

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 14, 1930

Number 2434

There are two kinds of success. One is of the very rare kind that comes to the man who has the power to do what no one else has the power to do. That is genius. Only a very limited amount of the success of life comes to persons possessing genius. The average man who wins what we call a great success is not a genius. He is a man who has merely ordinary qualities, but who has developed them to a more than ordinary degree.

Theodore Roosevelt.

LIFE

A little sun, a little rain,
A little loss, a little gain,
A little joy, a little strife,
And this is Life.

A little work, a little play,
Some kind deed done each passing day,
A few good-byes, a setting sun,
And Life is done.

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.

"Telephone, Neighbor!"



INCONVENIENT, isn't it, to leave your housework in the midst of some important bit of cleaning, in order to answer the telephone at your neighbor's.

It is inconvenient for your neighbor, too.

A telephone is a Comfort, and a Convenience—and it is a Safeguard in case of emergency. It costs less than many of our smaller luxuries and really is a necessity of modern living.



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

Ads like these... are selling COFFEE



14 large roto ads have already appeared in Michigan Sunday papers since the first of the year.

There are just as many to come—A great sales opportunity for every grocer in Michigan. You will find it pays to feature and display—

Beech-Nut Coffee

RARE FLAVOR FROM TROPIC HEIGHTS

MICHIGAN TRADESMAN

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Chain Store Notes.

"Always keep one window for the exclusive display of bottled fancies and other high grade specialties that carry a good margin of profit," said James Edkin, proprietor of Edkin's Market, Pompton Lakes, N. J. "While the chains push staples as leaders, the independent can often steal a march on them by window displaying fancies. If a specialty is well arranged in a window it has appetite appeal, and many people will make impulse purchases. Delicatessen stores get top prices for specialties because the proprietor's windows display them at all times attractively. The grocer should follow suit with the specialties, contending that a food merchant can build up a very satisfactory trade in this merchandise by stocking Jerusalem artichokes, Chinese cabbage, endive, broccoli, persimmons, avocados and such products in accordance with neighborhood demands. Every grocer handles fruit and vegetable staples, such as oranges and potatoes, but few handle the specialties in green goods and fruit, and the independent can build up a profitable trade in this line, particularly against chain store competition.

Fruit and vegetable specialties should be sold on a rotation basis and not stocked continually like staples, he believes. People do not buy these specialties every day. Carry one specialty to-day, another to-morrow and so on until you have exhausted your list, then start over again. Also tell customers something about them. You may sell spinach without comment but a customer who has never tried Jerusalem artichokes will first want to know something about this edible before buying it; how to cook it and what it tastes like.

The average home-maker, Mr. Edkins thinks, is less anxious to try a new vegetable than she is to try on a new hat, but if you tell a customer that Jerusalem artichoke is a species of North American sunflower tuber, which has a nutlike flavor and may be creamed, boiled, peeled and seasoned to taste, a woman's curiosity gets the better of her and she often buys.

Edkin's market does a good business in fruits and vegetables and Mr. Edkin says, "Profits in green goods and fruit depend more upon the buying than the selling end. With dry groceries, it is usually good business to buy in large quantities to get lower prices per unit, but with fruits and vegetables the grocer should buy just what he needs to meet trade requirements and no more regardless of how big a bargain is offered him.

"It is foolish to buy a crate of strawberries in January when your potential sales output is but two boxes a day. If possible, try to run this department so that you do not carry over from day to day or week to week. It is no business sin to be out of stock in this department if careful buying enables you to keep spoilage losses at a minimum.

Excellent Example of Penney Bunk.

J. C. Penney, chain store tycoon, capable publicity-getter and after-dinner speaker, is doing as much, if not more, for the continued existence of the chain system than any other one person in the monopolistic chains.

Penney recently addressed a convention of district managers at St. Louis. The great, great Babbitt organization, Kiwanis, housed the chain store speaker. The title of his text was "The Difference Between the Independent and the Chain Store."

Like the flouted discourse of this same tycoon in the Saturday Evening Post a few months ago, Penney breezed through his speech in a manner that must have caused his listening Babbitts to rise and cheer with their usually puerile gusto.

Penney's chief statement was that the independents and the chains are not opposed in their aims. Now if the ordinary person—all Babbitts, including Kiwanians—believes such ballyrot then this writer sees but little hope for the country.

Penney refers to the present

problems of merchandising as "so-called," intimating that they are non-existent. No one should speak about this matter, Penney contended, unless that one has had experience as a retailer.

Does tycoon Penney still hold that all the public can always be fooled? Does this association become incapable of judging honesty in merchandising because we are not all active retailers? Can Penney's contention hold water when we have shown beyond any question of doubt that goods purchased in the Penney stores are inferior in quality to those purchased in an independent store—and for the same price? Does Penney still imagine that the public will forever remain blind to chain store misrepresentations in advertising?

Penney's statement that the independent and the chain store are not radically opposed is buncombe of the first water. The chain store, except where honest, unscrupulous manufacturers insist, buy lower grade merchandise than the independent who sells the advertised products without any "just as good" lines.

Penney is a very careful speaker. He makes few statements worthy of life, few worthy of the man who has guided the Penney system into the colossal octopus it is at this time. But he is popular with all Babbitts, silly nitwits who believe speeches contradicting pertinent facts give them a saving through the media of the chain store.

Home Brew Equipment Banned By Highest Court.

The Federal Supreme Court holds that persons who sell barrels, bottles, corks and labels are subject to prosecution under the prohibition law, when the articles are offered in such a way as purposely to attract purchasers who intend to manufacture intoxicating liquor illegally.

The opinion, delivered by Justice Holmes, decided a case from Pittsburgh, brought by Ike Donovitz. No dissent was announced.

Meeting the contention that the containers taken in the case were not actually used in the manufacture of liquor, the Court said the word "manufacture," as used in the prohibition law, was not to be taken in the strictest and most exact sense.

"We are of opinion that the word may be used in a looser way," said the opinion, "and that if the empty containers and other objects seized were offered for sale in such a mode as purposely to attract purchasers who want-

ed them for the unlawful manufacture, as we interpret the word, they were designed for that manufacture and could be seized."

The decision is expected to give the Government a powerful weapon in suppressing the manufacture of home brew.

The decision apparently gives the Government power to invade the thousands of stores throughout the country selling kegs, bottles, bottle tops, bottling machines, corks, and other articles for manufacture, and confiscate their entire stock.

The case marks a new victory for the Government in its legal battle to establish a broad scope for the eighteenth amendment and the Volstead act.

This would also apply, no doubt, to the sale of malt extracts, grapes or even sugar.

Congress Should Buy It.

Revival of agitation for the purchase of Mount Vernon by the Federal Government reminds the public generally that has long presumed that it was National property. No doubt there are many who are learning now for the first time that the beautiful estate of the first president is the property of the Mount Vernon Ladies' association.

It is a jar to visitors to Washington—virtually all of whom take the excursion down the Potomac to Mount Vernon—that they must pay a fee to visit this National shrine. And it is a bitter disappointment to thousands of tourists yearly to find at the end of their journey that the fine old colonial mansion is closed to visitors on Sunday.

To say that Congress should have provided the money for Federal acquisition of the property long ago does not detract from the credit and appreciation that are due the association which is preserving it until such a time as Congress may act for its purchase.

When and if Mount Vernon becomes Federal property, the first addition Congress should make is the erection of a tablet or other memorial commemorating the part played by Ann Pamela Cunningham in the preservation and restoration of the home of George Washington.

Eighty years ago, learning from her mother that the house was falling into ruin, she sought Government and state aid and failing in that founded in 1853 the Mount Vernon Ladies' association, which raised the funds necessary for its purchase and restoration. It was she who obtained from both commanders in the civil war promises that the property would not be harmed and won \$7,000 indemnity from the Government in 1869 because the home was closed during the war.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Riverdale, May 8—We have been reading your Michigan Tradesman for some time and have been especially interested in your department, the Realm of Rascality.

At present we have a problem of our own in this line and would be pleased to have your opinion on it.

On July 30, 1929, one of our men hauled freight from the depot. Along with the shipment was a crate containing three child's cribs and pads for same. He did not recognize these as unordered goods and signed the freight bill and brought the goods to our warehouse.

Two days later we received an invoice from the Folding Furniture Works, Stevens Point, Wisconsin. We immediately wrote them, explaining that we did not handle merchandise of this kind and that it was at their disposal in our warehouse. We did not receive any answer to this letter. Again in about three months we received a statement of the invoice and we again wrote them, repeating that we did not want the merchandise and that upon receipt of their check for \$1 covering storage, etc., the merchandise was at their disposal. We never received any answer to this letter.

Several days ago we again received a statement of the account and we wrote them again along the same line, with exception of raising the price of storage.

We received the enclosed letter from them and would like to know if we are, as they say, liable for this account.

We would appreciate having your opinion on the above.

R. E. Moblo & Co.

The two letters sent by the Wisconsin shipper are as follows:

Stevens Point, Wis., April 9—In the matter of your reference to the one crate of children's cribs you have on hand which you claim you have not ordered and know nothing about, etc., it would seem that you simply are unreasonable and wish to be arbitrary and nothing more and we therefore will be somewhat more outspoken in the matter than ordinarily, being that you are making complaint many months after you have received the shipment.

Now let it be known that we have written you before we have ever made the shipment. Again when we have made shipment we sent you an invoice; also bill of lading covering the same, which you have received, as upon arrival of the shipment you have signed an acceptance receipt and accordingly you have received the shipment. Signing an acceptance receipt and receiving the shipment of course means a binding understanding. Now what have you to say?

In connection we might as well tell you a little story. A certain manufacturer had on hand a stray shipment of a carload of merchandise. They have written a concern a proposal letter, a proposition on which they had wished that they accept the shipment. Without an order they have directed the shipment to this party. Upon arrival this concern received and hauled away the shipment to their respective place of business. At the same time they have signed an acceptance receipt to the railroad company. Later on this concern asked for disposition of the merchandise, claiming they had not ordered. The matter had gone into court, with results in favor of the shipper, for the reason that this concern must have received the proposal letter. Otherwise, upon arrival of the shipment they would have unclaimed—refused or simply ignored the same instead of accepting and hauling away the shipment and signing an accept-

ance receipt to the railroad company. Now that is plain enough, isn't it?

Now, that is the whole thing in substance. We have every reason to believe that your complaint is due to unsatisfactory business conditions. However, as time goes along business will be better and later on will be good and there is no question but what you will dispose of the cribs and undoubtedly will want more of them and hence to our mutual benefit. Under the circumstances we wish to be considerate as it is not our intention to crowd you for payment. We therefore will allow a reasonable time for payment, and from time to time as necessary, providing of course if you appreciate the same.

We have fully explained to you our position in the matter and should you now return any part of the shipment the same, of course, will remain at your risk and disposal. Do not blame us for our attitude as under the circumstances we know you would be no better. Check up on the shipment according to enclosed copy of invoice and price lists with illustrations of the cribs, which we know that you will dispose of at the low price.

Folding Furniture Works, Inc.

Stevens Point, April 16—In our last letter to you we have fully explained to you our position in the matter and we will not deviate one bit therefrom.

While wrangling about this matter, if you only display the cribs you will dispose of them and to our mutual benefit, as that would mean additional profit to you. It is a sure thing that while you have them placed in a crate nobody will ask for them. We know our cribs are in demand when displayed and there is no question but what you will dispose of them and undoubtedly will want more of them as it will be to your interest, but of course hereafter we will not fill any of your orders unless you treat us right in this matter. You must understand that our cribs are sold at an amazingly low price and our profit is practically marginless and which you can display on your floor with a reasonable profit for yourself at a price within the reach of all.

We are not crowding you for payment, so why not display the cribs and convince yourself. Business, with the coming spring will be better, and later on will be good, so be prepared.

Folding Furniture Works, Inc.

On receipt of the above the Realm wrote the Wisconsin concern as follows:

R. E. Moblo & Co. of Riverdale, have referred your matter to us for adjustment.

We advised them that you have no legal claim against them and that your letters of April 9 and 16 are based on false premises, which have no foundation in law of equity.

You may, therefore, instruct Moblo & Co. to return your goods and send them such sum for storage and cartage as they may specify. You may send me a copy of the letter you write them.

Failure to comply with this request will result in the publication (and denunciation) of your letters in our Realm of Rascality.

To Moblo & Co. the Realm sent the following letter:

Enclosed herewith find copy of letter I have this day sent your Wisconsin correspondents.

Pay no attention to the matter except to write them that if the remittance you request at their hands is not received by you within three days you will sell the goods at public sale to cover the trouble they have made you and the costs you have incurred because of their illegal action.

W. O. Jolly, proprietor of the South End Market and Grocery at Hillsdale, renews his subscription to the Tradesman and says he enjoys it very much.

Pure spices from all parts of the spice growing world are constantly being assembled and are always ready for distribution from our warehouse.

L & C and Quaker brands, sold in beautiful handy tin packages, are guaranteed to be absolutely pure and they have the confidence of the most exacting house wife.

We are prepared to furnish the trade with their season's requirements.

L & C and Quaker brands also sold in bulk.

LEE & CADY

Child Labor Not To Be Exploited By Chains.

The attempt on the part of the Atlantic & Pacific Tea Co. and the Kroger Grocery and Baking Co. to secure cheap help in Michigan has been defeated by the refusal of State Labor Commissioner Eugene J. Brock to issue the necessary permits. The refusal of the Michigan labor department to comply with the requests of the two chain store systems will prevent the exploitation of something like 2,500 minor children in the State. His letter to the Kroger Co. reads as follows:

"The Department of Labor and Industry has now before it your request for a ruling to permit the employment of minors in the stores throughout the State of Michigan operated by the Kroger Grocery and Baking Co.

"The records of this Department indicate that your company has been in violation of the labor law 25 times. Deputy inspectors issued 15 orders against your concern to secure school permits for minors employed; 4 orders were issued against the practice of working females for more than 10 hours per day or 54 hours per week; 5 orders were issued against the practice of employing minors for more than 10 hours per day or 54 hours per week. There was also a prosecution in which your company was found guilty by the court of violating the labor law of this State and was convicted of employing a boy 12 years old. This conviction was secured after repeated warnings by the deputy inspector.

"In the enactment of Act 285 of the Public Acts of 1909, commonly known as the labor law, it was the obvious intent of the legislators to protect females and minors in commerce and industry against excessive hours of employment by limiting the number of hours for them so as not to exceed 54 hours in any one week nor more than 10 hours in any one day.

"Further evidence of the legislative intent is expressed in Section 11 of Act 285 by providing that the Department of Labor and Industry shall approve only occupations for minors as are not unduly hazardous nor detrimental to health or morals.

"In its privilege to employ minors in the stores of the Kroger Grocery and Baking Co., of this State, the company has failed in its obligation to observe the responsibilities placed upon it by the law. In spite of repeated warnings and convictions in court, violations continued. Therefore, this Department rules that the employment of minors in establishments where they are exposed to hours of employment in excess of the legal limit is considered unhealthy and your request for a ruling to permit the employment of minors is hereby denied."

A similar letter was sent to the Great Atlantic & Pacific Tea Co., the only difference being in the number of violations charged against that company. Nineteen orders were issued by deputy inspectors against the company to secure school permits for minors employed; 7 orders were issued against the practice of working females

for more than 10 hours per day or 54 hours per week; 4 orders were issued against the practice of employing minors for more than 10 hours per day or 54 hours per week.

This failure on the part of the chain stores will mean that the labor expenses of the chains in Michigan will be greatly increased, as there would be possibly a saving of \$5 per week per employe in employing minors. How much this saving would amount to can be seen if the A. & P. could make a saving of \$5 per week in each of its 15,000 stores. It would amount to \$75,000 per week, or \$3,900,000 a year.

When On Your Way, See Onaway.

Onaway, May 13—In addition to the regular branches of subjects taught in the Onaway schools, L. B. Karr, instructor in agriculture, is producing results along practical lines. Seldom do we see teachers take their classes out into the streets, alleys and vacant lots and make such a cleaning up as does Mr. Karr. A survey of State street shows where unsightly places have been beautified by leveling and pulling weeds. Unused lots have been planted to shrubbery and flowers. The transformation is a sight to see. Is not this education of the right sort? Already is the younger generation becoming imbued with more civic pride and community spirit. Giving a child something to do with a proper leadership seems to encourage him in his work and is far better as to results than prescribing by lesson or in book form. The boy who heretofore had a tendency to destroy now seems to take pride in making improvements. His reward will come when he reaches manhood and looks back a few years and reviews his work.

Our register this week shows Martin Wallkes and J. H. Byrnes, of Grand Rapids, J. Dykema, Jr., of Holland, F. L. Clark, of Alma, formerly connected with the Lobdell Emery Manufacturing Co., for a good many years. Floyd has property interests in and about Onaway and never loses an opportunity to drop in and give the town the "once over."

If Clayton Smith, commercial instructor at Onaway high, doesn't cease displaying such catches of speckled trout as he had on exhibition last Saturday he will set the whole community wild. Clate says it's no trick at all. It is all in the way you make the cast.

Hardly a day passes but someone reports seeing a number of deer. They appear to be getting more numerous and seem to enjoy having so many admirers. Yesterday a man reported seeing a large bear in the road with her cub. Harmless? Absolutely. Squire Signal.

To Broaden Better Lamp Lines.

A wider choice of styles and designs will be available this Fall in the lowest price ranges of better-grade house lamps, according to selling agents. Manufacturers are now assembling their lines for the new season and will have them ready for the inspection of buyers after the first of the month. So far this year, the demand for lamps in price ranges above \$10 has been spotty and the general volume of sales has fallen well below that of last year. Colonial and Old English types will be stressed again in the coming season.

Nashville—Frank Caley is redecorating his grocery store and adding to his stock.



Your Family

WHEN you have made your insurance application and paid your premiums it may be natural to feel that you have protected your family. This however, may be but half your duty. The other half is to arrange for the protection of the proceeds of your insurance.

You can assure the wise financial administration of your insurance proceeds and at the same time direct how and what amounts should be paid out by creating an insurance trust.

One of the great advantages of a life insurance trust in addition to the protection it affords is its flexibility. You can arrange for practically any method of disbursement of the proceeds to meet the particular requirements of your family. We shall be glad to explain the insurance trust plan to you.

THE MICHIGAN TRUST CO.
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

St. John's—Arthur Doty, formerly manager of Burk's meat department, has entered the employ of Rose & Vail.

Paw Paw—The Allegan Produce and Packing Co., a corporation growing out of the R. Markle & Sons Co., has been organized and will begin operation shortly.

Detroit—The Guardian Trust Co. has been elected trustee in involuntary bankruptcy proceedings against Harry Bauer, retail women's wear, 35 West Grand River avenue.

Kalamazoo—Hycoop Bros., formerly engaged in the auto accessories business, have opened Hycoop Bros. Music Shop at 408 South Burdick street, featuring home and car radios.

Traverse City—A. G. Canada, formerly engaged in the ice cream, etc., business at Harbor Springs, has opened the Canada Ice Cream & Sandwich Shoppe in the Penney block.

Battle Creek—Grocers Incorporated, 147 Post avenue, has been organized to deal in groceries, etc., with an authorized capital stock of 1,000 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Ionia—A. E. Moore has sold a half interest in the Ionia Bakery, 435 West Main street, to Elias Cole, formerly connected with the Allegan Baking Co., of Allegan. The business will be continued under the same style.

Detroit—Harry Bauman, receiver, has been elected trustee in involuntary bankruptcy proceedings against Wiener & Bookstein, retail furniture dealers at 4635 Michigan avenue. Sale of stock for \$500 has been confirmed by the court.

Detroit—Sonny Boy Bakeries, Inc., 5422 East Six Mile Road, has been incorporated to do baking and sell the product at wholesale and retail with an authorized capital stock of \$6,000, all of which has been subscribed and paid in.

Pontiac—The Oakland Dairy, 20 East Howard street, has been incorporated to deal in dairy products, ice cream, etc., at wholesale and retail with an authorized capital stock of \$25,000, \$15,000 of which has been subscribed and \$3,000 paid in in cash.

Three Rivers—Associated Industries, Inc., has been organized to conduct a wholesale and retail meat business in rabbits, squab, duck and geese, with an authorized capital stock of 10,000 shares at \$10 a share, \$10,000 being subscribed and paid in in cash.

Detroit—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against Max Maurice, retail shoes, 4724 Cadillac avenue, by John McNeill Burns, representing Brandau Shoe Co., \$163; United States Rubber Co., \$511; Lewis M. Falk, \$39.

Flint—The Willing & Rombach Glass & Paint Co., 2240 South Saginaw street, has been incorporated to conduct a wholesale and retail business with an authorized capital stock of \$25,000, all of which has been subscribed, \$55.60 paid in in cash and \$14,044.40 in property.

Williamston—Mrs. Floyd Loree,

who has conducted the Loree hardware store since the death of her husband, last fall, has sold the stock and store building to Young Bros., of East Lansing, who have taken possession. The store will be remodeled and a modern plate glass front installed.

Flint—The Medow Store Fixture Co., 412 Harrison street, wholesale and retail dealer in store fixtures, dishes, utensils, etc., has merged the business into a stock company under the style of Louis Medow, Inc., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Ann Arbor—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Frederick M. Greenwood and Louis D. Kilgore, operating as Greenwood & Kilgore, by John P. Kirk, attorney, representing Fashion Park Associates, Inc., \$4,865; Kincaid & Co., Inc., \$2,296; Rugby Knitting Mills, \$55.

Kalamazoo—Dr. S. R. Light, for twenty-five years vice-president of the Upjohn Co., has severed his connection with the company and will devote his time to personal interests and travel, he announced. Dr. Light is widely known in drug circles throughout the country and has served two terms as president of the American Drug Manufacturers Association.

Detroit—A composition offer of 25 per cent. in involuntary bankruptcy proceedings against Henry Scher has been confirmed by U. S. District Court here, and order for distribution has been entered. Assets are given as \$4,550 and liabilities \$11,314 in schedules filed. Creditors with unsecured claims of \$500 or more are: Hahlo & Solomon, New York, \$726; M. M. Scher, Baltimore, \$2,000; Thompson & Tumble Co., New York, \$572; J. L. Hudson Co., Detroit, \$723.

Ypsilanti—Sale in parcels for \$3,435 has been confirmed by U. S. District Court, Detroit, in involuntary bankruptcy proceedings against Max Bittker. Leonard A. Tappe, of Ann Arbor, is receiver. Assets are given as \$5,242 and liabilities \$15,775 in schedules filed. Creditors with unsecured claims of \$500 or more are: Elias Bittker, Detroit, \$1,350; Carson Pirie & Scott Co., Chicago, \$572; Joseph Rosenberg & Co., Inc., \$555; Edson, Moore & Co., Detroit, \$2,154; First National Bank, Ypsilanti, \$3,877.

Charlotte—The golden wedding anniversary of Mr. and Mrs. Albert Murray, highly respected residents of the city, where Mr. Murray has conducted a shoe store for nearly fifty years, was observed Monday at a 6:30 dinner enjoyed at the Robinson Tee-Off. The affair was arranged by Mr. and Mrs. Murray themselves with the idea that the occasion was their 49th anniversary of married life, but, they were given a surprise when an examination of the official records disclosed the fact that they had been wedded fifty years.

Belding—Robert G. Palmer, who for some time past, has been conducting an elevator, grain and bean business, under both his own name and the Belding Coal and Produce Co., has leased his elevator to C. H. Runciman,

or Lowell, who will use the building in the near future for the purpose of buying grain and beans and other farm produce and sold the business to the King Milling Co., also of Lowell, which will conduct the feed business as it has been in the past with the exception that they will in all probability place their own brands and flour on sale in place of those now carried by Palmer.

Ludington—The passing early Sunday morning of Frank Courtot, 79 years of age, called by death from his home, 407 East Melendy street, removes one who had been a resident of Ludington since 1880. Mr. Courtot saw the city develop from a sawdust mill town emerging from the wilderness and change from that into the present well-ordered and attractive city. Twenty-six years ago Mr. Courtot established the grocery business at 419 Dowland street of which his son, Louis, has been manager. On Louis' birthday, three years ago, the father made him a deed of gift of his share, making the son sole owner of the business. An unusually close and binding tie has always existed between father and son, who were inseparable companions sharing every interest. The father was a man of gentle, kindly instincts tenderly devoted to wife, son and grandchildren and was always ready to do a kindness where there was opportunity.

Manufacturing Matters.

Ludington—The Handy Things Manufacturing Co. has increased its capital stock from \$100,000 to \$200,000.

Detroit—The May Glare Screen Co., 2157 Howard street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$6,510 paid in.

Benton Harbor—The Colef Glass Products Co., 793 Highland avenue, has been incorporated to manufacture glass and related products, with an authorized capital stock of \$15,000, \$7,750 of which has been subscribed and paid in.

Detroit—The Roman Cleanser Co., 9101 De'mar street, has been incorporated to manufacture and deal in cleaning substances with an authorized capital stock of 60,000 shares at \$1 a share, \$58,000 of which has been subscribed and paid in.

Detroit—The Lyon Cover Co., 2660 East Grand boulevard, has been incorporated to manufacture and deal in covers and sundries for autos with an authorized capital stock of 60,000 shares at \$10 a share, \$1,000 being subscribed and paid in in cash.

Detroit—The Electrotone Corporation, 2124 First National Bank building, has been incorporated to manufacture and deal in mechanical parts, etc., with an authorized capital stock of 10,000 shares at \$1 a share, \$1,000 of which has been subscribed and paid in in cash.

Detroit—Thomas F. Herzog, 8670 Epworth boulevard, manufacturer of dies, jigs, etc., has merged the business into a stock company under the style of the Thomas F. Herzog Co., with

an authorized capital stock of \$50,000, \$12,000 of which has been subscribed and paid in in property.

Detroit—The Feltex Manufacturing Co., 1767 Abbott street, has been incorporated to manufacture felt and textile products with an authorized capital stock of \$50,000 preferred and 1,000 shares at \$1 a share, of which amount \$25,500 has been subscribed and \$5,000 paid in in cash.

Gabby Gleanings From Grand Rapids

Claude O. Taylor announces that his talks over WOOD will be concluded this evening, at which time he will disclose the name of the person, firm or corporation which put up good money to pay for the very ordinary palaver put out for the past two or three weeks.

Herman Levitt and Hanna Levitt, also known as Katz, doing business as The Bon Ton, 207 Monroe avenue, have filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$11,789 and assets of \$4,699.

Garret Buter, who has a drug store at Wealthy and Fuller has been carrying on with regard to handling his creditors in a somewhat scandalous manner. It is alleged, for instance, that he has been steadily milking the income of the place, which seems to be of a very satisfactory volume for successful operation of the place, and has been obtaining additional credits from time to time by various subterfuges. Then he has finally closed up the place, after he is alleged to have taken from the equipment and stocks much that should have remained for the creditors and subsequently turned over the place to a preferred creditor.

Look Out For This Bird.

Columbia, Tenn., May 10—On April 30 a check drawn on the First National Bank of Montgomery, Ala., for \$50; signed by M. P. Chatfield and endorsed by a local friend, was cashed by me, which check was returned marked "no account."

I have since learned that Chatfield was accompanied by a woman, passing other checks and en route to Michigan.

Chatfield's description is given as follows: Formerly with J. E. Tilt Shoe Co., Chicago. Age about 45; height about 5 feet 10 inches; weight about 150; complexion blond, pale; speaks short Chicago dialect; clinched teeth; thin lips; tight eyes; wears gold rim glasses extending over ears; walks slightly stiff in small of back; noticeable when first arising from chair. Was driving an Essex coupe faded green-brown color.

Kindly advise hotels and merchants in your State and should you be able to secure any information which will assist in locating this party we will greatly appreciate you advising us at our expense. J. M. Dedman.

Syrup and Molasses—Sugar syrup shows no change for the week. Demand is fair and the production comparatively small. Prices unchanged. Compound syrup seems to be doing better as to demand, but without change in price. Molasses is in regular and steady demand, but without feature and without change.

You can get a quarter of a dollar so close to your eye that you can't see a quarter of a million.

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—There has been no very active demand for any grade of teas since the last report. The market is very spotty. Low-grade Formosas are easier, while China Pingsueys are firmer. Ceylon, India and Java teas are the best sellers, as usual, but even they are not moving much. In primary markets there has been some slight shading in Ceylon teas on account of some falling off in quality. The general demand for tea will increase if the hot weather continues.

Coffee—The past week has brought no lasting benefit to the market for Rio and Santos coffee on account of the recent loan placed in the United States. The market has been very heavy all the week for future Rio and Santos coffee, although once in a while there was a slight hardening. As the week closes the market for futures is stagnant and soft, with a decline since the last report. Actual spot Rios and Santos is unchanged from last week, possibly a slight shade weaker. As to mild coffees, they show a slight decline from last week. This is no time to anticipate one's wants. Jobbing market on roasted coffee shows no general change since the last report.

Canned Fruits—Fruits, the dominating factor of late are steadier than they have been since the recent downward revision by a leading canner. Peaches, pears and, in fact, all California packs, have been urged to sale in such an energetic way that the accumulations of off lines here and there throughout the trade have been cleared to such an extent that ridiculous offers are being flatly turned down and list prices insisted upon. A definite line is being established on full standards as distinctive from near standards, and the same thing applies to the better grades, where the fruit is of desirable size. The leading varieties are also working away from the competition of the less wanted packs. Naturally, the process toward a return of confidence and free trading is slow, especially as the progress of the fruit market has been handicapped by adverse developments in Wall street but, nevertheless, a change for the better is plain to be seen.

Canned Vegetables—For some mysterious reason, Wisconsin pea canners are strangely silent about the crop in that State. Few postings are being received and they show no radical changes in growing conditions. Despite the situation in the South, buyers are reluctant to consider future peas and comparatively few contracts have been made in a volume way in this market. Favored packers and established brands have had some attention, but it is not to be compared with other years. Neither have spot tomatoes been made more active by recent developments in the South. Price changes have not been made in the factory or spot basis. Corn is quiet. White

varieties are steady but there is weakness in Golden Bantam.

Dried Fruits—The domestic demand for California prunes is limited to jobbing purchases of moderate sized lots. Only nominal Coast buying is being done, and not much has been booked to come forward during the recent weeks. Stocks of Oregon prunes of all sizes are within small compass, and amount all told to only a few cars, with marked shortages in all assortments. Goods are in transit and will soon be received. Apricot offerings are in ragged lots since holders have tag-ends of former purchases and are short on the quick sellers, including the fancy and better grades. Low grades are quiet as the usual retail trade outlets are not pushing sales. Peaches also are not offered in the full line either here or on the Coast. Packers have so little left of the top grades that they are using them to fill in with less desirable peaches, as an inducement to move the latter. Raisins continue on the low basis which has marked the situation for several months. There seems to be little money in merchandising this product, and while no one expects a lower basis, the Coast and spot demand is governed wholly by the imperative need of jobbers.

Salt Fish—Domestic salt fish of all descriptions is selling slowly in the jobbing field, mainly in small parcels to cover actual needs. Consumption is restricted and no material change is to be expected until fall. Large sized mackerel is hard to locate as stocks are depleted, although the medium and small goods are plentiful. Most of the trade is working with domestic stocks in the absence of important offerings from Ireland or Continental Europe.

Beans and Peas—The market for dried beans has shown considerable fluctuating since the last report. Early in the week pea beans, red and white kidneys advanced slightly and California limas went off a little. Later, red kidneys declined about 25c. No change to speak of in any other grades. Blackeye peas are weak and neglected. The demand for dried beans and peas is not much at present.

Cheese—Demand is only moderate, but receipts have been rather light during the week. The situation is therefore firm. Toward the close of the week perhaps it was less active than it was at the beginning.

Nuts—The week's development in the shelled nut market is toward increasing the firmness of the entire line rather than toward any marked advances in prices. Following the betterment in the spot situation, shellers abroad have been inclined to be slow in liquidating their holdings and the range of asking prices at the source has been a handicap to the consummation of much new business. Nuts in the shell are seasonably quiet. Brazils are quoted on such a high basis at primary points that importers are inclined to hold off for a more favorable situation.

Rice—The policy of conservative buying for shipment from Southern mills, practiced generally by local mer-

chants for several months, has resulted in uniformly light stocks of all grades and varieties of rice in retail and wholesale channels within the metropolitan section and the territory supplied through this market. Hand-to-mouth buying is still practiced, but the absence of any disposition to crowd the market with offerings has resulted in a better undertone, and in fractional advances throughout the list. Statistically, rice is regarded as in an excellent position, and for the first time in several months the general range is higher. A complete clearance of old crop is anticipated before any volume of new rices is received in the jobbing markets.

Sauerkraut—Canned and bulk kraut is quiet. High-priced cabbage in the consuming markets offsets the effects of the recent warm weather which has been unfavorable to the consumption of sauerkraut, and many retailers report that kraut is frequently taken as a substitute for fresh cabbage because the housewife refuses to pay the price asked for the latter.

Review of the Produce Market.

Apples—Kent Storage Co. quotes as follows:

Baldwins, A Grade	\$2.75
Baldwins, Commercial	1.75
Starks, A Grade	2.50
Starks, Commercial	1.80
Spys, A Grade, 2½ in. min.	3.00
Spys, Commercial, 2¼ in. min.	2.00
Spys, Bakers, 3¼ in. up	3.00
Cooking apples, any variety	1.25

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

Asparagus—90c per doz. for home grown.

Bananas—5@5½c per lb.

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

Butter—The market has been rather weak than otherwise during the past week. Business has been quiet, with weak news from outside markets and prices made a number of small fractional declines. Jobbers hold 1 lb. plain wrapper prints at 36c and 65 lb. tubs at 34½c for extras and 33½c for firsts.

Cabbage—New white stock from Texas is selling at \$4 per crate of 75 lbs.

Carrots—90c per doz. bunches or \$4 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—\$1.40 per doz. for Ill. grown hot house.

Eggs—The market has declined 3c during the past week, due to large production and heavy receipts. Local dealers pay 18c for strictly fresh.

Grape Fruit —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—90c per doz. for Florida

Green Onions—Home grown, 40c per doz.

Green Peas—\$3.25 per hamper for Calif. grown.

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.	17c

Lemons—We predicted two weeks ago that lemons would advance within a week. Those merchants who acted on our advice saved 50c per box. Last week we predicted another advance which prediction has come true to the extent of \$3.50 per box. To-day's quotations are as follows:

360 Sunkist	\$11.00
300 Sunkist	11.00
360 Red Ball	10.50
300 Red Ball	10.50

Limes—\$1.50 per box.

Mushrooms—70c 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; Texas Triumphs, \$4.50 per 100 lb. bag.

Onions—Texas Bermuda, \$2.25 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	\$4.00
16s	4.00
18s	4.00
24s	4.00
30s	4.00

Pieplant—\$1 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, \$4.75 per 100 lb. bag; Idaho bakers command \$4.75 per box of 60 or 70.

Poultry—Wilson & Company pay as follows:

Heavy fowls	23c
Light fowls	18c

Radishes—40c per doz. bunches of home grown hot house.

Spinach—75c per bu.

Strawberries—\$6.50@7.50 for 24 qt. crate from Kentucky.

String Beans—\$4.25 per hamper.

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

Tomatoes—\$1.75 per basket; three basket crate, \$5.25.

Turnips—\$1.40 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

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

Wax Beans—\$4.25 per hamper for Florida.

Religious and Social Conditions in British India.

British India certainly is in the limelight at present. Especially since that strange mystic, Mahatma Ghandi, has been staging the reverse of a "Boston Tea Party" by dipping up briny sea water to make sale of it—a number of patriotic Americans who know and love their own history and independence, seem inclined to sympathize with Gandhi and hope that his efforts to obtain independence from Great Britain will be crowned with the same success as our struggle with the same objective, nearly 150 years ago.

Now, of course, it is but natural that there should be some desire among the leading natives of India to strive for independence. It would be an evidence that in their soul there was no real manhood, if there was not rising up before the natives of that great empire, something of an ideal of political and economic independence.

To be delivered from the yoke of any other race or nation, no matter how velvet-lined it may be—and England is not a harsh master—at least not in India in recent years—but to be delivered from it ultimately, ought to be the goal of every unified group of people, fit for democracy.

But—and here is exactly the rub—India is neither unified sufficiently, nor advanced socially in such a degree that it can safely be entrusted with independence.

Fact is, that British India has a very diversified, and unamalgamated population. Its very caste system, that has been its curse since centuries is evidence that there has not been any real unity in the past. And as to the present, we should bear in mind that the country is inhabited by not less than forty-five distinct races, speaking 170 languages. While there are 217 million Hindus, there are also sixty-eight million people who are descendants of Turanian tribes, besides the same number (69,00,000) of Mohammedans. And each one of these castes, cults and tribes adheres strongly to its own religious ideas, and social rules, and oft with amazing fanaticism, especially in the case of Mohammedans who hate their fellow-countrymen, the Hindus, Sikhs, Jains, Buddhists and Parsees with bitter hatred.

Besides these things is the fact that in India there are not less than 700 feudatory states, whose rulers are averse to the idea that something of a republic is planned by the Hindus who have been under direct rule of Great Britain.

So much as to the fact that India is far from a unit, politically.

And as to fitness for a real democracy—we all know that if such a thing is at all possible, it presupposes and demands a certain degree of intellectual development.

But according to the Census of 1921, of the 316 million of people in India only 22,623,651 were able to read and write, leaving a balance of two hundred and ninety-three millions of men and women who are totally illiterate.

Anyone ought to be able to figure out that to leave such a people in the

possession of independence means disaster, if not from the start, then certainly within a few years, to any effort in the line of separate national existence.

Even for a "Dominion Status", as some of the more moderate Hindus are contending for and content with, these people are not fit to-day and will not be for a long time.

Moreover social conditions in India are in such a shape that the natives are incapable of self-government. In many ways, we might call them "rotten"—to use a vulgar phrase, but one which is well understood in our land.

India still is a country abounding in such things of sorrow, suffering and shame, that one is filled with pity as he reads such a book as Miss Mayo's "Mother India." That book certainly drew fire. We presume that some of its statements are overdrawn. Let us hope so at least. Just like some of the pages in Mrs. Beecher Stowe's "Uncle Tom" could not be verified in every detail. We have not alone read that book of Miss Mayo, but also a reply to it, "Father India," by C. S. Ranga Iyer. But it certainly is a weak reply. It attempts to call attention to all kinds of leprosy spots on the body politic of our own United States.

But Mr. Iyer forgets one thing, one cardinal thing, which constitutes a radical difference. And that is, that the sin and shame which disfigure our own nation are protested against by Christianity, fought by it, condemned by it. But the woes of India, its shame and suffering, are in a large measure the results of the principles and practices of the religion of the Hindus, who make up, as we saw the great bulk of the population. Perhaps our readers will permit us to go into details, so as to prove our contention.

Hinduism, the religion of practically three-quarters of the natives of the land here being discussed, boasts of having three hundred and thirty million gods and goddesses. It has become, in practice, a system of demonology. Attempts have been made to reform and refine it. But still the great mass of the Indian people continue to bow before monstrous representations of the godheads. Think of such a "goddess" as Kali, the wife of the great god Siva, the destroyer. She is represented in images, enclosed in shrines, as a woman, black of face, with a monstrous lolling tongue, dripping blood. She has four hands. One of these grasps a bleeding human head, one holds a knife, a third one, outstretched, cradles blood. The fourth one is raised in menace. The whole image stands for cruelty, blood thirstiness, dreadful destruction, without one redeeming feature of love. And still, this creature of imagination is worshipped by millions, in cringing cowering fear. In one Kali temple of Calcutta alone each day, from 150 to 200 kids are sacrificed to this idol.

Miss Mayo informs us that Hindu custom demands that a man have a legitimate son at the earliest possible moment, a son to perform the religious ceremonies at and after the father's death and to crack his father's

scull at the funeral pyre, whereby the spirit is released. Hence, for one reason, the horror of child marriage in India, through which each generation in India sees the death of three million two hundred thousand mothers in the agonies of childbirth, a greater death roll than that of Great Britain, France, Belgium, Italy and the United States during the world war. Recently a law was passed, to go into effect in April, 1930, fixing the woman's age of consent at thirteen years if she is married and at fourteen years if still unmarried. But this law has aroused a terrible storm of opposition. Custom is to have girls become mothers as soon as nature allows this.

If a woman's husband die, his death is attributed to the sins of his wife, most likely committed during a former existence, the Hindu religion teaching the transmigration of souls. Formerly such widows were supposed to be burned alive on the funeral pyre of their husband. This was called "Suttee." It is still practiced on the sly. But nowadays, in many provinces, such a poor widow becomes the slave and object of spite and hatred of the family, a household drudge, or is kicked out to make a living as a beggar, dressed in a white cotton sari. There are at present over twenty-six million such poor, downtrodden widows, many of them mere children, in India, viz. under 15 years of age—some 281,000.

A large number of girls, "temple girls" are devoted to the gods as their slaves—to lead a life of sin, in the temple courts. In the community of

Madras alone are two hundred thousand such unfortunates, are condemned to a life of shame, as a religious duty. It is considered very meritorious for parents to "give a child to the gods," as the wicked institution of "devadasis" or temple woman is called.

As a result of the "child marriages" alluded to above, there is much infant mortality in India. Moreover many of the young mothers have no idea of feeding infants. Besides this, these mothers are shamefully neglected during the first few days after childbirth, while the midwives are of the lowest of the lowest class of people, in rags, and unspeakably dirty through ignorance, maltreating the patient and often allowing the children to die, especially the little girls.

An official report states "ordinarily half the children born in Bengal die before reaching the age of eight years." If one reads what Miss Mayo writes in detail on the subject one wonders that so many survive at all. No wonder that two million babies die each year in India. Women, dying in childbirth are, according to Miss Mayo, treated with demonlike cruelty. And that, too, is a thing connected with the Hindu religion, mind you. Among the most dangerous of demons abroad are the "spirits" of the women dying in childbirth, before the child is born. They are malicious beyond all the rest, haunting lonely roads and the family hearth. Consequently an effort is made to render these poor wretches as harmless as possible. Pepper is rubbed in the eye of the dying woman, to blind

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her soul. With two long iron nails, regular spikes, driven through the hands, the poor dying body is nailed to the floor, to pinion her soul to the ground, that she may not rise and wander about to trouble the living. And so the woman dies, pitiously calling to the gods to pardon her for those black sins of a former life for which she now is suffering. (Mother India page 101).

The married women of the higher classes, some forty millions, we are told, live a secluded life, kept strictly cloistered lest other eyes see them, besides those of their husbands, who, by the way, have as many wives as they are able to keep or care to obtain. Miss Mayo informs us that the number of women who from the day of their marriage to the end of their life never see the outside world, runs between eleven and seventeen millions of women. Imagine what such means to a human being. No wonder this, too, increases the death rate.

Girls, as a rule, are kept illiterate. Only two out of a thousand Hindu women are supposed to be able to read. "People naturally prefer to educate their boys, to make them happy and comfortable in old age and glorify their family, whilst the girls, after marriage, will be at the mercy of others." In China, by the way, a similar argument is often heard, based on the same ground.

Terrible is not alone the condition of women and children in India, but also that of the called "Untouchables," the "Pariahs" our outcastes: India divided her people into four classes or castes: The Brahmans, the Soldiers, the Tradespeople and the working folks or Sudras. But beyond these are the 'outcastes', or Untouchables, some sixty million of unfortunates, condemned since time immemorial to a life of hunger, dirt, practical nakedness; a life spent in hovels, abandoned religiously, morally, mentally and physically. And that, too, is connected with the Hindu "religion" which teaches some are born "outcaste because of sins committed in some former life. They must remain outcastes until they die. There is no escape from their lot until they die. No wonder that it is especially from this class of unfortunates that Christianity obtained most of its converts. Its doctrine of love and equality naturally appeal to these poor 'depressed' classes." As even Ghandi expressed it: Untouchability poisons Hinduism as a drop of arsenic poisons milk." But it was his advocacy of these very people that cost him the support of many followers, and the accusation of being a "heretic."

Miss Mayo writes in detail about the "sacred cow." In the Hindu mind nothing is so deep-rooted as the sanctity of the cow." Yet the poor animals are often fearfully neglected, allowed to starve until they drop down and are devoured by hungry dogs, abounding in number, all sores and bones and grisly hollows, scavengers of the city, and the cows, at times are also inhumanly left to themselves until they die. It is the rarest of sins to allow a crumb of food to a starving dog, or

—putting him out of his misery. Some soul may be in that dying dog (or cow) expiating for sin committed during a former existence. To ameliorate his suffering is sin against the gods, the avenging gods.' Hand in hand with this is other unspeakable cruelty to animals. Miss Mayo gives terrible, almost unbelievable examples, among these the skinning of goats alive, because the skin stripped from a living goat can be stretched a little larger and therefore brings a little higher priced than one removed after killing. (Mother India page 234). "This country is the cruellest in the world to animals" said an old veterinarian, long practicing in India.

There are many other matters mentioned by Miss Mayo showing that India is indeed covered with shame and filled with sorrow and suffering, but space limits compel us to close this article.

Moreover, we just mentioned them to prove our contention that India today is far from being fit to take its place in the sisterhood of nations as an independent republic. We believe it is not even united enough and intellectually advanced enough to be accorded the above named "Dominion Status," much less morally renovated to be safely entrusted even with this limited degree of home-rule and self-government.

Consequently we hold that Mahatma Ghandi's well-staged and well-advertised spectacular marches and passive resistance and non-co-operation and whatever else he promotes, is premature and ill-timed. It is also dangerous, because it leads and will lead increasingly to needless bloodshed. It would be far wiser for him, we reckon, to assist Great Britain in its campaign of education, and to help the cause of missions in its efforts at individual regeneration and social renovation.

These missionary bodies, and the British government are to-day supporting 193,000 recognized, and 34,000 unrecognized educational institutions, with a total of nearly ten million pupils.

Such efforts ought to be appreciated, instead of being ignored and opposed. Moreover the promise made by viceroy Lord Irwin, Oct. 31, 1929, that the natural issue of India's constitutional progress is the attainment of a Dominion status, as soon as its realization is possible, causes us to consider the activity of Ghandi as ungrateful toward Great Britain, as well as dangerous and baneful for India herself.

Henry Beets.

Sidewalk Philosopher Failed To Score.

The self-styled Sidewalk Philosopher, in the person of Claude O. Taylor, former editor of the defunct labor paper, Observer, and former officer of the trade and labor council, turns out to be a "genuine flop" in his mysteriously sponsored campaign in opposition to Winfield H. Caslow, the Main Street Crusader.

The writer has interviewed practically everyone with whom

he comes in contact and the general opinion prevails that while the Sidewalk Philosopher, so-called, has a very choice vocabulary and an excellent delivery, he hasn't said a thing worth while since his daily attacks on Mr. Caslow. His crusade is ended. If anything, he has bolstered up Mr. Caslow's work considerably.

The retailers willingly admit their business has been steadily on the increase and in numerous instances are obliged to hire extra help to handle the increased business.

Mr. Caslow's set-up is ideal and being of an impartial nature, he is accepted by the consuming public and is being responded to almost beyond conception.

Mr. Caslow, having no organization as a background, has arranged with Roy Jurgens, of 1506 Grandville avenue, Grand Rapids, a very fine and reliable business man, to receive and distribute the contributions to the radio fund on a budget plan and all moneys received by Mr. Caslow, whether in or outside of Grand Rapids, is turned over to Mr. Jurgens by him for the radio fund.

The metal signs "Not in the syndicate," displayed by the independent retailers, are a real tie-up for the retailers. Their possession is evidence of having contributed to the radio fund and is a very effective guide to the consuming public as to where to divert their trading and should be considered a privilege for any retailer to display. The signs cannot under any circumstances be procured by any store which does not qualify as a truly independent retailer.

It was a question in the minds of many when the crusade started, January 6 of this year, just how long the consuming public would continue to respond to the warnings broadcast each evening by Mr. Caslow. Many were of the opinion the response was merely of a temporary nature, but, contrary to many of the predictions, the crusade is going over stronger than ever. It is now in its fifth month, in spite of the money invested in Claude O. Taylor and

his Sidewalk Philosophy by his unknown financial sponsor who evidently dares not make himself known, nor display any signs of any sort, such as are evidenced by the sponsors of the Main Street Crusader, Winfield H. Caslow.

It behooves every real independent retailer to lend his financial as well as moral support to this crusade, which, to my mind, is the best and most economical advertising ever offered the independent retailers, who have but to see to it that the customers are properly and efficiently served when they come to their stores.

Herman Hanson, Sec'y.

Unexpected Death of D. Hayden Brown.

Eaton Rapids, May 12—D. Hayden Brown, well known traveling salesman, whose home has been in Eaton Rapids, his birthplace, for practically his lifetime, passed away at Harper hospital, Detroit, Wednesday, May 7. He went to that city on Tuesday of last week to consult a specialist, having experienced symptoms of illness nearly two months ago. He spent a short time here before entering the hospital. On Saturday last he underwent an operation, which revealed an internal growth and from which he failed to recover.

Had Mr. Brown survived until June 26, he would have been 56 years of age, the year of his birth being 1874. At about the age of 14 years, he began work in the Bowers shoe store in Eaton Rapids. When he became 19 he took a position in Cronin's department store at Marshall, where he remained until 1903. Then he entered the employ of the Simmons Boot and Shoe Co., of Toledo, Ohio, as traveling salesman, which position he held for twenty-two years. For five years past he served in the same capacity for the Charles Meis Shoe Co., of Cincinnati.

Hayden Brown possessed a most genial and cheerful personality, and his traveling position had brought him a wide acquaintance throughout Michigan. Here in his home town, many are they who admired his agreeable attitude toward everybody, no matter what their station in life. He was much devoted to his widowed mother, Mrs. Sarah S. Brown, and his Eaton Rapids home.

Other surviving relatives are three sisters: Mrs. Emma J. Tomamichel, Mrs. Edith L. Thommen and Mrs. Ida M. Rasmussen, of Medora, North Dakota; one brother, Jay W. Brown of Spokane, Washington, also a number of nieces and nephews.

Funeral services were held at the home on Brook street Saturday afternoon.



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TESTING OUT STORE IDEAS.

The four executive groups of the National Retail Dry Goods Association which open their concurrent sessions at Chicago this week have programs of exceptional merit and variety. Some of the material to be presented, these programs indicate, goes over old ground, to be sure, but there is promise also of fresh ideas and new approaches to some of the vital problems of store control, operation and personnel.

The department store business has been charged with more than average inertia, even by its friends. Probably the reason for this criticism is largely to be found in the fact that merchandising genius rather than method had been credited in the past with the most outstanding successes. Method or scientific operation, consequently, has often been depreciated, although an examination of genius will often disclose method as its great driving force.

In recent years, and in the last two years particularly, the viewpoint of department store management has changed considerably, so that now there is danger that too much method may prove almost as dangerous as too little. However, there still remains a very wide field of investigation and experiment for progressive management to enter. Any survey of average stocks, mark-downs, price lines, sales personnel and promotion effort will show up obvious shortcomings and point to possible improvements.

What the stores might do, it seems, is to conduct within their establishments experimental and research sections where, on a small scale and under no compulsion to show profits, new ideas and methods might be adequately tried out. A dozen of such projects readily suggest themselves, such as experiments with selling wage scales, since it has already been demonstrated that low wages do not always mean low costs, trials of varying mark-ups (why, for instance, should a very high-priced article bear the same mark-up as a very low-priced item?) and analysis of customer attendance and sales. There will be numerous suggestions made at the Chicago conventions which will bear fruit only if they are actually tried out. Profits lie in trying, not in applauding, such ideas.

CONCERNING THE OUTLOOK.

About the most frequent question in business circles just now is what the future holds in the way of development. There has been, of course, both frank and bitter disappointment at the forecasts which were made last fall and winter concerning the short duration of the depression, and at those statements which even fixed a definite time for full recovery to appear. These forecasts and statements have fallen quite short of the mark as every business man realizes.

In those quarters where knowledge of the situation is not biased by political motives or false assurances issued to build up artificial confidence, the opinion is quite widely held that full recovery from the present reaction will not be much in evidence before

the fall. Even this theory is qualified by what happens with regard to crops.

To obtain a better picture of the present recession for comparison purposes, it may be explained that the reaction is now close to the low made in 1924. That year provided a combination of overproduction and La Follette scare which drove down operations well below normal. The recovery was quickly under way before the election, aided greatly by the building boom.

Going back to the 1920-21 crisis, several important differences are found in comparison with the present setback. Merchandise inventories were tremendous, and it took until the middle of 1922 for money rates to ease. These adverse factors prevented a recovery to normal until 1923.

The present depression, therefore, shapes us as being something between that of 1924 and 1921, lacking several of the disagreeable features of the latter and some of the stimulating influences of the former.

THE HOUSEWIFE'S DAY.

Women have gained the right to vote. They hold public office. They have carved out a place for themselves in business. But the old, old job of home-making has changed very little in rural and suburban districts. According to a survey being made by the Bureau of Home Economics in the United States Department of Agriculture, five-sixths of the women questioned in country districts and cities of fewer than 50,000 spend more than forty-two hours a week in their home-making, and the average among those questioned is fifty-one hours a week.

The survey is now being carried into metropolitan centers to learn if the same condition holds true there.

The results, when completely tabulated, will throw an interesting light on the effectiveness of the inventors in lightening household burdens and completing the "emancipation of woman." A fifty-one-hour week is a long stretch for any one, and its apparent prevalence in households raises the question whether American women are getting the most out of their labor-saving devices. Of course, there's the old masculine cry that the average nonprofessional housekeeper wastes a lot of time and is nowhere nearly as efficient as the average business man or business woman. Whether this is true or not soon can be settled. The answers of the women themselves will convict or exonerate them, and Washington is to be the judge.

FEW CHANGES SHOWN.

Not much change has been recorded in general business and industrial conditions during the week. The situation is still quite spotty and running at about the same rate under a year ago as previously. Steel operations have sagged slightly again. In the April statistics now coming through the decline in steel output was a little less than the seasonal drop. Building contracts, on the other hand, fell some 25 per cent. under those in April, 1929, and for the year to the end of last month were 17 per cent. below the

dollar volume for the corresponding period of 1929.

Automobile output in April rose somewhat over the March production, but stood 30 per cent. under the total for April, 1929. This major industry is going ahead very cautiously and with apparent reason. Curtailment in the textile industries was tardy, but is now more in evidence, particularly in the cotton branch, where a half-time program for several months is in prospect.

If the course of commodity prices is accepted as a good index to industrial prospects, there is still little to lend real encouragement. The Annalist weekly figure is down again for the fourth consecutive week after the rise in April. It stands now at 131.9. The recessions last week were found in textiles, metals and fuels. However, there are indications that the bottom has been nearly reached.

Further easing in money rates and the jolts recently sustained by the security markets point to readier financing of business requirements. Markets, it is true, are not conspicuous by their number or requirements, but an abundance of funds will usually find work to do and needs or desires to satisfy.

DRY GOODS CONDITIONS.

Continued warm weather held retail sales volume during last week up to the recent high level, with excellent results in all seasonal lines of wearing apparel and accessories. Summer home furnishings were also benefited. Even staple home wares and men's wear lines, which have not fared so well since the security collapse last fall, were more active. The only complaint was that spring merchandise has been, temporarily at least, forced into the background.

Some of the trade gains reported for the month to date are little short of astonishing when the declines since early in the year are considered. On the other hand, the spurt now is probably accounted for not only by the favorable turn of the weather but also by the appearance of demands built up over the period of trade dullness.

No one expects that weather and trade will continue in their present state, and yet certain benefits are attached to this early spell of summer. It has brought the first period of exceptional activity this year and heartened both retail and manufacturing executives. Summer designs are receiving a testing out that should prove of great value in gauging probable demand when the real season is here. And finally, more summer merchandise in the aggregate should be sold, since replenishing will be necessary later.

WOMEN IN OFFICE

Granted nation-wide suffrage only ten years ago, American women have taken to politics with a will. In the last five years the number of women officeholders has more than doubled in four representative states, according to a survey just completed by the League of Women Voters. In Connecticut there were 134 women office-

holders in 1925; last year there were 652. That State also holds a record with twenty women as members of its Legislature. Michigan, with 367 women in office in 1927, in 1929 raised the total to 793. The women's gain in Wisconsin was from 62 offices in 1926 to 171 in 1929. In Minnesota the gain was from 227 five years ago to 348 last year.

The league might also have cited the eight women members of the House of Representatives in Washington and have pointed out that last year there were 145 women on the rosters of thirty-eight State Legislatures, fifteen of them serving as State Senators. Twelve of the women legislators have been re-elected to fourth terms and sixty-eight of the women who sat in the last previous State Legislatures were re-elected at the last election.

All these achievements have been made in the last ten years, most of them in the last five. In that brief time the woman aspirant to public office has demonstrated her ability as a vote-getter and a legislator. Ruth Hanna McCormick, in her recent primary victory over Senator Deneen, gave a striking illustration of how a woman can organize and carry on a successful campaign. No one can look at such statistics and truthfully say that the election of women to public office is any longer a mere gesture.

BETTER EYESIGHT.

Sight-saving classes for children with seriously defective vision are becoming one of the most important agencies in this country for preventing blindness. Forty-five such classes were started last year, according to the fifteenth annual report of the National Society for the Prevention of Blindness, bringing the number to 350, distributed among ninety-five cities in twenty-one states. The physical material consists of books printed in large type, movable desks and excellent lighting devices. By the use of this equipment and special methods of teaching, children whose sight is dim are enabled to receive the same kind of education as that received by children whose sight is unimpaired. In addition they are taught how to conserve the sight they have. These classes ought to be multiplied. It is estimated by those in touch with this work that 5,000 would not be too many. Teachers for such classes, of course, need special training. Courses for persons interested will be offered this summer at Columbia, the State Teachers' College at Buffalo, the University of Chicago and the University of Cincinnati. Persons who ask what signs of progress there are might take a look at this development.

It seems clear that the trend of our industry and of agriculture toward power farming is even stronger and likely to be even more rapid than has been heretofore prophesied. That farmer who does not take advantage of the most economical and the best methods of farm production will not be able to compete successfully with the farmer who does.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

In my meanderings from town to town and from city to city, I am a guest at many different hotels—good, bad and indifferent—but nowhere do I find such perfect workmanship in construction and such remarkable furnishings as are in evidence in the Pantlind Hotel, Grand Rapids. The latter condition is, of course, due to the discriminating judgment of Joseph Brewer, who insists on keeping the hotel up to the minute. I am told that he procures for the Pantlind the same class of curtains, draperies, carpets and rugs he purchases for his own home and that the furniture that he invariably selects to replace furniture which wears out or becomes shabby is so superb in quality and so frail in construction that it is not in keeping with the hard usage hotel furniture receives at the hands of the average guest. I am inclined to think that perhaps Mr. Brewer is altogether too particular in matters of this kind, from the standpoint of the stockholder, because I have received only one dividend on my stock in the Pantlind Hotel Co. since the death of J. Boyd Pantlind, about ten years ago. It is little less than wonderful to see a hotel kept up to the minute in matters of this kind, but perhaps there is such a thing as going to extremes which might well be avoided. In my interviews with landlords in other cities, I always undertake to introduce the Pantlind into the conversation. The moment I mention that hotel up go the hands of my companion with the remark, "The finest furnished hotel in America." It is certainly interesting to hear such a tribute paid to the leading hotel of the city, but as a stockholder I would much prefer to see a little less money spent for extraordinary furnishings of an ultra expensive character and a little more money disbursed through the dividend department. I submit this situation to Mr. Brewer in fairness to all concerned, but those who know him as well as I do realize that what I have said is simply words wasted, because when he starts out to do anything he does it well, whether it meets the approval of his associates or not.

Speaking of hotels, reminds me that I paid \$9 for a room one night last week and soon discovered that the reeking chair in the room was so near the end of its usefulness that it shrieked every time it changed position and the plumbing was so inferior that it required a half hour for the bath tub to discharge its contents after use. How any landlord can afford to take good money from the people for such service is more than I can understand. Certainly no one would think of patronizing such a hotel a second time if any other hostelry in the same city furnished better service.

People who travel from Grand Rapids to Toledo via U S 16 to Lansing and U S 127 from Lansing to Toledo via Jackson and Adrian can secure an intimate knowledge of the famous Irish

Hills district by taking M 50 out of Jackson to Napoleon, Brooklyn and Cambridge, picking up U S 127 at Rome. Unless this route is followed exactly as stated, the traveler will find himself on a freshly graveled (and freshly tarred) county road, which is anything but desirable and which does not enable him to get back to U S 127 until he is a few miles West of Adrian.

On Devil's Lake, about fifteen miles Northwest of Adrian, on U S 127, a gentleman from Adrian is erecting a novel hotel on an elevation overlooking the lake. It is square in construction, six stories high and each story is a little smaller in size than the floor below. Every room in the hotel is a corner room. The elevator is located in the center of the building. The outlook from the tower which surmounts the novel structure is a very commanding one.

I distinctly recall a visit to Jackson in 1867, when gold commanded a premium over greenbacks. My father had a \$10 gold coin which he desired to convert into paper money. We walked up the main street of the city (Michigan street) noting the signs on the front windows of the banks. One bank offered 270, another 273 and a third 275. Entering the latter bank my father received \$27.50 in greenbacks and "shinplasters" for his \$10 gold piece.

The Occidental Hotel, Muskegon, which took on metropolitan airs and reduced the portions it served at its long famous evening dinners when it opened the new addition to the public, has returned to the policy of ample portions which gave the hotel such a widespread reputation as a good feeder.

In 1876, while completing my apprenticeship in the office of the Big Rapids Pioneer, I published a monthly paper called the Northern Amateur. Passing through Jackson the other day reminded me that one of my most appreciated contributors was Harry B. Selfridge, who was then a clerk in a Jackson dry goods store. He was subsequently a partner with Marshall Field and for a quarter of a century has conducted the largest department store in Europe in London.

Dropping in on Lynn Gee, the Whitehall hardware dealer, Sunday, I asked him how things were going in his burg. "Fine," he replied. "We have not a vacant house in the town. Five families moved to Whitehall last week, the heads of the families having secured employment here, but because we had no houses for them we located them temporarily in Montague. Several new residences are now under construction here and more are under consideration. Our trade is more than a thousand dollars ahead of what it was a year ago." Whitehall certainly never looked more prosperous than she does to-day. The manager of the A. & P. Co. evidently saw the handwriting on the wall and pulled out of that decadent concern to engage in the au-

tomobile business. He purchased a half interest in the local ford agency.

I learned from other sources that the notorious Harrison Parker, who has swindled the people of this country out of millions of dollars by shady schemes which had no merit when handled by such an eminent scamp, is planning to enter the oil game, having acquired some leases on which he proposes to drive some wells—with the money of other people. To any man who would like to see how quickly he can be dispossessed of ready cash, this is the opportunity of a lifetime. Parker's latest fiasco was the establishment of a million dollar bank and a million dollar trust company in New York City. Both institutions were exposed as fraudulent by the New York Times and the New York World on information furnished them by the writer. Parker then sued each of the papers for a million dollars damages, but local judges threw the cases out of court.

Parker is the chap who sued me for \$50,000 damages in the United States Court because I exposed his Fruitvale scheme as a fraud of the first water. I expended \$700 in preparing to defend the action, but Parker sent the late Max Pam over from Chicago the day before the case was set for trial, paid all the costs I had incurred and dismissed the case. He has the largest streak of yellow in his anatomy of any man I ever knew.

The action of Senator Vandenberg in voting with Jim Couzens to veto the appointment of Judge Parker to the bench of the Federal Supreme Court was a great disappointment to his friends, but to those who knew him well it was a foregone conclusion, because of his life-long alliance with the American federation of labor, the most despicable organization which ever was conceived in free America—a gang of desperadoes which soils the hands, blackens the character, ruins the reputation and sears the soul of anyone who touches the wretched object at any angle. Senator Vandenberg is a careful student, a deep thinker, an able organizer and a brilliant orator, but like all of us humans he has a weakness. His weakness is his relation to the organization above named, solely from a selfish standpoint—the attainment of votes which are received by those who bend the neck to union domination. Under Mr. Vandenberg's management the Grand Rapids Herald gained a wide reputation for enterprise and fairness, but whenever it could have served the community a yeoman service by condemning the acts of banditry committed by union men or sluggers, maimers or arsonists in the employ of the union, the Herald could always be depended on to condemn the acts and assure its readers that they were not countenanced by union men. Of course, everyone familiar with such matters knew better and Mr. Vandenberg knew better, but he acted on the theory of practically all politicians that some time he would need the votes of

such cattle to satisfy his political ambition. The vetoing of Mr. Parker's appointment was right in line with the policy he has pursued ever since the political bug found a lodgment in his fertile brain. The able editorial writer of the Herald, while deploring the action of Mr. Vandenberg, hastily attributed it to Mr. Vandenberg's dislike of Judge Parker's utterances on the negro question, but this was only one of those adroit turns which Mr. Saunders evidently learned from his distinguished predecessor. I confess to a great liking for the editorial column of the Herald under its present master, who has made that department the outstanding feature of a great newspaper. I wish he could always have a free hand and not feel under obligation to take orders from Washington when it comes to making excuses for the actions of Senator Vandenberg and be compelled to attribute his lapses to incorrect motives which—to any newspaper man it least—are ridiculous alibis, and greatly impair the confidence which would otherwise be placed in Mr. Saunders' editorial utterances.

The action of the American federation of labor in this matter plainly indicates the despicable character of the infamous organization. Our present laws regarding the maintenance of contracts come to us from the common law of England. They also find counterparts in the Napoleonic code. Anyone who undertakes to induce another to break a contract is a criminal, pure and simple, because he is violating a fundamental law on which the well being of the world rests. Union men have always defied this law and probably always will, because the moment a person joins a union he knows no law, human or divine, except the orders of his venal and unscrupulous leader. He is a law unto himself and his master. Every time this law has come up before any court of competent jurisdiction it has always been sustained. It has been sustained by the Supreme Court of the United States. Judge Parker followed the lead of the greatest tribunal in the world when he sustained the law in a case which came before him for consideration. Because he followed the interpretation of the Federal Supreme Court, he was marked for destruction by the marplots of the union who have no use for law or order or common decency in any walk of life. In furthering the aims and ends of the union in this policy of breaking down the laws of the land, I fail to see any difference between the arch criminals who dominate the American federation of labor and the United States senators who were intimidated to vote against the confirmation of Judge Parker by threats of retaliation at the polls.

Politics certainly result in the adoption of strange bedfellows. Before he was elected President Woodrow Wilson wrote the most bitter arraignment of union labor methods in all our literature. No sooner had he taken his seat at Washington than he came

under the spell of the infamous Gompers and became the servile tool of that vile creature all during his two administrations. To this alliance we owe the exemption of walking delegates from the operations of the draft and the enactment of the Adamson law, the most vicious law ever enacted by Congress on the peremptory demand of Gompers, who limited the consideration of the measure to a few minutes in each house of Congress and sat in the galleries with watch in hand to see that his demands were complied with. He pursued the same tactics in demanding the President's signature. No tyrant of ancient or modern times ever conducted himself with greater despotism. Gompers is the only man who had access to the President at any hour, day or night. He never used a card or made an appointment beforehand. The way Wilson reversed himself with Gompers and permitted himself to be led around by the nose by that arch traitor and villain constitutes the blackest page in Wilson's political history. The same will prove true of any official who consents to become the servile tool of the greatest conspiracy against Americanism ever undertaken. Senator Vandenberg will get what he has coming to him in connection with one of the newspaper properties of which he has lately assumed the management.

I am somewhat amused over the numerous letters I have received because of the publication of the "Perfidious Kaiser" story in last week's Tradesman. A few question the wisdom of the publication, but the great majority of my correspondents think, as I do, that I have served a useful purpose by unmasking—for the first time—the utterly wretched things which were done while we were still at peace with Germany under the direction and control of Ambassador Bernstorff while he was being petted and fawned on by President Wilson and his brutal master was being deluged with letters by Wilson addressed to the "honorable and royal imperial government of Germany."

I honestly believe that the very best form of peace propaganda is to be found in the true records of all the varied activities of a modern war. For war is just a system of licensed villainies perpetrated under the sanction of the contending nations. It ruthlessly slaughters millions of the most fit men of the nations. It cripples and invalids millions more with wounds and poisonous gases, and if poisonous gases are legitimate, why not strychnine, arsenic, prussic acid, ptomaines, anthrax and other deadly bacilli? I recall that a shipload of rags and old clothes was landed in Philadelphia from a mysterious source and without order. Later it was discovered that the clothing had belonged to victims of yellow fever.

If it is true, as some claim, that war is a biological necessity because population increases faster than the means of subsistence we would better seek some less barbarous way of remedy.

It is perfectly proper to forgive, because that is a divine attribute, but we should not be permitted to forget what a war involves, for what it does to the living is more mischievous than what it does to the killed and maimed; because the antipathies, hatreds and passions engendered by one generation are apt to be perpetuated for many generations. We have but to consider for a moment the consequences of the foolish feuds between Great Britain and France, which continued on for centuries after the "hundred-years-war." We have in our own country the memory of the consequences of the civil war of which the average person has but the haziest fragmentary notion and that is generally confined entirely to one side of the matter.

E. A. Stowe.

Fine New Laundry at Lansing.

W. L. McComb who sold his interest in the Lansing Laundry to the Baxter Laundry Co. a little over two years ago for \$300,000 has re-engaged in the laundry business at 2701 to 2709 East

Michigan avenue, under the style of McComb & Sons, Inc. The new organization has a capital stock of \$150,000 and is officered as follows:

President—W. L. McComb.

Vice-President—B. A. McComb.

Secretary—Ed. Shields.

Treasurer—Chas. Quinn.

Directors—Al. Hager, Ed. Gibbons, Raymond H. McComb, J. W. Wilfred and Fred Wilder.

The building occupied, 110 x 165 feet in dimensions, has been equipped with the most modern machinery to be obtained. No detail has been overlooked in selecting equipment which will produce the best results in the most economical manner.

Many Calls For Beach Garments.

Numerous calls have developed during the week for beach garments and bathing suits. Beach pajamas and overalls have been outstanding and new records for the sale of these items are forecast for the coming season. In bathing suits the trend is toward the modified sun tan versions, although

there is a sprinkling of orders for the more extreme effects. The one-piece suit has met with expanded buying interest, particularly in navy and black. Stocks of bathing suits in the hands of the stores are reported light and with an early start on retail selling re-orders are expected to prove heavy.

Sampling Fall Shoe Leathers.

While considerable sampling of leathers for women's Fall shoes is being done, buying for the new season tends to be cautious. Interest centers to a degree in kid and light-weight glazed calf, with patent leather commanding more attention than a year ago. It is held likely that there will be considerable use of genuine and simulated reptile leathers for trimmings, although some question exists as to how strong favor will be for shoes entirely of the reptile grains. At the moment there is a demand for white and linen shoes, together with active and spectator sports types.

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FLORIDA GRAPEFRUIT

Production and Distribution Problems Still Unsolved.

In 1926 the present Florida Grapefruit Canners' Association was organized and at that time there were fourteen canning and juice plants being operated in the State. The number has a little more than doubled since then, there being about thirty plants in the State at the present time.

Although the business has grown very rapidly, it has done so under many handicaps. While the quality of the pack has improved since the first days of the industry, it is not yet standardized so that the consumer may know exactly the quality he is buying from the description that may be upon the label.

This is one of the major problems that the association is working upon at this time, in co-operation with the Bureau of Agricultural Economics in Washington. A serious effort is being made to define standards of quality for the pack and to so express these standards upon the labels that the consumer will be enabled to know the quality of goods he is buying.

Another problem that must be solved is the fact that the grapefruit canners have violated an economic law. They have gone out and sold futures each summer without knowing what the fruit supply was going to cost them. The reason that this unsound practice was in vogue is because the growers of the fresh fruit were violating the same economic law.

A system of marketing the fruit by shipping it to fresh fruit brokers hundreds or thousands of miles distant from the groves, and allowing these brokers to set the price of the product, has caused much loss of money by the grower. They were hoping for the high price, but most of the time they received the low price, for the simple reason that they placed themselves at the mercy of the buyer far distant from the scene of the growing operations. The fruit grower not being used to selling his fruit in the home market would not contract with the canners.

Up to this last season the canner escaped, to a large extent, the penalty for violating this economic law, but this season he is learning his lesson. Last summer the canners sold their futures in the usual way, believing that they could cover their requirements when the fresh fruit began to move, but the crop was shorter than any of the canners would admit of its being up to the actual time of moving the fruit.

The growers were better organized than ever before and were thus enabled to market their fruit more advantageously. This slowed up the canning operations so that the peak of the season found much less than one-half of the contracted sales in the cans.

Another problem which is confronting the canners, and which bids fair to be solved within the near future, is the conversion of the cannery waste into profitable commercial products. Up to this time the canner has obtained thirty pounds of edible fruit out of

a field box of fresh fruit that weighed on an average of 90 pounds. In other words, he has thrown away sixty pounds and canned thirty pounds. This sixty pounds of waste is rich in proteins and carbohydrates, two of the essential elements in all foods. Many costly experiments are being conducted to find ways of making suitable food products out of this waste material.

Some of these experiments have almost reached the commercial stage. For example, there seems to be more pectin in these waste products than there is in apples, which is the present source of the commercial pectin sold in this country. Certain portions of the peel can be candied, and this product will be sold in confectionery stores, be used by the bakers, mincemeat makers and housewives. In fact, it may take the place of citron peel.

The bitter principle that gives the grapefruit such a distinct flavor has also great possibilities and may be developed into a standard pharmaceutical. It is probably not generally known that the real reason why grapefruit has sprung into National favor, both as a fresh fruit and as a canned food, is because it is probably the most healthful fruit that is produced in America. It is well known that at least some of the varieties have a fairly high iodine content, which tends to prevent goiter.

The fruit also carries a considerable portion of sodium and potassium, which, in small quantities, are essential to the healthful functioning of the body.

It is well known that the Pacific Coast States are the largest producers of fruit of any single section of the country. These same states consume the largest quantity, per capita, of canned grapefruit of any section of this country. At least one-fourth of the entire output of Florida canneries goes to the Pacific Coast States. This, in itself, is the very highest possible testimony for the fruit.

C. E. Street,

President Florida Grapefruit Canners' Association.

Machine Designed To Test Meat Tenderness.

A machine for testing the tenderness of meats has been designed by specialists in the United States Department of Agriculture and is now being used in a co-operative research program in which the department and 25 State experiment stations are seeking to discover what factors cause tenderness in meat.

The apparatus is simple and is easily moved. It consists of a blade so arranged that it may be drawn through small samples of meat by exerting pressure with a crank. A scale records the amount of pressure required to cut through the sample of meat. The machine has been used to test more than 2,000 samples of pork, beef and lamb, and although not yet perfected, it gives a remarkably high correlation with the opinion of judges of tenderness who sample and score the meat after it is tested.

One of the most interesting features of the investigations so far is the indication that tenderness of meat may

be partly hereditary. This belief is advanced after careful study of the records of a large number of animals.

Consumers Buying Summer Suits.

While unseasonably hot weather during the past week held back the sale of regular Spring weight clothing, a few retailers here have had cause to congratulate themselves on their fore-

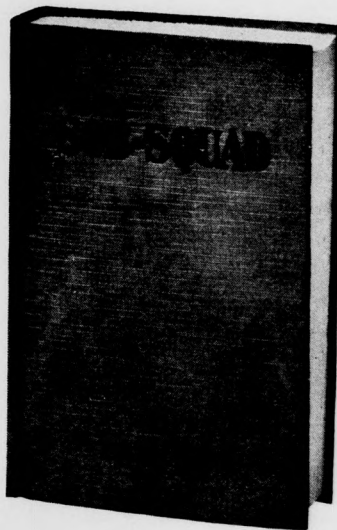
sight in showing Summer clothing. In one instance there were forty calls for new Summer suits in both single and double breasted effects, an unusual volume for a day so early in May. The trend of the early buying was toward medium and dark effects, it was added. The early interest was said to indicate an extremely good Summer suit business.



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Winfield H. Caslow

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FINANCIAL

The Result of Five Years in General Motors.

The experience of the investor who has held the common stock of General Motors Corporation over a period of years suggests rather strongly the wisdom of investment versus speculation. The man who bought 100 shares of General Motors in 1924 at, say, \$60 a share, or at a total cost of \$6,000, has no cause for regret even now with the stock selling at levels which accord it only just about half the market value enjoyed at the peak price reached in 1929.

The investor who bought 100 shares as stated above would have to-day a total of 750 shares, without having made any additional investment, with a current open market value of roughly \$37,500. In the meantime he would have received cash dividends totaling about \$10,725, or the equivalent of almost double his original investment.

The General Motors Corporation is one of the few large enterprises which did not participate in last year's rush to raise new capital through the sale of additional common stock to its shareholders. The list of companies which raised new money through offerings of stock on a basis which created "rights" is a long one and prominent in such a compilation would be the names of some of our greatest industrial institutions.

The increased number of shares which stockholders of General Motors now have, as compared with their holdings of a few years back, came to them in the form of stock dividends and "split-ups," thus involving no additional outlay of capital on their part.

Back in 1924 the company reduced the total number of shares by giving one new share for each four shares which had been outstanding. Two years later in September, 1926, a stock dividend of 50 per cent. was paid, giving the holder of 100 shares an additional 50 shares. The following year the stock was split two-for-one, giving the holder a total of 300 shares, and in January of last year another split-up, this time on a two-and-a-half-for-one basis, was voted, bringing the original 100 shares bought in 1924 to 750 shares.

This year the corporation may not do as well as it did in 1929, but the slackening is regarded as representing little more than a temporary interruption in its growth. Net sales for 1929 were almost three times the 1924 total, while net profit, though about \$28,000,000 less than in 1928, was equal to about four and one-half times that reported for 1924.

General Motors, while it still derives the bulk of its earnings from the automobile field, is not nearly so dependent upon that particular line of its business as was the case some years back. It is to-day a big factor in electric refrigeration, has a substantial investment in the radio field, and during the past year or two has been going into aviation on a large scale.

The company has been liberal in providing for reserves. Yet in the five years including 1929 it paid out some \$622,600,000 in dividends, and in-

cluding undivided equities of its subsidiaries, still retained some \$400,000,000 surplus earnings for reinvestment in its business. The replacement of presently outstanding \$6 and \$7 preferred stocks with the recently announced \$5 preferred will mean a considerable saving to the company.

William Russell White.
[Copyrighted, 1930.]

Lambs Not Hit Hard This Time.


With its recent acceleration on the downside the market in a month of falling prices lost 37 per cent. of the entire post-panic gains accumulated in five months of rising quotations but the fire this time singed a different crowd from the one engulfed last fall.

This time the sophisticated Wall Street operators were the worst victims. Those that should have been the Street's shrewdest judges on the extent of the business recovery, and on the trek of investors back into the market, in this instance made the poorest guess of all. For once the smart ones were dumb and the dumb were smart. The upshot of it is that most of the current losses were sustained by the rich instead of those who could ill afford the strain.

The difference between the current market setback and the 1929 autumn crash so far as business goes is that the big spectacle last fall undermined confidence in the future by focusing attention for the first time on an unsound trade position. Instead of uncovering a bad business situation the market through the current adjustment should prepare the way for a thoroughly sound revival when the time comes. Money is needed more in business and in the bond market than in speculative stock channels and if the Reserve's move to a 3 per cent. discount level had been followed by a resumption of rapidly rising stock prices the money authorities would have found it just that much more difficult to accomplish their objective.

Fortunately the stock market is beginning to see that operations for a rise must be based on something more than low money rates. There were those critics of the Federal Reserve system that argued differently. They were strongly opposed to the successive reductions in the rediscount rate inaugurated earlier in the year. They were bitterly opposed to the reduction to 3 per cent. at this time. They reasoned that such a change would not help business but would stir up speculation for the rise once more. How wrong they were on the stock market end we now all know.

How wrong they were in predictions of what cheaper money might do for business we probably will know before another year has rolled around. Cheap money in times past has always been a potent medicine for business troubles. But if the full benefits of easy money are to be felt in industry the flow of funds must be into business enterprises rather than into an over-enthusiastic stock market. That is why the advance in stocks this spring was perhaps too rapid for the good either of business or the market itself and why the recent readjustment in

 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!



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16 CONVENIENT OFFICES

values should be set down as a constructive new alignment.

Paul Willard Garrett.

[Copyrighted, 1930.]

Trend Toward Use of Common Stock.

An interesting change is gradually taking place in realty financing in this country, partly as a result of the unsatisfactory results experienced by several underwriting houses a few years ago and partly because of the growing demand for common stocks.

The demand for first mortgage real estate bonds yielding 7, 7½ or 8 per cent. has dwindled steadily among security buyers who formerly sought high yields. Instead, they now seem to prefer an obligation with greater security and lower rate that carries a bonus of common stock that assures an interest in the property after the loan has been retired.

This change in attitude is not strange for if the property appreciates in value all the holder of a bond receives is the return of his principal with interest, whereas the holder of common stock receives the profit in the property.

Real estate financing that combines common stock with general mortgage bonds has been applied chiefly to well-located business properties in large cities that give promise of appreciation as well as a steady income.

An example of the plan is found in the issue of Broadway Building 7s marketed about three years ago with a bonus of eight shares of common stock for each \$1,000 bond. Of the original issue of \$525,000, about 20 per cent. has been retired out of earnings, and the common stock has an established value of about \$26 a share. The bonds, with stock attached, have been selling recently at about 112 to 115.

The plan followed by Robjent, Smith & Co. in financing realty purchases, contemplates retirement of general mortgage issues out of earnings within about ten years, so that holders of the common stock own the property, subject to the institutional first mortgage. Any appreciation in the property, therefore, goes to the stockholders.

Defaults on first mortgage real estate bonds in recent years have taught investors that value is dependent to a large extent on earning power of properties and not entirely on appraisals. So long as earnings are sufficient to meet fixed charges all is well.

It is only fair, many bankers believe, for the investor who shares the risks of financing to expect a proportionate part of the profits if the venture is successful beyond the extent of fixed charges. As this theory becomes more firmly established purchasers of realty securities are likely to become more insistent on a common stock interest.

William Russell White.

[Copyrighted, 1930.]

Savings As a Prosperity Builder.

When business recedes from its peak levels in times like these we must not forget the wonderful recuperative capacities of a country where savings grow rapidly enough to take up a slack that might otherwise long stand as a worry to financial prophets.

Recently the New York Trust Company working with figures supplied by the American Bankers Association prepared a study to show how much faster savings multiply in this country than the population. Between 1911 and 1929 our savings deposits rose from \$7,963,100,000 to \$28,260,000,000 which is to say that in the last eighteen years savings were more than trebled whereas our population increased by only a third.

Not only have deposits increased out of proportion to our population but savings seem to represent an increasing share of the total individual deposits. At least between 1911 and 1929 the ratio of savings deposits to total individual deposits was swelled from 51 to 56 per cent.

Now it is interesting at this time to note that in the first three months of 1930 the excess of mutual savings deposits over withdrawals ran substantially heavier than a year ago. Deposits exceeded withdrawals in the first quarter this year by \$74,474,000 whereas the excess in the corresponding 1929 months was only \$14,613,000.

Our people are not the reckless spendthrifts they seem sometimes but taken as a whole year by year they put aside into more or less permanent savings an increasing proportion of their earnings. It is gratifying that since the beginning of this year there has been a substantial and persistent weekly excess of deposits over withdrawals in the mutual savings banks of this State.

Some pessimists on American prosperity have pointed to the declining proportion of mutual savings in the country's total savings deposits as a discouraging sign but the explanation is simply that the habit of saving has spread until now savings accounts are by no means concentrated in the mutual savings banks. In 1929, for example, the \$28,260,000,000 of total savings deposits was spread around as follows: mutual savings banks, \$8,903,000,000, National banks, \$7,889,000,000, state banks, \$7,412,000,000, trust companies, \$4,022,000,000 and private banks, \$33,000,000.

Paul Willard Garrett.

[Copyrighted, 1930.]

Have You Bought a Meat Eating Plant?

The Abraham & Straus department store in Brooklyn has been advertising beef eating plants, Darlingtonias by name, at \$3.95 apiece. This plant in its natural environment lures insects with its honey glands, then traps them and devours them. When raised indoors it must be fed twice a week on raw beef. It is not only amusing as a household decoration, but is also hardy, according to the advertisement, and very beautiful.

Have you thought of installing one in your store, or in your display window? It might be effectively used as an advertisement for the meat diet, and it would certainly attract attention.

B. W. Long at 611 W. St. Joseph street, Lansing, renews his subscription for another year and says he can't be without it."



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PIONEER MERCHANTS.

Sidelights on the Career of Leonard D'Ooge.

Leonard D'Ooge, a pioneer merchant of Grand Rapids, was born in the province of Zeeland, the Netherlands. Early in his life he studied painting and became an expert wielder of the brush. The wise law makers of Holland, centuries ago, enacted a statute under the terms of which parents are compelled to afford their boys opportunities for acquiring a trade. Mr. D'Ooge painted theater scenery, landscapes and portraits and also executed ordinary jobs on or within buildings. A considerable number of his pictures are owned by members of his family and friends. Soon after he reached man's estate in 1847, Mr. D'Ooge decided to emigrate to America. He had married an estimable lady, a sister of Jacob Quintus, the pioneer Dutch editor of Grand Rapids, and a family had been assembling in his home, for whom he wished to provide larger opportunities for development than were apparent in the Netherlands. On his arrival in New York, following a long weary sea voyage, he was met by P. J. G. Hodenpyl, with whom he engaged in a business undertaking. The employment, which was not congenial for one of his temperament, was severed at the end of a few months. Mr. D'Ooge then moved to Albany, N. Y., and resumed work at his trade. A year later he met E. B. Bostwick, a Wisconsin speculator in non-productive enterprises at Lyons, Grand Rapids and in the wilds of Western Michigan. Mr. Bostwick described a project for developing the village of Ravenna, which so interested Mr. D'Ooge that he joined his small means in the enterprise and moved to that hamlet in the wilderness. Bostwick decided to erect a grist mill on Crockery creek which flows through the place. Grain was not produced in the region in 1848. The only means available for transportation over the Indian trails were with pack animals or the shoulders of pedestrians. The project, like so many of Bostwick's impractical schemes, proved a failure and Mr. D'Ooge lost his investment. Employment was not to be found and D'Ooge and his family suffered many hardships in consequence. Finally Mr. D'Ooge entered the service of the Federal Government as a carrier of mails on pack between Ravenna and Muskegon. There were no settlements on the route and the presence of wild animals and the heavy snows of winter rendered the service not only unprofitable, but extremely dangerous. Later he was transferred to the route lying between Grand Rapids and Ravenna.

One fortunate day Mr. D'Ooge met Rev. Father Nizoska, a Belgian, in the woods. In conversation with the priest, who spoke the Dutch as well as the Flemish language, the latter stated that his parishioners had undertaken the erection of a church in Grand Rapids; that if he, Mr. D'Ooge, would move to that village he would be given work as a painter of the building. Mr. D'Ooge accepted the offer of the kind-

ly old priest and moved his family to Grand Rapids, where he soon found full employment for his time. Daniel Ball, the Campaus, the Luces, Dr. Shepard, the Morans, Wm. Haldane and others, needed his services and prosperity finally dawned for the family of the poor immigrant.

Mr. D'Ooge, having saved a share of his earnings with the paint brush, decided to engage in trade. In 1879 he leased a store on upper Monroe avenue (the site is occupied at present by C. S. Jandorf) and opened a stock of groceries. The business thrived from its inception. A year or two later he leased two stores adjoining the premises he then occupied, and stocked them with goods which represented about everything needed by families. Mr. D'Ooge was naturally qualified to conduct such a line of business and success rewarded his efforts. In the course of a score of years he provided liberal education for his two sons and three daughters, accumulated an ample fortune and closed his earthly career generally respected and affectionately remembered by hundreds of people whom he had aided.

Three of Mr. D'Ooge's children, Martin L., Elinor and Maria, were born in the Netherlands. His son Benjamin L. and a daughter, Jennie, (Mrs. Westerhoff) are natives of Grand Rapids. Martin L. D'Ooge (deceased), a professor of Greek, was a member of the faculty of the Michigan University a score of years. Benjamin L. D'Ooge is the professor of Latin at the State Normal College, Ypsilanti. Elinor married a minister of the Congregational church. Maria (a noted vocalist) became the wife of John A. S. Verdier, while Jennie chose for her husband a courteous, refined gentleman, John A. Westerhoff.

Captain Verdier was reared to manhood in Sheboygan, Wis. Soon after he had passed out of adolescent years, civil war ensued and Captain Verdier enlisted as a private of a regiment of Wisconsin volunteers and served his country faithfully until peace had been restored. When he returned to his home, he wore on his shoulders the insignia of a captain. Maria D'Ooge and Captain Verdier, who had settled in Grand Rapids during the year 1865, married in 1860. Four sons, Judge Leonard D. Verdier, Doctor Walter Verdier, F. Lawrence and M. D. Verdier (bankers) were born during the years that followed. Captain Verdier entered into a part ownership with P. Kutsche in 1865 and engaged in the sale of hardware. Their store, located on Monroe avenue near Michigan street, is still in existence, under the proprietorship of Mr. Kutsche's sons. Captain Verdier served the people as an alderman of the old fourth ward, as a trustee of the board of education and four years as county treasurer.

When the Kent County Savings Bank was organized, Captain Verdier was elected to the office of cashier, a position he held with great credit and satisfaction to all concerned up to the time of his death, nearly twenty years ago. Arthur Scott White.

Expect More From Seersuckers.

The famous seersuckers, which have been the leading item in summer suitings in the extreme South, for so many years, are expected to do fairly well this season. It is pointed out that during the past years, the production of these goods has declined considerably—and a few of those who made them formerly, have practically given up making these goods entirely now. On account of this, it is believed that there is the possibility that by summer time, those who have not taken care of their requirements, are likely to find difficulty in getting what is wanted. Right now, the statement is made that those who need seersuckers, have no trouble getting them.

Good Material For Home-Made Signs.

Satisfying signs suitable for display on awnings can be made of white butchers' manila. The paper should be doubled and the edges covered with gummed tape to prevent the sign's being damaged by the wind. For painting shoe polish may be used.

When the sign has served its purpose and another is due to replace it, you can fasten the new one over the first with gummed tape, thus making the sign still heavier and less likely to flap in the wind.

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Read Your Insurance Policy.

A fast moving world emphasizes the need for insurance. Business enterprises and individuals recognize its value.

Education upon the subject of insurance has perhaps not quite reached a superlative degree, but the volume of insurance in force indicates the importance of the business and its value.

There are more than 65,000,000 insurance policyholders in the United States. Life insurance companies are writing the second \$100,000,000,000 of life insurance; \$250,000,000,000 of fire and marine insurance is in force. It is impossible even to estimate the amount of health and casualty insurance. The assets of insurance companies total nearly \$20,000,000,000. A great portion of the assets are in reserves set aside for the protection of the policyholders.

This immense volume of business is carried on and kept in force by virtue of the trust relationship which exists and must be maintained between the companies and the policyholders. There is a contract between them. The company must keep faith.

Public policy requires that the interests of policyholders be protected. Most companies voluntarily and faithfully carry out the terms of their contracts and fully execute the trust reposed to them. To insure, so far as possible, that all companies will be true to the trust, the states have enacted laws providing for licensing, examining and supervising the business of insurance and those engaged therein. Even so the regulation is limited.

Insurance companies have a right to write policies of insurance within their specified organization powers, provided the provisions of the contract are not prohibited by law, pertain to insurance, are not against public policy, and are clearly set forth in unambiguous and understandable language. The policy should be so easily understandable that any person of ordinary ability can understand its terms.

The insurance agent is the representative of a dignified, important and substantial business. He should sell his policy upon its merits, and sell from the policy. The law provides a penalty for misrepresentation.

The purchaser of an automobile, a house, or even a pair of shoes spends time and care in examination. An insurance policy is just as important and should be even more carefully scrutinized. It is the contract upon which the insured must rely. Be sure that there is contained in the policy all the promises made by the agent. If representations are made have the agent point out in the policy the provision or promise represented. Be sure that you understand the contract.

Unfortunately there are companies and there are agents who do not always play fair. This is true in any business. The regulation and supervision by law is for the protection, so far as possible, of the policyholder and to enforce ethical competition amongst companies. Be sure that the company in which you contemplate the purchase of a policy is authorized to transact business in

this state. If it is not, proceed cautiously and with the understanding that you are purchasing a policy of a company not under supervision or regulation in this state.

There is a decided movement to stop all unauthorized insurance business. Investigate carefully the radio advertised policy and the policy which you are told gives you "much" for a "very little."

Insurance is an investment in protection. It is a guaranty of an easy mind where you think of your family. Purchase it as you would a house or an automobile. Know what you are buying. If in doubt go to your lawyer. You would have him examine title to real estate. Let him examine your insurance policy, if required. Policies are standard in most of the provisions. Careful reading should not result in misinterpretation.

Treat your insurance as your property. Purchase as you would other property. You will buy in a value just about what you pay for.

If you suffer no loss you are fortunate and should be happy. If you do suffer a loss, you will be happy that you have assistance to make good the loss. Lloyd Dort, Insurance Commissioner of Nebraska.

Speculations in Building Sites.

The Pere Marquette Railroad needed car shops in Grand Rapids. A site in the Oakdale Park district was preferred. Owners of property advanced prices fifty per cent. While apparently dickering with owners of lands desired, the railroad quietly purchased a site on the Chicago division of its lines and built its shops thereon. Property owners were left "holding bags" that were never filled.

The city needed ground for a fire engine house on Front avenue at First street. An alderman, whose vote carried a resolution of the Common Council to purchase the land, was the husband of a woman who had married another man by whom she bore a son. After the Council had voted to purchase the lots and before the completion of the deal could be accomplished, the son purchased the site and advanced the sale price fifty per cent. above the sum for which the former owner had agreed to sell it to the city. After much delay title to the property was vested in the city, and the alderman's stepson reaped a substantial profit from the hunch given him by the city solon.

Dr. Joseph B. Grinnell was elected as alderman by the voters of the old fourth ward. During his term of office he rendered valuable service to the municipality as chairman of the committee on fire department. The hill district needed protection from the ravages of fire. The Common Council decided to erect an engine house and equip it with fire quenching apparatus. Several suitable sites on Michigan street were available. Their value suddenly increased greatly in the estimation of owners. The doctor proceeded leisurely in negotiating for a desirable location. One owner of lots the doctor had inspected tendered him a bribe as an inducement to close a deal. It is hardly necessary to in-

form such persons as were acquainted with the doctor that the bribe offered was indignantly rejected. Finally a lot on Ransom avenue, near Michigan street, was purchased by the doctor with the aid of an agent at a moderate price for the city and an engine house was built upon it where it remains.

This is a story somewhat different from those that precedes it. Owners of property abutting Evans street desired to improve the roadway by grading and covering it with gravel. A petition signed by all owners of property was presented to the Common Council. Following the usual routine the petition was referred to the committee on streets. For some unexplained reason the committee delayed making its re-

port on the matter involved to the Council. Finally one of the property owners met a member of the committee and demanded an explanation of the cause of the delay. "Well, you see," the committeeman responded, "my associates want a little money." "Tell your associates," the property owner thundered, "if they fail to file a report in favor of improving the street at the next meeting of the Common Council, they will be exposed to public execration." The demand of the property owners was granted and in due time the street was improved without the payment of blackmail.

Arthur Scott White.

Attitude needs latitude.

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FACING LIFE SQUARELY.

Meeting Problems the Real End of Living.

A difficulty appears and we try to dodge it, get around it in some way or treat it as an illusion. We often shut our eyes to the most perplexing aspects of life and try to find an easy way out of them. We forget that the easiest way many times proves to be the hardest way. We have a financial emergency, we need some money and instinctively take the easiest way (if our credit is good at the bank) and borrow the money on a note and we take a long breath and say, "Well, that's fixed." But the note has to be paid and the interest is moving along at a rapid rate and we mustn't rely too much upon the courtesy of the bank and think right from the beginning, "Well, I can renew that and tide it over." The thing to do is to face the situation squarely and strive by every means to work out our problem and not put it off or try to take an easy way to do it. To meet these problems squarely in life is the real end of living, which is the education and training of the whole man, the development of character. Trials will come, but we do well to face them and carry in our mind an old refrain, "For taking the years together, my dears, there is no more night than day."

In facing the truth we see oftentimes great difficulty and there is a strong temptation to evade, to get around it in some way, instead of standing squarely up to it, taking our medicine and fighting our way through. I have not lived this long life without having my share of vicissitudes. I have been tempted to evade under trial; I have weakened at times when I ought to have been strong; but in every instance I have paid for it, and only when I have stood squarely up to a situation, keeping my balance and in a spirit that overcomes demonstrated my ability to live above the pinpricks, have I found real success.

An amateur carpenter with whom I was well acquainted, in his work of building, would put his level on and lift up one end of it to see that the drop of mercury centered right and if it showed pretty close to the level he would say, "Oh, well, this is near enough." The fact that he looked upon an item of that kind in that way resulted in having most of his buildings askew. We must put truth into our work and in facing difficulties conquer and not allow ourselves to be conquered. The discipline of life which comes with difficulties must not be avoided because it seems to interfere with our happiness. The discipline, the hard knocks, the overcoming, demonstrate an excuse for our being in this world. Often we look back upon our hard knocks and find they were benisons to us. Sometimes when difficulties arise we slump down in our chair and grieve. I like to see a man, when a trial comes, sit up squarely in his chair with determination and an overcoming spirit guiding his attitude and activities.

I have not for years had so many people come to me with hard luck stories as during the past months and

I have drawn heavily upon my own experiences. The person who slumps down in his chair, the embodiment of dejection, is the hardest to deal with. The man who sits squarely up to you, tells his story frankly and exhibits nerve and determination you can help through the aid of your own experiences. Because of your position of responsibility your counsel is sought. If you are willing to curtail your own expenses and through your own exhibition of thrift demonstrate the wealth of your advice, your counsel has value. The bracing word to be effective must be based upon one's own willingness to make sacrifices and meet vicissitudes squarely. If we indulge ourselves and are careless about our habits of thrift when self denials interfere with our creature happiness, how can we look another's misfortunes in the face and give counsel which will stick. If we are willing to practice economies to demonstrate in our own practices the value of serving for a purpose of sharing our prosperity and overcoming adversity we are building a foundation for advice to others.

We are here to share a common service and the aid we can give another is rooted in our own experiences and the demonstration of our own readiness to face the truth and stand squarely with all our will power, facing whatever may come with determination and fortitude.

John G. Saxe wrote a poem that I learned in my boyhood and used as a which comes to me now as applicable to our subject:

Never give up, for the wisest is boldest.
Knowing that Providence mingles the cup,
And of all maxims the best and the oldest
Is the true watchword—never give up.

And perhaps some of you may have heard a comedian, as I have done, repeat with great effectiveness that quotation from the drama Richelieu when the Cardinal says to Francois, "In the lexicon of youth which fate has reserved for a bright manhood, there is no such word as fail." Sometimes the words of an old song learned in my boyhood come to me as a source of strength and a means of stiffening my piece to speak in school, one verse of determination. You will recall this one:

Dare to do right, dare to be true.
You have a work that no other can do.
Do it so bravely, so kindly, so well,
Angles will hasten the story to tell.

Dare to do right, dare to be true.
Other men's failures can never save you.
Stand by your honor, your faith remain bright;
Stand like a hero and battle till death.

It is hard to have the savings of a lifetime swept away through some exigency which may or may not have been our fault. It is a terrible ordeal to have one who has captured our affections and upon whom we have showered the best that was in our life suddenly taken away from us, leaving the dreams of affection to flow back in torrents upon the heart. It is an immeasurable trial to us when one who has had our complete confidence should by some act of criminal carelessness break the cord of confidential relationship. But these situations are liable to come to any of us, and while the sorrow and the anxiety cannot be fully assuaged by the aid of kind



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Over a hundred Michigan grocers have made their stores centers of public interest and sources of greater sales and profits by completely equipping with Tyler All-Steel shelving, counters, tables and floor displays finished in beautiful colors. And the average cost has always been under \$400. You owe it to your own future prosperity to investigate today the amazing possibilities of a bright, inviting, scientifically modern store equipped throughout with steel. Tyler expert planning service will submit store layouts and definite costs—in advance, and without obligation.

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Above, on a background photo of a typical modern grocery, is shown Tyler Model 70 all-steel table, just one of the items in the Treasure Island line.

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Cookie-Cakes
and Crackers

Cookie-Cakes and Crackers

MASTERPIECES
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Hekman Biscuit Co.
Grand Rapids, Mich.

thoughtful friends and a determination on our part to face situations squarely, we can demonstrate an excuse for our being in this world. We are here to share a common lot; we are no better and no worse than our fellows; we have no right to ask exemptions. This is our common country. Labor and capital must get on together. If depression comes to one, there is a responsibility upon the other to hold up his hands. We cannot afford to go down and take others with us as long as there is an element in us which, if under control, can demonstrate that we are sons of God. And can I do better as a final word in the elucidation of my caption than to quote from Scripture: "He that will save his life shall lose it; but he who shall lose his life for My sake and the gospel's, the same shall save it." Charles W. Garfield.

America's Gold Star Mothers.

Grandville, May 13—Mothers' day will be with us this month right here in America. But the greatest mothers' day of all will see an army of Gold Star mothers crossing the Atlantic in search of the graves of their fallen hero sons who breasted the hail of iron and lead to be in at the victory which preserved Europe from the iron heel of the oppressor.

The American Government has wisely granted passage and expenses to those golden star mothers who have felt the loss, some of them of an only son, whose patriotism led him to become a member of that grand American army which saved the day for the allied nations a dozen years ago.

Memorial Day in America is the greatest and grandest day of all the year, and will be observed as long as the Nation stands. This other day when gray-haired American mothers cross the broad ocean to lay a wreath of flowers on the graves of their dead sons is a comparatively new service in remembrance of our heroic dead in a foreign land.

From the Middle West came many mothers, pausing at Chicago to meet and greet one another from whence they entrained for New York from there they sailed away to France beneath whose soil most of those sons who did not return are to-day entombed. Under crosses, row on row, these little mounds attest the valor of the dead sons of American mothers.

Pile on the flowers bedew the graves with women's tears. Nothing could be more appropriate in this day and age of hustle and crush of the living who have profited by the sacrifice made by the dead sons of our American mothers.

It is believed that the French people have dealt kindly with those mounds beneath which sleep so many of their dead American allies, and that the Gold Star mothers will have no reason to complain on this score. America and France have been old time friends despite the efforts of political schemers to fracture the century and more of friendship which has characterized the two nations so widely separated.

To many of these mothers this ocean trip will be long remembered and the fact that they have been enabled to compass this trip will long be remembered and appreciated.

A little later we will laurel the graves of our dead soldiers who are entombed in America. This National reverence for the dead of the civil war has had more to do with reconciliation between the sections in this country than ought else. Confederate alike with Union soldier graves are each year smothered in flowers. It is a custom that will stand good as long as the Nation endures.

The Gold Star Mothers!

How we reverence the name and those who bear it. Doubtless the great majority of those mothers are Christian women who realize that under the sod of France only the husk remains of that boy who went so gallantly to war in a foreign clime.

The husk alone; the real boy long since climbed to the heights in that realm where the spirits of the dead gather, and where all who fell in war have found an abiding place which no terrorizing drum beats will overawe.

Every Gold Star mother believes in her heart that Johnny is not there in that French grave, and yet in placing a memento of bright flowers above the corpse the spirit of the gone boy is remembered and the dead of all our wars recognize the ceremony of decoration as a tribute to the personality of the soldier who has gone to join the vast hosts of the spirit land.

What a meeting that will be among the crosses of the silent dead this bright month of May. The journey will do the good gray-haired mothers a world of good which could be accomplished in no other manner.

Shall these visits to France continue in years to come? We have not a doubt of it. As long as a remnant of the Gold Star mothers live so long will this trip to the graves of their sons be an annual memorial month.

Our Government does nothing by halves. Once the Gold Star mothers realize what their position means Nationally will they be on hand to accept the Nation's efforts to ameliorate their sorrow.

Many of our soldier dead have been forwarded from the field of battle to America, yet there is a large body of mothers who lost sons over there who prefer to let them rest in the soil they gave their lives to save. As one woman once remarked while sitting beside a grave in a home cemetery, "I do not care where I am buried, since I know I shall not be there." No truer expression ever fell from human lips.

It is this thought which animates many a Gold Star mother. Her boy is not "over there" even though his grave has been fitted with a cross. The body but not the personality rests beneath the French cross. The homes of these Gold Star mothers are dear to that lost soldier boy who in spirit can return to stand beside his mother right in her American home.

There is a spirit in man which will not down. It is this spirit which buoys up all mothers who had a son fall in France. Although that boy is not with the mother in body, yet beside her when she is at secret prayer hovers the spirit she loved so well when in the flesh. Old Timer.

Teaches School Girls How To Select Meats.

William H. Barbur, proprietor of the C. & C. Market, 32 East 28th street, Portland, Ore., turned his market into a class room one morning recently and gave thirty school girls, students of the Polytechnic school, a lesson in judging meats. He did this to coach them for the meat judging contest to be held at the Pacific International Live Stock Exposition in Portland, where they were to vie with girls from other local high schools in the city and Multnomah county. At the schools the girls learn how to cook the various cuts, whether to roast, fry or broil them, how much water or grease to use and how long to cook.

Mr. E. C. Merkle, dealer in general merchandise at Ithaca, says he renews his subscription with pleasure because he could not get along without it.

Mr. Grocer

Now is the time to modernize your store

The independents who are most successful today are the ones who have re-arranged their stores according to present day requirements and installed proper display fixtures and shelving.

Are you delaying the re-arranging of your store?



Mr. H. E. Petersen's store, East Chicago, Indiana, who recently remodeled his store and installed Salesfixtures.



Here are the comments of Mr. Petersen, who is a Director of the National Association of Retail Grocers:

"We are very much pleased with the steel equipment, consisting of shelving, counters, islands and vegetable display racks, recently purchased from your organization. This equipment is a real asset in our business, and we unhesitatingly recommend it to any merchant who wants the best that is made. We shall take pleasure in boosting it wherever we can."

Study the interior views carefully, noting in particular the open display, self-service arrangement of the store. Then, observe how perfectly Salesfixtures fit in with the requirements of such modern layouts. (Individual racks, stands and baskets can also be furnished.)

Just recently our prices on steel shelving were drastically reduced. The cost is now so low that it is cheaper to install Saleshelving than good quality wood shelving. Because of new design the shelving can be set up in half to two-thirds the time required for any other steel shelving. You cannot afford to consider any other shelving than steel Saleshelving.

We are interested in helping you work out your problem of store modernizing. Write or phone us (long distance number 7101) to send a representative.

UNITED STEEL & WIRE CO.

590 Fonda Avenue

Battle Creek, Michigan

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.

Evening Fashions For Juniors.

The desire to be grown-up enough to wear long skirts is something that school girls to-day know little of. They go to their classes comfortably short-skirted, but when something really important like the junior prom comes along, they dance in skirts quite as long as the ones their older sisters are wearing at college house parties or in New York night clubs. And they are in luck, for many of the new picture frocks, pretty rather than sophisticated, are triumphantly suited to their years, and theirs only. One which New York juniors are buying enthusiastically at the moment is an ingenuous little evening dress in white net trimmed with baby blue or pink ribbons. Some choose it in pink net with blue ribbons, or in blue with pink ribbons, but the white-with-a-color combination is the high fashion.

The younger girl's informal evening dress, however, is not, like her sister's, ankle length. It is, as it should be, much simpler and shorter, stopping midway of the calf. A recent import of this type is flat crepe belted at the natural waist, and has a deep berth of crepe lined with chiffon, the crepe being cut away in triangles to show the chiffon. It would be entirely suitable for a graduation frock.

The latest styles in Summer millinery, with their fine quality, flattering shapes and colors, are charmingly adapted to afternoon dress. Brimmed hats are most fashionable, and for afternoon are made in a wide diversity of materials, straws of light, closely woven mesh, leghorn, lace straw, horse-hair, and tulle. Some of the hats are unlined, others are faced with sheer stuff in a tone to reflect a color in the gown. Much pink which is now so popular in gowns for Summer is used, and when the brim is not faced, it is finished along the edge with a ruching or piping. In some of the daintiest hats this rose touch is added with a ribbon bow, a bandeau, or flower tucked under the brim close to the face. All of the light, pretty shades of green, blue and yellow are used, but pink is most in demand because of its becomingness.

The new gowns with elbow sleeves and shorter have created a vogue for long gloves which shows no signs of waning. Ensembles in black and white are made more dramatic with a large black hat, black suede gloves and black kid shoes, and some of the colors highlighted with these black accessories are stunning. An ensemble that is most engaging includes a gown of white and green ninon, that has a dash of black in the pattern. The hat for this gown is of black baku with very wide and drooping brim and has a single line of small white lilies and green leaves about the crown. Black suede gloves meet the short tucked sleeves half way between the elbow and shoulder.

Shoes for formal afternoon wear are

the occasion for some amusing little ensembles. Pumps are made of plain and printed crepe de chine, with little purse bags of the same goods. They are shown in an amazing assortment of patterns, geometrics, prim little conventionals and some ultra modern, running the entire gamut of color. The shoes have a piping of the emphasized color by way of trimming, and the bags are smallish affairs made to hold just a handkerchief, vanity and a tiny coin purse.

Toy Orders Run Behind.

Toy orders this year have been running about 10 per cent. behind the corresponding period of 1929, according to trade authorities here. Buying emphasis since the first of the year has been largely on items for Spring and Summer selling. Many of the chain stores, as well as the large department stores, have yet to place any substantial volume of holiday business.

The trade is awaiting with interest the results likely to be derived from the new experiment of "Toy Week" to be held at the Hotel McAlpin, New York, from June 9 to 14. This week is intended to provide another, but later, buying period for holiday merchandise, following the toy fair here last February. Reservations for space at the exhibit have lately been increasing and the indications are that some sixty manufacturers will make exhibits.

Mechanical, electrical and outdoor sports playthings have had the bulk of the business thus far. Some types of wheel goods have been in demand, but this merchandise generally has tended to be slow. Early business in dolls has proved disappointing.

Increased Demand For Organdie.

An increased demand for imported and domestic organdie is reported. While a large quantity continues to be used in curtains and bedspreads, more yardage is said to be going into formal dresses, blouses and children's wear. All pastel shades are selling, while white is outstanding. Printed voiles are expected to be leader of this summer's wash fabric season. There is also remarked a wider interest in cotton for pajamas and nightgowns as well as underwear.

In batiste cutters are said to show more interest in the larger type of work. Dots and simple square arrangements are said to be popular in the cheaper quality.

Dotted Swiss in White, Colored Grounds.

Imported dotted Swiss is a cotton which has come into more prominence. Honors are said to be divided between the white grounds dotted in colors and the colored ground dotted in white, the latter predominating at present, although it is expected that with warmer weather the demand will turn more to white grounds. The all white dotted Swiss is also attracting some activity, it is added, while dark colors are described as being good. Navy blue is favored, not only in the white dot but also in the red dot. Black and white is another active combination.

BUSINESS CONDITIONS

in Michigan are improving. Factories are putting on more help. Warm weather has increased retail sales. You cannot get sales unless you have the right merchandise.

Our stocks are complete. See our salesman, write, or telephone us with charges reversed.

VISIT US AND SEE OUR MODEL STORE



"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"

• PARIS • says "Long Hair"!

DuroBelle
HUMAN HAIR NETS

are needed for the smart coiffure.

\$9.00 a gross, all regular styles and colors.

\$12.00 a gross, gray, white, lavender, purple.

\$9.00 a gross for

DuroBelle

Slumber Caps and Water Wave Nets with Chin Elastic—pastel and hair shades.

Handsome display cabinet free on request.

Also importers of

UNICUM

Hair Nets.

Get our quotation on YOUR OWN BRAND.

NATIONAL GARY CORPORATION

Successors to

NATIONAL TRADING CO. and THEO. H. GARY CO.
251 Fourth Ave., New York, N. Y.
535 South Franklin St., Chicago Ill.

FOR SALE

A modern cleaning and dyeing business. 1929 gross, \$27,709.45. Equipment consisting of lease, washers, filters, tumblers, presses, racks, delivery trucks, cash register, adding machine, etc., etc., together with all other equipment in good condition, with the good-will of the business, will be sold as a going concern at public auction to the highest bidder, subject to debts of the concern on Saturday, May 31st, 1930, at ten o'clock a. m.

Terms of sale: One-third to one-half cash, balance in equal monthly payments in one to two years, with interest. Inquiries solicited. Bids may be made in person or by mail to reach the undersigned on or before the above date. For further information write Minnesota Cleaners and Dyers, Inc., c/o Stanley J. Domzalski, Receiver, 2020 Davison Avenue, East, Detroit, Michigan.

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.

How To Create Better Business.

President Hoover's message to the United States Chamber of Commerce indicates that the worst of the depression is over. He said: "We have been passing through one of those great economic storms which periodically bring hardship and suffering among our people." He furthermore said: "The officers of a ship in heavy seas have as deep a consciousness of the human values involved in the passengers and crew whose lives are in their keeping, but they can best serve them by taking counsel of their charts, compass and barometer and by devotion to navigation and the boilers. In the like manner, the individual welfare can best be served by us if we devote ourselves to the amelioration of destructive forces—for thereby we serve millions of people. All slumps are the inexorable consequences of the destructive forces of booms and we find these rest mainly on certain forces inherent in human minds."

By a strange coincidence, our story leading up to the Shoe Styles Conference used as a symbol the officers of a ship taking counsel of their chart and compass.

That same simile was used in 1920 by John Craddock when he said: "We are sailing on uncharted seas into an economic situation that needs the best combined intelligences of our industry to hold the course toward good business."

Group thinking comes first—then individual action. The acceleration of business now becomes an individual affair. Under the leadership of President Hoover the "greatest economic experiment of all times" was made the basis of stabilizing the Ship of Business these past six months. We have in these six months weathered a storm that might have been very, very much worse. The major industries of our country and every State and National force threw into the wage envelopes of our people the money needed to tide over the first emergency and to keep people employed.

We are now stepping into the second cycle, which in many ways is the most important of all. The next four months are the low production months of the year. They need the stimulation of every possible order for goods that can be safely and properly placed. We need a practical, potential campaign for prosperity.

The keynote of the prosperity creed is optimism and better service to the public.

There must be some cure for the pessimism which found its birth in the recent panic and which lives on in all channels of merchandising. Depressing reports are too easily spread everywhere, and the President's speech helped promulgate our thought of starting a "sunshine movement" throughout the trade.

The shoe dealers should be first on the band wagon of a National Pros-

perity Campaign, and they should act as pilot of a progressive industry which goes between manufacturer and consumer, for manufacturing depends upon merchandising, merchandising depends upon merchants, merchants depend upon consumers and consumers depend upon prosperous times to be able to buy.

The system of retrenching in stocks carried in shoe stores has been going on since 1919, and it is alarming in some instances to note at the present time the return to several fundamental evils which were the causes in some measure of the failure of so many shoe-men at the time of the last financial stringency. The diversity in lines carried, together with the small range of selling sizes, will surely put the retailer back in the old condition of small actual business on a large working stock.

The prosperity idea does him absolutely no good unless he sticks to that form of practical, potential prosperity, which means conservative buying of styles that have been figured out to the exact selling pair.

How to do it? Talk better business; boost your line; your neighbor; your city; distribute prosperity literature if it is but a base line on your circular; put it into your advertising; send it out with every pair of shoes.—Boot and Shoe Recorder.

Merchandising Helps To Be Had For the Asking.

Which is the best method of increasing sales? This very serious question confronts all retail merchants and covers a vast zone. Every merchant is trying to solve this problem. It is difficult to follow any specific plan, but we find that in the many years of merchandising experience there are several well defined rules which have materially helped in increasing business. The store must be properly arranged and all merchandise neatly arranged; all goods marked in plain figures; prompt and efficient service; store and stock immaculately clean at all times. Too much stress cannot be given to neat and attractive signs, both in the store and in the show windows. Employ courteous and well trained salespeople.

For meeting unfair competition, we find the best method of offsetting this is to educate the trade as to quality, price, workmanship and weight and ask for a comparison of quality and price when a customer is under the impression he can buy cheaper elsewhere. Spend a little time in explaining to your trade the good quality of the article you are handling, and always welcome an opportunity for comparison. This goes farther than the method of knocking.

In trying to please the dissatisfied customers, we would suggest having a heart-to-heart talk about whatever it is they are dissatisfied about, and if you wish to have them as customers again, give them a little the best of the deal when straightening disputed claims. We find the first loss is usually the last.

The best results for the money that is spent is in advertising; goods properly displayed are half sold; it in-

creases sales; makes more net profit; it appeals to the people; it speaks for the merchandise you have for sale; it gains and holds the confidence of the people; it helps to bring back dissatisfied customers, and the majority of retail merchants are overlooking their best bet as an advertising medium that they have, so if you will give a little attention to the part of your store that represents your entire investment, with a few of the proper needs to make the displays, you will soon see your store will have a healthy glow.

In our service department we have connected with us experienced men along these lines who are willing and are giving their time gratis for the benefit of the independent merchants. We would suggest for men's and ladies' wearing apparel proper display stands for the article they wish to display, which can be had in wood or in metal. The most up-to-date and coming display equipment is combination of wood and metal.

For the grocer, we suggest price

tickets, sign holders, and display tables, with a little time spent to properly arrange and you will be agreeably surprised by the results you get from following out these suggestions.

Solomon To His Son.

"My son, never speak unkindly of chain stores."

"Never knock them, for God made them the same as He made fleas, lice, bugs, wasps, snakes, skunks, gossipers, egotists and all other unpleasant things."

"In His inscrutable wisdom He made them."

"Why He made them only He knows."

"Some day He may enlighten us."

"So, my son, speak not ill of chain stores—treat them as thou wouldst treat fleas, lice, bugs, wasps, snakes, skunks, gossipers and egotists."



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.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$425,396.21

for

Information write to

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooning, Grand Rapids.

First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors — Ole Peterson, Muskegon; Frank Marxer, Saginaw; Leigh Thomas, Ann Arbor; M. C. Goossen, Lansing; R. J. LaBarge, Pontiac.

How the Chains Drain the Banks.

With the entrance of the chain store system into Wisconsin since 1925, have come a decline of \$45,000,000 in the resources of state banks in two years and a rise in commercial failures, due to the forcing of the small merchant to the wall, Henry A. Huber, Lieutenant Governor of Wisconsin, charged in an address recently before the Rotary Club of Stoughton. National banks in the past year suffered a loss of \$7,144,000 in total deposits, Mr. Huber said.

"The chain monopoly has resulted in the money of Wisconsin taking wing out of the State," declared the speaker. "Under the chain store system the money takes flight to Wall street with the speed of a homing pigeon."

Mr. Huber said there were two factors which indicated that chain monopoly was menacing Wisconsin community life—the decline in bank resources and the rise in the number of mercantile bankruptcies, which have mounted from 61 in 1921 to 229 for the past year.

"The plain fact," he continued, "is that coincident with the chain store invasion in the last two years, the resources of the state banks of Wisconsin have fallen off more than \$45,000,000. Before then they were increasing, and in 1927 the increase was \$22,088,303. The resources of Wisconsin State banks on December 31, 1927, were \$637,770,202.98. On December 31, 1929, the resources of Wisconsin State banks, as just announced by the banking department, were \$591,200,800.02. The decline the first year was \$26,572,609.98. The decline the year just passed was \$19,896,793.08.

"National banks are located in the larger commercial centers, but even these in the past year suffered losses of deposits. The total deposits of all national banks in Wisconsin on December 31, 1928, were \$441,900,000. On October 4, 1929, before the stock market crash struck this country, the deposits of national banks in the state had decreased to \$434,756,000. This was a loss of \$7,144,000 in ten months. It is probable that the year's close found this falling off of deposits much higher.

Views of Independent Grocer of Flint.

Now the independent wholesalers are complaining of the independent retailer buying of chain wholesalers.

Can they not see that the chain wholesaler is out to get all the business he can?

The independent wholesaler is up against the same proposition now as we independent retailers have always been—the chains.

The independent wholesaler must meet his competitor's price, so the independent

retailer can't be blamed for buying where he can meet the retail chain price or some place near it.

Some of the independent wholesalers are out with contracts and articles of agreement for the independent retailer to sign. That in a way binds him to buy of them to a certain extent.

We are in a fight for independence, aren't we?

The independent wholesaler will have to meet his foe, the same as we retailers have for the last ten years.

As the independent retailer must compete with the chains, he must buy where the price is right, quality considered.

So far I think Lee & Cady and the Schust Baking Co. have done as much or more than any other wholesaler for the home owned stores.

Some of the wholesalers go so far as to be willing to donate to the Main Street Crusader, but don't want their names to get out, so the chains will know they are on the independent side. That is good, come on out in the open and fight. God hates a coward.

O. H. Burlew.

Raspberries As Large As Plums.

Raspberries as large as plums grow in Hawaii and have been introduced in California, but the large berries have not yet come into general use in the State. The Hawaii Agriculture Experiment Station is testing numerous seedlings of this native berry, known locally as the akala, in the hope of developing it commercially.

The akala, perhaps more closely related to our salmon berry than to American raspberries, was discovered by Europeans in Hawaii in 1778 and, since then, has gradually disappeared from the lower elevations. The fruits ordinarily grow to a diameter of one inch or one and one-half inches, and the larger ones two inches in diameter, according to the annual report of the Hawaii Agricultural Experiment Station. The canes grow one or two inches in diameter forming a dense underbrush in the forests.

Will Seek Patent on Whisky Watermelon.

A perplexing prohibition question may face the courts of North Carolina next Summer if plans of a Gates county watermelon grower materialize. He plans to plant a large patch of watermelons and when they are almost ripe apply whisky.

The method consists of cutting a hole in the stem of each watermelon vine, inserting a twisted strand of cotton with one end in a bottle of whisky. The watermelon is supposed to absorb the whisky—and acquire a kick and odor second to none.

"Business is good, and I contemplate applying for a patent trade name for my products—Whisky Melons," the grower said.

The Cut Rate Shoe Stores, Western avenue, Muskegon, renew their subscription to the Tradesman and write: "It is a real asset to any man's business, and a help to keep out of the red figures."

The bass drum makes a big noise because there's nothing in it.

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

Quality — we have found — is an invincible salesman. We have given him a job for life in our bakeries.

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.

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.

MEAT DEALER

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

Sausage With Fruit.

Sausage served in combination with fruit is an excellent addition to any meal. It lends itself to many more and varied ways of serving than we oftentimes think. It not only serves as a dish unto itself, but also furnishes flavor and zest to a number of other food combinations.

Crisp, juicy links of sausage sizzling in the pan in the early morning are unexcelled for the wholesome breakfast on a cold winter morning. This, in combination with fruit, is an ideal way of adding variety to the breakfast menu. It is not limited to breakfast alone, but makes a wholesome and appetizing luncheon or supper dish.

Those who have not tried the sausage and fruit combinations will appreciate the following recipes:

Sausage and Fried Apples—Fry the required number of sausages. Slice and core large, tart, red-skinned apples in crosswise slices without paring them, first dipping them in flour to which a little sugar has been added. Fry in the fat left from the sausages until a delicate brown. Serve sausages on the apple slices.

Sausage and Bananas—Fry sausages until brown. Cut bananas in halves lengthwise and dip in egg and crumbs. Pour off most of the sausage fat, then put in bananas and fry until a delicate brown. Serve with the sausage and garnish with lemon slices.

Sausage Hawaiian—Fry sausages until brown. Saute pineapple slices in butter until a delicate brown. Garnish slices with sausages and serve piping hot.

Sausage With Apricots—Heat canned apricots and drain off syrup. Fry sausages until brown. Serve them with alternating halves of apricot.

Modern Sausage Plant Like Kitchen.

It would seem that nearly anyone would be interested in peeking into a sausage kitchen of a modern packing house.

There was a time when sausage was viewed with suspicion as to its contents, methods of preparation and—in a word—the lack of interest some makers were supposed to have for public health. Without going into the question of justification of these suspicions it may be said that up-to-date sausage rooms now are under the supervision of competent inspectors representing the consuming public and so it is not necessary for manufacturers to make special clean-up jobs in anticipation of company, for the places where sausage is made are just as sanitary as the critical housewife's kitchen. The construction of rooms is such that they can readily be made clean, and thorough cleaning is done daily or as much oftener as the nature of the work demands.

Aside from the immense trucks holding the meat and the tables used for linking sausage and other work, the most interesting pieces of equip-

ment are the meat choppers, mixers, and stuffers. The meat choppers are similar to those used in homes, except that they are very large and are operated by power. There are several plates so that meat may be chopped fine or coarse and suitable for any particular kind of product. There is another kind of chopper called a silent cutter that works on a different principle. It has knives curved like a Turkish sword and these are centered on a central horizontal shaft. A set of them arranged a few inches apart from a circular cutting arrangement and when revolved at high speed finely chop and blend meat and spices in a revolving metal bowl, curved at the bottom to fit the knives. This is a very ingenious machine and it is responsible for the fine blends we get in sausage. Then there is a large machine called the mixer. This is like a bread mixer used in large bakeries and is a place where large quantities of chopped meat—frequently of different kinds—are thoroughly mixed with each other and with spices. This machine is used either in lieu of the silent cutter already described or in some cases in connection with it. The most interesting machine, however, is the stuffer. In large sausage houses these stuffers all operate by power, usually compressed air. To visualize the principle of this machine we may think of a barrel-shaped metal drum with an outlet at one end through a long tapering nozzle, but set in an upright position with the nozzle on top. This barrel is filled with finely chopped spiced meat and a plunger at the bottom forces the contents out through the nozzle and into casings which have previously been slipped on it.

Gives Free Hamburger in Price War.

As a result of a ten-day war with his Atlantic and Pacific Tea Co. competitor, Clyde E. Eichel, a retail meat dealer in New Philadelphia, Ohio, has been giving away hamburger for nothing.

Eichel and the A. & P. store exchanged blow for blow by reducing the price of hamburger from 18 cents to 17, then to 15, and then to 3 pounds for a quarter. The A. & P. store finally cut the price to three pounds for 20 cents.

Rather than reduce the price to a nickel a pound, Eichel started giving away a pound of hamburger with every fifty cent purchase. The A. & P. store retaliated by lowering the prices on other meats. Round steak was cut from 31 to 25 cents a pound; tenderloin, 41 to 33, and shoulder chops 26 to 22. And so the war goes on.

Free Coffee To Three People Per Week.

A Texas grocer improves the effectiveness of his advertising by publishing each week, adjacent to his list of specials, the names of three people in the community who will be given a can of coffee free.

The names are picked at random, and people in the community, this grocer has found, read the advertisement each week to see whether they are on the list.

M. J. DARK & SONS

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HARDWARE

Michigan Retail Hardware Association.
President—Louis F. Wolf, Mt. Clemens.
Vice-Pres.—Waldo Bruske, Saginaw.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Suggestions in Regard To Kitchen Shower Trade.

The wideawake business man plans his work ahead. In May he is shaping his June and July program; in September and October he is planning for Christmas.

Right now most hardware dealers are looking ahead to June at least. June is the month of brides; and the June gift trade is a considerable factor in the hardware dealer's turnover.

Before making his displays of June wedding gift lines—displays which, by the way, appeal to what is really an all-the-year-round trade—the hardware dealer can secure considerable business by catering to the demand for gift articles for "showers" of one sort and another.

What is a "shower." It is a sort of little preliminary party where some friend of the prospective bride entertains other friends in her especial set. It gives the more distant friends of the bride-elect, those who are not likely to be invited to the wedding, an opportunity to enjoy themselves in a social way and to remember the bride with some little gift or other—especially something helpful to her in furnishing the new home.

Thus there are linen showers, tin showers, china showers and kitchen showers—not to mention more ambitions and restricted events such as aluminum, enamelware or electrical showers.

It will be observed that most of the showers specified are calculated to make demands on the hardware stock. The wide-awake hardware dealer meets these demands half way by going out after the business, putting on a shower display, and giving these lines some newspaper publicity.

June is the month of brides; and the careful hardware dealer is wise to launch his June gift campaign at the very beginning of the month. This means that his shower campaign should be staged in May.

It is perfectly true that showers, like weddings, are held every month of the year. But this is the psychological moment to impress on your public the fact that you have a comprehensive line of cheaper gifts suitable for shower purposes.

A good slogan for your display and newspaper advertising might be: "May showers for June brides."

It will pay the hardware dealer who caters to the shower trade to put on his initial shower display toward the middle of May, or a little later.

There are several good methods of reaching this class of trade. Window display is one of the most effective. Newspaper advertising helps. Circular letters can often be used to good advantage, addressed to a selected mailing list of young maids and young matrons likely to be hostesses at such events. A fourth avenue of appeal, and probably the most effective, is personal suggestion.

Right now, or in any event before

the end of May, would be as good a time as you can get to put on a window display.

You can often find a good method of display approach by studying the mental attitude of the class of people to whom you are making your appeal. What does the young woman who plans to put on a shower for some bride-elect think of at the very outset.

Her first question, in nine cases out of ten, is: "Isn't there some new kind of shower that hasn't been done to death already?"

So a "Shower Suggestion" window is, right now, a pretty good stunt. Take as your cue the fact that the bride-elect in most cases has already been given a "kitchen shower" by some friend or other, and that her other friends are anxious for something different.

Why not an aluminum shower? Or a woodenware shower? Or enamelware? Or an electrical shower, devoted to the less expensive items of electrical equipment—irons, toasters and the like? Go over your stock and find out just what possibilities it presents—remembering always that the gift articles should be such as are useful and necessary in the new home.

For instance a "Household Tools" shower would be a good stunt and a new one. Most households start without equipment of this sort—tack hammers, carpet beaters, handy saws, and other everyday tools with which every household ought to be completely equipped. Smaller garden tools can be worked into the gift possibilities of such a shower.

Your display should show the possibilities, and this means showing a fairly comprehensive line of gifts for each type of shower. A good stunt is to show a few electrical items, a few tools, a few bits of enamelware, woodenware or tinware as the case may be—group each class of stuff by itself and add to each group a conspicuous card with as complete a list as you can compile of gift suggestions in that particular category. Thus your window embodies a goodly number of suggestions for different types of showers, and very complete suggestions for gift articles in each class.

Then comes the matter of effective accessories. How about a big "wedding ring" contrived of a large hoop padded and covered with gilt paper? If you can get hold of a miniature bridal couple, stand them inside the hoop. Work in the regulation bridal costume.

If you can't get that, go through last June's magazines for colored pictures with a bridal slant. Work these into your show cards or bulletin them behind your plate glass.

Show-card slogans will help. "May Showers for the June Bride" is a good one. "Why not an aluminum shower?" "The kitchen shower is always popular." "Let's help you with shower suggestions."

Another neat and striking window display is contrived with, as central feature, a dummy bride holding a parasol. Over this dangled from the top of the window by invisible wires a veritable deluge of small kitchen utensils.

Orange blossoms and bridal veil and bouquet were worked into the bride's costume; and real rice was scattered over the window. "Kitchen shower—sure" was the accompanying terse slogan.

How far the hardware dealer is prepared to go in the direction of practical helpfulness to shower hostesses depends on his own inclinations, and what the trade is worth to him. At Christmas a good many stores make a feature of helpful suggestions, expert help in selecting gifts, etc. "You don't have to buy," such stores advertise. "Our advice and assistance cost you nothing." The stunt has in many instances proven a good business-getter.

It is not as difficult as it looks, and it can be adapted to the June gift trade and the May shower trade. All that is needed is some systematic method of accumulating and arranging ideas and suggestions. One hardware dealer keeps a scrap book—it is now, in fact, a small library of scrap books—in which are pasted ideas for showers clipped from the women's magazines and Sunday supplements. He has for years been accumulating this material for a specific purpose. The material includes menus, games, decorations, and, last and most important, gift suggestions.

One salesman has been especially detailed to master the subject. Originally he was merely expected to know where to look for information; but now from long practice he has it at his finger tips. And so long has his "suggestion department" been function-

ing in that particular town that shower hostesses go to this store for suggestions as to their little functions. From the material in these scrap books the hostess can work up her entire program in a few minutes. So she reciprocates by deciding on a shower that invites gift articles from the hardware stock.

The hardware store can help, also, by showing intended purchasers a comprehensive list of gift suggestions in any particular line. One dealer has these lists mimeographed, and actually checks off items which have been purchased in order to help his customers avoid duplication.

These things may look like more work than the business is worth. But they help pull a lot of extra business; and if they are properly systematized, the work involved is almost negligible. For instance, all that is required to prevent duplication, by your customers, is to have a mimeographed sheet marked "Shower for Miss Blank," with a complete list of possible gifts and when a gift is purchased check off the item.

Of course other dealers meet the duplication problem by offering to exchange any article afterward. But which process, in the long run, involves the most work?

The young folks on your own staff can help you get a line on prospects. Who are the prospective brides? Who are their friends likely to entertain for them? Get this information in advance and send a neat circular letter to the prospective hostess—or, better still, have some member of your staff personally offer to put your store facili-

BROWN & SEHLER COMPANY

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

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

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

ties at the service of the hostess. Enlist the active assistance of your salespeople and your office staff in this work. They can reach prospects you will never reach, and get in touch with them much more effectively.

The May shower campaign now paves the way for the June wedding gift campaign a little later.

Victor Lauriston.

Suck the Life Blood Out of the Republic.

In studying the origin of the chain stores I found that the chain idea was first applied to the liquor business, with large breweries controlling a chain of saloons. Like a lot of other evil things chains trace back to the saloons. This is a very bad origin. Nothing good can come out of that.

From liquor the idea spread to tea and in 1858 the great A. & P. Tea Co. was founded. This led to the Jones Bros. Tea Co. in 1872, the Woolworth 5c and 10c chain in 1879, the James Butler Bros. grocery chain in 1882, the S. S. Kresge Co. in 1885, the J. C. Penney Co. in 1902, United Drug Co. in 1902, until the "racket" stores and "novelty" stores were attracted by the idea.

Since 1900 in the United States, the chain stores have spread to more than thirty-five fields, including oils, cafes, barber shops, clothiers, shoes, candies, confections, bakeries, grocers, milk retailers, tobacco and cigars, drugs, furniture and banks, and in 1928, 3,700 chain store systems in the country did 12 per cent. of the total retail business.

Prior to 1923 chain store growth was confined mostly to big cities but since 1923 the smaller cities and towns have been invaded, particularly by 5c and 10c stores and grocery chains. Another development was the entry of the mail order houses in the chain field. Sears Roebuck & Co., up to this date is opening branches in big cities, but Montgomery Ward & Co., are setting up 1500 retail stores, mostly in medium sized towns. Mail order houses, years ago, did a service to the R. F. D. people in isolated communities, but they are making a serious mistake and inviting trouble in encroaching upon the local retail business.

In dealing with chain stores the customer never makes contacts with the owner or head of the original business. Now we always like to see the man who gets our money and one advantage of dealing with the independent is such contact. Chain stores are an outgrowth of the corporation method of doing business. "God made man in his own image, gave him a soul and placed him a garden of Eden." Man made the corporation soulless, godless, grasping and brutal in the image of the Devil and is making a hell out of the earth. The corporation has made the trusts and the monopolies, those great combinations which stifle the small man and sit aloft on glittering thrones and like vampires, suck the life blood out of the Republic.

You've got to call a halt to the development of big business. In fact it's got to a stage where its province must be plainly marked. Let us regain our

constitutional guaranty of right to pursue happiness. There should remain forever the opportunity for every man to own his own business and not be like an enslaved subject to be driven by some master. Not a word is said in the constitution about rights and they have none except such as have been given them by the legislatures and the courts. Let us reassert the rights of a citizen to own, to operate and to make a living in retail business.

Now a word to you independent dealer: Give your customers a fair deal. Serve them, know them, be friends with them—and they'll stand by you. Seriously, you are building a bridge over a great chasm with yawns across the life opportunities of your boy and my boy. Build that bridge stout and strong. Build in the spirit of the well known poem, The Builder.

A. S. Bussey.

Twelve Reasons For Patronizing Independents.

1. Because I can get goods I want at your store.
2. Because at your store I get quick service.
3. Because your store uses an up-to-date system and I do not have to wait long for my change.
4. Because your displays are distinctive, instructive, and pleasing.
5. Because your store is always neat and clean.
6. Because your salespeople always greet me with a smile. No matter how busy they are, they never fail to notice me when I approach the counter.
7. Because your salespeople never try to force me to buy something I do not want.
8. Because your salespeople always show me courtesy and consideration; they seem to take a personal interest in my needs.
9. Because your salespeople often have something new to show me. When one of them recommends an article I know it is the best of the kind.
10. Because your salespeople always remind me of things I need. I enjoy the extra purchases even more than the one I purposely came in to make.
11. Because at your store, when others are ahead of me, I know I will be served in my turn.
12. Because at your store I can get my money back if I am not satisfied.

"He profits most who serves best."

Use of Cottons For Town Wear Increasing.

The impression prevailing in some quarters that cotton frocks and ensembles are primarily for warm weather and resort usage is entirely erroneous. During the current season there has been a vigorous consumer call for cotton attire for ordinary city wear. It consisted chiefly of small pattern prints with black, blue and other subdued backgrounds. Of course, when the resort season gets under way, the light pastel shades and the medium-

sized printed motifs will begin to have the preference, but to date these have been of minor consequence. In fact, they are already profitably active on the Pacific Coast and in the South.

LaRose Market, Inc., 7828 Gratiot avenue, Detroit, send in their renewal and say: "Your wonderful articles on chain store questions are worth many times the price of your paper."

Halloran Detective Agency
High Grade Detective Work
506 G. R. Savings Bank Bldg.
Grand Rapids Michigan
Phone 65626

NEW ERA
LIFE ASSOCIATION
Grand Rapids.
SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

You need



TRILBY SOAP

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really clean hands

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

Brick is Everlasting

GRANDE BRICK CO.
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SAGINAW BRICK CO.
Saginaw.

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Sidewall
Protection

Made in
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Sold
Through
Dealers
Only.



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SALES BOOKS MANIFOLD
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KRAFT CHEESE

All varieties, bulk and package cheese

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TEN BRUIN'S HORSE RADISH and
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OTHER SPECIALTIES

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Look for the Red Heart
on the Can

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4% interest paid. Capital
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Loans made by our Indus-
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and Cashier
Fred H. Travis, Asst.
Cashier

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Milwaukee, May 10—Here I am blessed with a few good friends in the hotel game.

Milton Magel and his good wife (Hazel) are now comfortably installed in the Hotel Plaza, a 300 room apartment hotel, fully up to the minute and operating with an 88 per cent. occupancy. I had ample opportunity to inspect this proposition and feel very much like congratulating them on their possessing this property on a long-time and quite favorable lease. Mrs. Magel had just returned from a visit to Michigan among some of her old-time hotel and other friends. Later on I shall have something interesting to say about their Milwaukee acquisition.

Harry Halfacre, manager of Hotel Pfister, of which Ray Smith is owner, showed me all over this familiar Milwaukee landmark, on which over a million dollars has been recently expended in improvements. Some of the rooms are the most sumptuously furnished of any I ever inspected, while the public features are certainly marvelous. Harry used to be connected with Hotel Portage, at Akron, Ohio, but was a frequent participant at the conventions of the Michigan Hotel Association.

The Kletschs, Herman and Alvin, who are owners of the Nationally-known Republican House, have taken personal charge of the property, which has been owned by the family for at least a half century, are making marked improvements, which will add to the comfort which has always been dispensed so liberally by the institution, and will add to its laurels. It was my good fortune to be a participant at the festivities offered on the occasion of Herman's birthday. He has been secretary of the Wisconsin Hotel Association for many years and I can conscientiously say that he "knows his onions." If my commutation ticket holds out expect to repeat my visit in the near future.

Out in Nebraska and Iowa they have several hotels named after a favorite cereal, such as Corn Husker, Tallcorn and the like. After they have exhausted the vocabulary of cereals I will expect to hear of Corn Cure, plasters and the like.

A recent issue of the Hotel World certainly gives my good friend, George Crocker, managing director of Hotel Olds, Lansing, a wonderful send off, as it were. Wish I had the nerve to ask for the space to reproduce it here, but later on I am going to do a little detective work over there myself and confirm some of the statements made. In the meantime I trust our friendship will continue.

The Windsor Hotel, Sault Ste. Marie, is to have an addition of eighty-six rooms, giving it a total of 130, all modern. Paul M. Everett is the operator of same.

Hotel authorities do not agree with some of the optimists who are claiming they can see an improvement in employment conditions. The facts are that with the constantly increasing over-production of hotels and the cessation of transient commercial trade, there is not so much to feel jubilant about. Still crazy investors will continue to fall for promotionists and the orgy of overbuilding will no doubt continue. Hence the reduction of clerical forces in hotel administration.

The Michigan Hotel, at Kalamazoo, has just been leased to Gus Dussiss

together with an adjacent store. A new coffee shop will be opened and other changes made.

I feel sure that Dave Reid and his son, Raymond, will make a hit with their operation of Hotel Herkimer, Grand Rapids, which they recently acquired by lease with an option of purchase. Dave is surely one of the best ever, and my somewhat more limited acquaintance with the junior member of the organization, justifies me in making this claim. I never knew why Dave disposed of his South Haven property, but I am willing to wager it was not for lack of patronage or waning of popularity.

The increasing accession to the ranks of Greeterism pleases me. These are the resourceful young men who take their positions and responsibilities seriously, and when it comes to the question of loyalty to their employers are record breakers. I am watching with interest the progress being made by W. E. Deffenbacher in his efforts to establish an endowment fund for their home, at Denver.

Wisconsin has a law making it a misdemeanor for a hitch hiker to solicit a ride in a passing automobile or for the driver to pick up any stranger under such conditions. Other states have followed suit. The highways to the Pacific Coast are fairly alive with such adventurers, many of whom resort to robbery and homicide when accommodated by motorists. There is also a large other class who steal or make a purchase of a \$35 jitney and become public nuisances. They, also, should be regulated.

Clyde J. Burns has purchased the lease of and furnishings of the Hotel Delta, Escanaba, from Joseph P. Oberlin, and will take possession of same on June first. Mr. Oberlin purchased this hotel from Burns & Cleary about two years ago, after they had been associated in its operation for eight years. I know them both very well and have no doubt that Mr. Burns will continue the successes enjoyed by the old firm. The Delta is one of the few modern hotels in the Upper Peninsula, is well located and has always enjoyed a satisfactory patronage. Mr. Oberlin, according to reports contemplates locating in Muskegon, but I will await an official announcement before enlarging on the topic. When I was operating at Glen Lake we were closely in touch with one another and his acquaintance was one of the delights of my existence.

A. W. Heldenbrand, who recently bought the Arcadia Hotel, at Alma, has changed the name of that institution to Hildy's Inn. Serves him right. If one ever wanted a guaranty that a hotel was all it claimed to be, the simple word "Hildy" would meet the requirement. I will soon tell you more about it.

The Hotel Marquette, at Marquette, which has been almost completely rebuilt and refurbished, has been reopened to the public. It was one of the first modern hotels ever built in the Lake Superior section and I am not so sure that it was not one of the first of that class built in the State. This I do know—it has always been one of the most popular. John Lewis, one of my most satisfactory friends, is its owner, but it will be operated by his two resourceful daughters, Misses Rhea and Margaret, who know exactly how it should be done. By assuming this responsibility they will give me more time to visit with the owner, if I am fortunate enough to catch up with him this summer.

Whether you know it or not there is a law in Michigan making it a fin-

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
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Rates \$1.25 to \$2.50
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Cafe in connection.
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Warm Friend Tavern

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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.

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BATTLE CREEK, MICHIGAN

Hotel Hermitage

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Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

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

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

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RATES—\$1.50 up without bath.
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Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Occidental Hotel

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Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CHARLES RENNER HOTELS

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

Park Place Hotel

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Rates Reasonable—Service Superb
—Location Admirable.

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LARGEST HOTEL IN LANSING

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

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Fireproof Construction

The only All New Hotel in the city.

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250 Rooms—150 Rooms with Private Bath.

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Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

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Wolverine Hotel

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Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

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Open the year around.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

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GEORGE L. CROCKER,
Manager.

able offense for laundries to wash linen marked for hotels and return same to private parties who may have sent it in. If observed it will make it discouraging for souvenir hunters to lug away hotel linen. The same law ought to apply to a lot of other deprecations of this character from pin-cushions to pianos.

The Park Place Hotel, at Traverse City, it is announced, will be opened June 1, and is worth while. Manager McFadden, who succeeded W. O. Holden on his retirement last fall, is on the job superintending the completion and furnishing of same.

A lot of restaurant men seem to think, according to their statements that there is a strong tendency toward popular prices. There is. One need go no further than an investigation of drug store catering, to develop this thought. Patrons may not all be on the diet list, but most of them have discovered that plain cooking of simple foods is best for what ails them, and are going to it with a vengeance. In California particularly I have noticed that the \$1.50 dinners are being superseded—in the advertising columns—by the offerings at \$1 or less. Possibly the demand for cigarettes is increasing in a like ratio and they are "not reaching" so far for food.

H. Stanley Green, who preceded Wm. J. Chittenden, Jr., as operating manager of Hotel Detroit-Leland, but for some time manager of Webster Hall, Pittsburgh, died in that city last week. Mr. Green was born in Detroit 55 years ago, but has been employed in hotel service in various cities.

Michigan law makers have been hurdling with the bad check conditions ever since I can remember, but every time they have legislated they have left some loophole which made it exceedingly difficult to weed out the offenders. In the last enactment it threw the burden of proof upon the victim, and did not stipulate that the check itself should be prima facie evidence of an intent to commit fraud. Hence it was necessary to haul bank officials before the courts as witnesses. Now, the law was never intended to be for the exclusive benefit of hotels, but a lot of half-baked prosecuting officers insisted that it was and thereby created a prejudice against its enforcement. New Jersey has gone on record as the producer of an enactment which seems to "fit the crime," and here it is:

"The making, drawing, uttering or delivering of such check, draft or order shall be prima facie evidence of intent to defraud, and the certificate protest of non-payment of same shall be admissible as proof and shall be presumptive evidence that there were no funds or insufficient funds in or credit with such bank or depository, and that the person making, drawing, uttering or delivering such check, draft or order had knowledge that there were no funds or insufficient funds in or credit with such bank or other depository. The word "credit" as used herein shall be construed to mean an arrangement or understanding with the bank or depository for the payment of such check, draft or order."

Now that Uncle Sam has outlawed the lowly pop bottle, I presume the Mason fruit jar will be the next item to "walk the plank." Then Mother's home made raspberry preserves will receive a death blow and we will all have to use treacle on our hot biscuits.

The four-day short college course in hotel operation, at Michigan State College, last week, is reported to have proven a wonderful success, especially

among the younger candidates for hotel careers, although the older ones were very much in evidence also. Such preparation for those who really and sincerely want to cater to the public through this channel cannot be too highly recommended, and I trust this annual round-up will be continued.

The merging under one operating company of a large group of important Detroit residential hotels, originally announced last year, has been progressing quietly but surely toward completion, according to the finance committee which has the matter in charge. The principal holdup on the deal has been due to changes in the personnel of the Union Trust Company, which is placing a first mortgage on the group of hotels, said to approximate \$9,000,000. Arrangements were completed with the trust company a month ago and the consummation of the deal looks likely.

Work has already begun on a program to rehabilitate the Hotel King, at Reed City, which recently came into possession of the Dohertys, of Clare. F. E. Doherty, who has been operating a hotel at Daytona Beach, Florida, has returned to Michigan and taken the superintendency of the work. All of the rooms will be redecorated, seventeen baths will be installed, besides which telephones will be installed in all apartments. I expect much of the King under Doherty management. Frank S. Verbeck.

Labor Surplus Due To Urban Trend.

Economic pressure has been driving rural people to the cities at an accelerated rate.

When the many men now living were boys, the population of the United States was half rural and half urban. To-day it is 28 per cent. rural and 72 per cent. urban.

The urban population, exclusive of people living in villages, increased by more than 8,000,000 between 1920 and 1925. Since 1925 the migration cityward has gone on unabated.

Increase in urban population has had two results: It has swelled the ranks of the unemployed. It has intensified the pressure for increased industrial production.

The unemployment problem is acute to-day in many centers. It is becoming constantly more acute as more rural people move to town. Industrial labor, therefore, has a stake in the restoration of the economic balance.

It is doubtful if the policy of paying high wages to support competitive demand can be continued by a race of fierce competition in the labor market.

The trend of population cityward has increased productive capacity in the industrial field, which, unless controlled, will result in a glut of goods. It has been estimated that, whereas before the war the industrial plants of the country in certain important lines had capacity to produce one-sixth more than the people of America could use, to-day existing plants in those lines can produce 50 per cent. more than they can buy.

Heretofore overproduction has been checked by consolidating ownership and closing superfluous plants. How long public opinion will sanction consolidations, after it begins to appear that they tend to reduce many working men and many executives to the ranks of the unemployed, is problematical.

What has caused the movement cityward? Lack of opportunity to earn a satisfying income on the farm.

James D. Slack, professor of economics at Harvard University, recently declared that prices of farm products need to be one-sixth higher than they are now if agriculture is to be on a plane of equity with urban industry. The cause of the trend to the cities, with its social and economic consequences, is our failure to preserve the industrial balance.

Theodore Christianson,
Governor, State of Minnesota.

A. & P. Prosecuted For Violation of Law.

The State Department of Agriculture and Markets of Wisconsin has started prosecution of the A. & P. Co. for violation of a state law forbidding the issuance of trading stamps or coupons redeemable in any way except by cash payment.

On January 27, it is alleged by the Department, the A. & P. store at 410 State street, Madison, sold packages containing the pancake flour to the Fishback Co., Indianapolis, together with \$2.95, the purchaser would receive an electric griddle with a retail value of \$7.50.

Information was filed against the same corporation for violation of the same trading stamp law in October, 1923, the Department charges. At this time, however, the case was dismissed, as the corporation's attorneys contended that the corporation was misinformed by local attorneys as to the interpretation of the Wisconsin law, so that they were not morally guilty of maliciously violating the law.

A minimum penalty for violation of this section of the statutes is placed at \$500 by the trading stamp law, which was passed in 1917.

The Supreme Court has twice upheld the constitutionality of the trading stamp law, the second time offering the following explanation: "They (trading stamps) rely upon something else than the article sold. They tempt by promise of a value greater than that article and apparently not represented in its price, and hence it may be thought that thus by an appeal to cupidity they lure to improvidence. This may not be called in an exact sense, 'lottery,' may not be called 'gaming.' It may, however, be considered as having the seduction and evil of such."

"Backbone" Bars Returns.

That the solution of the returned goods problem is wholly a matter of individual "backbone" and not one of trade co-operation, is the assertion made by one of the most important factors in the women's apparel field. It is the contention of this man, who does not wish to be quoted by name, that there is no general cure-all for the evil, and that it was useless to waste time hunting for one.

"It is unfortunate, but the fact must be faced that the apparel industries have not yet reached that desirable state of development in which all of the parties to an agreement will honor it," this man said. "In saying this I want to emphasize the word 'all' for

my long connection with these trades has taught me that there are many men in them whose word is as good as their bond. Were the membership of their industries confined to these men, illegitimate returns would ultimately become almost as rare as to-day they are common.

"However, there are others who agree to participate in co-operative movements for trade betterment with the mental reservation to do so only to the extent they can without making any personal sacrifice. The only interest such men will have in attempts to cut returns by making chronic offenders known to the trade will lie in scanning the reports for possible new sources of outlet. They may make a gesture at co-operating, but will do so largely to produce a smoke screen.

"The only effective way to stop returns is for each man who is losing money by the practice to put his foot down hard on it. He will either build up a fine clientele or go broke."

Fred A. Thatcher, dealer in general merchandise at Fountain, renews his subscription to the Tradesman and writes: "Keep after the grafters and swindlers. You are doing the best work of any editor in Michigan."

KENT

— Starting —

SATURDAY, MAY 17TH

A Riot of Mirth!

FANNIE BRICE

in

"BE YOURSELF"

— with —

**Robert
Armstrong**

**Harry
Green**

**ALL Talking
Singing!
Laughing!**

**Added "Kent" Features
CLARK & McCULLOUGH**

— in —

"HIRED AND FIRED"

"Novelty" - "Sportlight"

"Paramount News"

**MORTON
HOTEL**

**Grand Rapids' Newest
Hotel**

400 Rooms - 400 Baths

RATES

\$2.50 and up per day.

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, Yolo.

The American Tree.

The tropics have their bread-fruit and their milk trees, but this is the season of the sugar tree of the North, and no one need envy the indolent fruits of the South. We have our sugar maple, the noblest tree of the forest, the gayest in autumn and the sweetest in March. All over New England and New York the sap buckets are hanging, and through the elderberry spouts the clear sap is dripping, as it has been dripping all the springs since the Indians taught the first settlers the secret of the maple trees.

Nor were the Indians the only forest dwellers to recognize the primacy of the maple. All sap is sweet in spring, but maple sap is particularly sweet, and there is no maple to equal the sugar maple—the hard “rock maple,” as those who cut it call it. The woodpeckers know the sweetness of the tree and love to drill their holes to its inner bark; the moose of the North woods chew it and the red squirrel is a famous sugarmaker, tapping the highest twigs and leaving the sun and wind to do the evaporating for him.

Boiling down the sap is a tedious process for the amateur from the city, but it is superb sport in the real sugar country, when the great black sap kettles hang over roaring fires in the “sugar bush” and the whole community gathers to test the syrup and the sugar and to make spring candy by dropping boiled syrup in the snow. Something stirs in the winter-bound heart when the maple sap defies the laws of gravity and starts coursing upward in the trees.

It is our own tree, this sugar maple, a full 100 per cent. American, a part of our most native tradition. Let enthusiasts for tree crops, like J. Russell Smith, bid us grow honey locusts, assuring us that its beans carry 39 per cent. of sugar. No one who has watched maple sap boil can be convinced that any other sugar—cane or beet or honey locust—will ever equal home-grown maple sugar.

Mechanical Refrigeration Established.

Doubtless the most noteworthy advance in fountain equipment in recent years has been the adaptation of mechanical refrigeration to the varied temperature requirements of the fountain. Through the introduction of modern electrical units, the cost of the plant has been brought down to a point where it is possible to the average, fountain. Nothing, not even the electrical devices that have proved so

popular—has so aided in refining the fountain service since the advent of liquid gas made possible the automatic carbonator.

The initial investment in an electrically refrigerated apparatus may be slightly higher than that in an ice-refrigerated fountain, but in actual practice we have records to show that the cost of operation is only about one-third that of ice and we have done away with sloppy service, which means a lot to any store that caters to the public. Ice cream shrinkage has been lessened and losses from soft ice cream are of the past.

We have little use for ice now. We keep some shaved ice to put in drinks for those who desire it, but the temperature of our beverages is so low without it that save for its appearance in fancy beverages we would not need it at all. There are a few customers who like to see a little fine ice in their phosphates, and we are glad to please them by adding it. But modern equipment is not only desirable but absolutely essential to perfect service.

Ultra-Violet Glass.

Much progress has been made in the last few years in the development of sources of ultra-violet light for home use. We now find many sun porches equipped with ultra-violet transmitting glass. The glass is being improved. We are accustomed to seeing ultra-violet lamps in homes. These are getting more and more convenient and have greater safety than in the past. But there is one factor in the ultra-violet light problem which has remained wholly neglected and which was but recently pointed out by Dr. M. Luckiesh, who calls attention to the fact that our walls are not well designed for the reflection of ultra-violet. We retain the light about as well as we could retain water in a bird cage. Nature has done a better job. It is not necessary to get in the direct sunlight to benefit from ultra-violet rays.

Fully as much as 50 per cent. of the ultra-violet found in the direct sun will enter the north windows. This is because the ultra-violet is so easily deflected by water vapor in the air and thus redirected. The inventor, who is willing to spend his time on a development for the future, will find it worth while to begin work on an ultra-violet reflecting wall material.

Cod Liver Oil in Treatment of Incipient Tuberculosis.

Arthur D. Holmes and Hanna L. Ackerman in a paper presented before the biological division of the American Chemical Society at Minneapolis state that medical examination of underweight school children frequently reveals incipient tuberculosis. A group of children who were in contact with tuberculosis at home, who were themselves arrested cases, or who were running a temperature, served as subjects of an investigation designed to secure data concerning the possible value of cod liver oil for such cases. At the beginning of the investigation, a record was made of the physical condition of the subjects. At intervals during the experimental period the

weight, temperature, and absences due to illness, were recorded for each individual. In general, at the termination of the study the children showed a definite increase in body weight and a lowering of abnormal body temperature—the body weight of a large portion of the subjects had become normal. Also there was an improvement in general health and quality of school work.

Disinfecting Effect of Tobacco Smoke.

American hygienists have recently tried to see whether cigarette smoke can destroy bacteria, especially those which occur chiefly in the oral cavity. The person undergoing the tests rinses the mouth with 10 cc. of water, which is then diluted and mixed with nutrient broth to procure suitable living conditions for bacteria. Through this saliva suspension the smoke of the cigarette is blown, and the number of bacteria still capable of living is determined. It was found that the number of bacteria was reduced through the cigarette smoke by about 35 per cent.; with a slightly different method even by 40 per cent. Half an hour after the smoking of a cigarette, the bacteria in the oral cavity of the investigator had diminished by 14 per cent. These results might prompt investigation into the old popular belief that tobacco smoking is good for the preservation of the teeth.

Dangerous Preparation of Digitalis.

John Wyckoff and Harry Gold, New York, give a brief summary of observations on the potency of digitalis.

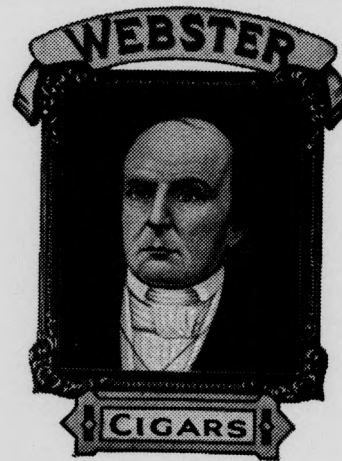
They found that of two specimens, one was twice as potent as the other. They stress the importance of knowing the exact potency of digitalis and, incidentally, they call attention to the misbranding of digitalis by manufacturers. It is not possible to state how frequently digitalis on the market is misbranded. The fact that such practice has been discovered is a matter of grave concern to the physician who is compelled to rely on the accuracy of the manufacturing pharmacist. It is well to be reminded that digitalis is a potent drug which varies widely in activity, and the experience of the pneumonia committee in the forthcoming reports will indicate even more clearly the dangers arising from the use of any preparation of digitalis the potency of which is not accurately stated.

Shirts Bought For Hot Weather.

Orders for men's shirts for Summer wear have been coming through in greater volume recently. The polo shirt continues to retain a dominant position in the business placed, despite doubts expressed in some quarters as to the strength of its vogue. Rayon types are particularly sought. Broadcloths likewise are doing well from a volume standpoint, in both whites and colors. The trend continues to favor collar attached styles in popular price lines, with considerable interest shown in the models featuring new collar shapes. Buying for sales continues to absorb stocks offered at concessions.

To control others, first control self.

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



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

**Distributed Throughout
Michigan by
Lee & Cady**



Late Mercantile News From Ohio.

Youngstown—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against Rosenbaum Naughton Co. by Attorney Murray Nadler, representing American Trouser Co., Pittsburgh, \$183; College Hill Clothing Co., New York City, \$774; Standard Tailoring Co., Cleveland, \$121.

Toledo—The Silver Deal Corporation has been chartered to deal at wholesale and retail in meats and meat products. The corporation will issue 250 shares of no-par stock. Incorporators named are E. M. Butler, Ray J. Garner and J. F. Daly.

Cleveland—An order of adjudication has been entered by the U. S. District Court here in the involuntary bankruptcy case of Phillip Schnabel, trading as Crown Silk Store, and the matter referred to Referee Carl D. Frielin, of this city, for administration.

Lorain—Involuntary bankruptcy proceedings were filed yesterday in the U. S. District Court at Cleveland against H. Dishman, trading as Ohio Dry Goods Co., by Attorney D. P. Hyman, representing Helen Mayer, \$310; Krohn Gold Shoe Co., \$34, and J. F. Friedman & Co., \$201.

Cleveland—Creditors of Morris Klein, trading as Morris Klein Co., manufacturer of women's coats, 2217 Woodland avenue and 2608 West 25th street, have accepted the debtor's 35 per cent. composition offer. It has not yet been confirmed by the court.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Morris M. Rothman, trading as Marys Men's Shop, by Attorney Sidney Weitz, representing C. B. Goorin, \$204; Hibshman Bros., \$297, and by Attorney C. E. Nadler, representing Campus Sweater Co., \$51.

Pioneer—Allen Jenkins and Ralph

Hukill have opened a meat market here.

Barberton—Homer L. McDonald, trading as McDonald Shoe Co., has filed a voluntary bankruptcy petition in the U. S. District Court at Cleveland, listing liabilities of \$3,240 and assets of \$1,800.

Tropical Fruit To Travel Air Line.

Shipping tropical fruits from Mexico to New York and other U. S. markets by airplane is proposed by a concern that has been organized under the name of Air Express Fruit Co. During the mango season in the Tampico region that fruit will be the principal cargo of the airplanes, according to E. F. Hollard, president of the company, who says the airplanes will be equipped with refrigerator compartments and that a profitable business can be done in carrying loads sufficiently large to make long deliveries, even to New York.

Quick Thinking.

A young man received a position in the shipping department of a growing concern. After working there a year he went into the manager's office and asked for a raise.

"What are you getting now?" asked the manager.

"And how much do you want?"

"I think I'm worth fifteen dollars a week, sir."

"Oh, you think so, do you?"

"Yes, sir. I've been thinking so for some time; but I have been so busy that I haven't had a chance to ask you for it before now."

He got the raise.

Detroit—Empire Linen Service, Inc., 6408 Woodward avenue, has been incorporated to supply linen to hotels, restaurants and clubs, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Alkalies	
Boric (Powd.)	10 @ 20	Cotton Seed	1 35@1 50
Boric (Xtal)	10 @ 20	Cubebs	5 00@5 25
Carbolic	38 @ 44	Eugenol	4 00@4 25
Cutric	52 @ 66	Eucalyptus	1 25@1 50
Muriatic	3 1/2 @ 8	Hemlock, pure	2 00@2 25
Nitric	9 @ 15	Juniper Berries	4 50@4 75
Oxalic	15 @ 25	Juniper Wood	1 50@1 75
Sulphuric	3 1/2 @ 8	Lard, extra	1 55@1 65
Tartaric	52 @ 60	Lard, No. 1	1 25@1 40
Ammonia		Lavender Flow	6 00@6 25
Water, 26 deg.	07 @ 18	Lavender Gar'n	1 25@1 50
Water, 18 deg.	06 @ 15	Lemon	4 00@4 25
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@ 1 13
Carbonate	20 @ 25	Linseed, boiled, bbl.	@ 1 16
Chloride (Gran.)	08 @ 18	Linseed, bld. less	1 23@1 36
Balsams		Linseed, raw, less	1 20@1 33
Copaiba	1 00@1 25	Mustard, artifil. oz.	@ 35
Pir (Canada)	2 75@3 00	Neatsfoot	1 25@1 35
Pir (Oregon)	65@1 00	Olive, pure	4 00@5 00
Peru	3 25@3 50	Olive, Malaga,	
Tolu	2 00@2 25	yellow	3 00@3 50
Barks		Olive, Malaga,	
Cassa (ordinary)	25 @ 30	green	2 85@3 25
Cassa (Saigon)	50 @ 60	Orange, Sweet	6 00@6 25
Sassafras (pw. 60c)	@ 50	Origanum, pure	@ 2 50
Soap Cut (powd.)	20 @ 30	Origanum, com'l	1 00@1 20
Berries		Pennyroyal	3 00@3 25
Cubeb	@ 90	Peppermint	5 50@5 70
Fish	@ 25	Rose, pure	13 50@14 00
Juniper	10 @ 20	Rosemary Flows	1 25@1 50
Prickly Ash	@ 75	Sandalwood, E.	
Extracts		I.	12 50@12 75
Licorice	60 @ 75	Sassafras, true	2 00@2 25
Licorice, powd.	60 @ 70	Sassafras, art'l	75 @ 1 00
Flowers		Spearment	7 00@7 25
Arnica	75 @ 80	Sperm	1 50@1 75
Chamomile Ged.	30 @ 40	Tany	7 00@7 25
Chamomile Rom.	@ 1 25	Tar USP	65 @ 75
Gums		Turpentine, bbl.	@ 60
Acacia, 1st	50 @ 55	Turpentine, less	67 @ 80
Acacia, 2nd	40 @ 50	Wintergreen,	
Acacia, Sorts	35 @ 40	leaf	6 00@6 25
Acacia, Powdered	40 @ 50	Wintergreen, sweet	
Aloes (Barb Pow)	35 @ 45	birch	3 00@3 25
Aloes (Cape Pow.)	25 @ 35	Wintergreen, art	75 @ 1 00
Aloes (Soc. Pow.)	75 @ 80	Worm Seed	4 50@4 75
Asafoetida	50 @ 60	Wormwood, oz.	@ 2 00
Pow.	90 @ 1 00	Potassium	
Camphor	87 @ 95	Bicarbonate	35 @ 40
Guaac	@ 60	Bichromate	15 @ 25
Guaac, pow'd	@ 1 10	Bromide	69 @ 85
Kino	@ 1 25	Chloride	54 @ 71
Kino, powdered	@ 1 15	Chlorate, gran'd	21 @ 28
Myrrh	@ 1 25	Chlorate, powd.	16 @ 24
Myrrh, powdered	@ 1 15	or Xtal	30 @ 40
Opium, powd.	21 00@21 50	Cyanide	30 @ 40
Opium, gran.	21 00@21 50	Iodide	4 06@4 28
Shellac	50 @ 65	Per nanganate	22 1/2 @ 35
Shellac, White	55 @ 70	Prussiate, yellow	35 @ 45
Tragacanth, pow.	@ 1 75	Prussiate, red	@ 70
Tragacanth	2 00@2 35	Sulphate	35 @ 40
Turpentine	@ 30	Roots	
Insecticides		Alkanet	30 @ 35
Arsenic	08 @ 20	Blood, powdered	40 @ 45
Blue Vitriol, bbl.	@ 08	Calamus	35 @ 85
Blue Vitriol, less	09 1/4 @ 17	Elecampane, fwd.	20 @ 30
Bordea. Mix Dry	12 1/2 @ 23	Gentian, powd.	20 @ 30
Hellebore, White		Ginger, African,	
powdered	15 @ 25	powdered	30 @ 35
Insect Powder	47 1/2 @ 60	Ginger, Jamaica	60 @ 65
Lead Arsenate, Po.	13 1/2 @ 27	Ginger, Jamaica,	
Lime and Sulphur		powdered	45 @ 60
Dry	09 @ 23	Goldenseal, pow.	6 00@6 50
Paris Green	26 1/2 @ 46 1/2	Ipecac, powd.	5 50@6 00
Leaves		Licorice	35 @ 40
Buchu	@ 90	Licorice, powd.	20 @ 30
Buchu, powdered	@ 1 00	Orris, powdered	45 @ 50
Sage, Bulk	25 @ 30	Poke, powdered	35 @ 40
Sage, 1/4 loose	@ 40	Rhubarb, powd.	@ 1 00
Sage, powdered	@ 35	Rosinwood, powd.	@ 50
Senna, Alex.	50 @ 75	Sarsaparilla, Hond.	
Senna, Tinn. pow.	30 @ 35	ground	@ 1 10
Uva Ursi	20 @ 25	Sarsaparilla, Mexic.	@ 60
Oils		Squills	35 @ 40
Almonds, Bitter,		Squills, powdered	70 @ 80
true	7 50@7 75	Tumeric, powd.	20 @ 25
Almonds, Bitter,		Valerian, powd.	@ 1 00
artificial	3 00@3 25	Seeds	
Almonds, Sweet,		Anise	@ 35
true	1 50@1 80	Anise, powdered	35 @ 40
Almonds, Sweet,		Bird, Is	13 @ 17
Imitation	1 00@1 25	Canary	10 @ 16
Amber, crude	1 00@1 25	Cardamom, Po.	30 @ 35
Amber, rectified	1 50@1 75	Cardamom, fwd.	2 50@2 75
Anise	2 00@2 25	Coriander pow.	40 @ 45
Bergamot	6 50@7 00	Dill	15 @ 20
Cajuput	2 00@2 25	Fennel	35 @ 50
Cassia	3 00@3 25	Flax	9 1/2 @ 15
Castor	1 55@1 80	Flax, ground	9 1/2 @ 15
Cedar Leaf	2 00@2 25	Foenugreek, fwd.	15 @ 25
Citronella	75 @ 1 00	Hemp	8 @ 15
Cloves	4 00@4 25	Lobelia, powd.	@ 1 30
Cocunut	27 1/4 @ 35	Mustard, yellow	17 @ 25
Cod Liver	1 40@2 00	Musard, black	20 @ 25
Croton	5 50@5 75	Poppy	15 @ 30
Paints		Quince	1 75@2 00
Lead, red dry	13 1/4 @ 14 1/4	Sabadilla	45 @ 50
Lead, white dry	13 1/4 @ 14 1/4	Sunflower	12 @ 18
Lead, white oil	13 1/4 @ 14 1/4	Worm, American	30 @ 40
Ochre, yellow bbl.	@ 2 1/2	Worm, Lavant	6 50@7 00
Ochre, yellow less	3 @ 6	Tinctures	
Red Venet'n Am.	3 1/2 @ 7	Aconite	@ 1 80
Red Venet'n Eng.	4 @ 8	Aloes	@ 1 56
Putty	5 @ 8	Asafoetida	@ 2 58
Whiting, bbl.	@ 4 1/2	Arnica	@ 1 50
Whiting	5 1/2 @ 10	Medicines	
L. H. P. Prep.	2 80@3 00	Acetanilid	57 @ 75
Rogers Prep.	2 80@3 00	Alum	06 @ 12
Miscellaneous		Alum, powd. and	
Bismuth, Subni-		ground	09 @ 15
trate	2 25@2 52	Bismuth, Subni-	
Borax xtal or		trate	2 25@2 52
powdered	05 @ 13	Borax xtal or	
Cantharides, po.	1 25@1 50	powdered	05 @ 13
Calomel	2 72@2 82	Cantharides, po.	1 25@1 50
Capsicum, pow'd	62 @ 75	Calomel	2 72@2 82
Carmine	8 00@9 00	Capsicum, pow'd	62 @ 75
Cassa Buds	38 @ 45	Carmine	8 00@9 00
Cloves	40 @ 50	Cassa Buds	38 @ 45
Chalk Prepared	14 @ 16	Cloves	40 @ 50
Chloroform	49 @ 56	Chalk Prepared	14 @ 16
Choral Hydrate	1 20@1 50	Chloroform	49 @ 56
Cocaine	12 85@13 50	Choral Hydrate	1 20@1 50
Cocoa Butter	60 @ 90	Cocaine	12 85@13 50
Corks, list, less	30 71 @ 10	Cocoa Butter	60 @ 90
	40-10%	Corks, list, less	30 71 @ 10
Copperas	03 @ 10		40-10%
Copperas, Powd.	4 @ 10	Copperas	03 @ 10
Corrosive Sublim	2 25@2 30	Copperas, Powd.	4 @ 10
Cream Tartar	35 @ 45	Corrosive Sublim	2 25@2 30
Cuttle bone	40 @ 50	Cream Tartar	35 @ 45
Detxrine	6 @ 15	Cuttle bone	40 @ 50
Dover's Powder	4 00@4 50	Detxrine	6 @ 15
Emery, All Nos.	10 @ 15	Dover's Powder	4 00@4 50
Emery, Powdered	@ 15	Emery, All Nos.	10 @ 15
Epsom Salts, bbls.	@ 03 1/4	Emery, Powdered	@ 15
Epsom Salts, less	3 1/4 @ 10	Epsom Salts, bbls.	@ 03 1/4
Ergot, powdered	@ 4 00	Epsom Salts, less	3 1/4 @ 10
Flake, White	15 @ 20	Ergot, powdered	@ 4 00
Formaldehyde, lb.	12 @ 35	Flake, White	15 @ 20
Gelatine	80 @ 90	Formaldehyde, lb.	12 @ 35
Glassware, less	55%	Gelatine	80 @ 90
Glassware, full case	60%	Glassware, less	55%
Glauber Salts, bbl.	@ 02 1/2	Glassware, full case	60%
Glauber Salts less	04 @ 10	Glauber Salts, bbl.	@ 02 1/2
Glue, Brown	20 @ 30	Glauber Salts less	04 @ 10
Glue, Brown Grd	16 @ 22	Glue, Brown	20 @ 30
Glue, White	27 1/2 @ 35	Glue, Brown Grd	16 @ 22
Glue, white grd.	25 @ 35	Glue, White	27 1/2 @ 35
Glycerine	17 1/2 @ 40	Glue, white grd.	25 @ 35
Hops	75 @ 95	Glycerine	17 1/2 @ 40
Iodine	6 45@7 00	Hops	75 @ 95
Iodoform	8 00@8 30	Iodine	6 45@7 00
Lead Acetate	20 @ 30	Iodoform	8 00@8 30
Mace	@ 1 50	Lead Acetate	20 @ 30
Mace powdered	@ 1 60	Mace	@ 1 50
Menthol	7 00@8 00	Mace powdered	@ 1 60
Morphine	13 58@14 33	Menthol	7 00@8 00
Nux Vomica	@ 30	Morphine	13 58@14 33
Nux Vomica, pow.	15 @ 25	Nux Vomica	@ 30
Pepper, black, pw.	57 @ 70	Nux Vomica, pow.	15 @ 25
Pepper, White, p.	75 @ 85	Pepper, black, pw.	57 @ 70
Pitch, Burgundy	20 @ 25	Pepper, White, p.	75 @ 85
Quassia	12 @ 15	Pitch, Burgundy	20 @ 25
Quinine, 5 oz. cans	@ 60	Quassia	12 @ 15
Rochelle Salts	28 @ 35	Quinine, 5 oz. cans	@ 60
Saccharine	2 60@2 75	Rochelle Salts	28 @ 35
Salt Peter	11 @ 32	Saccharine	2 60@2 75
Seidlitz Mixture	30 @ 40	Salt Peter	11 @ 32
Soap, green	15 @ 30	Seidlitz Mixture	30 @ 40
Soap, mott cast	@ 25	Soap, green	15 @ 30
Soap, white Castile,		Soap, mott cast	@ 25
case	@ 15 00	Soap, white Castile,	
Soap, white Castile		case	@ 15 00
less, per bar	@ 1 60	Soap, white Castile	
Soda Ash	3 @ 10	less, per bar	@ 1 60
Soda Bicarbonate	3 1/2 @ 10	Soda Ash	3 @ 10
Soda, Sal	02 1/2 @ 08	Soda Bicarbonate	3 1/2 @ 10
Spirits Camphor	@ 1 20	Soda, Sal	02 1/2 @ 08
Sulphur, roll	4 @ 11	Spirits Camphor	@ 1 20
Sulphur, Subl.	4 1/2 @ 10	Sulphur, roll	4 @ 11
Tamarinds	20 @ 25	Sulphur, Subl.	4 1/2 @ 10
Tartar Emetic	70 @ 75	Tamarinds	20 @ 25
Turpentine, Ven.	50 @ 75	Tartar Emetic	70 @ 75
Vanilla Ex. pure	1 50@2 00	Turpentine, Ven.	50 @ 75
Vanilla Ex. pure	2 25@2 50	Vanilla Ex. pure	1 50@2 00
Zinc Sulphate	06 @ 11	Vanilla Ex. pure	2 25@2 50
		Zinc Sulphate	06 @ 11

WE WHOLESALE

A. J. REACH and WRIGHT & DITSON SUMMER

ATHLETIC EQUIPMENT

BASE BALLS	PLAYGROUND BALLS
INDOOR BALLS	PLAYGROUND BATS
TENNIS BALLS	TENNIS RACKETS
RACKET PRESSES	RACKET CASES
VISORS	TEE'S
GOLF BALLS	GOLF BAGS
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

California Prunes
Lee & Cady Brand Flour

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

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

BLEACHER CLEANSER

Lizette, 16 oz., 12s	2 15
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BLUING

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

Perfumed Bluing

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

BEANS and PEAS

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	16
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BREAKFAST FOODS

Kellogg's Brands:	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkgs., per gross	16
Pen No. 224	2 70
Pep. No. 202	2 70
Krumbles, No. 424	2 40
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Pine Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans

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

Post Brands

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 3	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 45
Post Toasties, 24s	2 45
Post Toasties, 24s	2 70
Post Toasties, 24s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Wheat, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Flakes, 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand

No. 10 Apples	5 75
No. 2 Blackberries	3 75
Pride of Michigan	3 25

Cherries

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

Gooseberries

No. 10	8 00
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Pears

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

Plums

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sard's, 1/4 Oil, Key	4 75
Salmon, Red Alaska	3 25
Salmon, Med. Alaska	3 50
Salmon, Pnk. Alaska	1 95
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1 1/2	25 25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4, Curtis, doz.	2 25
Tuna, 1/4, 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. sll.	1 35
Beef, 3 1/2 oz. Qua. sll.	2 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sll.	4 50
Beef, No. 1, B'nut, sll.	3 70
Chili Con Car. 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamberg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Campbells	1 05
Quaker, 15 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 60
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. 10	2 15
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 60
Marcellus, No. 10	8 50

Wax Beans

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

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

Beets

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

Carrots

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

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 60
Golden Ban., No. 10	10 75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen. No. 1	1 45
Country Gen. No. 2	1 80
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

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

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 65
Little Quaker	2 40
Pride of Michigan	2 15

Tomatoes

No. 10	6 50
No. 2 1/2	2

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

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

Lee & Cady Brands	
American Eagle	7 40
Home Baker	6 35
Kitchen Gold	7 00

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 15
Half gallon	12 15
Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	11 00
Half gallon	15 40

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

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

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



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

Wilson & Co.'s Brands	
Certified	24
Nut	15
Special Roll	19

MATCHES	
Diamond, 144 box	4 40
Searchlight, 144 box	4 40
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-lb	4 00
*Reliable, 144	3 95
*Federal, 144	3 95

Safety Matches	
Quaker, 5 doz. case	4 25

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

Salted Peanuts	
Fancy, No. 1	14

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

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

OLIVES	
1 oz. Jar, Plain, doz	1 35
10 oz. Jar, Plain, doz	2 25
Pint Jars, Plain, doz	2 75
Quart Jars, Plain, doz	5 00
1 Gal. Glass Jugs, 1 1/2	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff, doz	1
6 oz. Jar, Stuffed, doz	2 25
1 Gal. Jugs, Stuff, dz.	2 70

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

PEANUT BUTTER



Bel Car-Mo Brand	
24 1 lb. Tins	4 70
8 oz., 2 doz. in case	2 90
15 lb. pails	
25 lb. pails	

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

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

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



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



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

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

Dill Pickles	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Pickled	2 80
32 oz. Glass Thrown	2 40

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	21
Good Strs & Hf 15 1/2@19	
Med. Steers & Heif.	16
Com. Steers & Heif.	15

Veal	
Top	16
Good	12
Medium	11

Lamb	
Spring Lamb	21
Good	18
Medium	15
Poor	13

Mutton	
Good	13
Medium	12
Poor	10

Pork	
Loin, med.	21
Butts	20
Shoulders	17
Spareribs	15
Neck bones	07
Trimnings	12

PROVISIONS

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

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

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

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@25
Hams, Cert., Skinned	
16-18 lb.	@25
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@33
Mixed Hams	@20
Bacon 4/6 Cert. 24	@30

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. ca.	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	10

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

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

White Fish	
Med. Fancy, 100 lb. 13 00	

SHOE BLACKENING

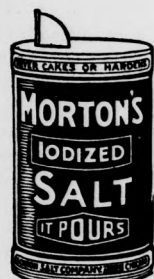
2 in 1, Paste, doz.	1 35
E. Z. Combination, dz.	1 35
Dri-Foot, doz.	2 00
Bixbys, Dozz.	1 35
Shinola, doz.	90

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	8 21
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 80
28 lb. bags, Table	42
Old Hickory, Smoked, 6-10 lb.	4 50



Free Run's, 32 26 oz.	2 40
Iodized, 32, 26 oz.	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 Naphtha, 100 box	5 50
Flake White, 10 box	3 70
Grma White Na. 10s	3 75
Jap Rose, 100 box	7 50
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	1 30
Octagon, 120	5 00
Pumpe, 100 box	4 50
Sweetheart, 100 box	5 70
Grandpa, Jar, 50 sm.	2 10
Grandpa, Jar, 50 lge.	3 00
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	00
Williams Mug, per doz.	48

CLEANSERS



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 34
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapoline, 3 doz.	3 15
Soapine, 100, 12 oz.	6 10
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	@40
Cassia, 5c pkg., doz.	@40
Ginger, African	@40
Ginger, Cochinchina	@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	-----	@4
Cloves, Zanzibar	-----	@5
Cassia, Canton	-----	@2
Ginger, Corkin	-----	@3
Mustard	-----	@3
Mace, Penang	-----	1 3
Pepper, Black	-----	@5
Nutmegs	-----	@5
Pepper, White	-----	@8
Pepper, Cayenne	-----	@3
Paprika, Spanish	-----	@4

33D NATIONAL CONVENTION.

Annual Meeting of Grocers at Dayton, Ohio.*

I have been asked by your good secretary Mr. Hansen, to say a few words to you on the thirty-third annual convention of the National Association of Retail Grocers, which will be held in Dayton, Ohio, from June 16 to 19 inclusive.

Just why Herman should pick on me when there are so many others more capable than I, others who perhaps could tell you the facts in a much more forceful way, I do not know, but I am suspicious that our good friend, Mr. Vander Hooning, had something to do with it, for he is trying to get back at me for interfering with his enjoyment of the trip out to Portland, Oregon, last summer.

Well, no matter, I am glad to be of service to the National Association and I believe that I am rendering a service to the individual retail grocer when I urge him to attend this convention.

First, let me say that we in Ohio do not feel that this thirty-third annual convention is a Dayton affair. We feel that the whole State of Ohio is interested in having you as our guests for a few days.

I want to tell you a few things about the city of Dayton itself. Dayton is just fifty miles from the center of population and seventy-five miles from the center of manufacturing of the United States. Seventy-five per cent. of the population of this country are not over a one night ride from Dayton. Dayton is the birthplace of the aeroplane, the famous Wright Brothers being natives of that city. Dayton has the largest flying field in the world, to which commercial models are brought for severe tests before being given an official approval by the United States Government. Dayton gave the United States Government 5,000 acres of land just eight miles East of the city, which is being used as an aeronautical research department by the United States Army Air Corps.

Dayton has the manager plan of government, a city manager, a mayor and four commissioners. Harry Ballman, secretary-manager of the Dayton Retail Grocers Association, is a city commissioner.

Dayton's manufacturing plants distributed \$400,000,000 worth of products in 1928—88 per cent. of which were sold in the United States and 12 per cent. exported. Fifty-six Dayton manufacturers are listed on the Exporters Index and more than 160 specific items made in Dayton are shipped abroad.

Dayton has one of the strongest and best retail grocer organizations in the country and they know how to entertain. That gives you an idea of why Dayton was chosen for the 1930 convention.

Now about the convention itself. This should be the largest and best convention ever held by the National Association, because Dayton is so centrally located. Never before in the history of the retail grocery business has

there been so much said about the individual retailer. Never have the individual retailer's problems been so forcibly brought to the attention of the consuming public as at the present time and never has there been such an opportunity for the individual retailer to put himself over to the consumer.

The consumer wants to trade with you, but you must have a store which will attract her. You must have your windows properly lighted, as well as the interior of your store. You must carry quality merchandise and you must present it to the consumer so as to create a desire in her mind to buy from you. No matter how much is said against the chain stores you must not expect the people to flock to your store unless you make some effort to show them you too have a clean store and clean stock and that you are entitled to their patronage.

This convention is going to make every effort to show you how to conduct your business. It is going to present to you the ideas of many of your brothers in business. It is going to show you how you can merchandise profitably. It is going to show you how you can be a good merchant and retain the trade you now have and get back the good will of some that have strayed away to the chains in the past.

This convention will be unique in that the problems of a grocer doing business from \$25,000 to \$65,000 will be given major attention. He will be shown how he can improve his technique, his selling and service efficiency to meet the new competition, and if he will only follow the advice given him he cannot help profiting by attending this convention.

Another unique feature of this convention will be a closed session for grocers and association secretaries only. No one else will be admitted. This will give you an opportunity to bring to the attention of the National Association any grievance you may have with any jobber or manufacturer and you will have no cause to feel embarrassed, as you will be among your own kind, and can talk freely.

Another feature of this thirty-third annual convention will be the model food market. No food market ever had the careful planning by merchandising experts and retail grocers which this market has had. Weekly meetings have been held for over two months and only last week were these men satisfied that they had something which would be worth while; an arrangement that would take care of both a cash and carry and a service store; one that would be adaptable to a \$25,000 business or a \$100,000 business.

This store will have plate glass front, proper lighting effects and will be fully manned by clerks who can explain everything to you in detail. This store arrangement, of course, will not please everyone, but it is so flexible that it can be made to suit most anyone. We expect that this store will be picked to pieces. We expect and invite criticisms. There will also be experts you can consult on store arrangement, cost accounting, stock control and inventory and, in fact, everything that

will help you with your merchandising problems.

Dayton manufactures also everything which goes into a grocery store, so far as equipment is concerned and every one of these concerns is doing everything in its power to make your stay in Dayton most educational and enjoyable.

The exposition hall is only two blocks from the headquarters hotel. Dayton has splendid hotel accommodations, having four very large hotels, besides many smaller ones.

The formal opening of the convention will be held in the exposition hall on Monday afternoon. This will be a joint session of the wholesalers, brokers and retailers, as the National Wholesale Grocers Association and the National Brokers Association are holding a sectional meeting in Dayton on the same dates as the National Retailers.

The Retail Owned Wholesale Grocers Association is also meeting in Dayton. Most of the convention sessions will be held at the Dayton Biltmore Hotel and we urge you to attend all the sessions, for there will be plenty of opportunity for you to see the exposition between sessions, early in the morning and late in the evening.

Two banquets will be held. The Asparagus Club banquet on Monday night and the convention banquet on Wednesday night. Great preparations are being made to entertain the ladies, so do not hesitate to bring them along.

The general chairman for this district is H. C. Peterson, of East Chicago, Indiana, and Mr. Hansen, your secretary, is State chairman of Michigan. We would advise you to travel over the Michigan Central and Big Four Railroads, but no matter how you come, be in Dayton on Sunday, June 15, prepared to stay through to Thursday night.

If you don't return home feeling that you have learned something, feeling that you have been well repaid for the journey, don't blame it on the Dayton boys, but blame it on all Ohio, for we are united on this convention.

Items From the Cloverland of Michigan.

Sault Ste. Marie, May 13—If this nice weather continues, it won't be long now before the tourists will be showing up. The fishing is fine, the resorts are opening and plenty of help is ready for business.

One of the garages at St. Ignace was destroyed by fire Friday, burning a few cars which could not be taken out. There will be no shortage of cars on account of the fire.

If you are a non-resident of the State and want to fish, don't do like one of our early tourists did last week, taking out a resident license and fishing in the neighborhood of Pickford. One of the eagle eyed conservation officers found him a non-resident and imposed a fine of \$10.

Two new oil stations will be located on U S 2 this summer. One at the forks of U S 2 and M 28 is already under construction. It is owned by Glen G. Barnes. The other will be built by Elmer Mansfield and J. J. Sullivan.

The J. C. Penney store opened Friday morning to a record breaking crowd, after the completion of extensive repairs and a new regulation front costing \$20,000. The store has been

completely remodeled and a new lighting system installed, which gives a daylight effect. The Class A type of construction puts the Soo in a higher class. The store's main floor has 7,000 square feet and the balcony has 1,800 square feet. It is one of the best stores in Cloverland and a credit to the city.

The wets who say they are against prohibition because it doesn't prohibit would probably not be for it if it did.

The Belvidere Hotel, one of our best known and oldest hostels, has been newly decorated throughout and painted, as well as the public waiting room, which is in the Belvidere building. The proprietor, C. D. Paquin, has every reason to be proud of the hotel, which will get a large portion of the tourist business this season. The hotel has been doing a prosperous business all winter.

V. R. Conway, one of our prominent druggists, has just returned to the city after having spent the winter in Florida. He has been touring during the winter and had a delightful time, but glad to get back North for the summer.

William McGuire, the well-known merchant at DeTour, has just finished with his spring cleaning, having had the entire store painted and fixtures varnished, making the store look just like new. Mr. McGuire has been doing a good business all winter and is now ready for the summer activity. He carries a complete line of groceries and furnishings and enjoys a large share of the local business, as well as the tourist business, during the summer.

Business is brisk again in Wall street and the prices are rising. The splendid old public can always be relied upon to buy stocks just as soon as they cease to be bargains.

The D. S. S. & A. Railway has made another change in its schedule, taking effect May 11. Train No. 45 now leaves the Soo at 7 a. m. for Soo Junction daily, which is one-half hour later than the old schedule. No. 47 leaves for Soo Junction at 4:30 p. m. and No. 46 arrives from Soo Junction at 11:30 a. m. No. 18 arrives from St. Ignace and points West and South at its usual time, 12:15 p. m.

Reconstruction work is being rushed on the new Maurice Hunt Furniture Co. building, which is expected to be ready for occupancy in about two weeks. This will give the Soo another large store on Ashmun street, so that there will be no vacant store on the street.

Art Nelson, the leading merchant at Algonquin, is adding a new confectionery show case to his store fixtures and is a new subscriber to the Tradesman. Art feels that he wants to keep posted on business matters under present conditions and has made a move in the right direction.

I. W. Malmberg, of the Home bakery, on Ashmun street, has purchased the building near his present store and will soon rebuild the new place into a model up-to-date bakery, giving him much more room to care for his increasing business.

Saving is a simple matter. You just buckle down and make money faster than your family can spend it.

Preliminary figures made public by the district census supervisor discloses that Marquette now has a population close to 15,000, which makes it second to the largest city in the Upper Peninsula. The figures given out show 14,700 inhabitants there, this being comparable to 12,718 in 1920.

Ironwood, while still holding first honors in the Upper Peninsula, has, like Ishpeming and most of the other mining towns in the district, lost some of its population. Escanaba, close to the top of the list, remains about stationary, according to the returns.

William G. Tapert.

If you have no confidence in yourself, don't expect anyone else to.

*Address by Walter J. Nichols to the Michigan Retail Grocers and Meat Dealers Association at Saginaw, April 22.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, April 28.—In the matter of Otto Stoeffler, Bankrupt No. 4061, the trustee has filed his first report and account, and an order for the payment of expenses of administration and a first dividend to creditors of 5 per cent. has been made.

In the matter of Morris Winick and George Winick, individually and as copartners doing business as Winick Bros. Metal & Iron Co., Bankrupt No. 4018, The sale of assets has been called for May 14, at the premises formerly occupied by the bankrupt, 460 Sixth street, Grand Rapids. All the stock in trade will be sold, consisting of scrap iron, junk material and sundry items, appraised at approximately \$322. All interested in such sale should be present at the date and time.

In the matter of Gale L. Davison, doing business as Davison Furniture Co., Bankrupt No. 4053. The sale of assets has been called for May 15, at the store located on Main street, Ionia. All the stock in trade will be sold, consisting of turn, beds, springs, tables, mirrors, rugs, chairs, lamps, etc., all used in a retail furniture store, appraised at approximately \$2,581.80, together with fixtures appraised at approximately \$135. All interested in such sale should be present at the date and time stated.

In the matter of Miller Markets, Inc., Bankrupt No. 3889. The sale of assets has been called for May 13. All the trustee's right, title and interest in a complete oil stat on property on a trunk line highway appraised at approximately \$6,000 will be sold, subject to a first mortgage of \$2,140, together with two other liens, the amounts of which are undetermined.

April 28. On this day was held the first meeting of creditors in the matter of Davidson Furniture Co., Gale L. Davison, Bankrupt No. 4053. The bankrupt was present and represented by attorneys Eldred & Genuend. Creditors were represented by attorneys Hugh E. Wilson and J. Earle Brown and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined before a reporter. Asa M. Burnett, of Ionia, and W. J. Romkema, of Grand Rapids, were appointed joint trustees with joint and several bond of \$3,000. The first meeting then adjourned without date.

April 29. On this day was held the return on the notice to creditors of the offer of composition made by Ray Scher, doing business as Ray's Cut Rate Store, Bankrupt No. 4040. The offer was 60 per cent. in cash in addition to preferred claims and expenses of administration. A majority in both number and amount of claims proved and allowed, were filed without acceptances and the offer was therefore deemed refused. The meeting then adjourned without date, and the administration of the estate in bankruptcy will proceed in the usual manner.

April 30. We have to-day received the schedules, reference and adjudication in the matter of Robert L. Huey, Bankrupt No. 4099. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and his occupation is that of a laborer. The schedule shows assets of \$700 of which \$50 is claimed as exempt, with liabilities of \$5,885.28. 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 30. We have to-day received the schedules, reference and adjudication in the matter of Carl D. Porter, Bankrupt No. 4098. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Wyoming township, and his occupation is that of a laborer. The schedule shows assets of \$230 of which the full amount is claimed as exempt, with liabilities of \$918.21.

April 30. We have to-day received the schedules, reference and adjudication in the matter of Floyd Tuttle, Bankrupt No. 4100. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a railroad worker. The schedule shows assets of \$100 of which the full amount is claimed as exempt, with liabilities of \$869.

In the matter of Dubois-Munn Co., a corporation, Bankrupt No. 3573, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held March 6. The trustee was present in person. Several bidders were present for accounts. The balance of claims filed were considered and approved and allowed. An order was made for the payment of expenses of administration, and a final dividend to creditors of 44 per cent. A previous total of dividends of 50 per cent. has been paid, making the total of this estate to general creditors of 94 per cent., in addition to all expenses of administration and all preferred and secured claims. 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.

May 2. We have to-day received the

schedules, reference and adjudication in the matter of Harold W. Haag individually and as copartner of Veenstra & Haag Garage, Bankrupt No. 4101. The bankrupt is a resident of Grand Rapids, and his occupation is that of a mechanic. The schedule shows assets of \$3,360 of which \$3,300 is claimed as exempt, with liabilities of \$1,929.28. 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.

May 3. We have to-day received the schedules, reference and adjudication in the matter of Orville Passmore, Bankrupt No. 4102. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$309, of which \$300 is claimed as exempt, with liabilities of \$1,204. 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.

May 5. We have to-day received the schedules, reference and adjudication in the matter of Herman W. Veneklasen, Bankrupt No. 4105. 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 \$40 of which the full amount is claimed as exempt, with liabilities of \$6,248.31. 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.

May 5. We have to-day received the schedules, reference and adjudication in the matter of Harrison R. Bardwell, Bankrupt No. 4104. 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 manual training teacher. The schedule shows assets of \$100 of which the full amount is claimed as exempt, with liabilities of \$1,913.35. 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.

May 5. We have to-day received the schedules, reference and adjudication in the matter of Ida M. Miller, doing business as Miller & Co., Bankrupt No. 4103. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Ionia, and her occupation is that of an automobile dealer. The schedule shows assets of \$6,249.95 of which \$650 is claimed as exempt, with liabilities of \$4,630.66. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Treasurer of Montcalm Co.	\$ 8.86
Treasurer of Lake Co.	9.87
Treasurer of Ingham Co.	32.26
Treasurer of Ionia Co.	6.87
Citizen's Loan & Investment Co., Lansing	600.00
Old's Motor Works, Lansing	1,041.48
Molly McKee, Greenville	776.25
John Ferguson, Lansing	348.48
Electric Service Sta., Grand Rapids	88.00
Willamen Chevrolet Co., Ionia	6.42
Whitmore's Auto Elec. Co., Lansing	48.82
D. F. Bowman Co., New Albany, Ind.	15.80
Weber & Dean, Ionia	4.75
Warren Refining Co., Cleveland	35.75
Ionia County News, Ionia	57.46
Daily Sentinel Standard, Ionia	63.90
Fineis Oil Co., Ionia	53.00
Telephone Directory Adv. Co., Detroit	9.00
Cook Motor Co., Ionia	2.44
U. S. Rubber Co., Detroit	40.67
Uarco United Autographic Register Co., Chicago	28.73
Ireland Motor Co., Ionia	10.16
Ionia Hardware Co., Ionia	4.35
C. C. Chamberlain & Son, Ionia	12.55
Auto Appraisal Co., Detroit	3.75
Paul's Automotive Barts Co., Lansing	170.45
Auto Laundry Co., Ionia	2.35
Auto Paint & Body Co., Ionia	38.82
General Distributing Co., Lansing	112.53
Lombard Coal Co., Ionia	64.75
Ray Lnk, Ionia	11.55
Kelly Springfield Co., New York	131.85
Consumers Power Co., Ionia	22.27
K. L. Cobb, Ionia	95.00
Ionia Battery Shop, Ionia	14.85
Ionia Credit Exchange, Ionia	8.75
Michigan Bell Tele. Co., Ionia	26.05
Commercial Driveaway Co., Lansing	50.00
Ionia Country Club, Ionia	71.50
State Savings Bank, Ionia	125.00
Capitol National Bank, Lansing	55.00
Dearn & Harris, Lansing	23.21
Jarvis & Etes Co., Lansing	296.00
State Savings Bank, Ionia	unknown

May 5. On this day was held the final meeting of creditors in the matter of Louis F. Deitz, Bankrupt No. 3838. The bankrupt was not present or represented. The trustee was present in person. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to creditors of 7 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.

Recent Business Changes in Detroit.

Fred E. Fox, executive secretary of the Detroit Retail Druggists Association, has recently moved his offices from the Empire building to 1208 Francis Palms building.

Montclair Pharmacy, 10744 Warren avenue East, has been opened by Jordan Yanakief. This location was formerly occupied by the Eagle Drug Co.

S. Eugene Cortright has opened a new drug store at 16703 Hamilton avenue to be known as the Royal Drug Co.

L. H. Misamore succeeds R. Mutran in the grocery business at 5701 Parker avenue.

L. Gyrfas, formerly located at 7914 Jefferson avenue West, has opened a new drug store at 8021 Jefferson avenue West. It is known as the National drug store.

Roy Gullekson, formerly with Black & Wilson Drug Co., 3360 Buchanan avenue, has taken over the store and renamed it Gullekson Drug Co.

Joseph Weinschelboim and Julius Spielberg, operating as the J & J Drug Co., succeed Bailey and Bottomley at 10061 Grand River avenue.

A new drug store known as the Palmer pharmacy has been opened at 5700 Brush street by Philip Shiener and Jack Helfand.

At a recent meeting of the Mack Avenue Business Men's Club, June 26 was announced as the date of the annual excursion to Tashmoo Park. Arthur Speck is the general chairman in charge of the affair, and is expected to announce his committees at the next meeting of the club.

Victor E. Hirsh has been recently added to the sales force of George F. Minto, Inc. Mr. Hirsh will assist the city sales department.

Edward Kukla has recently opened a hardware store at 3441 Buchanan avenue.

A new hardware store has been recently opened by K. Zukowski at 8626 Conant road.

Ring Brothers have moved their sheet metal and roofing stock from the old location at 908 Farnsworth avenue to a more convenient location at 4915 Elmhurst avenue.

The hardware business of A. L. Damman has been moved from 11401 Mack avenue to 9941 Hayes avenue.

The Detroit Tile and Fireplace Co. is now located at 2130 Kirby avenue, having recently moved from the former location at 5431 Wabash avenue.

Samuel Raskin has succeeded the Northeastern Hardware Co. at 9517 Joseph Campau avenue.

The Wolverine Hardware Co. has moved to 13520 Grand River avenue from its former location at 11831 Grand River avenue.

Sam Herma has recently moved his hardware stock from 13308 Woodrow Wilson avenue to 8235 Davison avenue West.

A new shop window has recently appeared on Washington boulevard. It is the front of Maurice, Inc., dealers in ladies' shoes, located at 1219 Washington boulevard.

The Becker Shoe Co. is now located in its new store at 1540 Broadway, in the Paramount theater building. The Becker Shoe Co. was formerly located at 209 Gratiot avenue.

Major E. Jones, 1941 Fort street, West, has recently been appointed Michigan representative for the S. Viviano Macaroni Manufacturing Co., of Carnegie, Pa., manufacturers of macaroni, spaghetti and egg noodle products sold in open-faced fully wrapped cellophane packages.

The Draheim Furniture Co., formerly located at 9735-45 Grand River avenue, has moved to larger and more convenient quarters at 9685 Grand River avenue in order to handle adequately its increasing business volume.

May 28, is a red letter day on the calendars of all members of the Detroit Retail Meat Merchants Association, for that is the date set for their grand ball. The dance is to take place at the Graystone, with music furnished by Jean Goldkette.

Sidney Black is inviting all his friends to visit his meat market at 2619 Baker avenue, to see the new counters and lighting which have been recently installed. Mr. Black says the new equipment has added to the appearance of his store, and best of all he has noticed an increase in business.

C. A. H. Thom, of Gregory, Mayer & Thom Co., has recently returned to Detroit with his wife from a two months' trip through the Far East.

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.

DOCTOR—Location wanted in North Michigan town where a doctor is needed and a living assured from the start. Would take contract work with lumber company. Dr. Morgan, Kalamazoo, Mich., 730 North Burdick St. 287

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, Muir, Mich. 286

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

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

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every
description.
ABE DEMBINSKY
Auctioneer and Liquidator
 34 So. Jefferson Ave., Saginaw, Mich.
 Phone Federal 1944.

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

Late Business News.

Announcement of Gillette's new slot attachment razor blade has aroused a storm of opposition in Germany, where the idea was first adopted.

In his recent address to the U. S. Chamber of Commerce John Lord O'Brian, assistant attorney-general of the United States, plainly declared the attitude of the Department of Justice toward price fixing: "There have been recent instances where price fixing has been attempted by the misuse of so-called codes of ethics or trade rules. Where these illegal practices exist the attorney-general intends to check them by appropriate legal action."

The Supreme Court decision last week which banishes from legal sale the container appurtenances of home brew will deplete the stock in trade of a good many concerns, provided the interpretation shall prove to be more easily enforceable than the law itself.

Montgomery Ward announced their first invasion of the Eastern retail store field in the form of a department store in Jamaica, Long Island, to be built at a cost of \$1,300,000 and to be ready in a year.

Lever Brothers' sales in this country last year amounted to \$40,180,000 compared with less than a million in 1914—showing that foreign companies are as quick to look for markets abroad as ours are.

A further cut of one and a half cents per pound in copper, bringing the price to twelve and a half cents, was in accordance with expectations, but fell short in the extent of the predicted reduction.

More than a thousand economists, chiefly college professors, urged President Hoover last week to veto the tariff bill as tending to raise the cost of living. Republican newspapers replied that the same sort of argument was raised against the Fordney-McCumber bill, the workings of which as law converted many Democrats to the protectionist cause.

A far-reaching merger of dry goods jobbers is foreshadowed by the acquisition by Ely & Walker Dry Goods, St. Louis, of the assets of Walton N. Moore Dry Goods, San Francisco, and Watts-Ritter, Huntington, West Virginia. Four other large houses are likely to be taken into the combination under the title United Dry Goods Corporation. The four concerns now joined have a sales volume of \$57,000,000.

Twenty-Three Lee & Cady Men Go To Toledo.

Twenty-three Lee & Cady representatives boarded a special Pullman last Friday night for a trip to Toledo to inspect the plant of the Woolson Spice Co., as the guests of that organization. The Grand Rapids contingent was made up of the following:

Wm. L. Berner, John Verhage, Joseph L. Kruse, Thos. Van Eenenaam, Theodore Van Duren, B. S. Davenport, Robert Gietzen, B. A. Patterson, Dan Fox, A. P. Anderson, John Thorpe, Fred Rademaker, Robert Denman, Chas. Fowler, Peter Van Ess, Lawrence Goedel, C. J. Larsen, Edwin Harshbarger, Bert Warner.

The Lansing contingent was as fol-

lows: R. M. DeWitt, Wm. Leonard, John McKane, Stanley Patterson.

Fred Manwaring was booked to accompany the party, but was too ill to make the trip.

The programme proposed in advance by the Woolson Spice Co. was carried out to the letter, as follows:

7:50 Arrive.
8-8:45 Breakfast.
8:45-9 Welcome by Mr. Koehrman.
9-10:45 Trip through factory.
11-11:30 Address, Mr. G. Ohlinger.
11:30-11:45 Address, Mr. J. W. Koehrman.
11:45-12 Address, Mr. W. J. Hartnett.
12-12:45 Luncheon.
1-1:15 Address, Mr. F. H. Biggs.
1:15-1:30 Address, Mr. J. S. Symons.
1:30-1:45 Address, Mr. N. L. Schmid.
2 Adjournment.
2-4:30 General amusement (Visit Tiedtke's store, auto rides, etc.)
4:30 Assemble at Toledo Chamber of Commerce.
5 Dinner at Toledo Chamber of Commerce.
6:10 Leave for Pennsylvania station.
6:35 Train departs.

This arrangement gave the party four and a half hours in Detroit before they had to re-embark in their Pullman at midnight. Every feature of the event was carried out as originally planned without a hitch at any stage.

Every member of the party expressed himself as more than satisfied with the day's enjoyment.

Good Selling and Bad Buying.

"Three out of five buyers don't know the prices in their departments at which they sell most goods. And not one out of ten knows the fashions he's selling fastest." This statement is made by Amos Parrish & Company after studying the selling methods of large numbers of retail stores. They add: "More than a third of the buyers operate their departments at a loss. Nor do buyers know the manufacturers on whose goods they make the best profits—and suffer the most losses." From another source comes the information that an increasing number of departments in stores are falling behind from lack of knowledge about fundamentals such as prices, styles, and buying habits of store customers. In the light of criticism of this kind the observer is inclined to wonder how so many retail merchants get along as well as they do. Probably the conditions are not quite so bad as they are depicted. But any one who notices the wide discrepancies among stores' earning statements must come to the conclusion that good management is sadly lacking in many cases. How about the other side of the picture? Where there is so much poor buying there must be far more bad selling than is necessary. The best salesmen make it their business to do what they can to help their customers to buy what can be sold easily at a good profit. They keep in touch with consumer trends and market conditions. The short-sighted salesmen are satisfied if they can dispose of their wares.

Bad buyers who are open to reason give to good salesmen their best opportunities to establish enduring good will—the good will of mutual advantage.

Business Reverses and Changes in Ohio.

Toledo—Morris A. Goldstein, furrier, has filed a voluntary bankruptcy petition in the U. S. District Court here, listing liabilities of \$11,051 and assets of \$2,961.

Cleveland—Blue Ribbon Clothes, men's furnishings and clothing, formerly operating stores at 631 Prospect avenue, this city; 58 Erie street, Massillon; 22 North Park, Mansfield, and 571 Main street, Buffalo. A first dividend of 15 per cent. has been declared to general creditors in this bankruptcy case.

Youngstown — Dana B. Fowler, trading as the Vogue Shop, women's wear. There are 43 creditors listed in the schedule in this voluntary bankruptcy case.

Cleveland—Robert J. Roesch, trading as Hausman Co., furriers, 1104 Prospect avenue. There are 33 creditors listed in the schedules in this voluntary bankruptcy case.

Cleveland—Emil S. Rothman, trading as Roths Merchandise Co., dry goods, 12020 Buckeye road, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$4,665 and assets of \$1,328.

Cleveland—Involuntary bankruptcy proceedings filed in the U. S. District Court here against Max Politzer, doing business as Kaypee Shop, by Attorney J. Ehrlich, representing L. D. Livingstons & Sons, New York City, \$468; Phillips Jones Corp., New York City, \$395; Zimmer Cap Mfg. Co., Cleveland, \$40.

Chillicothe—A number of officials of the Stern-Auer Shoe Co., of Cincinnati, were in Chillicothe recently looking over available sites for the new factory which will be moved from Cincinnati. With the completion of the fund of \$65,000, raised by public subscription, the factory is an assured thing. It is expected that the actual work of construction will start before May 15. The plant will have an initial output of 1,500 pairs daily and it is planned to erect floor space for a much larger production. In all \$40,000 will be put in the factory and \$25,000 in new equipment and in moving the machinery from the Cincinnati plant.

The Real Bolsheviks in Business.

Dr. Glenn Frank, the active-minded president of the University of Wisconsin, has some ideas about Bolshevism in business that are pertinent to current discussion in the pages of this magazine. "The real Bolsheviks," he says, "fall readily into two groups: first, those who are the apostles, not of red theory, but of red tape; second, those whose blundering administration puts the balance sheet of business in the red. These are the men who give us the Bolshevism of blundering—a Bolshevism more sinister than the Bolshevism of bombing. We have yet

to appreciate fully as a Nation that a business must be successful before it can discharge its full social responsibility to the commonwealth. We rightfully keep an eye on startlingly successful business. Power always carries with it the temptation to its own prostitution. Private business has its public duty and any people has a right to keep business reminded of this fact. But some day we may think that society should be just as prompt to investigate a business that fails as it is now prompt to investigate a business that succeeds signally. For, after all, a business that blunders is a business that renders itself incapable of discharging its duty to society." Profitless sales are the worst form of this sort of Bolshevism in business, for their evil consequences fall not only upon those responsible for them but upon those who seek to discharge their full duty to society along the lines of sound, constructive business.

The Druggist Takes a Lesson From Woolworth.

Struggling through a ten cent store, one is staggered by the array of articles he can buy for ten cents—or less. There the thrifty supply their needs in Nationally advertised toilet articles, silverware, kitchen utensils and an infinite variety of other necessities. All of which is fine for the customer and for the ten cent stores (Woolworth's sales volume now aggregates \$300,000,000 a year) but not so good for other retailers whose shelves are laden with similar merchandise selling in larger units.

Now the druggists are fighting fire with fire by introducing the ten cent counter in their own stores. According to a recent issue of Drug Trade News, 5,000 druggists in this country and Canada have already introduced the ten cent counter in their stores, while manufacturers—not entirely without misgivings—are supplying the demand for smaller packages.

The trend is not surprising. Price cutting, prevalent in drug store merchandising, is unknown in the ten cent classification, the sale of which returns a full profit. Again, the average sale in a drug store is 34 cents or less per customer, while the average sale in a ten cent store is 37 cents. Small investment and negligible sales effort is required to merchandise ten cent items.

The development is at once the most interesting and important one that has affected drug stores for some time. Its continued popularity, it seems certain, will necessitate radical revisions in National, as well as local, advertising copy.

Eight New Readers of the Tradesman.

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

The Harbauer Co., Toledo.
C. C. Watt, Grand Rapids.
J. H. Ruh, Saginaw.
Walter Loeffler, Saginaw.
A. Niederpruen, Saginaw.
Arthur A. Hurst, Grand Rapids.
Herman O. Klitzsch, Milwaukee.
Arthur Nelson, Sault Ste. Marie.

The Searching Finger of Fire



Who wouldn't like to have his name on the front page of the home-town paper and those of the surrounding towns, woven into a story of some big, worthwhile accomplishment?

But suppose the story told of a disastrous fire—a fire which spread to other homes, perhaps made families homeless, some of them penniless, with helpless children clinging to despairing parents, wondering what it is all about.

In the above picture you see the accusing scar of a previous rubbish fire in the rear of a retail store and in spite of it a second pile, awaiting the searching finger of fire, the stray spark, the discarded match or cigarette.

Rubbish and litter is not only a serious fire hazard. It is an offense against public welfare with which no good citizen wants to be charged; because neglect of duty along these lines frequently leads to a disastrous conflagration, bringing great loss to a community.

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

WHEN

You have a customer buying

SEEDS

He expects you to furnish Seeds that

GROW

Reliable Seeds will produce more

PROFITS

"Pine Tree Field Seeds" are reliable

DISTRIBUTED BY

ALFRED J. BROWN SEED CO.

25 Campau Ave.

Grand Rapids. Michigan

With the Price Established

through the manufacturers' advertising

your selling cost is less and profits more.
Your customers recognize that the price
is right when it is plainly shown on the
label and in the advertising as it is in

K C

Baking Powder

Same Price

for over 38 years

25 ounces for 25c

You save time and selling expense in
featuring such brands as K C.

Besides your profits are protected.

*Millions of Pounds Used by Our
Government*