the open spaces and less in the city.

The Holland Furnace Co. has moved from Ridge street to its new location in the McKee building, at the corner of Arlington street and Osborn boulevard. Many improvements have been made in the new building, including a well-appointed office and a large show room. Manager Mikkelsen says that service will be the motto.

The Kinney Shoe Co. is coming back to the Soo, after discontinuing business last winter when the store was destroyed by fire. It is figuring on renting the two remaining empty stores in the new theater building. The Soo still looks good to Kinney.

The Lincoln cafe, on Portage avenue, opened for business last week after being redecorated. James Briskas, the proprietor, is looking forward to a record breaker during the tourist season.

S. G. Wolkoff, proprietor of the large dry goods store at Munising, reports business good this year, with the large lumber mills running with two shifts. He is also looking for a big tourist business. Munising has many attractions, with Grand Island directly opposite and the Pictured Rocks, which are a big inducement.

Opportunities might be more easily recognized if they didn't so often come disguised as hard work.

The trout season is now open and our local fishermen were on the job early. Some encouraging reports were received. Trout appear to be unusually plentiful. We have received several enquiries as to good streams for trout, so will mention a few for those interested near here: Sucker River, Grand Marais road; Grand Marais Lake, East of Grand Marais, follow main traveled road; Baker Creek, Grand Marais road; Hurricane and seven mills creek and Sable river, on only road through Grand Marais, going West; East branch of Fox to main stream, near Seney; Fox to West branch of the Fox and the North branch of the West branch, on Old Munising-Grand Marais road; Big Indian river on the Manistique, Steuben road; Sturgeon Hole creek, fellow road to the Manis-

tique-Steuben road; Prairie and Stoner creeks, near Manistique. Enquire there for specific information. If you want streams near the Soo we have several just as good near here.

William G. Tapert.

**Grand Rapids Council. U. C. T., Notes.**

The regular meeting of Grand Rapids Council was held in U. C. T. headquarters, 21 Ionia avenue, Saturday evening, May 3. The attendance was more than normal and the interest was keen. Preparations for attending the convention at Port Huron were reported by the committee in charge as well under way and we will make an effort to bring back to Grand Rapids most of the prize money which is offered. A special meeting will be held on May 17, to complete all details for a large attendance of the members of No. 131.

The Ladies Auxiliary met at the same hour in the social rooms and held election of officers for the ensuing year. The following members were elected:

President—Mrs. Clarence C. Myers.  
Vice-President—Mrs. F. L. Kuehne.  
Secretary—Mrs. Frank Holman.  
Treasurer—Mrs. Abraham Bosman.

Mrs. L. L. Lozier, retiring President, was elected as delegate to the State Ladies Auxiliary convention to be held in Port Huron at the same time the United Commercial Travelers of America, Michigan domain, will convene, June 5, 6, 7. Then they served refreshments to the heads of the respective households represented. We all vote Mrs. R. E. Groom and the ladies who so ably assisted her our sincere thanks and appreciation for the food selected and the manner in which it was served. After the refreshments, we "old boys," who still think we shake a wicked foot, danced until the elevator operator called in rather determined tones, "Last car."

We were thoroughly pleased to have James A. Fordred, Assistant Manager of Sales of the Colonial Baking Co., become one of us by initiation. We trust Brother Fordred will find a sphere of usefulness which is entirely to his liking, for there is much to be done.

Miss Marian Lypps, daughter of Mr. and Mrs. W. E. Lypps and the adopted daughter of Council No. 131, has returned to Grand Rapids for the summer months, which she will spend with her parents and friends, taking a real vacation, which she has richly earned.

Mr. and Mrs. Clarence C. Myers again came from Chicago to attend the meeting. That is a living illustration why Council No. 131 is influential. Its officers and members are willing to sacrifice pleasure, comfort, time and money to further the interests of the order.

The Scribe.

Eugene N. Phelps, dealer in general merchandise at Leetsville, in renewing his subscription to the Tradesman, writes he could not get along without our wonderful paper.

J. D. Erskine, dealer in general merchandise at Allenville, renews his subscription and writes: "Give the chain store hell, I will furnish the coal."

**Quality Coffee that satisfies and repeats is the greatest asset a grocer can have.**

*Our Coffee has Quality*

*Our Coffee always Satisfies*

*Our Coffee Repeats*

**Morton House**

**Quaker**

**Nedrow**

**Imperial**

**Majestic**

**Boston Breakfast Blended**

**LEE & CADY**

**STABILIZING BUSINESS.**

In his address before the Chamber of Commerce of the United States, President Hoover voiced his conviction that the worst of the great economic storm, or depression, is over. His salient recommendations were for a commission of all business and allied interests to seek ways of achieving greater stability in the future, for steps to provide readier financing of home builders and for a study of the bearing of interest rates upon speculation and stable production.

These proposals are sound and practical, but it is to be hoped that they will accomplish more than resulted from the unemployment conference in 1922, which did not even arrange for the facts on working conditions now so urgently required.

The major action of the Commerce Chamber was to urge emasculation of the agricultural marketing act by demanding that the Farm Board cease using Government money either to aid the co-operatives or to buy and sell commodities in its stabilization program. The Chamber was warned that its move would be construed as a rupture between organized business and organized agriculture, but the vote for the resolution was overwhelmingly in favor.

There was no reference to this or to other vital matters of business concern in Mr. Hoover's address, and yet the outlook for agriculture is rapidly becoming of paramount importance in gauging economic prospects. Few will defend artificial control of agricultural markets, but the emergency probably demands uneconomic practice for the time being. At least it demands a more sympathetic and helpful attitude than the one disclosed by the chamber, which may very well aggravate what is already a belligerent division of what should be common interests.

In the meantime there is little change in the general business and industrial situation. Steel operations have ebbed a little and prices are weaker. The wholesale commodity index of the *Annalist* is still sagging and at 132.3 is at a new low for this record, which was started in 1925. In terms of the Bureau of Labor prices, the level is down to September, 1916.

**PIONEER WOMEN.**

The unveiling of Bryant Baker's heroic bronze statue of the "Pioneer Woman" in Oklahoma last month gave to the Nation an outstanding tribute to the most neglected of America's heroic characters—the women who mothered the men who did great things. That neglect was partly explained by Secretary of War Hurley when he said at the unveiling ceremonies: "Historians have been so busy with the lives of great sons that they have not stopped to immortalize the mothers who produced them."

Only a glance at history is needed to prove the charge. The mothers of but few great men can even be recalled by name, and those who are remembered are little known or their own greatness.

Tradition says that the first member of the Pilgrims to land on American

soil was a woman, Mary Chilton by name, who stepped ashore at Plymouth Rock on November 11, 1620.

Coming down to the time of more active colonization we find a history strikingly sparse in mention of women, great though their part must have been. Longfellow has given us a picture of "Priscilla, the Puritan Maiden," and Cotton Mather has told us of Lady Arabella Johnson, who died in Roanoke soon after she landed in 1630. But the early Colonial women who are best remembered were the heretics, forerunners of more tolerant times: Anne Hutchinson, with her fight for women's rights; Ann Austin and Mary Fisher, Quakers, who caused a Puritan uproar in Boston in 1656; Ann Burden and Mary Dyer, other Quaker women who upset Boston; Margaret Brent, who brought down the wrath of Maryland with her demands for equal rights.

In the nineteenth century, when the pioneering scene had shifted to the West, there is the obscure "Bird-Woman," Sacajawea, the Shoshone Indian squaw who, almost single-handed, saved the Lewis and Clark expedition. The years immediately following saw a whole legion of brave women, pioneer mothers in the truest sense, trudging Westward, wresting homes from the wilderness, dying along the Oregon Trail. They form an unnamed, all but forgotten host, a silent testimonial to the spirit of pioneer womanhood.

**PROBLEM IN PATENTS.**

A curious case in patent law is involved in a suit filed recently by the Government against two of its own employes. The case is really a triangular one, for the Government's suit has waited on the decision of a Delaware court allowing the validity of the patents, whose outcome makes probable a claim against the Radio Corporation of America and others for infringement.

But in the meantime the Government is claiming the patent rights on the ground that these inventions were developed by F. W. Dunmore and Percival D. Lowell while working at their duties at the Bureau of Standards. It is said that the Supreme Court has repeatedly ruled that patents secured by Government employes for inventions and discoveries made during "working hours" belong to the Government. In this particular case the principal invention was apparently the direct result of assigning these men to the problem of operating a radio set on alternating current.

If the Government wins, these patents will ultimately become public property and can be used by all manufacturers without payment of royalty. If the Government loses, the inventors have some sort of case against the biggest builders of radio in the business, since their patents have been declared valid. The impressive figure of \$20,000,000 has been mentioned as a reasonable claim for the use of them.

The Government suit is expected also to provide a test case leading to clarification of the law in regard to patents, particularly in regard to the rights of employer and employe to a discovery made in the course of regu-

lar research and experiment. If this can be made an issue between the Government and its workers, it can apply also to ordinary business.

**MANAGEMENT UNASHAMED.**

Unenlightened and unashamed management in the textile industry was never more plainly evident than in the discussions which took place last week at the convention in Boston of the National Association of Cotton Manufacturers. Defense of female and child labor in the mills was never so crudely handled as by the official who, after attacking two of the leading trade organizations in his field as "pests," blandly declared that he considered the employment of children as a "charity."

Perhaps that was the last time such utterances will be made or endured. The next time those out of sympathy with such Bourbon views may see fit to leave the hall out of respect for decent American business principles and ideals.

Fortunately, the group which subscribes to profits before anything else, humane or otherwise, is a small one, though it continues powerful enough to keep the industry tied to reactionary practice. The other side of the picture was presented to the convention by able advocates who are aware of what might be accomplished if the business was to get in step with progress in other lines of enterprise.

It becomes increasingly clear that in the textile, as in the other industries suffering from chronic distress, the way out is to bring together those willing to operate efficiently and to promote proper living and working standards for their employes into an organization which would go before the country with a just claim for the patronage of all who would welcome such enterprise and its product—and they are millions. This would introduce a new and controlling factor in competition and establish a basis of price, quality and American welfare.

**DRY GOODS CONDITIONS.**

Stimulated by warmer weather, there was a fair gain in retail trade here last week. Other sections of the country equally favored also found sales better, according to the reports received in this market. The best activity developed on seasonal apparel and accessories, particularly the latter, but sales of home furnishings, in addition, met with good response.

The mail-order and chain store sales figures for April made a better showing on the whole than was expected. The first catalogue chain to report showed a small decline in its report for four weeks, but its leading competitor made a gain of 10 per cent. for the month. Some of the large department stores improved on their March-April figures of last year, but the number of such cases is not large enough to indicate that department store volume in the aggregate fared so well.

Trade prospects in the present month are considered good, and the increase in sales should prove sizable if weather conditions continue favorable. There is an extra Saturday this year, and unseasonable weather held down results in 1929. Additional im-

petus is expected from a more general launching of the separate Summer season which is officially opened tomorrow in the retail stores.

**NEW RATES FOR AIR MAIL.**

It was recognized a year ago or more that the air-mail rates must be revised. They were reduced to a base rate of 5 cents in order to stimulate traffic and encourage private enterprise to develop an adequate air-mail system, but postal deficits mounted at an alarming rate as the air-mail pouches filled, and a number of abuses of the Government's generosity came under the notice of the postal authorities. After many conferences with the operators of the service, a bill was prepared to relieve the postoffice of some of its deficit, and this has now passed the House of Representatives without the formality of a record vote.

This bill changes the basis of compensation between the Government and the air-mail carriers. Instead of making payment on a poundage basis, the postoffice charters space in mail and passenger planes at a rate per mile. A maximum of 40 cents per cubic foot per mile is paid for space in passenger planes and a maximum of \$1.25 in exclusive mail carriers. Nine pounds of mail is considered the equivalent of a cubic foot, but the space is paid for whether it is fully loaded or not.

The air mail has a chance under the new system to pay its way.

**AMERICA ON THE SEAS.**

The remarks of Postmaster General Brown and Chairman O'Connor of the Shipping Board before the National Merchant Marine Conference at Washington contained great encouragement for the American shipbuilding industry. Both visualized the shipyards working to full capacity within a year, with continued prosperity assured by the need for replacements and additions to the merchant fleet. Legislation is not always attended by such happy results as those which have followed the enactment of the new shipping law. Governmental farm relief has not worked out as had been hoped, but the manner in which the Jones-White act has helped the shipping industry has been most gratifying. Within a few years America should regain much of her long-lost prestige on the seas.

**HARDEST SINCE 1920.**

In the opinion of retail executives here the last three months have required more hard work, merchandising skill and promotional work to obtain volume and preserve a fair margin of profit than any similar period since 1920. Now that seasonal gains are being reflected in the daily sales figures, a feeling of relief is current, tempered by the fact that another "long, hard pull" may be necessary to swell Summer business. It was also stated that vacations will probably be in order earlier this year to relieve the high-pitched tension of merchandising.

We envy what another has not because we need it but because he has it.

When you start a thing, finish it. No quitter ever became foreman.



## OUT AROUND.

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

Last week Out Around included a day at Jackson, a day at Toledo and a half hour stop at Adrian.

Sixty years ago Toledo and Monroe were about the same size as to population and traffic. I recall hearing many discussions as to which would be the larger city in time. Toledo solved the problem by dredging the Maumee river so as to make that city a lake point. Monroe, on the other hand, permitted the sluggish water of the Raisin river to flow on to the lake unmolested. She now has a population of about 15,000, while Toledo boasts that 300,000 people are included within her municipal limits. In this day and age of the world, no community can sit down and complacently expect things to come her way. She must go out after them and fasten them to her by bands of steel.

The first thing which gave Toledo prominence was the grain trade she developed with the Wabash valley and other distant points. With this came the clover and timothy seed trade. For many years she was the center of this traffic until Albert Dickinson gradually transferred the timothy trade to Chicago.

I have many delightful memories of Toledo going back to the early days of the Tradesman, nearly fifty years ago. I had pleasant relations with John Berdan, of the wholesale grocery house of Secor, Berdan & Co.; A. M. Woolson and W. A. Brigham, of the Woolson Spice Co.; J. M. Bour, founder of the house which is now known as the Blodgett-Beckley Co.; William H. Maher, author of *On the Road to Riches*, one of the most inspiring books ever written for retail merchants and business men. The copyright of this book was acquired by the Woolson Spice Co., which distributed a million or more copies among its customers in the early '80s. Mr. Maher was a member of the firm of Maher & Grosch, who sold millions of knives and scissors through mail order methods.

It was in Mr. Maher's office that I first met Cyrus Curtis, who has since won much fame and many millions of dollars by the publication of the *Ladies Home Journal*, *Saturday Evening Post*, *Philadelphia Ledger* and *New York Evening Post*. He was then publishing an agricultural monthly which he subsequently sold to Wilmer Atkinson, who acquired several millions from its publication before he died a couple of years ago. Mr. Curtis had then in mind the establishment of the *Ladies Home Journal* and enthusiastically described the attractions he expected to be able to embody in that publication.

I believe it would be a good idea for the present managers of the Spice Co. to dig up a copy of *On the Road to Riches* and put a cheap reprint of same in every case of coffee it sends out to

its customers. Although the book was listed at \$1, I think it could be produced in large quantities with paper covers for 10 cents per copy.

I had the pleasure of spending a week end with John Berdan at his summer home on Middle Bass Island, where I met President Harrison, who was a guest at an adjoining cottage. Notwithstanding his reputation for coldness, I found him a very affable gentleman. I distinctly recall one statement he made to me while we were sitting on a bench at the water's edge: "Every President ought to retire with the reputation of having bettered some branch of the public service. I have specialized on improving the standard of the judges sitting on Federal benches. I believe history will give me credit for doing more along that line than any other President has done up to this time." Because he was an able lawyer, Mr. Harrison evidently felt the necessity for this improvement. President Taft was also very solicitous on this subject.

Mr. Woolson was one of the grandest men I ever knew. His greatness was evidenced by the wonderful organization he created, the remarkable men he associated with him in the business and the millions of dollars he made for himself and his stockholders along original lines of distribution he created and maintained. Taking charge of the business after three other men had failed to make good, he very soon demonstrated that he possessed a high order of managerial genius which gave him a high rank among the food manufacturing captains of his day. John Berdan once told me that when he engaged Mr. Woolson to take the management of the business there were a half dozen other applicants. Some proposed to put in \$2,000, some \$5,000, and one or two offered to invest \$10,000 in the company. When Mr. Woolson was asked what he would do along that line if given the management of the business, he replied, "I will sell my store building, my grocery stock and my home, investing in the business every cent I have in the world, except my household furniture. I am sanguine I can make a success of the undertaking." Mr. Berdan was so struck with Mr. Woolson's offer and his enthusiasm in the matter that he closed negotiations with him on the spot. Mr. Woolson's wonderful success fully justified Mr. Berdan's confidence in the man and the correctness of his judgment in picking a winner.

Of the men above mentioned, all have passed on except Mr. Brigham, whom I had the great pleasure of meeting at the Home Bank, of which he has been Vice-President for many years. I was delighted to find him so well and hearty at 77 years of age, with a keen appreciation of his surroundings and a prophetic insight of what the future has in store for him.

Driving through Adrian recalled an incident which happened ninety-three years ago. My maternal grandfather had moved from Allegheny county, N. Y., to Lenawee county, in 1836. The

next year he received word that there was a letter in the postoffice at Adrian from his old home in York State with 25 cents postage due. He had no money, so he measured out a bushel of wheat, put it in a bag, flung the bag over his shoulders, carried it six miles to Adrian and sold the contents for 25 cents in order to obtain the coveted letter. I wonder how many people nowadays would be willing to undergo a hardship of that kind to secure a coveted letter. Instead, many people think they ought to pay one cent for postage on a letter instead of two cents.

I was told that all of the varied industries of Adrian were enjoying a degree of prosperity which made the employment situation less tense than is the case in many other Michigan cities.

If ever a city received a bad deal from a railroad, Adrian certainly did from the old L. S. & M. S., now New York Central lines. Fifty years or more ago this railroad induced Adrian to bond itself for \$100,000 and hand the proceeds over to the L. S. & M. S. in consideration of the road locating its car shops there. Not long after the railroad received the money, it pulled up stakes and removed the shops to Elkhart, where it received a similar bonus. About that time the road erected a frame depot in Adrian. That old hulk is still doing service as a depot, notwithstanding that Adrian has always given the road a large share of its outbound and inbound freight. The city certainly deserves better treatment at the hands of the Morgan interests.

At Jackson I met an experience which has not been duplicated during the forty-seven years I have published the *Tradesman*. Sussex & Scott, grocers and meat dealers at 133 Northwest avenue, gave us a signed order for the paper on the usual terms. When I presented an invoice covering the amount due to date, they ignored the transaction and repudiated their own signature. If I were a salesman I would not feel very happy over receiving an order from such a source.

It struck me that Jackson has a smaller percentage of chain stores than any other city of equal size in Michigan. The retail stores are above the average in stock volume, variety and attractiveness. The men at the head of these stores also average high in appearance, intelligence and courtesy.

Ray M. Lake, manager of the grocery department of the L. H. Field Co., showed me through his store, stock room and receiving room, all of which indicate a high degree of efficiency.

Ralph Leathead, grocer at 1206 Francis street, was ill when I called. I hope he may have a rapid and complete recovery.

A. B. Evans, grocer at 1915 East Michigan avenue, asked me how I would handle a situation which was somewhat acute in his locality. A teacher in the public schools not only

patronizes a chain store, but sends the children under her care to the chain store for various articles. I told him I would bring the matter to the attention of the superintendent of schools; that if that did not bring relief I would take it up with the board of education. He said he would act on my suggestion.

A newspaper friend whom I esteem highly for his enterprise, activity and candor writes me as follows:

You are of that old school of journalism which puts accuracy above everything else.

In your issue of this week, in your comments on the alleged strained relations between Senator Vandenberg and Governor Green, your final paragraph is altogether inaccurate.

In that paragraph you say in substance that Governor Green and his associates have purchased the stock holdings of Senator Vandenberg and that Senator Vandenberg is out of the syndicate which controls the Grand Rapids Herald, the Lansing State Journal and the Battle Creek Journal.

Federated Publications, Inc., owns all the stock of the Grand Rapids Herald, the Lansing State Journal, and the Battle Creek Enquirer-News. Neither Governor Green nor anybody else has purchased Senator Vandenberg's holdings. On the contrary, Senator Vandenberg has recently increased his holdings in Federated Publications.

I assume that your information came from the numerous rumors which have been afloat during the last two weeks—rumors which were inspired by the story of a thoroughly irresponsible reporter of the *Detroit Free Press*. For your information, and to be used in such manner as you choose, I am giving you the facts.

Senator Vandenberg, since the incorporation of Federated Publications, was a member of the Board of Directors. He was also one of the three members of the voting trust, which elects the Board of Directors. Because of his duties in Washington, Senator Vandenberg has been unable to attend any of the meetings of the Board of Directors, which on one or two occasions has proved rather embarrassing. With his own vote, as a member of the voting trust, Senator Vandenberg retired from the Directorate. He still remains one of the three members of the voting trust; he still holds all of this stock in Federated Publications, Inc.; he is still president of the Herald Publishing Company; and he is still publisher of the Grand Rapids Herald.

There is no likelihood whatsoever of any change in his status with relation to these problems, nor is there any likelihood of any change of any of the personnel in Federated Publications, the Grand Rapids Herald, or any of the other properties controlled by Federated.

I am glad to be set right in this matter by so able an authority as my generous friend—generous in that he attributes my error to misinformation and not to malice. Personally, I am glad Senator Vandenberg is to retain the control of the three newspapers included in the Federated Publications, Inc. and that the Grand Rapids Herald is to have the benefit of his direct personal supervision, because such a condition furnishes us ample assurance of the high character these newspapers will continue to maintain.

E. A. Stowe.

Honest fools are more to be feared than wise rascals.



## THE PERFIDIOUS KAISER.

### German Conspiracies In and About Detroit.

Ever since the people of civilized nations forced constitutional limitations upon their governments and rulers and acquired for themselves a voice in their governmental affairs through the exercise of the ballot franchise, it has been necessary to prepare nations for the event of war by systematic educational propaganda. This may be a process continued through several generations, but it proceeds systematically, step by step. The minds of the people must be imbued with the idea of their own superiority over all other-races and with the belief that such superiority gives them a right to dominate other people whom they have been educated to regard as their inferiors. Next they must be taught to regard their competitors in the trade of the world as enemies and when the competition has reached an acute stage the people of the Nation must be led to believe that their enemies are combining for an attack upon them.

Out of such mischievous propaganda develops an intense spirit of militarism, for any people who believe that their nation is in danger of attack will bravely endure severe privations and excessive taxation for the upbuilding of armaments and submit to compulsory military service as a measure of national necessity. When this stage has been reached the time has arrived for extending propaganda of several sorts in the other countries which have been classed as potential enemies. Citizens of the nation which is planning for a war of conquest have emigrated to other countries to the number of several millions. These are to be systematically brought together in societies and under one pretext or another are to be educated to a sort of restored allegiance to their mother country, its government and, as far as discretion will permit, to a sanction of the aims of the government of the mother country.

Preparation for the kaiser's war went much farther than this in America for through a perfectly innocent appearing scheme for an exchange between the educational institutions of both countries a considerable number of able German educators, all enthused with the ideals of their home government, were sent to serve as instructors in American educational institutions. Thus an atmosphere of friendliness was inculcated and considerable sanction was gained for German military and national ideals.

After the mine had been laid with systematic care all that was needed was the lighting of the fuse. Apparently the scheme was perfected for keeping the United States not only neutral but friendly to Germany when the war would come. In Great Britain the scheme was not so successful, but the militarists of Germany had hopes of holding Great Britain neutral until the last moment. Their propaganda did prevent the United Kingdom from taking alarm and preparing for the event of war despite the clam-

orous warnings of Lord Roberts and a few other far-sighted men who had read the handwriting upon the wall.

In the United States the systematic propaganda had created a strong pacifist party among native born Americans and even among the learned educators of the universities and colleges. Propaganda educated many German-Americans to accept the German view of the case—as much of it as the militarists were willing to disclose—and secret agents sent to this country more than a year before the outbreak of the war had, through their direct and indirect connection with the German embassy at Washington, managed to enlist a relatively small number of Pan-German enthusiasts in a general conspiracy which was intended to prevent this country from taking part in the war and from selling and manufacturing munitions or supplies of any kind to the allied powers which would be sure to combine for opposing German conquest.

So insidious was this latter form of propaganda that few of the representative German citizens knew any more about it than did the American people themselves. As soon as we began selling horses and horse trappings to the allied powers this secret organization began to become apparent through acts of lawlessness. Now and then a whole car load of horses on their way to the seaboard would be found hamstringed and rendered useless. Goods in transit would be cut to pieces. Certain newspapers, which had been subsidized before the event, became virtuously indignant over the sale of any materials which could be used in warfare by the enemies of a country which still maintained peaceful treaty relations with the Government of the United States.

We stood ready to sell to all bellig-

erents impartially, but the German government was unable to take advantage of the opportunity because of the supremacy of the British on the sea, so the secret enemies within our borders began plotting for the destruction of munitions plants, food products, etc., and the interruption of our transportation service in order to prevent war supplies reaching Europe from this country. Much of this commerce in war materials and foods for the allied armies came from the Middle

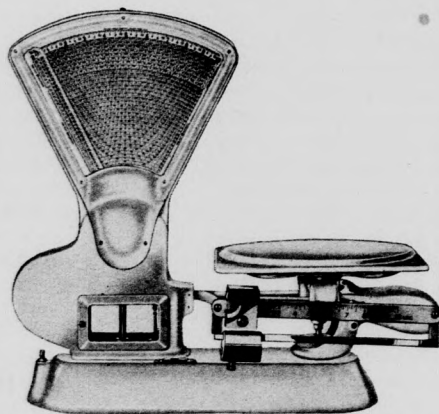
West and crossed the border at Detroit and Port Huron, where railway traffic passed through tunnels. Because of that condition and because Detroit, a highly industrialized city, had converted a number of its peace industries into the more profitable business of manufacturing supplies for the allied armies, Detroit became one of the most active centers of alien enemy conspiracies and hostile promotions.

Attaches of the German embassy at

## These Are Our Leaders Old Master COFFEE



TOLEDO, OHIO



One of many types of Toledo Scales for retail stores

## TOLEDO SCALES

NO SPRINGS - HONEST WEIGHT

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

## TOLEDOS PROTECT GOODWILL AND GUARD PROFITS

AS YOUR CUSTOMERS see the clear, red line of the Toledo Indicator move unerringly to the exact—and honest—weight, their confidence in you and in your store is increased. This guards your good will.

Because Toledo Scales are built on the pendulum principle—weight against weight, not weight against springs—you can weigh quickly and accurately. The clear indication prevents losses due to overweight.

It's easier to be right on a Toledo. You simply weigh to the exact amount you want—and the high standard in the Toledo construction with all modern improvements does the rest.

Write Department MT for the booklet "Guardians of Profit."

Washington became custodians of a large corruption fund, deposited in Eastern banks, and maintained a lively correspondence with secret agents in all parts of the country. The head of the German conspiracy in Detroit was Albert Kaltschmidt, who had his residence at 84 Hancock avenue, East. Kaltschmidt was sent to the United States in 1913, more than a year before the outbreak of the war. He traveled widely and spent more or less time in several cities having a large German population. He was generally interested in the promotion of German societies for the ostensible purpose of keeping alive the traditions of the Fatherland among the expatriated Germans and for promoting a more common use of the German language in the public schools and of German literature in America. All this was innocent enough and it met with the hearty and natural approval of the German-Americans everywhere.

After the war opened Kaltschmidt began the promotion of a local society of Germans in various places, known as the Deutscherbund. The purpose of this society was to contribute liberally to a fund for the support of German war widows and orphans. This also met with general approval among the German citizens until it was discovered that the funds were not reaching the widows and orphans. Then Kaltschmidt laughed at his dupes and called them fools for even supposing that the fund was to be used for any such purpose; its real purpose was to prevent the United States from manufacturing and selling munitions to the allied powers, and to carry on pacifist propaganda to prevent this country from entering the war under any conditions.

As a blind for the operations of this agency Kaltschmidt went to Toronto and purchased 570 shares of the stock of the Marine City Salt Co., for which he paid \$22,000 to John B. Holden and G. A. Dunlap in October, 1915. Then he established himself in an office on the ninth floor of the Kresge building, with his sister, Mrs. Ida Kaltschmidt Neef, as his private secretary. A number of strangers began frequenting this office and occasionally Kaltschmidt would go away for several days at a time. Meanwhile he attempted to maintain himself on terms of intimacy with the leading German citizens of Detroit and to frequent their social organizations but some of them, almost from the first, began to regard him with suspicion.

At the same time Fritz A. Neef, Kaltschmidt's brother-in-law, established himself at 802 Woodward avenue old number, as agent for the Eiseman Magneto Co. When Kaltschmidt came to America he was accompanied by Lieut. W. H. Jerosch, a German reservist. They went first to Texas where Jerosch remained until the beginning of 1914. Jerosch joined the Texas National Guard and became a sergeant in that militia body. He went to Iowa and worked as chemist in a chemical plant early in 1914, but upon the outbreak of the war he was summoned to Chicago by Jacobson, the German consul stationed there and

Jacobson sent him to Detroit to be subject to orders from Kaltschmidt. Richard Herman, another reservist was called from another place in the West and also sent to Detroit. Gustave Stevens,—the last name was an assumed one—was another aide detailed to the Detroit bureau of enemy conspiracy. Max Schultz was also sent from Chicago to help Kaltschmidt.

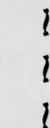
Kaltschmidt's Detroit confederates were Carl Schmidt and his wife, Maria Schmidt, who lived at 878 Loraine street, Charles Respa, who lived with the Schmidts, William Leffler, Gustave Jacobson, Franz Respa and Max Schultz, of whom little is known. Over on the Canadian shore were the Tate Electrical Works, which were intensively engaged in the manufacture of shrapnel fuses and other military munitions; the Peabody Overall Works, which were making uniforms for Canadian soldiers and the Windsor armory, where recruits were given shelter while troops were being raised for the war. These were marked for destruction early in 1915. William Leffler secured employment as a watchman at the Tate Electrical plant, which was to be the center of the conspirators' Windsor operations, and Charles Respa was directed to cooperate with him for the destruction of the places designated.

Jerosch was sent to secure employment at the Detroit Screw Works, which was making shells. He was able to secure entrance to the plant, but was refused employment. During his

stay he managed to conceal two shell cases under his coat and these he afterward showed to Kaltschmidt as evidence that the screw works was making ammunition. A few nights afterward Jerosch, Herman and Jacobson were given a dynamite bomb of thirty-three sticks to be planted in the Detroit Screw Works building and several small hand bombs charged with nitro glycerine, which were to be thrown through the windows in case they would be unable to plant the larger bomb. Following the explosion the three men were to escape to Toledo and keep out of sight for a few days, and also to establish an alibi. It happened that the guards about the screw plant were so vigilant that the bombers dared not make an attempt upon the building and Kaltschmidt rated them as cowards for their failure. They afterward testified that they were given \$15 each for this job.

Max Schultz and Gustave Stevens were given suit cases loaded with dynamite and clocks with which to set off time fuses. Armed with these they made their way into the region North of Lake Superior for the purpose of destroying the bridges of the Canadian Pacific Railway near Winnipeg and at Nipigon. They were arrested on suspicion by Canadian authorities March 18, 1915, and that endeavor failed. The conspirators had already reached a bridge which they were to destroy when arrested by Constable Ephraim Fitzpatrick.

(Continued on page 30)



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MUELLER MACARONI PRODUCTS

on your counter and many of your customers will tell you to - -



ADD SOME OF THEM TO THEIR ORDERS

C. F. MUELLER CO.  
Jersey City New Jersey



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

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

A large immediate increase in sales, no drastic mark-downs, and hundreds of new customers at practically a normal advertising cost. That is what a Joseph P. Lynch 10 day sale can do for your store. Furthermore — a Jos. P. Lynch sale tones up store morale, and actually creates tremendous good will which results in larger future business.

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



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

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



## FINANCIAL

### Trusts and the Market Break.

A study of the position of investment trusts and their relation to the stock market collapse is productive of many data that are interesting. In bringing out the facts in a rather exhaustive survey, Analyst Associates, Inc., recalls the feeling of concern relative to the welfare of the trusts coincident with the October-November break in the market which brought with it depreciation of between \$30,000,000,000 and \$40,000,000,000 in the market values of listed and unlisted securities.

So far as the best managed trusts were concerned, however, it is contended that such concern was hardly necessary, inasmuch as many of those companies not only entered the period of market decline with large cash resources, but still held small unexpended cash balances when the decline had run its course. Trusts are relatively new in this country and consequently do not boast the backlog of experience possessed by Scotch and English trusts. Perhaps it could be contended our units gave a poor account of themselves last year, yet it is worthy of note that no trust of consequence was forced to liquidate.

Experience is a hard taskmaster, and it is only reasonable to assume that the lessons learned by our trusts in the crisis will be reflected in changed and more profitable investment policies in the future. Potential investors looking over the investment trust field should study their prospects closely. For the present at least it is suggested that trusts with a large proportion of senior capital, that is, bonds and preferred stock, offer the most attractive opportunities of profiting by a period of steadily rising prices.

A company with a large common capitalization is usually in position to do new senior financing, it is true. But sometimes when the opportunity for such financing presents itself conditions are not wholly favorable for the purchase of securities for its portfolio. Equally as important, however, is the element of management, for, after all, the average trust is successful only to the extent of the capabilities of those who direct its activities.

A comparison has been worked out showing the relation of the percentage gain or loss on average resources of ten seasoned trusts over a period of years, with the movement of Standard Statistics Company, Inc., index of ninety stocks. It is revealed that few trusts make a favorable showing by comparison, except possibly for 1929, when their indicated loss was but 1.4 per cent., as against 11.9 per cent. for the averages.

In 1927 the trusts showed a gain in resources of 18.7 per cent., but this contrasted with a gain of 30.9 per cent. in the stock averages. Similarly the relation in 1928 showed the trusts with an average gain of 29.9 per cent., contrasted with an upturn of 37.9 per cent. in the averages.

Of the group of ten trusts used in the comparison six now make a practice of issuing quarterly reports. Comparison of their position as of March

31 last with that at the end of December, 1929, reveals an indicated average gain of 18.1 per cent. in total net resources. This compares with a gain of 17.2 per cent. in the Standard Statistics Company average over the same interval.

William Russell White.  
[Copyrighted, 1930.]

### Unfavorable Earnings Gap Narrowing As Year Progresses.

Admitting that the arrival of spring has not brought the seasonal expansion in outdoor activities that everybody expected, the National City Bank of New York, in its monthly bulletin, published to-day, studiously avoids a specific forecast on the rate of business recovery from now on. What it does instead is to go into some larger aspects of trade developments and to show how inevitably our own prosperity now is tied to that the world over.

The assumption so widely made that inflation did not exist here outside of the stock market was not entirely accurate and "it has been suddenly realized that the production of most of the important raw materials and crude products is overdeveloped, that prices for such commodities have undergone a general decline and that world trade has been seriously affected thereby."

The bank in this bulletin develops some interesting philosophy on the science of production with reference particularly to the resultant benefits of a more stabilized prosperity to the mass of people. It holds that a growth of our productive powers will induce an increasing diversity of production that should develop "the ever-widening system of exchanges instead of an ever-increasing intensity of competition. The world is obsessed on the subject of rivalry and competition, instead of thinking of co-operative trade."

A hundred years ago 75 per cent. of our people had to be on the land to supply a sufficient quantity of farm products. With the multiplication of hand tools to-day less than 25 per cent. of our people is able to supply the farm products whereas 75 per cent. may be engaged in other occupations ministering to the common comfort and welfare. These new occupations, says the bank, enlarge the circle of trade, the people in them exchanging services with each other and the farmers enabled to do so and to enjoy the higher standard of living by reason of the increasing power and greater diversification of industry."

Outstanding among the new industries of the last generation and new services have been those in the electrical, automobile, radio and aeroplane fields.

What the City Bank thinks is that "the industrial system is not in equilibrium, the supply of crude products being in excess of the supply of finished products, with the result that the producers of the former are too poorly paid to take their proper share of the latter."

Apparently the City Bank believes that the first quarter earnings statements now coming to light present the business situation at its worst and that with time the unfavorable spread be-

## 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

 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  
CAPITAL AND SURPLUS  
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tween 1929 and 1930 net profits will diminish until in the final quarter this year it will be turned into "a substantial gain" over the corresponding period.

Paul Willard Garrett.  
[Copyrighted, 1930.]

**Bank Surveys Five-Year Trend.**

Continental Illinois Bank and Trust Company in its bulletin asks the question whether the prosperity percentages of increase that we have witnessed in past years will be duplicated in the years to come.

We all know the basis for the "new era" talk that was heard up to the stock market's autumn decline. For seven years industrial production had been expanding at an average rate of 2.4 per cent. annually. Corporate net profits were multiplying more than three times as fast as industrial production, or at an average rate of 8.9 per cent. annually. Dividends meanwhile were increasing at an average annual rate of 17.2 per cent. That is to say dividends were increasing seven times as fast as profits. And the average yearly increase in stock quotations outran even the rate of increase in dividends.

Apparently the economists of this institution will be content with an average increase in productivity in the next five years of 2.4 per cent. annually or at the rate witnessed in the 1923-1929 period. But more of an increase than 2.4 per cent. is not anticipated. Here is what the bank says: "We see no reason to expect the trend of production during the next five years to exceed the 1923-1929 trend. In the event that production should increase, say in 1931 or 1932, as it did in 1928 and 1929, at the annual rate of 12 per cent., or even more, the probabilities are that such a boom would be followed by a reaction of the depression type and that the average of production would thereby be held down at least to some such trend as that of the past seven years."

What the bank rightly emphasizes is that however much similarity we may find between the current recession and those witnessed in 1924 and 1927 it is "absurd" to liken the current recession in business "either in degree or duration" to the 1920-1921 depression. The bottom of the current recession reached in December was exactly the same as the low of the 1927 recession but it was 17 per cent. above the 1924 low and 55 per cent. above the low of the 1920-1921 depression. Indeed it is interesting to note that even the December bottom of industrial production last year was 4 per cent. above the peak of production reached in 1920.

Corporate profits in 1930 are estimated by this bank as likely to be "at least as large as in 1927, and possibly equal to those of 1928."

Paul Willard Garrett.  
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**March Trade Slump Portrayed.**

Late Easter this year is at least a partial explanation but the monthly review of trade published to-day by the Federal Reserve Agent at New York portrays a condition in March

distinctly poorer than that in the same month last year.

March sales of department stores in this district fell 6 per cent. from a year ago but the Agent is careful to explain that "a large factor in the decline was the lateness of Easter, which delayed most of the Easter trade until April this year, whereas it was done in March last year." Virtually all localities reported declines in sales and New York City itself showed a decline in department store sales for the first time in more than a year. Reductions in other sections of this district varied from 7 to 22 per cent. Outstanding among the declines shown by department stores was the drop in apparel sales. The shrinkage in these sales was the largest for any month in several years.

What is perhaps still more disappointing is that the March sales of wholesale dealers in this district ran 15 per cent. under the year before, reporting, incidentally, a decline larger than in January or February. Wholesale grocery sales once more were the only group to show an increase. Wholesale sales like retail sales undoubtedly were affected by the late Easter this year but the Reserve Agent explains that "a part may have been due to unseasonably cold weather." Machine tool orders in the past have been referred to as a rough index of the trade trend but in the month under consideration the volume of orders remained far under that a year ago.

Perhaps there is significance in the observation by the Federal Reserve Agent in reporting on wholesale trade that 'collections were reported to be slower than a year ago for the sixth consecutive month.'

For the first time in recent years the total sales of reporting chain stores ran below those for the corresponding month of the year before, the decline being 5.5 per cent., but here again the late Easter is a partial explanation. While the grocery chains continued to report an increase in sales the increase was the smallest in many months.

While the April figures are not yet in the indication is that they will make a better showing than these totals for March since they will reflect the summer trade and some improvement in weather.. Paul Willard Garrett.

[Copyrighted, 1930.]

**Grandfather Clock Attracts Trade.**

At the opening of the Summer season last year a Washington haberdasher displayed in his window a large grandfather's clock. Though the clock was regularly wound and kept correct time, a sign was hung over it reading, "This is not the right time." Many stopped to check up on it, and in doing so noticed a smaller sign at the foot of the clock reading "to be wearing a felt hat."

The same idea could be used in a meat market by changing the smaller sign to something like "to be going vegetarian," or "to be foregoing poultry because it is too expensive," according to the requirements of the rest of the display.

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**STUDENT ROOMERS.**

**Problems Involved in Catering To College Boys.**

Not long ago when university authorities were contemplating the erection of a large dormitory for students in Ann Arbor, a great protest went up from real estate dealers and owners of rooming houses.

Letting rooms to students is a business which has grown with the years. It has boomed real estate, helped building trades and furnishes means of living to widows and others who own or rent a house. Families from a distance come with their children, who are to take courses in advanced education. They lease a house for a term of years or they buy a house with a dependable prospect of selling again without loss—probably at a profit—when they are ready to return to their former homes and occupations.

There are many unwelcome or difficult features in this business of renting rooms to students which are not foreseen by the inexperienced. There is a good prospect that when rooms are rented they will be continuously occupied for the school year. This is unlike the common experience of landlords and landladies, whose tenants leave unexpectedly and the task of advertising, showing rooms and deciding on the character of prospective tenants must be gone through with—over and over again.

These student roomers are supposed to have means to pay all expenses promptly and the great majority have. But the young man with money to throw away may cause his landlady more anxiety and more trouble than the one who must take every opportunity outside of study and class hours to earn money.

The house, the rooms, the conveniences, the furnishings must be appropriate, must so far as possible approach the surroundings to which boys of wealth have been accustomed. While room rent rates are high enough, the landlady through pride or endeavor to please and hold her roomers, may put more money into decorations and furnishings than is just to herself.

If all students paid regularly and promptly the landlady must still be judicious in her living expenses, but when one or more fall behind for some excuse or another, when the arrearages increase with advance of the year, hardships, perplexities and anxieties increase. Taxes, insurance, light, water and heating bills must be met. If without a bank reserve, she must appeal to the grocer, meat dealer, coal man and others for credit until the end of the school year.

Some students who are in arrears send home for money and settle in full at the close of the school year. Others remit after they reach home. No student can obtain a diploma who owes for board or room rent. So the last recourse of the landlady in the case of a senior student in arrears is to inform the secretary of the university of the fact.

But when all arrearages are paid, can the landlady have a rest in vacation or go on a visit? Possibly a few can do so, but most of them need an

income right along. Fortunately, hundreds of teachers and others come to take post-graduate courses every summer and there are plenty of places with rooms to let.

The case of the boarding-house keeper may be more difficult than that of the one who lets rooms. No one who skimps in quantity or provides inferior quality in food can hold customers. The great majority do furnish the best meals and in abundance. It must take long experience to supply what they do and not rob themselves. Those students who eat at restaurants, where they can obtain meals equal to the first-class boarding houses, have to pay a lot more money. The experienced restaurant keeper knows what to charge to make the desired profit. The boarding house keeper must depend on judgment to be approved or disapproved by the financial account.

The landlady who is a mother by proxy, who speaks of her student roomers as "my boys," who says "Boys will be boys" and they are not bad, who will forgive everything except dissolute living, wants the same ones the next year, and the boys know that the patient, long-suffering landlady, whom they impose upon, is the one they want to come back to. They do not intend to defraud her. They will pay in full sometime. But in after years someone will be sorry for the way they imposed on the landladies. And when these students become business men they will know that arrearages do rob the creditor, even if the original debt is finally paid.

If these hard-working, distressed landladies knew that by owning or living in a small house or a few rooms they could go out three or four days a week and do exactly the same work—dusting, sweeping, cleaning, caring for rooms, and get more clear money for themselves, be more independent, have more rest and leisure, and escape their present anxieties, would they do it? I fear not. When they must, because of age or infirmities, give up this kind of struggle for an existence, they may realize what they might have done and wish they had.

E. E. Whitney.

**Winter Winnings.**

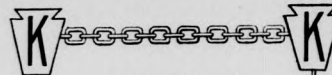
Winter is battling with the sun  
A sun which presses higher  
But soon will Boreas have to run  
Before this fiercer fire  
Which sweeps through equinox again  
Preparing vernal days  
For robin, bluebird, lark and wren  
To sing their roundelays.

Still winter even in defeat  
Is yet victorious  
So truly snow and icy sleet  
Become the sonorous  
Spring waters drumming down a glen  
To break the moorland's sleep  
Waking the pussy-willows when  
No jack-in-the-pulpits peep.

The passing winter stirs in me  
Doubly a gratitude  
So much it was—and is to be  
Wig-wag-ing through the wood  
Or dormant fields to don their green  
And bud for April bloom  
For life's serene hours have been  
The afterglow of gloom.

March winter days have worthy ends  
which run to compensate  
The hill and dale, making amends  
Should snowfalls happen late:  
For these but quicken blade and wing  
Give hope to heart and hand  
'Till Spring resplendent, blossoming  
Would challenge fairyland.  
Charles A. Heath.

The trail of trouble caused by careless work is endless.



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Guaranteed by Metropolitan Casualty Insurance Company of New York		
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Guaranteed by United States Fidelity & Guaranty Co.		
\$ 5,000 Federal Home Mortgage Co.--	5½%	1938
Guaranteed by National Surety Company		
\$11,000 Union Mortgage Company -----	6%	1932
Guaranteed by Southern Surety Company		
\$25,000 Illinois Standard Mortgage Corporation -----	6%	Serial
Guaranteed by Metropolitan Casualty Insurance Company of New York		
\$10,000 National Union Mortgage Company 6%		1946
Guaranteed by National Surety Company		

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Maria Edgeworth

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**MUTUAL FIRE INSURANCE**

**Increasing a Fire Insurance Risk and What Follows.**

Here is an interesting case on an important point of fire insurance. Readers hereof who read their fire insurance policies know they all contain a clause that the policy shall be void if the insured in any manner increases the risk or hazard of the insurance. For instance, if after the policy has been written the insured should start keeping gasoline on the premises, or an excessive amount of gasoline (most policies allow a small quantity to be kept) the danger of fire is thereby increased and the company is placed at a disadvantage because it granted insurance on one condition, and is compelled to carry it on quite another and more hazardous condition.

The clause is reasonable and sound, the difficulty is several fold: 1, little things may unconsciously happen which may in fact increase the risk, therefore constant watchfulness is necessary; or, 2, if the insured has rented the property to a tenant, he cannot keep in touch with it so as to control the situation. Either of these situations may void the insurance, so that the importance of the point is clear.

The case before me concerns the second of the above possibilities, viz.: when the insured, who owns the property and carries the insurance, has rented the property to a tenant and has thus gotten out of touch with what goes on.

A property owner named Bitonti took out fire insurance on a property he owned and then rented it to his son-in-law, Cinimo. Cinimo did something which of course no reader hereof, or his tenant, would do, viz.: he set up a still, which exploded and set fire to the property. The owner, Bitonti, asked the insurance company to pay the loss, but it refused, on the ground that the policy was to become void if the hazard should be increased, which it certainly was by the operation of a still on the premises.

The owner brought suit.

Now while the exact facts of this case would not appear once in a thousand times, nevertheless the question presented was the fundamental one which would apply to all such conditions, viz.: when a tenant, without the knowledge of his landlord, does something which increases the insurance hazard, is the owner responsible to the point where he loses his insurance?

The appeal court, which affirmed the lower court, held that he was not.

The clause in this particular policy read thus: "This company shall not be liable for loss or damage occurring while the hazard is increased by any means within the control of the insured." The court reasoned thus:

The authorities in Pennsylvania hold that occupancy of a house by a tenant is the occupancy by the landlord; that a violation of the terms of the policy by a tenant is a violation by the landlord; that a lessor continues to be the insured party, and that the conditions and covenants in a policy are binding whether he occupies the premises, personally, or by a tenant: Diehl vs. Adams Co. Mutual Ins. Co., 58 Pa. 443.

In Long vs. Beeber, 106 Pa. 466, the

tenant, without the knowledge or consent of his landlord, increased the hazard by erecting a steam works in a public alley adjacent to the leased premises. The court held that when an insurance company, for a fixed price, insures a building, it takes upon itself the hazard provided for and none other, and if the risk is increased without its assent, the policy is void.

In McCurdy vs. Orient Ins. Co., 30 Pa. Superior Ct. 77, the policy provided that no gasoline should be kept, used or allowed on the premises, and a tenant of the insured, without the latter's knowledge, set up in the premises a gasoline stove for domestic purposes. A fire resulted and it was decided that the insurance company was not liable. The landlord contended that she had forbidden the tenant to use a gasoline stove and did not know there was one in the house and that, therefore, the prohibitory condition did not affect her. The court said that the question involved was one of contract between the insurance company and the landlord, and that it did not relieve her to show that an act violating the terms of the contract was done without her knowledge by a tenant.

None of the policies, however, in the cases referred to provides that the policy should be avoided if the hazard is increased by any means within the control of the insured.

The weight of authority is that where a policy contains the provision under consideration that unless knowledge of the insured of the hazard is shown, the policy will not be avoided: Royal Exchange Insurance of London vs. Thrower, 246 Federal Reporter 768; 28 Corpus Juris 221; Waggonick vs. Westchester Fire Ins. Co., 34 Ill. App. 629; Northern Assurance Co. of London vs. Crawford, 59 S. W. 916; McKee vs. Ins. Co., 135 Pa. 544; Rife vs. Ins. Co., 115 Pa. 530; Cooley's Brief on Ins., 2d edition, page 2,534.

There was no evidence offered that Bitonti had any interest in or knowledge of the operation of the still, or that it was under his influence, either directly or indirectly. It could not be said, therefore, that there was an increased hazard under the control of the landlord as contemplated by the provisions of the policy.

Note that the case is decided really by the question whether the policy says that the hazard must be increased by any cause "within the control of the insured." With that clause in, the insurance is not lost unless it can be shown that the insured knew what his tenant was doing. On the other hand, if the clause voids the policy merely if the hazard is increased, the tenant's increase of hazard loses the insurance whether the owner knew of it or not.

Elton J. Buckley.

**Handkerchief Finished Lawn in Dots.**

The play on dots this season is said to have extended to handkerchief finished lawn. Favor is equally divided between the white dot on colored ground in blotch printing and the reverse. Dots in massed or casually scattered arrangements are also popular. Plain dimity is said to be selling for blouses and dresses. The children's wear and neckwear trades are also using solid-colored dimity which is best in white, red, Copenhagen, and helio. In prints partiality is shown stripes and dots. Activity is reported in flock dot voiles which are said to be going into less expensive merchandise.

"I forgot" is simply another way of saying "I don't care."

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## PERSONAL ECONOMIES.

## They Are the Fundamentals of National Thrift.

A very wealthy man whom I knew, who had large interests in Grand Rapids and whose home was in New England, used to make the trip to our city quite often, and he always had his little lunchbox with him. Instead of patronizing the dining car, he took from home the toothsome things which appealed to him and did not waste his substance on the expensive menu of the dining car. People said of him that he was stingy, that he pinched a penny, and noted with derision what they called his false economy. He was practicing New England habits and through the practice of those habits of economy he was able to do large things. He was not stingy. Through his thrift he was able to give liberally to causes which appealed to him.

A friend of mine who is very wealthy, when he passes from the sitting room to the dining room, has a habit of turning out the lights in the sitting room while he is eating his dinner. It is a habit of thrift that was engendered in him as a child and which has followed him all the days of his life. He acquired the habit of small savings and that habit resulted in the acquirement of great wealth and he was enabled to finance great undertakings and has always been a liberal giver to altruistic enterprises.

One day many years ago I was about to leave for Europe and thought I would drop in to the office of my cousin who was the treasurer of the Michigan Central Railroad and located in New York City. He was a busy man and I didn't want to take much of his time during business hours, but I just wanted to pay my respects to him before I should leave. While we were talking pleasantly together, among other things, I noted on his desk a little pile of paper upon which to make notes and data. It was made up of the backs of envelopes which had been cut out and put neatly on a pile. He was perfectly able to have the finest scratch pads made if he wanted them, but he was brought up under the habits of New England economy and he practiced them all the days of his life. Because of his feeling that thrifty habits and economic methods were vital to success in life, he made a great reputation in his official capacity through the reduction of waste on the part of employes in carelessly dealing with the properties of the great corporation.

After all is said about the niggardliness of New Englanders, they give us the most important lessons in thrift of any of our American peoples, and as a result of their thrifty habits in dealing with the small affairs of life, they have been able to do great things in our world. A wealthy New Englander who through solicitation fathered an important enterprise in agriculture in Kansas was asked how he gathered money for this undertaking, and he replied, "When I earned a cent, I saved it," and that was the key to the situation. The thrifty habits of New Englanders are proverbial; they were

brought up on very unpromising conditions illustrated by the poverty of the soil in a large part of New England and the rough conditions under which agriculture was promoted. But in demonstrating over the adverse conditions and inculcating habits in thrift in children and practicing the economies of life, they were enabled to finance wonderful undertakings in our Western world where money was greatly needed in the pioneer days.

I wonder if you have thought about the meager salaries most ministers get. To be sure an occasional great man is paid well for his service in the pulpit and parish, but on the average our ministers are very poorly paid and it is astonishing that out of a small salary a thrifty minister's family can educate the children and perform wonderful service to mankind almost entirely through the practice of the small economies of life. When I was a lad my own minister had a little farm which he cultivated well and which furnished most of the living for the family. The small salary of \$500 a year which he received was used for the things which had to be paid for in money and for the education of his children. As I think of that family and the economies they practiced, I recall as a little boy what seemed to me wonderful sermons which were preached, which were studied out as the minister hoed in his garden or followed the plow or gathered the grain at the harvest time. His children were given an education which started them well in life, one of whom became the President of the Erie Railway System.

In chatting to you about personal economies, I naturally attach my thought to things in which we as a group of bankers are interested as connected with our vocation. We started the school savings bank on a theory that if we could get children interested in saving in a small way, we would be inculcating habits which would be invaluable to them in later life. We were accused by many people of teaching children to be stingy, to be narrow in their habits of spending, and our defense was very prompt in giving as an illustration the thrifty habits engendered by the French in doing just what we were attempting to do here. The French people do not work any harder than the American people; they do not work any more hours; but through personal economies which have been taught them they are the most accomplished debt paying people in the world. In our own experience in the savings bank the lessons which we have taught in the line of personal economies and by saving of money through the efforts of the bank that it may be used when adversity comes or opportunities for investment are presented are constantly coming to us in support of our contention. Good times often engender unfortunate habits. Easy come and easy go naturally link themselves together. During the last war, men whose wages were increased rapidly until the income for ordinary labor was phenomenal, did not exhibit thrift in the increase of savings. The economies of life were forgotten, money came easy and it was

spent carelessly, and when the time for lesser wages came, as it always does, the money that ought to have been saved for times of adversity had been spent for luxuries which were not vital to good living; and the people who had saved and who practiced habits of economy and thrift had to take care of these people, and we are faced to-day with a condition which largely is the result of habits of spending inculcated when times were good and money came easy. If our theory upon which we have built our savings bank could be practiced by a majority of the people, we would not have the moaning over conditions of unemployment.

Wealth and learning never come without the practice of thrifty habits, the avoiding of waste and the saving for a rainy day. Even money which comes down to a son or a grandson, allowing him to live in luxury, had to be saved through personal economies by somebody and through hard work and thoughtful thrift. There is no royal road to wealth or learning. It is through the relinquishment of pleasures, oftentimes, that we are enabled to help somebody in need, and it is worth our while to consider thoughtfully the acquirement of the ability through economical practices to be helpful in some way to the unfortunate.

My father and mother were pioneers, and with little beyond their clothing, an axe and a rifle, started their married life in a new country as pioneers. I have been looking up some of the diaries kept by my father in those early days and I find that it was through thrifty habits and self-sacrificing methods that he and my mother were able, through their savings, to be of assistance to the newcomers in the neighborhood. How many people who are doing lots of good in the world have been able to accomplish beautiful benevolences through personal sacrifices made in carrying on the ordinary activities of life. We, all of us, indulge ourselves more than we need and sometimes we excuse ourselves for not lending a hand because we have been a little too good to ourselves. That is, we have indulged in luxuries which we could have just as well done without and had something with which to assist those who were less fortunate than ourselves.

As employes of a savings institution we have some responsibilities which ought to weigh upon us. The margins in the banking business are not large. They are small, and so we try to increase our volume, that the income may be attractive to investors. We ought to practice ourselves the very things we advocate for others in connection with the Grand Rapids Savings Bank. The habit of indulging careless ways and wasteful methods because we are dealing with a large corporation which has great wealth behind it is one we ought to counteract in the proceedings of each day. We ought not to throw into the waste basket anything that can be of service. We ought to practice all the little economies in life in connection with the bank that we would practice for ourselves. And in this way we can

enable the bank to be more useful and we can set a worthy example to those we are trying to induce to become our patrons. The money which has been garnered for the accomplishment of great things in financial life has been acquired somewhere by littles and most of it through the practice of personal economies. My thought this morning for you is that in our homes, in our relationships to employers, and in all of the connections in life, we should be thoughtful of the small economies; and connected with the battle against waste, we should engender the qualities of benevolence which shall enable us, because of our thrifty habits, to be more useful in our careers. The way we waste in America is perfectly reprehensible. On every side we see wastefulness going on that in its volume would care for all the necessities of the sufferers from poverty. The wastefulness of the drink habit is in England to-day responsible for the poverty and travail which attach themselves to the working classes of England. The figures are a clinching argument against the indulgence of the appetite at the expense of reasonably good living.

One thought often comes to my mind in connection with children and their environment as connected with the development of thrifty habits. The country children have an advantage over those living in the city. They have something to do that is interesting and useful and can be made somewhat remunerative. They learn from the earliest childhood how to get values out of the soil, and the engendering of habits of thrift that are compulsory in the country result in the development of manhood and womanhood which, when brought to the cities, make the capital that ensures great success. The problem of educating our children in the cities to do something useful and remunerative is a very serious one in the responsibilities of parentage, and some of the blame which is thrown upon the careless habits of our city children and their irresponsibility should be thrown upon their environment; and to demonstrate over this is an obligation that you and I must not shirk. I refer not only to family life, but to education that comes through our school system.

Let us strive as best we can to save thoughtfully, spend wisely and inculcate in ourselves and our children habits which will counteract the great tendency to waste in our land. Franklin, as usual, with his sayings, hit the nail on the head when he said "Women, for tea, forsook sewing and knitting; and men for punch forsook hewing and splitting." Many of the wise sayings of the immortal Franklin are as applicable to-day as they were when he uttered them, and we will make no mistake to learn some of them by heart and not forget to practice them as we follow the activities of our lives.

Charles W. Garfield.

L. S. Heineman, dealer in general merchandise at Kingston, renews his subscription and says: "Thank you for the interest you have in the independent merchant."





"Bill, why do you spring that book of ads on me every time you come in?"

"Because I want you to know what my Company is doing to help you sell more P and G, Mr. Blake."

"But, gee whiz, Bi.l, I know all about P and G without looking at those ads—and so does everybody else. You claim it's the largest-selling soap in the world, and I don't doubt it—certainly it's the liveliest seller in my store. Why does your Company keep on spending money telling people about it? What good does that do me, or you either?"

"Listen, Mr. Blake—most of us have better 'forgeteries' than memories. If there isn't something to remind us constantly of the things we THINK we know all about, they're soon forgotten. You know it yourself — that's why you call up Mrs. Jones or Mrs. Smith every day and remind her of some of the goods you have to sell. She knows you have them all right, but she buys a lot more from you because of your frequent reminders."

"Something in that—but I still don't see why you think your advertising means such a whale of a lot to me."

"All right, Mr. Blake, let me ask YOU a question. Do you know that two million boys and girls reach the 'buying age' every year?"

"No, but what's that got to do with it?"

"A whole lot. Who is going to tell these two million new customers about the advantages of P and G? How will they learn what has made it the world's most popular soap? How are they to know that it represents better value for their money or that it washes clothes better and safer? It takes constant advertising, Mr. Blake, to give the facts about P and G to these up-and-coming youngsters, some of whom will be your future customers. That's one of the biggest reasons why we keep on spending money advertising P and G The White Naphtha Soap."

"Go on, I'm weakening."

"And that's why I'm always urging you to remind women that you sell P and G by keeping it where they'll see it. That P and G display over there is working for you every minute of the day. That's reminding them, just as our advertising is doing. And what's more — it's reminding them at the very time and place they are all set to buy."

"I give up, Bill—keep on advertising—and the next time you come in I won't kick if you spring that advertising on me again."

Procter & Gamble

**Makers of**

Ivory Soap	P and G White
Guest Ivory	Naphtha Soap
Ivory Flakes	Star Washing
Camay	Powder
Chipso	Oxydol
Lava Soap	Crisco

## DRY GOODS

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

### Jobbers' Alliance Plan Arouses Comment.

The Chicago correspondent of the Women's Wear Daily writes that publication as follows:

Plans to form the Independent Wholesale Dry Goods Alliance under the leadership of C. J. Farley, Grand Rapids, have aroused interest here, especially in view of the fact that a plan for joint operation of independently owned dry goods wholesalers and retailers was carefully studied for some time by J. Frank Grimes, head of the Independent Grocers' Alliance. It is believed that the proposed group will operate along the lines contemplated by Mr. Grimes, who has abandoned his idea of an organization in the dry goods trade similar to that in the grocery field.

There is at least one important point in difference between Mr. Farley's plan and that considered by Mr. Grimes, however. The former says the alliance will not disturb the present buying arrangements of the dry goods jobbers, whereas Mr. Grimes' idea was to coordinate the buying of the wholesalers as well as the retailers.

The plan of organization of the Independent Wholesale Dry Goods Alliance, as recently announced, notes that they will endeavor to co-operate in buying merchandise for the members. Another change is that Mr. Grimes' plan provides that both retailers and wholesalers be members of the organization, whereas the alliance apparently will consist only of jobbers.

Some in the trade believe that the progress of Mr. Farley's plan will be limited if they cannot get some of the big wholesale dry goods houses to join. It is estimated that the total business of the present members possibly does not exceed \$35,000,000.

Mr. Grimes' action in ceasing efforts to line up the dry goods wholesalers and jobbers in an organization similar to the Independent Grocers' Alliance is believed to be due to his conviction that the wholesalers generally are not ready for such a plan, and as a matter of fact, will not even authorize setting down the plan on paper. As noted, he found the retailers considerably more receptive to his idea than the jobbers, but he believes that an organization of both jobbers and retailers such as he contemplated will not materialize until the former find they cannot operate independently, just as the retailer cannot operate individually.

The hesitancy of the dry goods jobbers to accept new ideas and act to meet changing conditions, he says, is illustrated in the fact that the textile mills of New England could easily have secured the rayon industry but while they were ignoring it, others seized it. The big houses, such as Marshall Field & Co., Butler Bros. and others, cannot wait for the aver-

age independent to meet the new conditions, it is also noted, and for that reason have branched out and are opening their own stores.

### Blanket Situation Remains Quiet.

The blanket situation has been quiet for some weeks. A number of houses state that their last substantial business was about a month ago, at the time of the advance in prices. Several state that it is not likely there will be very much doing until July and August, when the season for additional buying will be reached. Several of the larger merchants say it is useless, and shows a lack of appreciation of what is going on, to try and force blanket business now. They say that the buyers have in most cases, operated to the extent of whatever budgets they have, for the first part of the year. Several of the important blanket manufacturers suggest that the mill which has sold 25 per cent. of its production up to the present time has done well—and cannot expect to have done much more in this period. A number are understood to have held very firm to their advanced prices, and to have declined a number of orders, some of them substantial, because the buyers refused to pay the advance.

### Desirable Patterns Resist Pressure.

Since the opening of the week, some converters report, there has been a definite increase in the pressure buyers are putting upon prices. Occasionally, a spurt in yardage moved is said to be traceable to lack of resistance to the onslaught of the bargain-hunter. Converters say their best defense is in their ability to present the most desirable patterns. While practically nothing has been immune, some say that on the basis of styling and colors they have been able to hold prices on the popular fabrics, such as rayon flat crepes and cotton voiles, better than on most other fabrics in their lines. Single-ply cotton voiles, in the white ground, chiffon print effects, some converters report, have received preferential treatment.

### Poplins and Linen Effects.

Some reports are to the effect that Baltimore is going to do considerable featuring of seersucker suitings, in the live clothing stores. The fact that the supply of seersucker fabrics has been kept down, so that the market has not been permitted to break, and hurt all those who have either the cloth or the garment, has helped greatly, it is insisted. Last year, it was stated, by the time July and August arrived, the goods were scarce. Some are doing a good business in the poplin constructions, which they make up specially. The linen idea in cotton suitings, is going pretty well—and these are expected to be quite active, on account of the interest being shown in the real linen fabrics.

### Discuss Notion Merchandising.

Merchandising authorities presented three views of notion selling at the annual meeting of the National Notion Association, held in New York City last week. If the notion department is operated as a service department, it will not only be profitable in itself but

will benefit the store as a whole, James L. Fri, director of the merchandise managers' group of the National Retail Dry Goods Association, said. Helen Cornelius, fashion authority, urged that fashion and color, as well as staples, should be accentuated. Complete assortments and the use of the notions department as a feeder for the

rest of the store was emphasized by William Macey, merchandise manager of R. H. Macy & Co., Inc.

M. H. Lincoln, dealer in groceries, meats and fuel at Jackson, sends \$5 for his subscription and says: "We count the Tradesman as one of the prime necessities in our business."

## How To Make More Money and Have More Money In The Bank

That is the question that most retailers are studying these days. After making sure that your expenses are down to a minimum, the problem centers largely on how you buy.

By buying from us, you get quick and cheap delivery and you can buy merchandise as needed. This will not only reduce your stock and increase your turnover but it will also increase your sales by having the kind of merchandise your trade wants when they want it. This also eliminates any worry over market reductions or mark-downs because merchandise does not stay in your stock long enough to become obsolete or shop-worn.

When styles change so fast, it is your only insurance. We carry a complete stock of wash goods, dresses, and all kinds of style merchandise that you can buy as needed.

Our terms are 2/10/60x and if you buy as needed, you should be able to sell the merchandise and get your money before you have to pay us. It is a very simple solution to many problems of merchandising. Our salesman will be glad to cooperate with you along these lines. Come and visit our Model Store. We are here to help you in any way possible and welcome an opportunity to talk over any of these matters with you.

"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"

## Fresh and Good

Naturally your customers like to buy every item of "Uneeda Bakers" products clean and fresh. And you can always supply them if you are well-stocked.

The frequent calls of our salesmen and trucks enable you to sell "Uneeda Bakers" products oven-fresh all the time.

NATIONAL  
 BISCUIT COMPANY  
 "Uneeda Bakers"





## 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.

### Looking Months Ahead.

The merchant is coming into his own, and when we say merchant, we mean the one best word descriptive of the man who sells shoes at the proper profit. The merchant is he who has the ability to keenly discern values. He buys well to sell better. He stands with a courage to spend his own money, to make more money, and there is a vast distinction between shoe dealer and shoe merchant.

The former is the sort of fellow who knows he ought to charge more for his shoes, but has not the ability or the nerve to explain to his customers why he should charge more; whereas the shoe merchant being a merchandiser, sells goods for what he should get for them and is able to convince his customer that they are the best shoes that can be bought for the price, and if they want the best they must pay the price.

This week a meeting was held in New York City for a consideration of color and style in footwear for fall and winter selling. At that meeting real acknowledgment was made of the place of the retail merchant in the circle of industry between the raw material and the finished product. Tangible recommendations were made of leathers and colors in predicted consumer demand for next fall and winter and in materials as individual fancy might dictate.

A better understanding was had of what the retail trade expects to assimilate in the next six months. Underlying it all was the suggestion that the merchant buy for his needs, without speculation. As one prominent merchant said, "I believe there never was a time in the history of the shoe business when prevailing lasts fitted and pleased the customer as well as during the last year and at the present time. And I believe it is the duty of all buyers and manufacturers to get together and co-operate in country-wide agreement and determination to get our money's worth out of present prevailing styles and lasts before we all go crazy with something new and radical—either because we want to put one over on the other fellow, or because we fear he may put one over on us."

There will be new things to brighten each season's business, but it is a rash man—we purposely omitted saying merchant—who will eat only desert. For a business is like a well balanced meal. What is needed is a steady, orderly and well planned business, and a start in that direction has been made by this week's conference selections.

Who suffers in a wild-eyed season of style—everybody, for as surely as the merchant finds his shelves stuck with poor sellers and misplaced bets so surely does his payments to the manufacturer suffer, and ere long the leather man is up against the "no-money" evil. It is time to think of the very close relationships of the cash

register in the shoe store with the leather vat in the tannery.

Individuality in style, in leathers and in merchandising is possible—in fact is encouraged, but the limits of good sense are defined for our entire industry by the program to be found in this issue.—Boot and Shoe Recorder.

### California No Place For Ike Douma.

Hollywood, Calif., April 30—It was certainly an unexpected pleasure to receive a letter from you in acknowledgement of the card sent from San Diego by Uncle Louie Winternitz and myself. It might also be surprising to you that we found Uncle Louie a very busy man, in spite of his retirement and advancing age. On arriving at San Diego we called at the Hotel U. S. Grant, but found he had moved to the Embassy Hotel. Driving over to this hotel, we failed to find him at home. We left a note for him and calling later we learned that he was to attend a dinner at the Masonic temple that evening and would attend a lodge meeting at the Elks later. Mrs. Douma, being a good, obedient wife, went to a movie that evening, while I visited with our mutual friend, Uncle Louie. I was certainly surprised to see him looking so well, in fact he seemed to be enjoying better health than for the past few years. The climate seems to be agreeing with him very much and he is a most enthusiastic California booster. In fact, he, like all the California boosters, did his best to try to get Mrs. Douma and myself to locate here.

These Californians are certainly sold on their climate and are loyal boosters, but from what I have observed all they have here is climate and you can't live on that very long unless you are ready to curl up and retire. I am convinced that there are far greater opportunities for a young man in the East than there are here. There are thousands of people here who have come from the East with small incomes, but not enough to retire on, who are willing to work for ridiculously low wages in order to enjoy the sunshine and the delightful climate which I will admit they have. I can assure you, therefore, that I have as yet no desire to locate here and Mrs. Douma and I are planning on leaving here on Monday, May 5, when we will start driving back East over the Santa Fe Trail via the Grand Canyon, Colorado Springs and Denver.

I want to assure you it was a real pleasure to receive copies of the Michigan Tradesman from both Uncle Louie and yourself. I was especially interested in your comments on the chain store fight. Keep it up. You certainly have them on the run. I have been getting copies of the Press and, judging by the advertisements which they are running, you must have them worried. Ever since chain stores became prominent in Grand Rapids you have made it an issue in the Tradesman, fighting the battle of the independent merchant. But for your leadership I am sure they would have continued to grow and prosper at the expense of the local merchant. I think Grand Rapids is most fortunate in having the leadership of such an ardent supporter of the independent merchants as Mr. Stowe. In traveling through several Southern states on our way to California I found that the independent merchants are very much wrought up over the chain store evil, but simply because they do not have the proper leadership, the public does not know of the evils and naturally continues to patronize the chains. In Texas I found the Clarence Saunders stores fighting back Henderson with full page advertisements, copies of which were pasted on their store windows. In California, however, there is no activity whatsoever along this line. The chain stores are very numer-

ous and powerful here. The merchants are doing what little they can individually, but the fight has not been brought to the attention of the public openly. I talked to several independent merchants and manufacturers and told them what was going on in Grand Rapids and, needless to say, they were very much interested. I am convinced, however, that the opposition here to the chain stores never will bear fruit until they get a leader like the editor of the Tradesman who will fearlessly and openly tell the public what they can expect if these mercantile pirates continue to grow in the future as they have done in the past.

I certainly had no intention, Mr. Stowe, of writing such a long letter, but it is raining this morning, the first in Los Angeles in over a month. I assure you, however, that when I return to Grand Rapids, I will be more than glad to call on you and discuss further what I have learned and observed on this trip which might be of interest to the readers of the Tradesman.  
 Isaac Douma.

### Stiff Competition in Rayon Voiles.

Discussing the fact that some buyers tell of doing better with the finer cotton voiles than in rayon voiles, some converters say that one explanation may be that the competition in the cotton voiles is less severe than in the rayon. Rayon voiles, some find, are just as much a football as they were a season or two ago, when they sold in large volume, but at poor prices. One important center was this week reported to have made a price of 45 cents on a line of rayon voiles recently selling at 52½ cents.

### Beach Bag Novelty Offered.

A beach bag with sun-shade to match and made of canvass in awning stripe effects has been put on the market by a manufacturer. The bag, which measures approximately 14 by 16 inches, has a rubberized interior to accommodate bathing suits and a sep-

arate compartment at the bottom in which the sun-shade is carried. In addition to the shade, a mirror and comb are furnished. The article is designed to retail at \$7.50, and is offered in a wide variety of color effects.

## "MADE IN MICHIGAN"



### THE TORSON ARCH SHOE

is building a repeat business for many merchants.

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

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

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

Style 903—Brown Kid Blucher Shoe.

Widths A to EEE  
 In Stock.

## Herold Bertsch Shoe Co.

Manufacturers of Quality Footwear Since 1892. Grand Rapids, Michigan.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

### FIRE AND TORNADO INSURANCE

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

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan



### COYE AWNINGS

for

Your Home and Store

The new patterns are so colorful — you will surely want to see them.

Estimates without cost or obligation.

### CHAS. A. COYE, INC.

Campau Ave. and Louis St.

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.

### Can I Afford To Be Honest?—Merchandising Miscellany.

If a writer assumes an attitude that goes against the opinions and prejudices of his readers, he does that at his own risk. At least, that is the common impression. Yet I have never hesitated to say what I felt was sound and the habit persists after thirty years' trade writing.

For some time now—for several years—grocers have followed after false gods. They have largely taken to ways of "fighting the chains" which have been futile, although popular. I speak against such practices regardless, and I expect to continue to do so, for I want to help grocers, not merely tickle their fancy.

It gives me pleasure, very great pleasure in fact, to find a grocer in the Mississippi legislature—a State Senator—who has taken a sane, logical stand on the question of special taxation of chains. This is Senator Floyd Loper. He declared that he did not believe "in stamping out competition by legislation" and thereupon the Mississippi senate voted down the proposal.

"Less government in business?" By all means! Let business govern itself according to business rules and practices—not in the bungling ways of politicians. Senator Floyd Loper—"an independent retail grocer"—deserves unstinted approval, particularly as he lives so close to Old Man Henderson of Shreveport who, believe me, is spilling a lot of independent grocer beans.

Far more to the point is it that grocers become intimately familiar with the facts of their business: with costs of operation, with the variation in profit-yield in different lines and classes, and with the real effect of a difference of "a cent here and there" in pricing.

I have a thoughtful letter, long enough in itself to make an article, on the question whether anything sold on a margin less than the average expense account can be profitable. I condense portions and may use the rest another time.

"My idea is that if bread, for instance," writes this gentleman, "is retailed on a margin of 16 2/3 per cent. while the average expense is 18 1/2 per cent. bread must be sold at a loss. Even a daily turnover does not cure this difficulty. Suppose he did not sell anything but bread and the margin and expense remained the same as now, where would he make his profit?"

On such a basis the grocer would lose—no question about that. But we are not faced with such a situation. We are faced with an average expense of 18 1/2 per cent. Now, what is an average? It is a mean figure between extremes. That means that some things

are more expensive to handle than others; and if some things are more expensive, some others must be less expensive, else there would not be an average.

We all know that it is more costly to handle shelled nuts than bread. There is sampling and waste; slow stock turn and packaging; down weights and pilferage in the nuts. There are virtually none of these items—for practical purposes none at all—in the case of bread.

Long ago a Chicago wholesale grocer told me he could go into the exclusive sugar business and make money on a 2 per cent. margin. That was because of the nature of sugar: the greatest staple, moving in truck and carloads, no spoilage or shrinkage, large volume sales. The same general factors prevail in sugar handling in the retail store to-day. As sugar is now handled, it costs around 5 1/2. Thus sugar, considered by itself, is found to be highly profitable to the grocer on a 10 per cent. margin. One factor in this may be sensed if we contrast a can of ground spice. Let us say the spice carries a margin of 50 per cent.—costs 5 and sells for 10 cents. That, we think, is perfectly wonderful. Seldom do we stop to analyze the relative earning merits of spices and sugar.

But because sugar moves in volume, it is apt to pay 8 to 10c on each sale. It moves automatically. No sales effort is required. Prepackaged, it moves without waste or shrinkage, and it turns weekly or oftener in any properly managed store. Against that the spice moves very slowly, is subject to some deterioration, often requires sales effort to move it, and at best brings in 5c. Actually, a grocer might get his canned spices for nothing and his annual earnings would not be appreciably affected. This last because of impossibly limited volume.

We are not to consider a suppositious condition. If a man were to handle nothing but bread or sugar, his entire set-up would be so altered that to speculate on how he might come out is idle. We have the actual condition in the grocery store. Let us analyze that with intelligence, for that will get us somewhere.

"Of course," continues my friend, "it is customary to sell sugar, butter and some other staples under the average cost of operation and try to make it up by getting 30 to 35 per cent. on canned goods, perishables, fresh meat and a few other articles. I am just old-fashioned enough not to see a profit in goods sold below the delivered cost of the articles itself, plus the cost of selling."

Yes, but this is more than "customary." It is the outworking of the law of economics. And now, for some years, we have been engaged on the task of ascertaining precisely what is "the delivered cost of the article itself plus the cost of selling." Chains have gone farther in this than most of us; but so far as I know, my own analysis of sugar is the most exhaustive to date.

"Of course, I am aware of the contention that it costs more to sell some goods than others," continues my

(Continued on page 31)

*Putnam's*

SANITARY  
HANDY PACKAGES

10c Each



Always in Demand  
For Every Occasion

BE SURE YOU HAVE A SUPPLY.

National Candy Co., Inc. PUTNAM FACTORY GRAND RAPIDS, MICH.

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

MICHIGAN

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

VEGETABLES

We specialize in

CHOICE HOME GROWN AND SHIPPED-IN VEGETABLES

WHOLESALE DISTRIBUTORS

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

In More Homes Everyday

**HOLSUM**

America's Finest Bread

SANCTUM BAKORIUM  
NEWS

Holsum is first made right—then sold right—and finally backed by one of the strongest publicity campaigns ever released.

ASSOCIATED TRUCK LINES

The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

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





## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

President—Frank Cornell, Grand Rapids  
 Vice-Pres.—E. P. Abbott, Flint.  
 Secretary—E. J. La Rose, Detroit.  
 Treasurer—Pius Goedecke, Detroit.  
 Next meeting will be held in Grand Rapids, date not decided.

### Will the Public Refuse To Buy Pre-cut Meat?

In view of the widespread belief among independent meat dealers that the sale of factory cut fresh and frozen meat in packages will meet with insurmountable resistance from the buying public, it is interesting to note that the New York office of the Live Stock, Meats and Wool Division, United States Bureau of Agricultural Economics, in a radio talk delivered in connection with market broadcasts, pooh-poohs this idea as unsupported by experience or probability. Coming from a department of the Federal Government, this view is worthy of deep consideration on the part of the retail butcher, especially since it may, if it is true, profoundly affect his future policies and prosperity.

"Now that packaged meat is being so much discussed," says the Bureau, "some say that the better class of meat buyers—whoever they are—will not consent to buy meat that has been cut ahead, but will want to stand by and see the meat cut from the larger piece in their presence.

"We have seen markets selling previously cut meat doing big business for years, and whether they get the best trade or not we shall not attempt to decide, but if the best trade means those who have most wealth we might point to the fact that many such people have patronized these markets. But the most exclusive trade, broadly speaking, seldom if ever visits the meat markets, but does its business either over the telephone or by having order boys or men call. Frequently purchases for wealthy people are made by housekeepers.

"In any case, the meat is usually cut to fill the orders, but the buyer does not see it cut, nor has she any particular concern as to whether it was cut before she ordered or after.

"What these buyers do want is strictly high quality meat, properly prepared, and neatly delivered in sufficient time for use. There are some who will always want to see their meat cut, to be sure, and such people will always have dealers to supply them, but if it should be found that pre-cut, packaged meats, either frozen or unfrozen, present sound economic reasons for their existence, the chances are about one hundred to one that the bulk of consumer-buyers will patronize the service.

"The theory of pre-cut meat has its appeal. Some sellers are pointing out greater sanitation, greater uniformity, better and more reasonable methods of pricing, more accurate weights, the backing of Government grading and inspection, quicker service, better trimmed meats, more attractive packages, and other advantages.

"If these things come to pass in the measure the proponents of the plan hope, consumer-buyers will be quick

enough to realize it, but if the promoters fail in any of the things they promise they will not receive patronage they expect.

"While this method of selling meat has been talked and written about more than any recent development in the meat industry, it has not been tried out yet to any extent, and where it is in use in a sizeable way the time since it started has been short. We shall probably know more of the merits of the packaged meat plan a year or so hence.

"Regardless of the merits of things, changes usually come gradually, and this is well, for it gives business men a chance to adjust their businesses to changing conditions. We once knew a dealer who had just one customer who would not allow him to weigh her meat on a computing scale, and he had to keep an old clock-style scale in use just for her. This may illustrate the individual opinion which keeps us from accomplishing sudden changes in a general way."

Regardless of the qualification in the last paragraph, the Bureau's statement is a direct denial that public prejudice will prove an insurmountable barrier against the introduction of ready-cut fresh or frozen packaged meat.

If the Bureau is right, the retailer who is wondering what will become of his business when meat can be handled without special skill, will do well to face the facts.

### Cooked Fish Stores Popular in England.

Cooked fish establishments have been set up in England on a considerable scale. Their growing popularity is attributed to two outstanding developments. One is the growing demand for cheap food resulting from the industrial depression. The other is the large scale advertising of the English fish industry, financed by a tax of 1 cent on each £1 of value of all fish landed.

### A Business Man's Philosophy.

This sentence appeared in this column: "I meet a lot of fellows who cast a striking shadow as they swing the sledge-hammer, tearing things down. Generally, however, they are not as useful as the stone masons who lay block on block and keep the wall plumb and true."

A reader writes: "Instead of writing about the ease with which something is torn down, contrasting it with the difficulty of building up, I'd say that when a building is torn down, it means a better building is going up. It means that something larger, better and more modern will occupy the site.

"I'd turn this into a sermon, showing the conquest of stodgy conservatism by youthful energy and idealism. Cheers should greet the man who wrecks the old to make way for the new."

That's one way of looking at a wrecker.  
 William Feather.

Wm. Koop, salesman for the Holland Furnace Co., at Niles says he surely would not like to get along without our paper.

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

## D. L. CAVERA AND CO.

THE HOUSE OF PERSONAL SERVICE

Phone 9-3251

## M. J. DARK & SONS

INCORPORATED  
 GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST - FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

## The Convention City for 1930

DAYTON, OHIO

A CITY of homes. A manufacturing city with yearly output value at nearly \$400,000,000. The cradle of aviation, the government aviation experiment station and the home of the Wrights.

You'll get new ideas for better business as well as pleasure at the Annual Convention of the National Association of Retail Grocers, June 16th to June 19th inclusive.

Write, wire or 'phone your local Secretary "Count me in—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.

**Grand Rapids Store Fixture Co.**

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

## 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.

### Swatting the Insects Means More Hardware Business.

With the approach of warmer weather, the domestic fly will once more reappear and start on his pestiferous career. A little later he will become a nuisance. But he also represents a business opportunity for the wide-awake hardware dealer.

The reason for this simply is, that practically everything in the fly-swatting line is included in the modern hardware stock, from fly papers and fly swatters to screen doors, paints and disinfectants.

A fly swatting campaign may at first glance seem a trifling matter from a business point of view. A few wire fly swatters at 15 cents each—why, what's that?

But when the ramifications of the business are more closely examined, the bigger opportunities will be seen. There are a lot of lines that can be linked up with a "Swat the Fly" campaign.

Your campaign along that line will, of course, be more effective if your community is staging a campaign of the same sort. For instance, a number of years ago local boards of health in many cases inaugurated campaigns against the fly as a carrier of disease. Such campaigns, helped out by a great deal of newspaper publicity, contributed materially to educate the public to the fact that the fly was actually a menace.

If, therefore, a similar general campaign can be put on in your town with the backing of the health authorities and the support of the press, it will materially help your own efforts in a business way.

Failing a real "community drive" on the subject the local health authorities if they are wide awake are pretty sure to make some reasonable pronouncement on the subject.

But, failing such outside assistance, your Swat the Fly campaign can be linked with the "Clean Up and Paint Up" campaign or used as a follow-up to the latter.

Meanwhile, as to your own private or semi-public Swat the Fly campaign. There are two phases to that campaign. In the one direction you offer prevention; in the other you offer cure.

Cure will doubtless appeal the most and help to the largest extent to stimulate business. Most people are not forerhanded enough to adopt ways and means of keeping the fly out of the house; but his presence in the house becomes the signal, ultimately, for a great deal of vigorous if belated action.

For this purpose the hardware store offers a good many helps. These include fly swatters, fly traps and fly papers. Swatters are particularly in demand; for they provide excitement, exhilaration and exercise for both children and adults. Now that the public has been educated to the menace of the fly, selling swatters is not a difficult job. Display them in the win-

dow, give them a corner of the counter where they can be seen, price ticket them, and they will usually sell themselves.

On the side of prevention, a great many lines can be featured; and this side of the business should be emphasized in your advertising and display. It may be easier to sell swatters; but it is at once more useful and more profitable to sell screen doors.

Screens can be made a big feature. They keep the fly out and let the air in. Screen doors, ready made, are always a good line to push. Ready-made window screens are always popular. While many customers prefer the ready made articles, others like to buy the wire and make their own screen doors and window screens, or have them made.

You are missing an opportunity if, in your advertising and display, you don't stress the desirability of having every door and window properly screened. Many purchasers of ready-made window screens will buy three or four and shift them from one window to another as the need arises. The work involved in so doing will in the long run represent a greater outlay than the cost of a full equipment of screens. So, too, where screens are made by the householder himself or by a carpenter, the tendency is to fit only a few windows. This is poor economy. Try to get into the customer's mind the idea of equipping every window.

Incidentally, screens made to fit the windows require hooks and eyes. See that your salespeople suggest and sell these as well as the screen wire.

Another important feature of prevention is to eliminate the places where the fly breeds. For instance, most up-to-date municipalities require covered garbage cans. Every household should have one or two of these. Covering garbage is an effective way of reducing the fly menace.

Scientists claim that it requires eight days for the fly's eggs to hatch. So, if garbage, manure or other likely breeding places are sprayed once or twice a week with suitable mixtures the development of new flies can be materially diminished. This preventive work is important in stables and farm yards where flies are otherwise sure to breed and prove a nuisance to the live stock. A number of commercial mixtures for this purpose can be had. Kerosene, soaked in with the aid of water, is said to be excellent, and paris green in solution is also used.

Another device for preventing the breeding of flies is to paint frequently. This fills in the cracks and crevices in weather-beaten woodwork where flies are apt to find refuge. Paint all woodwork, finish or wax all flooring, and keep out the flies. This line of argument may prove helpful in your paint campaign.

For both prevention and cure, there are now sold a number of liquid spraying preparations, with small hand spraying devices. These are good lines to feature.

A good window display will help materially. Some years ago a hardware dealer pulled off a stunt that, while exceedingly simple, was very ef-

## ATTRACTIVE yet ECONOMICAL



### EQUIPPED WITH TERRELL STEEL SHELVING

Customers patronize the attractive store. The progressive merchant is installing Terrell steel shelving and counters—neat, inviting, sanitary, economical—and his business and profits are increasing as a direct result.

### LET US HELP YOU MODERNIZE YOUR STORE

And Terrell's shelving equipment is a real investment—not an expense. It brings returns in added volume of trade and soon pays for itself.

## TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting Goods and

FISHING TACKLE

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN



fective in bring out the Swat the Fly idea.

He took a large piece of white cardboard. In the center he drew a circle several inches across. This circle was made double—an outer circle heavy and black, an inner circle red, and inside a big white space. In the very center of this white space, the very center of the entire card, was attached one dead fly.

**ONE FLY**

In 40 days this one fly would become  
64,136,401  
**SWAT!**

The card was surrounded with fly swatters. The rest of the window space was devoted to fly-fighting devices of one sort and another—screens, screen wire, garbage cans, fly papers, fly sprays, and the like. In the window were posted a lot of the current health bulletins concerning the filthy and disease-disseminating activities of the fly.

A window like that is pretty sure to halt most people, cause discussion and develop business.

In the early fly-swatting days, swatting contests were staged quite frequently by aggressive advertisers. The best advice in regard to such affairs is, "Don't try it." They are open to the logical objection that they involve the handling, usually by children, of accumulations of dead flies, with all the possibilities of disease which that entails.

A fly swatting campaign will link quite naturally with other anti-insect activities, in which the hardware dealer may legitimately have a share. Insect pests seem to be growing more numerous every year; and while scientists in many cases are hitting back by the introduction of harmless parasites which prey on the insects, there is a good business to be done in insecticides of various kinds.

Some of these preparations are in most states limited to drug store sale; but there are quite a few commercial insecticides which the hardware dealer can and should handle. To handle them efficiently, however, he should know something about the various insect pests and the best means of fighting them. Then, from the angle of self-protection, he should know what crops in his own community are affected, and to what extent, in order that he may know the probable amount of business to be done in various lines, what lines it will pay to stock, and what to leave alone.

As an instance of the possibilities in one very restricted line, the rose fancier has to contend with half a dozen insect or fungus pests, and each parasite apparently calls for a distinct and different insecticide.

In fruit growing, spraying is vitally necessary. A good many fruit growers aren't fully educated to this fact. Here is the opportunity for the hardware dealer to help the educational process and incidentally develop some business. In this he will have the assistance of numerous agricultural organizations that are educating farmers and fruitgrowers to the need of combating insect pests. Not merely in-

secticides but spraying devices are legitimate hardware lines.

The Swat the Fly campaign can thus be considerably widened by the hardware dealer who studies the possible ramifications in other directions. In the Swat the Fly campaign itself, the public has been educated to a stage where the chief essential for the hardware dealer is to show the goods effectively and remind his clientele of the menace. For this purpose a good window display is most effective.

Victor Lauriston.

**When On Your Way See Onaway.**

Onaway, May 6—Grant Chaney is remodeling and decorating the building recently purchased of J. R. Snody preparatory for occupancy with his furniture and undertaking stock. Mr. Snody retains the upper living rooms indefinitely and has moved his drug business in with the Lorn K. Manning grocery store.

The trout season opened with a rush on May 1, the day and weather being ideal. Ed. Everling, as usual, brought in a nice rainbow, but the boy with a cane pole and bent pin hook outdid Ed. by showing a nineteen and a half inch rainbow caught at the Rainy River Falls.

Vern Fran, the barber, displayed a full creel of speckled beauties caught on Milligan creek and was back at work at noon.

The Chamber of Commerce maps have been received from the printer and are now being distributed from the information bureau at the Will B. Gregg studio.

The Odd Fellows celebrated their hundred and eleventh anniversary Tuesday at the I. O. O. F. hall. Banquet 6 to 8, entertainment until 10 and dancing following until midnight. A large crowd was in attendance.

The Clark Hotel is registering a large number of guests lately. Additional help has been secured to take care of newcomers. Midnight suppers are being served to a number of men drilling at the new oil well. Robert Clark is an experienced landlord who understands the business thoroughly, as does Mrs. Clark, whose reputation for excellent cooking is unsurpassed. "Clean, comfortable rooms and pleasing service" is their motto.

Squire Signal.

**Picture Frames For Graduates.**

Orders for picture frames which can be retailed at prices ranging from \$1 to \$5 are being placed by stores in anticipation of an increased demand on them for graduation pictures. Some of the business has been placed already in the local market, but the largest percentage is looked for during the next two weeks. Metal mounted glass bonbon and relish dishes are being featured by many gift departments at present. The demand has been chiefly for articles which can be retailed at around \$1. They are wanted in green and rose-colored glass with antique silver or gold mountings.

**Anti-Chain Units in 260 Towns.**

The Business Week estimates that there are now 260 towns located in 35 states in which there are units of anti-chain organizations. The combined population of these towns is 8,077,255, it states, or 6½ per cent. of the total population of the United States. North Carolina leads, with 24 units; New York State has only one.

The anti-chain organizations broadcast over 11 radio stations and publish 16 newspapers.

Merit is the only successful standard of advancement.

**Summer's hard on babies**

It is that! Any doctor or mother can tell you. Summer's the time, more than any other, when Carnation Milk prevents upsets and even saves lives.

Carnation Milk is approved by the greatest authorities on baby-feeding as the ideal milk for bottle-fed babies. It is nourishing, uniform, safe, and wonderfully easy to digest.

Carnation magazine advertising is building a big baby-feeding market for you. Carnation's the milk that mothers want. Babies must have the best!

Carnation Company  
Carnation Bldg., Oconomowoc, Wis.

**Carnation Milk**



"From Contented Cows"

© 1930, C. Co.

**Corduroy Tires**

Sidewall Protection

Made in Grand Rapids

Sold Through Dealers Only.



**CORDUROY TIRE CO.**

Grand Rapids, Mich.

**Sand Lime Brick**

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

Brick is Everlasting

GRANDE BRICK CO.  
Grand Rapids.  
SAGINAW BRICK CO.  
Saginaw.

The  
**AMERICAN NATIONAL BANK**

4% interest paid. Capital and Surplus \$750,000.00. Member of the Federal Reserve System. Character Loans made by our Industrial Dept.

Gen. John H. Schouten, Pres.  
Ned B. Alsover, Vice Pres.  
and Cashier  
Fred H. Travis, Asst. Cashier

Phone 61366  
**JOHN L. LYNCH SALES CO.**  
SPECIAL SALE EXPERTS  
Expert Advertising  
Expert Merchandising  
209-210-211 Murray Bldg.  
GRAND RAPIDS, MICHIGAN

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

I. Van Westenbrugge  
Grand Rapids Muskegon  
(SERVICE DISTRIBUTOR)

**Nucoa**

**KRAFT 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

**The Brand You Know by HART**

Look for the Red Heart on the Can

LEE & CADY Distributor

## HOTEL DEPARTMENT

### Condemns the Highways of Iowa and Nebraska.

Clinton, Iowa (en route), May 2—I wish I could say something good about the highways of Iowa and Nebraska, but from my observations the detours are about the best lanes of travel. When I think of Wyoming with her handful of population and her beautiful highways over mountain tops and through valleys, it makes me feel as though most of these Easterners are in a trance. As I before stated from Los Angeles to Cheyenne, Wyoming, the roads are almost without a fault, but it was no unusual thing, as we approached North Platte, Nebraska, to see autos mired hub-deep in the muck, and this on the Lincoln Highway, too. Iowa was nearly as bad.

At Creston, Wyoming, altitude 7,192 feet, we found a sign which reads: "Divide of the continent." The Continental Divide at this point does not conform to one's conception of the backbone of the Rocky Mountain system; there are no lofty peaks in the immediate vicinity. One sees snowy crests in the distance, but they are miles away, although they look as though they were easily accessible by foot. But here it is only rolling uplands, wild and barren; yet this is the great water parting that separates the streams flowing to the Atlantic from those flowing to the Pacific. Looking Eastward, the Laramie and Medicine Bow Ranges may be seen, while in the North the Wind River Mountains are visible. Of course these are but sections of the mighty upheaval we all used to learn about in our geographies.

Fort Steele is the site of an old fort by that name, established to protect the builders of the Union Pacific Railroad against the Indians. It was from this army post that an ill-fated force under Major Thornburg was sent to quell a Ute Indian uprising at Meeker, Colorado, in 1879. The command was ambushed in the Colorado Mountains and practically wiped out. It is but a small town, but tourists find much to interest them here.

All along the route we find the derricks of oil wells, many of which are still being utilized, and there are also many lignite coal mines. We ran across a party who were making the trip East by Union Pacific busses. Their conveyance had broken down, but they were waiting for a train to carry them to a station further East where they were to catch up with another stage. This line of busses is purposely routed along the Union Pacific right of way—which is the Lincoln Highway—in order that passengers may have emergency train service without extra cost, which is a very great advantage, and does away with much anxiety, for I can see where one might be seriously inconvenienced if he had an enforced vacation of a few hours in this desert country.

We found an ideal tourist camp at Rock River, which is in the center of a vast cattle raising area. There are several pipe lines running through here which convey crude petroleum to Laramie and other points. Nearby is what is known as the Morrison formation, which contains the fossil bones of reptilian monsters, some of which were more than 70 feet long and 20 tons in weight. At Como Bluff, directly North of here, may be seen the field from which the bones of several dinosaurs were exhumed.

We found here one of those chicken dinner signs and, believe me, they delivered the goods. We asked the dear old lady who acted in the capacity of a chef, if there would be much delay in the serving of a meal—being that we were hollow clear to our pedal extremities—and she immediately responded by bringing in copious bowls

of wonderful chicken soup, of a golden hue and followed it with fried chicken that fell apart on your plate and melted in your mouth, accompanied with garnishings, raised in her own little garden, that a metropolitan restaurant would have found it hard to match. And the price—sixty-five cents.

Laramie is a big town and looks the part. Its population consists of 10,000 souls, everyone a live wire. It was founded in 1834 and like all these frontier places, has a most thrilling history. It is claimed that the stimulus for Owen Wister's "Virginian" was created here, but we heard the same claim made at Medicine Bow, so you can, one and all, take your choice. I claim nothing for either place, though it may have even been Annanias' native abode. Laramie, however, does claim the proud distinction of having been the first place in America to impale a jury of women, reminding one that Wyoming was the first commonwealth to establish female suffrage, away back in 1869. A lot of fellows come out from the East and establish themselves on what are known as "dude ranches." They float around Laramie, with their lower extremities encased in "chaps," take kodak pictures of each other, ogle the pretty girls and disturb their industrious ancestors in the act of clipping coupons by asking for more pin-money. Of such, presidents are not made.

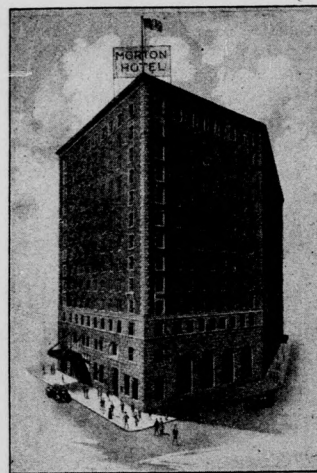
Sherman was named after General Sherman and is the highest point on the Union Pacific system. There is an impressive monument to Oakes and Oliver Ames, the two financiers whose energy and foresight made the first transcontinental rail line a possibility. This was once the site of a famous bridge, 650 feet long and 135 feet high, but a notable feat of engineering in slightly changing the route avoids the needs of using a bridge.

Cheyenne, the capital of Wyoming, named after an Indian tribe, sprang into prominence in 1867, when it became the temporary terminus of the Union Pacific railroad. In six months it became a wild and woolly town of 6,000. It is now 20,000, I believe. When the town was six months old, the favorite pastimes of drinking whisky, gambling, robbery and shooting people as an appetizer for the next meal were but slightly restrained. Then the patience of the law-abiding element was exhausted, and Judge Lynch was invoked to restore order. There were no delays to trials, no demurrers, no admission of pleas of insanity and the juries never disagreed. After a year the so-called "Vigilantes" were no longer needed. It is surely a handsome, modern city, the very first in all the world to be lighted by electricity. The Main Union Pacific shops are located here, as is the chief landing field of the transcontinental air mail system. The army fort here, D. A. Russell, established in 1867, represents an investment of many millions.

Whether I have said it before or not, I now vouchsafe the knowledge that agricultural activities of Wyoming are based on irrigation, their rainfall being about the same as California; but they do raise bumper crops.

The first town of any importance we strike in Nebraska is Sidney. Away back in the eighties, when I was peddling type and printing presses for Barnhart Brothers & Spindler, I made the trip from Sidney to Deadwood, Dakota, now South Dakota, 150 miles distant, in an old-time stage coach. We were thirty-six hours encompassing the distance, without rest or sleep. Now traveling men make a howl because they think the through trains of "varnished" cars are too monotonous.

North Platte, population 15,000, was for many years the home of Col. W. F. (Buffalo Bill) Cody, and it, also, was a terminus of the Union Pacific during its construction days. It is at the junction of the North and South



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelry Service in Grand Rapids.

400 Rooms—400 Baths

Menus in English

**MORTON HOTEL**  
ARTHUR A. FROST  
Manager



**The Pantlind Hotel**

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.

## HOTEL OLDS LANSING

300 Rooms 300 Baths

*Absolutely Fireproof*

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

## Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWART 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.

R. D. McFADDEN, Mgr.

## HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

## NEW BURDICK

KALAMAZOO, MICHIGAN  
In the Very Heart of the City

Fireproof Construction  
The only All New Hotel in the city.

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

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

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

## Wolverine Hotel

BOYNE CITY, MICHIGAN

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

*"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.



Platte rivers, the means of much irrigation. About at this point the rotten roads which would cause anyone to hate his grandmother, come into evidence. Everywhere you see the Lincoln Highway signs, but I hope "Honest Old Abe" is unaware of their existence. An apparently prosperous country, with substantial looking farm houses, abutting on sluiceways of mud. I would rather own an emergency garage along the line than to be able to play golf alongside of John D. However, this will eventually work itself out, but until this is accomplished don't try to travel the length of Nebraska in your own car.

Abler pens than mine have discoursed on the cities of Lincoln and Omaha. Iowa, which we now traverse, was my stamping ground as an order taker for fifteen years. At each town, in passing, I have made enquiries concerning old and friendly customers, but the Grim Reaper, in most cases, has beaten me to it. The hotels, however, are mostly familiar to me, but where I once enjoyed comfort for "man and beast" on the basis of two dollars for a comfortable room and three square meals, they have become exceedingly sophisticated. But they are good hotels, and I don't believe they are making too much money. They have kept up with the requirements of this day and age and I wish them a full measure of joy and prosperity.

Now, right in this town, I find my good friends Mr. and Mrs. W. F. Rick, who are still interested in Hotel Benton, Benton Harbor. In Clinton they operate the Hotel Clinton, a hundred room institution, which is radiating satisfaction to many customers, with profit to themselves. In Michigan we all know and loved this charming combination of host and hostess and they certainly were good to me, the very first of my old-time friends to come in contact with after an absence of three years.

Later on I will tell you something of their establishment and Jake Hoffman's Fort Armstrong, at Rock Island, which I also visited through the kindness of the Ricks.

Frank S. Verbeck.

**How Martin Goossen Regards the Tradesman.**

Lansing, May 5—Herewith find check for \$3 to cover another year for our esteemed weekly visitor, the Michigan Tradesman, which I have taken since 1883 except for a period of about ten years. Since I re-established myself in trade in Lansing this visitor has come weekly and fought boldly for fairness in all lines. It has exposed fraud with a vengeance and given the independent merchants the fullest measure of protection. It has defended such retailers as have kept many a family from calling on the city or county poor department when out of employment. The independent grocer and meat dealer have saved cities and counties thousands upon thousands of dollars in carrying people through the winter with the necessities of life.

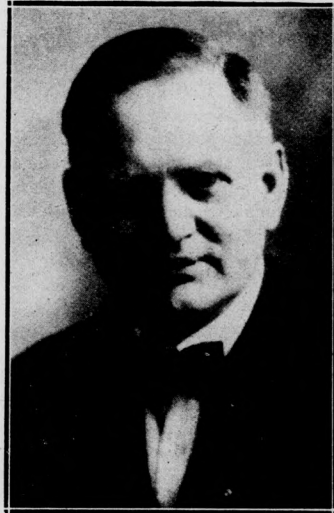
M. C. Goossen.

**Glass Consumption Rises.**

Increased consumption of flat glass, reflecting more activity in the building industry, continues in evidence, and the outlook is good for a gradual improvement in demand for window, plate and rolled glass products. Demand for plate glass, however, is not seasonable as yet and is appreciably below the record volume maintained at this period a year ago. Operations at the factories are on a curtailed basis. The movement of rough rolled and wire glass products, as well as specialties, is in fair seasonal volume.

**Secretary Hanson Re-elected a Second Year.**

The Board of Directors of the Retail Grocers and Meat Dealers Association met immediately after convention adjourned. VanderHooning, the newly elected President, presided. Marxer, of Saginaw, Schultz, of Ann Arbor, Bailey, Sr., of Lansing, Thomas of Ann Arbor, LaBarge, of Pontiac, and Past President Faunce, were pres-



Herman Hanson.

ent. Members absent were Peterson, of Muskegon, Goossen, of Lansing, and Paul Schmidt, Second Vice-President, of Lansing.

The Board re-elected me as Secretary unanimously and authorized the payment of per capita tax to the National Association on the entire membership in the State Association.

Outside of a little conversation, this was all the business transacted at the Board meeting, everything else having been taken care of at the open meetings of the Association.

Herman Hanson, Sec'y.

**Gabby Gleanings From Grand Rapids.**

John L. Jackson, who recently retired from the presidency of the Grande Brick Co., is seriously ill in a hospital in Cleveland.

The Hood Rubber Co., which has maintained a branch store at 17 South Ionia avenue for several years, has decided to make Detroit its Michigan distributing point and will remove its stock from this market to Detroit.

The G. J. Haan Calendar Co. has leased its entire building at 1229 Madison avenue to E. A. Crandal, formerly with the Betch Market. He will conduct a new and up-to-date food market, equipped with modern fixtures. The Haan Calendar Co. will occupy the second floor at 1247-1249 Madison avenue.

Twenty-two of the sales force of the Lee & Cady local branch captained by Col. Wm. Berner, will leave the city in a special Pullman Friday evening, arriving in Toledo at 7 o'clock Saturday morning. They will land directly in front of the factory of the Woolson Spice Co., where they will partake of breakfast prepared by the celebrated chef of that organization. The entire forenoon will be devoted to inspecting

the factory and learning how the various brands put up by that organization are prepared and packed for market. After luncheon at the factory, the visitors will be given an opportunity to inspect the interesting features of the City of Destiny. Dinner will be served at the Chamber of Commerce, after which the party will board their Pullman for home. They will return via Detroit and will have several hours in the metropolis of Michigan before their train leaves for Grand Rapids at midnight.

Will S. Cooke, for many years connected with the Worden Grocer Co. as manager of the Kalamazoo branch, now Vice-President of the Harbauer Co., manufacturers of pickles at Toledo, is in the city for a few days, renewing old acquaintances and booking orders for fall delivery.

Russell Hartzler has purchased the grocery stock of C. W. Shumway at 802 Wealthy street.

M. A. Azzar, formerly engaged in the grocery business at the corner of Fourth street and Stocking avenue, has engaged in the grocery business at 301 South Division avenue. Lee & Cady furnished the stock.

L. DeBoer succeeds Ed. Miedema in the grocery business at 60 Mack avenue.

Justice Brandeis of the United States Supreme Court, in speaking of certain abuses of chain stores, like price cutting, said, "The process of exterminating the small independent retailer already hard pressed by capitalistic combinations, mail order houses, existing chain stores and the large department stores, would be greatly accelerated by such movement. Already the displacement of the small independent business man by the huge corporation, with its myriads of employes, its absentee ownership, and its financier control, presents a grave danger to our democracy. The social loss is great, and there is no economic gain."



**CODY HOTEL**

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

**RATES**

\$1.50 up without bath

\$2.50 up with bath

**CODY CAFETERIA IN CONNECTION**



**Warm Friend Tavern**  
Holland, Mich.

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

Free private parking space.

E. L. LELAND, Mgr.

**The LaVerne Hotel**

Moderately priced. Rates \$1.50 up.

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



**HOTEL BROWNING**

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

**HOTEL CHIPPEWA**

HENRY M. NELSON, Manager European Plan MANISTEE, MICH.

Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

**HOTEL OJIBWAY**

The Gem of Hiawatha Land

ARTHUR L. ROBERTS

Degliman Hotel Co.

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

Sault Ste. Marie Michigan

**HERKIMER HOTEL**

EUROPEAN Rates \$1.25 to \$2.50

RAYMOND G. REID, Mgr.

Cafe in connection.

313-337 Division Ave., South GRAND RAPIDS, MICH.

## DRUGS

Michigan Board of Pharmacy.

President—J. Edward Richardson, Detroit.  
Vice-Pres.—Orville Hoxie, Grand Rapids.  
Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President — Claude C. Jones, Battle Creek.  
Vice-President—John J. Walters, Saginaw.

Secretary—R. A. Turrell, Crosswell.  
Treasurer—P. W. Harding, Yale.

### The Romance of Quinine.

In Astroga, Spain, in the year 1599, at the palace of her father, the Marquis de Astroga, was born the Lady Ana de Osorio and became by marriage the Countess of Chinchon, a judicial district Southeast of Madrid. In 1628 the Count was appointed Viceroy of Peru, his jurisdiction extending over all of South America except Brazil.

After ten years residence in Lima, the Vice-Queen fell ill of ague. News of her illness reached the ears of Don Francisco Lopez de Canizares, who was then Mayor of Loxa, a town in the Andes. Canizares had learned shortly before from an Indian the virtues of a bark which had wrought a cure upon a Jesuit in 1600. He accordingly sent a parcel of this bark to the Vice-Queen. In the hands of her physician, Don Juan de Vigo, the powdered bark accomplished a cure.

When the Count and Countess returned to Spain in 1640 they carried with them a large supply of the precious bark, which the Countess had the avowed intention of distributing among the poor peasants at Chinchon, where the river marshes were rife with malarial infection.

While Juan de Vigo was selling the powdered bark to druggists in Seville at 100 cents a pound, this lady was distributing it gratis all over her husband's estate, and earning the gratitude of the peasant population. Not only to these impoverished tenants, did she give freely of her powders but also to the students at the University of Alcalá, that they might be the means of its wider spread.

By degrees the fame of the pulvera Comitessae, or Countess' powders, as they came to be called, spread all over the kingdom, and thence to other countries of Western Europe. Their merits were also proclaimed throughout France by members of the Jesuit Order, among whom the Cardinal de Lugo, Procurator of the Order, was notable.

Under the name of Jesuits' or Cardinals' powders, missionaries actively promoted their sale, developing a trade, which reached its height about 1649. The remedy was introduced into English practice by Sydenham and Morton.

The tree from whose powdered bark cinchona was obtained remained unclassified by scientists until it was brought to the attention of Linnaeus in 1742 by Condamine, who with scientific men had visited the forests of

Loxa and brought back samples, which he asked Linnaeus to name.

Through a misunderstanding of the Countess' true name, which he desired to honor, Linnaeus called the plant *Cinchona officinalis*, omitting the first H. It is said that he died without learning of his error. To the Indians of Peru it became known as quinquina. Spanish botanists of the eighteenth century spelled it correctly, and in South American regions where it grows it is to this day called *Chinchona*.

Gomez of Lisbon succeeded in 1810 in obtaining a mixture of alkaloids from cinchona, to which he gave the name cinchonino. From this mixture quinine and cinchonine were isolated in 1820 by Pelletier and Caventon, and other alkaloids somewhat later.

The demand for quinine was so great and the price so exorbitant that within 6 years of its isolation no less than 132 substitutes were offered on the market.

### Only Fair Trade Protected From Unfair Competition.

A Federal court has just decided a case of much interest to manufacturers of proprietary preparations in their efforts to curb unfair competition. Here the manufacturer of a well-known inhalent complained that another manufacturer of a similar preparation had so closely copied its container, carton, directions and style of advertising as to cause confusion of the two products in the minds of the purchasing public and thus to permit the latter manufacturer to reap where the first had sown at great expense.

The court has granted relief, says Clinton Robb, counsel, United Medicine Manufacturers of America, but only upon condition that the original manufacturer confine itself to labels and claims free from misleading statements as to the medicinal virtues and powers of its product. Pointing out that "it may be open to question" whether the first product "possesses all of the curative virtues which are ascribed to it," the court warns that "no present relief will be given until the product ceases to be advertised" in a misleading manner, and "with this reservation" the court proceeds to discuss the facts calling for relief.

Stated in plain terms, this decision stresses the fact that the manufacturer of a proprietary medicine must be fair with the public if he expects the aid of a court in compelling another manufacturer to be fair with him, and that the law will refuse protection from unfair competition to an unfairly advertised product. Here we have practical application of two maxims of equity, one of which is that he who seeks equity must do equity and the other that every man must come into a court of equity with clean hands.

After discussing the "obvious purpose" and desire of the second manufacturer to appropriate the trade of the first through unfair means, the court said in part: "That wish should effectively be frustrated in so far as defendants have not already put it aside. It were better if defendants should try to get away from similarities to

plaintiff's package instead of clinging to them as closely as it is believed will pass muster."

This case contains much food for thought on the part of every manufacturer and dealer, from whatever angle it may be studied. While it has a severe rebuke for the trade pirate, it also carries a warning to all dealers who would protect their trade dress, advertising and other elements which give value to their good will.

### Pill Diet Is Here For Poultry.

Pills for poultry are the latest thing at the State College of Washington. These pills are made in a form attractive to the poultry and contain, in themselves, a balanced diet. It is said that the birds are healthier because of the balanced diet, and that the producer is better off because of the lack of waste which must accompany the feeding of loose grain and mashes.

We have long become accustomed to the prediction of food pills for man. We have heard it said that the future business man will merely swallow a pill at lunch time and go on with his work. This we have doubted because we know something about the modern business man, who is noted for considerable discrimination on his part in the matter of foods. Eating as he does at such a variety of places, he becomes an epicure. But if the pill gains favor with poultry raisers, it will soon be extended to other branches of animal husbandry.

Then when this is no longer a novelty, some manufacturer will begin to make the ultimate in the way of hu-

man foods. All football players will live on pills, our great athletes will take to this food as one man. So will our favorite "movie" stars, and so on. We shall see pictures of them around the festive board of pills. Then our psychology being what it is, we shall try one, and soon become a pill booster. It will take a lot of propaganda to overthrow steak and onions, or, in season, turkey and cranberry sauce, but we have no doubt that it can be done.


### Window Displays and the Fountain.

The experience of those who have used the windows to advertise the fountain indicates that the fountain is entitled to its share of window space, writes E. F. White in the *Pacific Drug Review*. It is not wise to assume that all people know what you have or what you have prepared for their refreshment. They may know that you have a fountain, or that there is a candy counter in your store if they take the trouble to think about it, but a good candy display will sell a lot of candy that would never have been bought if it had not been displayed, and the same is true of the fountain. Run a chocolate window, a strawberry window or an orange window, etc., occasionally, and see whether you do not find the demand for these items increasing. Note the customers carefully and you will probably find that a good many are new ones drawn by the special announcement.

There's a difference between curiosity and being nosy.



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Hides and Pelts.		Horse, No. 2	
Green, No. 1	06	Pelts.	2.50
Green, No. 2	05	Sheep	25@50
Curel, No. 1	07	Prime	05½
Cured, No. 2	06	No. 1	05
Calfskin, Green, No. 1	12	No. 2	04
Calfskin, Green, No. 2	10½	Wool.	
Calfskin, Cured, No. 1	15	Unwashed, medium	@20
Calfskin, Cured, No. 2	11½	Unwashed, rejects	@15
Horse, No. 1	3.50	Unwashed, fine	@15

## WHOLESALE DRUG PRICE CURRENT

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

<b>Acids</b>	Boric (Powd.)	10 @ 20	Boric (Xtal)	10 @ 20	Carbolic	38 @ 44	Citric	52 @ 66	Muriatic	3½ @ 8	Nitric	9 @ 15	Oxalic	15 @ 25	Sulphuric	3½ @ 8	Tartaric	52 @ 60																																																																																																																																																															
<b>Ammonia</b>	Water, 26 deg.	07 @ 13	Water, 18 deg.	06 @ 15	Water, 14 deg.	5½ @ 13	Carbonate	20 @ 25	Chloride (Gran.)	08 @ 13	<b>Balsams</b>	Copaiba	1 00@1 25	Fir (Canada)	2 75@3 00	Fir (Oregon)	65@1 00	Peru	3 25@3 50	Tolu	2 00@2 25																																																																																																																																																												
<b>Barks</b>	Cassia (ordinary)	25 @ 30	Cassia (Saigon)	50 @ 60	Sassafras (pw. 60c)	@ 50	Soap Cut (powd.)	35c	20 @ 30	<b>Berries</b>	Cubeb	@ 90	Fish	@ 25	Juniper	10 @ 20	Prickly Ash	@ 75	<b>Extracts</b>	Licorice	60 @ 65	Licorice, powd.	60 @ 70																																																																																																																																																										
<b>Flowers</b>	Arnica	1 50@1 60	Chamomile (Ged.)	30 @ 40	Chamomile Rom.	@ 1 25	<b>Gums</b>	Acacia, 1st	50 @ 55	Acacia, 2nd	45 @ 50	Acacia, Sorts	35 @ 40	Acacia, Powdered	40 @ 50	Aloes (Barb Pow)	35 @ 45	Aloes (Cape Pow)	25 @ 35	Aloes (Soc. Pow.)	75 @ 80	Asafoetida	50 @ 60																																																																																																																																																										
<b>Leaves</b>	Buchu	@ 90	Buchu, powered	@ 1 00	Sage, Bulk	25 @ 30	Sage, ¼ loose	@ 40	Sage, powdered	@ 35	Senna, Alex.	50 @ 75	Senna, Tinn. pow.	30 @ 35	Uva Ursi	20 @ 25	<b>Oils</b>	Almonds, Bitter, true	7 50@7 75	Almonds, Bitter, artificial	3 00@3 25	Almonds, Sweet, true	1 50@1 80	Almonds, Sweet, imitation	1 00@1 25	Amber, crude	1 00@1 25	Amber, rectified	1 50@1 75	Anise	2 00@2 25	Bergamont	6 50@7 00	Cajeput	2 00@2 25	Cassia	3 00@3 25	Castor	1 55@1 80	Cedar Leaf	2 00@2 25	Citronella	75 @ 1 00	Cloves	4 00@4 25	Cocanut	27½ @ 35	Cod Liver	1 40@2 00	Croton	5 50@5 75																																																																																																																														
<b>Seeds</b>	Anise	@ 25	Anise, powdered	35 @ 40	Bird, 1s	13 @ 17	Canary	25 @ 30	Caraway, Po.	30 @ 35	Cardamon	2 50@2 75	Coriander pow.	40 @ 45	Dill	15 @ 20	Fennell	35 @ 50	Flax	9½ @ 15	Flax, ground	9½ @ 15	Foenugreek, pwd.	15 @ 25	Hemp	8 @ 15	Lobelia, powd.	@ 1 30	Mustard, yellow	17 @ 25	Mustard, black	20 @ 25	Poppy	15 @ 20	Quince	1 75@2 00	Sabadilla	45 @ 50	Sunflower	12 @ 18	Worm, American	30 @ 40	Worm, Levant	6 50@7 00																																																																																																																																					
<b>Roots</b>	Alkanet	30 @ 35	Blood, powdered	40 @ 45	Calamus	35 @ 40	Elecampane, pwd.	25 @ 30	Gentian, powd.	20 @ 30	Ginger, African, powdered	30 @ 35	Ginger, Jamaica, powdered	60 @ 65	Goldenseal, pow.	6 00@6 50	Ipecac, powd.	5 50@6 00	Licorice	35 @ 40	Licorice, powd.	20 @ 30	Orris, powdered	45 @ 50	Poke, powdered	35 @ 40	Rhubarb, powd.	@ 1 00	Rosinwood, powd.	@ 50	Sarsaparilla, Hond. ground	@ 1 10	Sarsaparilla, Mexic.	@ 60	Squills	35 @ 40	Squills, powdered	70 @ 80	Tumeric, powd.	20 @ 25	Valerian, powd.	@ 1 00																																																																																																																																							
<b>Seeds</b>	Almond	@ 25	Anise, powdered	35 @ 40	Bird, 1s	13 @ 17	Canary	25 @ 30	Caraway, Po.	30 @ 35	Cardamon	2 50@2 75	Coriander pow.	40 @ 45	Dill	15 @ 20	Fennell	35 @ 50	Flax	9½ @ 15	Flax, ground	9½ @ 15	Foenugreek, pwd.	15 @ 25	Hemp	8 @ 15	Lobelia, powd.	@ 1 30	Mustard, yellow	17 @ 25	Mustard, black	20 @ 25	Poppy	15 @ 20	Quince	1 75@2 00	Sabadilla	45 @ 50	Sunflower	12 @ 18	Worm, American	30 @ 40	Worm, Levant	6 50@7 00																																																																																																																																					
<b>Tinctures</b>	Aconite	@ 1 80	Aloes	@ 1 56	Acafoetida	@ 2 23	Arnica	@ 1 50	Belladonna	@ 1 44	Benzoin	@ 2 23	Benzoin Comp'd.	@ 2 40	Buchu	@ 2 16	Cantharides	@ 2 52	Capsicum	@ 2 23	Catechu	@ 1 44	Cinchona	@ 2 15	Colchicum	@ 1 80	Cubeb	@ 2 75	Digitalis	@ 2 04	Gentian	@ 1 35	Gualiac	@ 2 23	Gualiac, Ammon.	@ 2 04	Iodine	@ 1 25	Iodine, Colorless	@ 1 50	Iron, Clo	@ 1 56	Kino	@ 1 44	Myrrh	@ 2 52	Nux Vomica	@ 1 80	Opium	@ 5 40	Opium, Camp.	@ 1 44	Opium, Deodor'd	@ 5 40	Rhubarb	@ 1 92																																																																																																																									
<b>Paints</b>	Lead, red dry	133 @ 144	Lead, white dry	133 @ 144	Lead, white oil	133 @ 144	Ochre, yellow bbl.	@ 2½	Ochre, yellow less	@ 3 6	Red Venet'n Am.	3½ @ 7	Red Venet'n Eng.	4 @ 8	Putty	5 @ 8	Whiting, bbl	@ 4½	Whiting	5½ @ 10	L. H. P. Prep.	2 80@3 00	Rogers Prep.	2 80@3 00	<b>Miscellaneous</b>	Acetanalid	57 @ 75	Alum	96 @ 17	Alum, powd and ground	09 @ 15	Bismuth, Subtrate	2 25@2 52	Borax xtal or powdered	05 @ 13	Cantharides, po.	1 25@1 50	Calome	2 72@2 82	Capsicum, pow'd	62 @ 75	Carmine	3 00@9 00	Cassia Buds	38 @ 45	Cloves	40 @ 56	Chalk Prepared	14 @ 16	Chloroform	49 @ 56	Choral Hydrate	1 20@1 50	Cocaine	12 85@13 50	Cocoa Butter	60 @ 90	Corks, list, less	30-10 to 40-10	Copperas	03 @ 10	Copperas, Powd.	4 @ 10	Corrosive Sublim	2 25@2 30	Cream Tartar	35 @ 40	Cuttle bone	40 @ 50	Iextrine	6 @ 15	Jover's Powder	4 00@4 50	Emery, All Nos.	19 @ 15	Emery, Powdered	@ 15	Epsom Salts, bbls.	@ 03½	Epsom Salts, less	3½ @ 10	Ergot, powdered	@ 4 00	Flake, White	15 @ 20	Formaldehyde, lb.	12 @ 35	Gelatin	30 @ 90	Glassware, less	55%	Glassware, full case	60%	Glauber Salts, bbl.	@ 02½	Glauber Salts less	04 @ 10	Glue, Brown	20 @ 30	Glue, Brown Grd	16 @ 22	Glue, White	27½ @ 35	Glue, white grd.	25 @ 35	Glycerine	19 @ 40	Hops	75 @ 95	iodine	6 45@7 00	Iodoform	8 00@8 30	Lead Acetate	20 @ 30	Mace	@ 1 50	Mace powdered	@ 1 50	Menthol	7 00@8 00	Morphine	13 53@14 23	Nux Vomica	@ 30	Nux Vomica, pow.	15 @ 25	Pepper, black, pow	57 @ 70	Pepper, White, pw.	75 @ 85	Pitch, Burgudry	20 @ 25	Quassia	12 @ 15	Quinine, 5 oz. cans	@ 60	Rochelle Salts	28 @ 35	Sacharine	3 60@3 75	Salt Peter	11 @ 22	Seidlitz Mixture	30 @ 40	Soap, green	15 @ 30	Soap mott cast.	@ 25	Soap, white Castile, case	@ 15 00	Soap, white Castile less, per bar	@ 1 60	Soda Ash	3 @ 10	Soda Bicarbonate	3½ @ 10	Soda, Sal	03½ @ 06	Spirits Camphor	@ 1 20	Sulphur, roll	4 @ 11	Sulphur, Subl.	4½ @ 10	Tamarinds	20 @ 25	Tartar Emetic	7 @ 75	Turpentine, Ven.	50 @ 75	Vanilla Ex. pure	1 50@2 00	Vanilla Ex. pure 2	25 @ 50	Zino Sulphate	06 @ 11

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

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

Hazeltine & Perkins Drug Co.  
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

## DECLINED

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
15 lb. pails, per doz.	9 40
25 lb. pails, per doz.	12 60
15 lb. pails, per doz.	19 15
25 lb. pails, per doz.	19 15

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

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

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

BLEACHER CLEANSER	
Lizette, 16 oz., 12s	2 15

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

BREAKFAST FOODS	
Kellogg's Brands	
Corn Flakes, No. 135	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Per. No. 224	2 70
Per. No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans	6 15
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 95
Post's Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 26s	3 85
Shred. Wheat Bis., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

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

BRUSHES	
Scrub	
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

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

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua. sli.	1 35
Beef, 3 1/2 oz., Qua. sli.	2 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/8s	3 60
Hamburg Steak & Onions, No. 1	
Potted Beef, 4 oz.	3 15
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	50
Potted Meat, 1/2 Qua.	50
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans	
Campbells	1 05
Quaker, 18 oz.	95
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
Medium, Plain or Sau.	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 10
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	2 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. Ju., No. 5	4 50
Marcel., E. Ju., No. 10	7 50
Templar E. Ju., No. 2	2 85
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

Succotash	
Golden Bantum, No. 2	2 75
Little Dot, No. 2	2 65
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	40
Brick	23
Michigan Flats	22
Michigan Daisies	22
Wisconsin Long Horn	23
Imported Leyden	28
1 lb. Limburger	30
Imported Swiss	58
Kraft Pimento Loaf	31
Kraft American Loaf	29
Kraft Brick Loaf	29
Kraft Swiss Loaf	36
Kraft Old	



Sage	
East India	10
Tapioca	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50
Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

PEANUT BUTTER



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

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

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

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

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

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@25
Hams, Cer., Skinned	@21
16-18 lb.	@25
Ham, dried beef	---
Knuckles	@42
California Hams	@17 1/2
Picnic Boiled	---
Hams	20 @25
Boiled Hams	@41
Minced Hams	@20
Bacon 4/6 Cert.	@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
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS	
Arm and Hammer	3 75

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

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

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

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

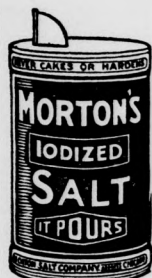
Mackeral	
Tubs, 60 Count, fy. fat	6 00
Pails, 10 lb. Fancy fat	1 50

White Fish	
Med. Fancy, 100 lb.	13 00

SHOE BLACKENING	
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, 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	3
Butter Salt, 280 lb. bbl.	4 21
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked, 6-10 lb.	4 50



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

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

SOAP	
Am. Family, 100 box	6 30
Crystal White, 100	3 85
Big Jack, 60s	4 75
Fels Naphth., 100 box	5 50
Flake White, 10 box	3 70
Grma 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
Pumpeo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 50
Tribly Soap, 100	10c 7 25
Williams Barber Bar, 9s	50
Williams Mug, per doz.	48



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

Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 94
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	---
Rub No More, 20 Lg.	3 85
Spotless Cleanser, 48,	---
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandote Deterg's, 24s	2 75

SPICES	
Whole Spices	
Allspice, Jamaica	@40
Cloves, Zanzibar	@50
Cassia, Canton	@28
Cassia, 5c pkg., doz.	@46
Ginger, African	@19
Ginger, Cochin	@40
Mace, Penang	1 39
Mixed, No. 1	@32
Mixed, 5c pkgs., doz.	@45
Nutmegs, 70@90	@59
Nutmegs, 105-110	@59
Pepper, Black	@50

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

Seasoning	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35
Poneltz, 3 1/2 oz.	3 25
Kitchen Bouquet	4 50
Laurel Leaves	20
Marjoram, 1 oz.	9c
Savory, 1 oz.	90
Thyme, 1 oz.	90
Tumeric, 2 1/2 oz.	90

STARCH	
Corn	
Kingsford, 40 lbs.	11 1/4
Powdered, bags	4 50
Argo, 48, 1 lb. pkgs.	3 60
Cream, 48-1	8 80
Quaker, 40-1	07 1/2

Gloss	
Argo, 48, 1 lb. pkgs.	3 60
Argo, 12, 3 lb. pkgs.	2 62
Argo, 8 5 lb. pkgs.	2 97
Silver Gloss, 8, 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 05
Red Karo, No. 5, 1 dz.	4 29
Red Karo, No. 10	4 01

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

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

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

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

TABLE SAUCES	
Lea & Perrin, large	6 00
Lea & Perrin, small	3 25
Pepper	1 60
Royal Mint	3 49
Tobasco, 2 oz.	4 28
Sho You, 9 oz., doz.	2 25
A-1, large	4 75
A-1 small	3 15
Uner, 2 oz.	3 30

TEA	
Blodgett-Beckley Co.	
Royal Garden, 1/2 lb.	75
Royal Garden, 1/4 lb.	77

Japan	
Medium	35@35
Choice	37@52
Fancy	52@61
No. 1 Nibbs	54
1 lb pkg. Sifting	14

Gunpowder	
Choice	40
Fancy	47

Ceylon	
Pekoe, medium	57

English Breakfast	
Congou, medium	28
Congou, Choice	35@36
Congou, Fancy	42@43

Oolong	
Medium	39
Choice	45
Fancy	50

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

VINEGAR	
Cider, 40 Gall	23
White Wine, 80 grain	26
White Wine, 40 grain	19

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

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

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

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

Traps	
Mouse, Wood, 4 holes	60
Mouse, wood, 6 holes	70
Mouse, tin, 5 holes	65
Rat, wood	1 00
Rat, spring	1 00
Mouse, spring	30

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

Washboards	
Banner, Globe	5 50
Brass, single	6 25
Glass, single	6 00
Double Peerless	8 50
Single Peerless	7 50
Northern Queen	5 50
Universal	7 25

Wood Bowls	
13 in. Butter	5 00
15 in. Butter	9 00
17 in. Butter	18 00
19 in. Butter	25 00

WRAPPING PAPER	
Fibre, Manila, white	05 1/2
No. 1 Fibre	06 1/2
Butchers D F	06
Kraft	07 1/2
Kraft Stripe	09 1/2

YEAST CAKE	
Magic, 3 doz.	2 70
Sunlight, 3 doz.	2 70
Sunlight, 1 1/2 doz.	1 35
Yeast Foam, 3 doz.	2 70
Yeast Foam, 1 1/2 doz.	1 35

YEAST-COMPRESSED	
Fleischmann, per doz.	30

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 14
Half gallon	12 15

Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	11 14
Half gallon	15 40

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

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

JELLY GLASSES	
8 oz., per doz.	



### THE PERFIDIOUS KAISER.

(Continued from page 11)

Plans were laid for destroying the Port Huron railway tunnel and that of the Michigan Central Railway at Detroit, but both failed, the former through the vigilance of the guards at the tunnel and the latter, it is said, through a revelation of the conspiracy. The Marine City Salt plant was selected as the place of operation for the destruction of the Port Huron tunnel. Richard Herman was sent to Marine City with instructions. He was to leave the salt plant after dark, go to the house of Franz Haehling, the shipping clerk, and there change from his street dress to the ragged costume of a hobo. A peculiar device, termed by the conspirators a "skate" was fashioned to contain a heavy charge of dynamite and this was to be trailed behind a freight train that would traverse the tunnel. Midway of the tunnel the towline attached to the skate was to be dropped and the train would pass through unharmed. A few minutes later the time clock in the "skate" would explode fifty sticks of dynamite and wreck the tunnel.

Herman was told that a confederate would meet him with the infernal machine ready for operation near the Port Huron tunnel entrance. Herman was to ride the trucks of the train and trail the "skate" as far as the middle of the tunnel and then let it go. But the guards about the tunnel entrance were so numerous and vigilant that the conspiracy failed. Herman returned to Haehling's house in Marine City, but Haehling, according to a previous understanding, would not admit him to the house. Herman's change of clothing and a supply of food were placed in a chicken house at the rear of Haehling's home and there Herman doffed his hobo disguise, donned his own clothes and afterward made his way back to Detroit.

The Michigan Central tunnel conspiracy failed in another way. One evening one of the officials of the road was approached by a yard employe who told him a strange story. This man was a German-Pole who had no sympathy with Germany in the war. On the supposition that he was a loyal German subject who would be willing to earn some extra money easily and at the same time help the cause of his fatherland this man was approached by two others. After sounding him carefully, during which test the Polish man pretended to be a German sympathizer, he was asked to take part in a scheme for destroying the tunnel. While the matter was under discussion he was told of seven men who were engaged to carry out the plan.

The night Pullman trains from Chicago were usually held at Detroit long enough to have their water tanks filled with ice. The conspirators were men employed at this work. They were to go aboard the train with their supply of ice in pails, carrying also two pails which were prepared as huge dynamite bombs. They were to dally at their work so that the train would carry them through the tunnel and while in transit the two pails of dynamite were to be tossed off upon the bench used

for a footway through the tunnel and the clockwork inside would do the rest. There was no positive evidence in the case beyond this man's voluntary revelation, so when application was made for a warrant for the arrest of the suspected men, the Detroit official to whom application was made refused to issue it. The railway official then applied to a United States officer. That official thanked him and merely said: "Leave it to me." Next morning the suspected men did not report for work and they were not seen again. From that time the Michigan Central tunnel was jealously guarded at each end and on every car platform.

The conspirators scored one notable success at Windsor and the details of the story came out at the trial which resulted in the conviction of Charles Respa and William Leffler. Jerosch furnished the main part of the evidence. He testified that most of the manufactured bombs were made by a Fritz A. Neef in the back room of Carl Schmidt's agency for the Eiseman Magneto Co., at 802 Woodward avenue and that the dynamite was brought in suitcases from the home of Franz Respa at Romeo. Respa was the aged father of Mrs. Carl Schmidt. One suitcase brought from Romeo contained forty sticks of dynamite.

The conspirators were too wary to attempt to carry a ready-made bomb into Canada so Leffler was instructed to co-operate with Respa. Kaltschmidt made frequent trips across the river in his automobile and because of this his automobile was given but a cursory examination by the customs officers. He concealed several sticks of dynamite in the cushion of his machine and brought over two empty suit cases. The suit cases and dynamite were delivered to Respa who in turn took them to Leffler at the Tate Electrical plant. There, while serving as night watchman Leffler converted the two suit cases into powerful infernal machines. One of these with the alarm clock set to explode at 3 a. m. was placed at the front of the Peabody plant and the other, set for explosion at the same hour, was planted at the Windsor Armory. The Peabody plant was blown up but the Armory bomb failed to explode.

Gradually the conspirators were plainly indicated by the converging trails of evidence, in spite of their elaborate plans. It was said that the dynamite used in these and several smaller jobs was brought to Romeo from Duluth in order that there might be no local trace of its purchase. The men who did the work and took all the risks of death and imprisonment were promised rich rewards by Kaltschmidt but none of them received more than \$20 for any one attempt. It was shown by discovered checks, drafts and other papers taken from Capt. von Papen who was taken off a steamship at Plymouth, England, that the corruption fund from which Kaltschmidt was constantly drawing large sums was carried in a joint account by Dr. Heinrich F. Albert and Ambassador von Bernstorff in the Chase National Bank of New York, and that payments had been made—one of them of \$25,-

000—through the bank of Knauth, Nachod & Kuehne of New York. Other considerable sums were paid from an account in the name of von Igel, another attache of von Bernstorff's legation.

As a result of the trial of Respa and Leffler at Sandwich, these men were sent to Kingston penitentiary for long terms. They were afterward brought to Detroit to testify against Kaltschmidt and his other confederates.

When Kaltschmidt's agents and instruments discovered that not only were they to undergo severe punishment for their crimes but that they had been cheated by Kaltschmidt they were filled with resentment against their betrayer and gave incriminating testimony against him. Facing long terms of imprisonment and heavy fines they learned that the man who had persuaded them to take dangerous risks under mistaken motives of patriotism had received many thousands of dollars from the German embassy at Washington. He walked the streets of Detroit in security, enjoying the privileges of notable societies and clubs and spending his ill-gotten gains in luxurious living. None of them had been taken into his confidence except with reference to the jobs they were to undertake so their revelations were of limited scope. One of the deposits of nitro-glycerine to be used in the destruction of munitions plants was pointed out by Anatol Rodeau where it was buried under a stump one mile East of Woodward avenue between the seven mile and the eight-mile roads. Another cache of high explosives was pointed out by Richard Herman on Illinois avenue between Sherwood Forest and the St. John acreage plat. It was the evidence furnished by his instruments and dupes which led to the conviction of Kaltschmidt and his close confederates.

Bit by bit the evidence built up a strong case of conspiracy. It pointed out Kaltschmidt as the local director of plots in Detroit. Bank records, code telegrams, cancelled checks and drafts and considerable correspondence discovered in various places showed conclusively that Kaltschmidt was operating under direct orders from Ambassador von Bernstorff at Washington and orders delivered through mediums like von Papen, von Igel and Dr. Albert. These discoveries proved beyond a doubt that the German embassy while pretending to preserve treaty relations between Germany and the United States had been playing the part of a secret enemy and directing the commission of shocking crimes. Some of these operations were carried on with an astonishing boldness. The destruction of the Lusitania was all carefully arranged in advance and carried out with precision. Paid advertisements were inserted in several New York newspapers warning all citizens of neutral countries against embarking upon any British vessel for a voyage across the ocean.

Such advertisements were conspicuous just before the sailing of the Lusitania but were regarded as a ruse of intimidation rather than as anything

more serious. The arch-conspirators prepared in advance of the outrage a justification of their ruthless act. One of their agents claimed to have gone aboard the Lusitania before she sailed and to have found her heavily armed with guns for her own protection. He also claimed that she was loaded with shells and explosives for delivery to the allies. Neither of these reports was true but they were prepared in advance of the sailing in the hope that, accepting such facts public opinion in the United States would justify the sinking of the ship with all on board as an act of war.

The jury to which was submitted the evidence against Kaltschmidt and his confederates remained in deliberation for fourteen hours. It returned to report a verdict of "guilty" against five of the conspirators and with an acquittal for Franz Respa, the aged father of Mrs. Carl Schmidt. Kaltschmidt was sentenced to imprisonment for four years in Leavenworth penitentiary and to pay a fine of \$20,000. Ida K. Neef, his sister, was sentenced to the Detroit House of Correction for three years and fined \$15,000; Fritz A. Neef, two years in Leavenworth and a fine of \$10,000; Carl Schmidt, two years in Leavenworth and a fine of \$10,000; Maria Schmidt, two years in the House of Correction and a fine of \$10,000. Franz Respa, father of Mrs. Schmidt, 67 years of age, was acquitted on all counts.

A large number of mysterious fires and minor explosions occurred about Detroit which were attributed to the activities of these alien enemies, among them the big grain elevator near Brush street, the explosion which destroyed the plant of the Mexican Products Co., and another plant engaged in manufacturing chlorine gas. Large numbers of night watchmen and special details of police and constables guarded practically all the munitions plants in and about Detroit during the war and it was due to such precautions that constant and very serious interference with war work was prevented during the four troubled years of the conflict. Geo. B. Catlin.

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 22—We have today received the schedules, reference and adjudication in the matter of Galewood Supply Store, a copartnership composed of Frank Zeldam and Edward J. Thede, Bankrupt No. 4094. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Galewood. The schedules show assets of \$2,728.30 with liabilities of \$6,971.70. The first meeting of creditors will be called very shortly, and note of same will be made herein. The list of creditors of said bankrupt is as follows:

Treasurer, Wyoming township	---\$ 37.43	
National Cash Register Co.,	Grand Rapids	195.00
Victor Acceptance Corp.,	G. R.	41.00
Hobart Bros.,	Troy, Ohio	173.42
Great Western Oil Co.,	Grand R.	7.28
Brown & Sehler,	Grand Rapids	8.42
City Service Oil Co.,	Grand Rapids	7.50
Central Michigan Paper Co.,	G. R.	13.45
Electric Service Sta.,	Grand Rap.	53.12
Press,	Grand Rapids	59.53
General Distributing Corp.,	G. R.	767.95
Hermitage Battery Co.,	Grand Rap.	35.15
Michigan Bell Tel. Co.,	Grand Rap.	17.65
Mills Paper Co.,	Grand Rapids	16.61
Massillon Alum Co.,	Massillon, O.	1.84
Camera Shop,	Grand Rapids	9.25
Elliott Service Co.,	New York	8.80
Kent Tire & Battery Co.,	Grand R.	1800
G. R. Merchants Service Bureau,	Grand Rapids	-----
Dornbos Hardware,	Grand Rapids	12.50
Plous & Co.,	Grand Rapids	21.00
Southwest Community Alliance,	Grand Rapids	-----
Grand Rapids	-----	206.40



Consumers Power Co., Grand Rap.	24.89
Bush & Lane Piano Co., Holland	283.44
Van Camp Iron & Hdwe. Co., Indianapolis	63.44
Westinghouse Elect. Sup. Co., G. R.	68.83
Harry Groendyk, Grand Rapids	17.44
Alfred J. Brown Seed Co., G. R.	100.00
Louis Landauer, Grand Rapids	20.21
John Jelsma Hdwe. Co., Grand R.	5.67
A. J. Cron, Grand Rapids	.40
Vim Sporting Goods, Chicago	99.72
Miller Candy Co., Grand Rapids	3.75
Haverman Bros., Moline	45.00
Leo Kraus, Grand Rapids	35.00
Hooker Glass Co., Kalamazoo	10.00
Maurice Troy, Brooklyn	100.00
John Thede, Grand Rapids	600.00
Van Camp Iron & Hardware Co., Indianapolis	381.30
Reliable Tire & Accessory Co., Grand Rapids	252.28
Well Ramson Co., Grand Rapids	112.71
Citizens Industrial Bank, G. R.	3,000.00

April 21. We have to-day received the schedules, reference and adjudication in the matter of Harry Newman, Bankrupt No. 4092. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a manager of a department store. The schedule shows assets of \$837.50 with liabilities of \$2,769.46. 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 creditor of said bankrupt is as follows:

Beerman's Music House, Muskegon	\$179.61
Jury-Rowe Co., Lansing	125.00
Capital Mortgage & Loan Co., Lansing	370.00
Muskegon Tire Co., Muskegon	28.00
Sam Newman, Detroit	150.00
William Noor, Muskegon	250.00
Rees-Sanders Co., Lansing	22.50
Dr. H. A. Wilson, Lansing	17.00
A. Newman, Detroit	65.00
Cohen & Barry Coal Co., Lansing	25.00
Mrs. Edna Timmer, Muskegon	550.00
Wm. D. Hardy Co., Muskegon	58.35
Harold H. Smedley, Muskegon	20.00
R. Glenn Dunn, Muskegon	15.00
George H. Shoup, Muskegon	43.00
Muskegon Citizens Loan Co., Muskegon	450.00

On this day also was held the first meeting of creditors in the matter of O. Vernie Hale, Bankrupt No. 4076. The bankrupt was present in person and represented by attorneys Eldred & Genuend. No creditors were present or represented. No trustee was appointed. The bankrupt sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

April 21. We have to-day received the schedules, reference and adjudication in the matter of Carl L. Adams, Bankrupt No. 4093. 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 salesman. The schedule shows assets of \$300 of which \$250 is claimed as exempt, with liabilities of \$12,142.76. 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 21. On this day was held the first meeting of creditors in the matter of Jefferson E. Holmes, Bankrupt No. 4080. The bankrupt was present in person and not by attorney. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Paul De Long, doing business as De Long, doing business as De Long Bros., Bankrupt No. 4060, the sale of assets herein was held April 10. The trustee was present. The auctioneer was present. Several bidders were present. The stock and furniture and fixtures of the Jackson street store, of Muskegon, were sold to Sam Sewall, of Detroit, for \$1,000. The stock, furniture and fixtures of the North Muskegon store, were sold to Sam Jakont, of Detroit, for \$350. The sales were confirmed and the matters adjourned without date.

In the matter of Ray Scher, doing business as Ray's Cut Rate Store, Bankrupt No. 4061. The sale of assets herein was held April 11. The bankrupt was present. The trustee was present. The official auctioneer was present. The assets of the estate, as set forth on the inventory and appraisal were sold to Louis Hepner, of Kalamazoo, for \$6,175. The sale was confirmed and the matter adjourned without date. The amount realized from this sale of approximately 166 per cent. of the appraised value.

April 22. On this day was held the first meeting of creditors in the matter of Elizabeth E. Wellman, Bankrupt No. 4012. The bankrupt was not present or represented. Creditors were represented by Belcher & Hamlin, attorneys and by G. R. Credit Men's Association and Central Adjustment Association. Petitioning creditors were represented by attorney Harold F. Lusk. Claims were considered

for voting only and referred to the trustee elect to check and report as to correctness. Philip P. Schnoorbach, of Manistee, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Irwin Henry Miller, Bankrupt No. 3860, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 31. There were no appearances. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, and for the declaration and payment of a first and final dividend to creditors of 17 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been listed for return to the district court, as a closed case, in due course.

April 23. We have to-day received the schedules, reference and adjudication in the matter of Cyril D. Moran, Bankrupt No. 4095. 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 railroad employe. The schedule shows assets of \$475 of which \$275 is claimed as exempt, with liabilities of \$932.23. 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 23. We have to-day received the schedules, reference and adjudication in the matter of Walter Gornisiewicz, Bankrupt No. 4096. 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 meat dealer. The schedule shows assets of \$1,835 with liabilities of \$3,580.75. 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:

Cincinnati Butchers Supply Co., Cincinnati	\$125.00
Dayton Scale Co., Dayton, Ohio	375.00
General Motors Frigidaire Co., Grand Rapids	600.00
Thomasma Bros., Grand Rapids	118.94
Vanderbrink & Son, Grand Rapids	94.54
Sam Brice, Grand Rapids	58.06
Arnold Bros., Chicago	446.61
Khrs Packing Co., Davenport, Iowa	498.72
Swift & Co., Grand Rapids	331.03
Morris & Co., Chicago	192.04
Jewett & Sherman, Milwaukee	39.23
Michigan Bell Tele. Co., Grand R.	17.41
G. R. Paper Co., Grand Rapids	36.88
Schust Co., Grand Rapids	132.38
Export Products Co., Grand Rapids	7.15
Rauser Co., Grand Rapids	65.34
Lewis Electric Light Co., G. R.	78.18
F. C. Mathews & Co., Grand Rapids	64.44
Anton Sawicki, Grand Rapids	200.00
Al Wendel, Grand Rapids	500.00

April 23. We have to-day received the schedules, reference and adjudication in the matter of Gabriel Snubber Sales & Service Co., Bankrupt No. 4097. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedule shows assets of \$1,859.02 with liabilities of \$8,870.92. The first meeting of creditors will be called note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$97.46
Albert Reynolds, Grand Rapids	300.00
Appleton Electric Co., Chicago	487.33
Baxter Laundries, Grand Rapids	9.00
H. A. Cavanagh Co., Kalamazoo	115.02
Excelsior Ribbon & Carbon Co., New York	1.60
Future City Printing Co., G. R.	33.30
Gabriel Snubber Mfg. Co., Cleveland	1,810.08
Gem Foundry, Hart	unknown
Jefferson Service Sta., Grand Rap.	21.15
Lorraine Corp., Chicago	467.96
Press, Grand Rapids	9.50
Herald, Grand Rapids	132.81
Mich. Bell Tel. Co., Grand Rapids	40.70
Martin Auto Electric Service, G. R.	5.66
Motor Improvements, Inc., Newark	654.05
A. A. Simons & Co., Grand Rapids	3.60
Tripp Products Co., Detroit	352.60
Miller Tire Service Co., Grand R.	152.89
Van Bochove Lumber Co., Kala.	9.35
Mrs. John Pedden, Grand Rapids	450.00
Mrs. Joseph Renihan, Grand Rap.	1,300.00
Swan Carburetor Co., unknown	875.00
Bert's Tire Shop, Grand Rapids	8.50
O. J. Arnold & Sons, Grand Rap.	33.36
Alberts Reynolds, Grand Rapids	1,500.00

In the matter of Joseph Stanecky, doing business as Bridgman Grocery and Market, Bankrupt No. 3895, the trustee has heretofore filed his final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, a supplemental first dividend of 5 per cent, and a final dividend of 19.2 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

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

On this day also was held the first meeting of creditors in the matter of Harry E. Morris, Bankrupt No. 4077. The bankrupt was present in person and represented by attorney William J. Gillett. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to May 8, to determine the value, if any, in certain property.

On this day also was held the first meeting of creditors in the matter of John E. Morris, Bankrupt No. 4078. The bankrupt was present in person and represented by attorney William J. Gillett. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

April 28. On this day was held the first meeting of creditors in the matter of Raymond H. Rogers, Bankrupt No. 4081. The bankrupt was present in person and represented by attorneys Dilley & Dilley. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Clinton C. Thurber, Bankrupt No. 4083. The bankrupt was present in person and represented by attorney Henry C. Hart. No creditors were present or represented. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Ray Sweet, Bankrupt No. 4087. The first meeting of creditors has been called for May 15. In the matter of Walter Gornisiewicz, Bankrupt No. 4096. The first meeting of creditors has been called for May 15. In the matter of Gabriel Snubber Sales & Service Co., Bankrupt No. 4097. The first meeting of creditors has been called for May 15. In the matter of Cyril D. Moran, Bankrupt No. 4095. The funds have been received and the first meeting of creditors has been called for May 15.

On this day also was held the adjourned first meeting of creditors in the matter of Milo Myers, Bankrupt No. 4069. The bankrupt was not present or represented. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The matter then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

April 29. On this day was held the first meeting of creditors in the matter of Ralph G. Marshall, Bankrupt No. 4085. The bankrupt was present in person and represented by attorney John J. McKenna. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Many an improvement cost nothing but a little thought.

**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.

**Can I Afford To Be Honest?—Merchandising Miscellany.**  
 (Continued from page 20)

friend; "but it takes just as long to sell a loaf of bread as it does a bottle of vanilla, a package of spice or a pound of advertised coffee."

O, but such is surely not the case! Bread is never sold; it is bought. The customer asks for what she wants and the brand. There is no cost whatever of selling. The bottle of vanilla—say, is there any item in the store that is more expensive or risky? There is heavy investment, slow turn, great liability to damage, high capital investment, and generally a lot of sale effort to get rid of any except the staple kinds of low value and small size.

The truth is, we are beginning to know something about this factor which so long has puzzled merchants. Department stores have led the van and long have known more exactly what margin belongs on certain items and why than any other class of merchants.

But the grocer can take a helpful hint from department and chain store folks in that he can seek out every line and item which happens to hold the valuable attributes of rapid turn and wide margin: Perishables, prunes and unbranded coffee are in this class.

While we study the questions brought out, let us not forget that we always earn money when we sell wide margined, frequently moving items.

Paul Findlay.

- Sheep Dip.**  
 Laws.  
 Tobacco, 8 lb.; oil tar, 1 1/2 pt.; soda ash, 10 lb.; soft soap, 2 lb.; water, 25 gal.  
 Texas.  
 Tobacco, 65 lb.; sulphur 15 lb.; lye, 6 lb.; water, 200 lb. Steep tobacco in the water, express, then add balance of ingredients.

**Business Wants Department**

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

For Sale—National cash register; one drawer, four departments, electric, mahogany. Nearly new. Will sacrifice. Eight-foot refrigerator floor case, double glass. Stimpson computing scale, 100 pound capacity. J. C. Long, Mufr, Mich. 286

For Lease—Large store, fine location for dry goods business. M-78 goes through town. Mrs. C. H. Waterman, Athens, Mich. 284

If you are interested in buying a business anywhere in the United States or Canada, write for our monthly bulletin. UNITED BUSINESS BROKERS, 2365 1st National Bank Bldg., Detroit, Mich. 157

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

**I OFFER CASH!**  
 For Retail Stores—Stocks—  
 Leases—all or Part.  
 Telegraph—Write—Telephone  
**L. LEVINSOHN**  
 Saginaw, Mich.  
 Telephone Riv 2263W  
 Established 1909



**Chain Store Notes.**

(Continued from page 1)

of business, but I want legislation which will keep everybody in business. I want legislation that will preserve individual initiative, that will uphold and protect community life, that will compel every character of business to pay its just proportion of taxes to the Government which gives it protection, that will check the monopolistic growth of every character of business, and which will prevent greed and avarice from destroying the very foundations of freedom. Any business which will conduct itself under this character of legislation will be welcomed to our State.

The one thing which has distinguished America from all other nations and made it the greatest Government the sun kisses in its course is that a rail-splitter might become President of the United States. The door of opportunity, through which Abraham Lincoln walked from his rude log cabin in Kentucky to the White House on the Potomac, must be kept open to the boys and girls of this country who are to become its future business men and women. Here is a boy who is ambitious to become a druggist, a groceryman, a dry goods man, another wants to become a banker and another desires to be a commercial traveler. Time was when all these avenues of business were wide open to the boys of our State, but what chance has your boy and my boy to-day in any of these lines of business? The chain stores with their absentee ownership and foreign control are rapidly getting control of all retail distributing and the most that a Michigan boy can expect to-day is a manager's job paying from \$25 to \$35 per week, restricted by iron-clad rules which, in many instances, prevent him from owning a home.

Every commercial avenue almost has been invaded and every business opportunity has been seized by the chain store system. Honest ambition, which was once the ladder upon which every boy desired to climb, is about to be destroyed, and the torch which brightened his pathway to the very pinnacle of commercial achievement in this country is flickering and about to be smothered out. I am opposed to such commercial tyranny. I stand for legislation that will keep the door of opportunity wide open to the boys and girls in every line of endeavor, that will preserve their ambition and make it burn brighter and brighter in their hearts as the years come and go.

**Reported By a Traveling Salesman.**

Marquette, May 5—In calling on a grocer friend of mine recently he related a very interesting case to me that I believe will be

an interesting story for the Tradesman. A Mr. —, Superior, Wis., who has been in the grocery business some thirty years, an old settler and one of the finest type of old gentlemen you would care to meet, was on the verge of having to close his store because of competition with a National Tea store located next to his place.

The last couple years had aged him noticeably. Lately his shelves were becoming barer each day and his finances so low that he was almost ready to lock up his place and he and his wife go to the poorhouse.

After closing hours Thursday, March 27, 1930, the Independent Merchants and Grocers Association, some twenty-five of them, organized from their own stores a complete stock of merchandise, unbeknown to him, got the key to the store from his wife, went in, cleaned and scrubbed it, decorated shelves and windows most wonderfully. They found he had no change in his cash register, so they collected about \$30 in change and put it in his till and left him a note, "Wishing you best of success," signed "Independent Grocers." All merchandise was donated by his competitors and not from manufacturers and above all not a grain of salt from a chain store.

The next day he came down to his store and was afraid to go in, thinking his lease had expired and someone else had taken it over. He broke down and cried when he found out the truth. Friday, the 28th, was the biggest day he ever had during his life in business. Neighboring merchants sent some of their own customers over to have them buy at least some items from him.

If you would insert this story in your magazine, the independent grocers and myself would surely appreciate it very much.

**Late News From the Metropolis of Michigan.**

Fred Kerr, vice-president of the McConnell-Kerr Co., 350 East Jefferson avenue, Detroit, died suddenly last Thursday, following a heart attack while on his way home from the office. Mr. Kerr was well known throughout the State and in Grand Rapids, where for a number of years he was associated with the Charles Trankla Co., as department manager and buyer. Ten years ago he came to Detroit to accept a similar position with Burnham, Stoepel & Co., and remained with that house until the liquidation of the dry goods departments about three years ago. With Bert McConnell he then founded the McConnell-Kerr Co., specializing in linen products. The business proved successful from the start and the firm became firmly established with the trade, largely through its reputation for integrity and the personality of the founders. Mr. Kerr's loss will be keenly felt by the McConnell-Kerr Co. and the host of

friends he leaves both in business and social circles. He was born in Kincardine, Ontario, August, 1879. Surviving is his widow, Elizabeth; two brothers, Robert Kerr, of Kincardine, and James Kerr, of Williamsport, Pa., and three sisters, Mrs. Fanning, of Kincardine, Mrs. J. Sellers and Miss Lillian Kerr, both of Toronto.

Appointment of Ralph H. Douglass as director of advertising and sales promotion, succeeding W. S. Race, resigned, is announced by President Louis Ruthenburg, Copeland Products, Inc., Mt. Clemens, manufacturers of electric refrigeration. Douglass formerly was advertising manager of Kelvinator Corporation, and in charge of advertising and promotion at the Detroit College of Law and the Detroit Institute of Technology.

A 2,700 mile air cruise around the Great Lakes, starting and ending at Detroit, will be sponsored by the Detroit Flying Club next August. The tour will be limited to flying boats, amphibians and seaplanes and is intended to demonstrate the possibilities of air-water craft in the Great Lakes region.

Appointment of Roderick P. Fraser, formerly vice-president Peoples Wayne County Bank, to be vice-president of the First National Bank and in control of the combined Foreign Departments, was announced last week.

The Rex Products & Manufacturing Co., 451 Larned street West, has sold all its patent rights and business of the Pamco cleaner to the American Chemical Paint Co., of Amber, Pa. The Rex Products Co. retain the other two divisions of its business, the distribution of household cleaning powder and the sale of industrial cleaning compound used for cleaning small metal parts.

Detroit business men have good reason to be elated at the re-election of Frederick J. Haynes, president of Durrant Motors and Past President of the Detroit Board of Commerce to the Directorate of the Chamber of Commerce of the United States. In that post Mr. Haynes represents the business interests of the Fifth Election District which comprises the states of Michigan, Indiana, Ohio and Kentucky. At the annual election, which was held in Washington last week. Mr. Haynes led the ticket. He received 443 votes as compared with 80 for the opposition. He will serve for the ensuing two years.

Several new members were elected at a meeting of the Michigan Shoe Travelers' Association, held in Detroit. The meeting, called to order by President George Gorman, also took under consideration plans for the entertainment of all those attending the National Shoe Retailers' Association convention which is to be held in that city early next January. National Vice-President Joseph Kalisky, the guest of honor, urged that every effort be made to enlist in this activity every traveling salesman carrying shoes or accessories and a campaign to make this effective is now being directed by State President Gorman and Secretary-Treasurer C. R. Drummond. Members of the retail trade have joined hands with the travelers and the two

groups will work together to make the coming National convention the best in its history. President Elwin Pond, of the Michigan Shoe Retailers' Association, has been in touch with President George Gorman of the traveling men's association, and the two will leave no stone unturned in their efforts to interest the entire membership of both associations.

John D. Biggers, for the last four years closely associated with the Graham interests both here and abroad left last week for Toledo to assume his duties as president of the recently merged Libbey-Owens-Ford Glass Co. Mr. Biggers is internationally known in both glass and automotive industries, his first connection with the former having begun in 1914. He was vice-president and general sales manager of the Owens Bottle Co., of Toledo, in 1926, a position which he resigned to become identified with the Graham brothers. Later, as vice-president of the Graham Brothers Corp. in New York City, and also as a director of the Libbey-Owens Glass Co. he was intimately associated with the Graham interests in the glass manufacturing field. Mr. Biggers was elected to his new office two weeks ago when the merger of the Libbey-Owens Glass Co. with the Edward Ford Plate Glass Co. was formally approved by directors of the former company. At the same meeting, James C. Blair, of Toledo, was elected chairman of the board.

**Field For New Uses Always Open.**

We are reminded by the recent death of Steven T. Mather of his part in the promotion of the sales of borax by one of the large borax producers of his day. This he did by dramatizing it and the twenty-mule teams hauling the borax across the burning sands of the Death Valley were indelibly stamped on the minds of the public through skillfully conceived and executed advertising campaigns. This method contrasts with one used recently when great quantities of borax were made available as a by-product from the potash of the alkaline lakes of Southern California.

In this latter case large sums were spent on research for the purpose of discovering new uses for borax. When it was found that it could be used in the manufacture of glass, additional sums were spent to develop the technique. Now great quantities of borax are used in the making of cast glass, particularly in the manufacture of milk bottles. This marks the difference between the old way and the new.

An old use may be temporarily stimulated by publicity, but there is always a maximum. The field for new uses is always open and makes for permanent advance.

**Seven New Readers of the Tradesman.**

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

- Hub Grocer Co., Jackson.
- Balkan Grocery, Jackson.
- Hotel Hayes Co., Jackson.
- L. A. Pixley, Leslie.
- M. E. Magel, Milwaukee, Wis.
- W. H. Charles, Mancelona.
- Rev. Henry Beets, Grand Rapids.





**104 Turnovers a Year**

**LARGER PROFITS**



**CHASE & SANBORN'S**  
**Seal Brand DATED Coffee**

*The Standard of Quality for  
over 65 Years*

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

**STANDARD BRANDS  
INCORPORATED**

Distributors of Chase & Sanborn's  
Seal Brand Dated Coffee.



**HEKMAN'S**

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

**Cookie-Cakes  
and Crackers**

**MASTERPIECES  
OF THE BAKER'S ART**



*for every occasion*



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

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.*



**A Crisis—  
and no Telephone!**

This man's wife was ill. One night she took a sudden turn for the worse, and medical attention was needed immediately. He had to leave her, and run to a neighbor's to use the telephone—and the delay was serious.

Perhaps you do not realize the Safety, the Comfort and Convenience the telephone affords. It is an everyday necessity.



**MICHIGAN BELL TELEPHONE CO.**

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



**ABE SCHEFMAN & CO.**

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

STRENGTH

ECONOMY

# THE MILL MUTUALS

Lansing

## AGENCY

Michigan

*Representing the*

MICHIGAN MILLERS MUTUAL  
FIRE INSURANCE COMPANY

(MICHIGAN'S LARGEST MUTUAL)

AND ASSOCIATED COMPANIES



Combined Assets of Group

**\$45,267,808.24**

*20% to 40% Savings Made Since Organization*

**FIRE INSURANCE — ALL BRANCHES**

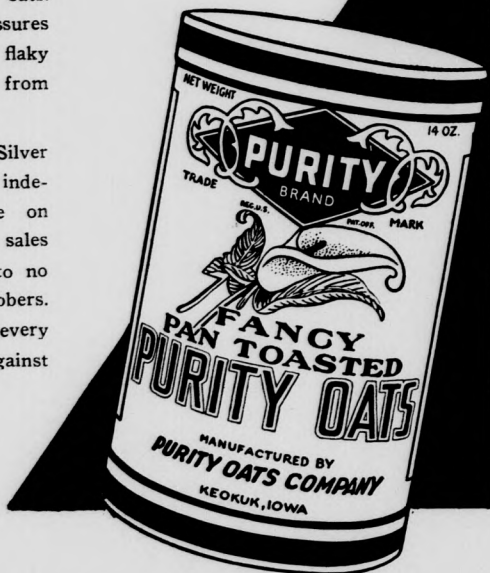
Tornado—Automobile—Plate Glass

# GOODNESS

*in the milling*

It takes careful milling, as well as good oats, to give uniformly high quality to rolled oats. Our exclusive process assures your customer a sweet, flaky dish of oats entirely free from the usual mush taste.

Purity Oats and Chest-O-Silver are the best buys for the independent grocer that are on the market today. Our sales policy is rigid. We sell to no chain stores or desk jobbers. Our guarantee backing every package is your weapon against indiscriminate selling.



**PURITY OATS COMPANY**  
KEOKUK, IOWA

# Why Sacrifice Profits?

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

In showing the price plainly on the package and in advertising

# K C

# Baking Powder

*Same price for over 38 years*

# 25 ounces for 25¢

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

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

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

**Millions of Pounds Used by Our Government**