

## REDEEMING THE TIME

**T**HE significance of a day in this matter of the redemption of time should not be overlooked. Days are more significant than any other means by which we measure time. The days are made by nature, the hours and the weeks are convenient methods of measurements devised by men. We may be able to improve the calendar by dividing the year into thirteen months of twenty-eight days. There is talk also of a five-day working week, which to my thinking is the most foolish suggestion of the century. We can do with the weeks and the months as we wish. But the days come rolling and rushing along like the waves of the sea. There is no stopping them. They can not be shortened or lengthened. They can not be added to or subtracted from. The man of genius can not add one minute to a day, nor can the thief steal one moment from it. No matter how I may waste the infinitely precious moments which make up my day, there is no fate that withholds to-morrow from me. I may not deserve to-morrow but it will come. Neither can I waste that to-morrow now. It is impossible to borrow from it. I can spend it only when it comes, and as it comes, and from it, and the others which follow it, until my last day has dawned, I must gather all that I shall ever have of wisdom, love, pleasure, health, money, respect, contentment and the cultivation of my soul.

Lon Ray Call.



**104 Turnovers a Year**

**LARGER PROFITS**

in

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

*The Standard of Quality for  
over 65 Years*

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

**STANDARD BRANDS  
INCORPORATED**

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



**C.W. MILLS Paper Co.**

**204-206 Ellsworth Avenue**

1 Block South and 1 Block West of Union Station

**GRAND RAPIDS**

**MICHIGAN**

**DISTRIBUTORS FOR**

Certainteed Roofing, Ohio Blue Tip Matches,  
Mansfield Cord Tires, Coleman Lamps,  
Vortex Soda Fountain Service, Burts Drinking Cups,  
Reach Sporting Goods.

**JOBBER OF**

Wrapping Paper, Paper Containers, Crepe Paper, Toilet Paper,  
Paper Napkins and Towels, Woodenware, Cordage,  
Clotheslines, Brooms and Brushes.  
Printed Sales Books, Gloves and Mittens, Hosiery, Pipes,  
Purses, and many other specialties.

**OUR AIM**

Is To Serve and Help the Retailer To Succeed. Unless We  
Succeed In This—We Will Not Be Successful.

# Speed Up Sales

*by featuring properly  
advertised lines*

The manufacturers are creating the demand and saving your time through their advertising.

You realize a maximum profit with a minimum of effort in selling

# K C Baking Powder

*Same Price*

*for over 38 years*

*25 ounces for 25c*

Your customers know it is a **quality** product . . . that the price is **right**. Why ask them to pay War Prices?

It's up to you to show them that you have it.

**Millions of Pounds Used by Our  
Government**



# MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 21, 1930

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## MICHIGAN TRADESMAN E. A. Stowe, Editor

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

DEVOTED TO the best interests of business men.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### Recent Decision of Supreme Court on Home Brew.

The decision of the Supreme Court of the United States, handed down two weeks ago, ordering the forfeiture of property and material intended for use in the unlawful manufacture of intoxicating liquor, has been regarded in many quarters as indicating an attack from a new direction upon the legitimacy of home brew. Such a construction of the opinion of Associate Justice Holmes, concurred in by all other members of the court, is not justified. The fact is, the United States Circuit Court of Appeals for the Third Circuit, the decision of which was affirmed by the United States Supreme Court in the case referred to, had declared that the Feitler Bottle Co., whose premises had been raided, conducted "a bootlegger's outfitting establishment to equip bootleggers with every article they would need in plying their unlawful trade."

In this connection, United States Circuit Court Judge Woolley said: "This was not a heterogeneous stock in trade open to casual purchasers desiring bottles, corks, barrels, syrup and other wares for personal or commercial purposes. The stock was so selected, kept and arranged as to make separate and distinct liquor set-ups." This was explained to mean that a person who wanted to equip an illicit gin plant could buy from the Feitler Bottle Co. everything necessary to that business, except basic alcohol in large volume. He could buy gin extract and flavoring, gin bottles, labels, strip stamps, sealing wire, corks, caps and cartons. In the same way a person about to engage in the illicit manufacture and sale of Scotch whisky or rye whisky could secure complete equipment for the enterprise, except basic alcohol, even including bottles and labels to simulate popular pre-war brands, such as "William Penn," "Golden Wedding," "Gordon Gin," "Gibson." The Feitler Bottle Co., in other words, was clearly an outfitter to bootleggers.

By the clearest construction of the National prohibition act, all property and articles intended for use in such a business as that described are forfeitable, as has been more than once decided. But where such property had been seized unlawfully by the Government, as in the Lieberman Brewing Co. case, decided several years ago, it was held that possession of property unlawfully seized would not sustain a "libel" by the Government for its forfeiture.

It is clear, therefore, that no new view of principles affecting home brew was advanced or established by the decision of the Supreme Court in the Feitler case, though it is said to have been hailed with delight by the Assistant Secretary of the Treasury in charge of prohibition enforcement, by Prohibition Commissioner Doran and the legal staff of the dry bureau. But there is no reason to suppose that, to use the language of Circuit Judge Woolley, whose decision was upheld—"casual purchasers desiring bottles, corks, barrels, syrup and other wares for personal or commercial purposes" may not be supplied by merchants, who will not risk the forfeiture of their stock, merely because it is the personal purpose of the purchaser to use the articles purchased in the manufacture of "home brew."

### Late Business News.

Suit was filed last week by the Department of Justice to test the legality of the radio alliance involving Radio of America, General Electric, Westinghouse, American Telephone & Telegraph, Western Electric, RCA Photophone, RCA Radiotrom, RCA Victor, General Motors Radio and General Motors. The petition alleges that competing companies exercise joint control of the radio industry by means of a patent pool, and that this control is perpetuated by the proposed reorganization of American Radio.

Owen D. Young, speaking for American Radio, welcomes the action as a means of clearing up the situation. He says the pool made the radio industry possible and that the royalty charges to outsiders cost less than they would if the patents had remained in scattered hands.

V. Vivaudou, manufacturer of cosmetics and toilet articles, has been ordered by the Federal Trade Commission to divest itself of capital stock and assets of Alfred H. Smith and Parfumerie Melba, on the ground that their acquisition in 1925 and 1926, respectively, substantially lessened competition and tended to create a monopoly.

The Federal Trade Commission informed the Senate last week that it has obtained or is in process of collecting sufficient information to in-

sure answers to most of the inquiries in the Brookhart chain store resolution.

Frozen meat in sealed, trade-marked cellophane packages is to be sold by Hygrade Food Products in Eastern stores furnished with rugs and glass cases and served by girls, President Samuel Slotkin announces.

The recent cut in the price of copper to 12½ cents per pound brought in such a large demand for the metal, especially from abroad, that last week the price was raised to 13 cents per pound.

The great majority of food manufacturers were criticized for "betraying wholesale grocers in their dealings with chains" in a fiery speech delivered at the convention of the American Wholesale Grocers Association by the president J. H. McLaurin.

Senator E. D. Rivers, of Georgia, told the wholesale grocers that the only way to fight the chains was by showing how they give wealth to a few individuals rather than to the community. This issue, he declared, would be the principal economic issue affecting politics in this country in the next few years. R. S. Hazen, a vice-president of the Association, told the convention that if its members would give more thought to their own business and less to that of the chains they would do better.

### Late Automobile Information From Detroit.

The slight increase in motor car production reported last week has continued through the last seven days. Although the gains have not been large, they are encouraging. Some lines are doing exceptionally well, especially those in the lower price field. There has been some stimulation in retail sales in various sections of the United States, but these sales are spotty. There has been no general increase.

Despite the fact that sales are far below last year, interest on the part of the public still runs high and enquiries are just as numerous as ever, according to dealers and manufacturers.

This appears to be rumor month in Detroit. Speculation is developing regarding new models to be announced during the late Summer and Fall months. When these rumors are run down they usually amount to nothing but talk emanating from employees in some of the plants and also from outsiders.

It is true that a new sixteen cylinder car is coming. This car, however, will not be manufactured in Detroit. Its sponsors are among the oldest in the motor car manufacturing business. Then, too, there are several lines of new straight eights which will be offered to the public later in the year.

The manufacturers of trucks are keeping an eye on the Legislatures of the various states because they consider truck license fees too high in practically every state. They plan to take concerted action in the near future and are building up an organization with which will be affiliated every state motor truck association.

### Mail Order Houses Will Not Merge.

The joint action of Sears, Roebuck & Co. and Montgomery Ward & Co. in preparing to abandon the freight prepayment plan, which is said to have cost those mail order houses millions of dollars last year, is looked upon by bankers as a sign of a new spirit of co-operation between the managements of the two companies that will make a merger unnecessary.

Rumors of negotiations toward a fusion of the companies were confirmed a month ago by Lessing J. Rosenwald, vice-president of Sears, Roebuck, who said that private conversations looking to an amalgamation of the two companies were being carried on by important stockholders. Since then, however, these negotiations are reported to have been discontinued, although it is conceded that a merger would result in many economies in operation of the companies. One difficulty, bankers declare, is the possibility that the Federal Trade Commission might oppose the step.

With the appearance of a more friendly spirit between interests representing the companies, shown by the plan to scrap the freight prepayment plan, Wall Street believes the possibility of a merger has been diminished rather than increased. Frequently bankers declare, mergers are necessitated through keen competition between large industrial units. This type of competition, it is held, is costly and uneconomic and is widely different from the normal competition that has a stimulating effect on trade.

### Eight New Readers of the Tradesman.

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

J. C. Miller Co., Grand Rapids.  
Kuiper's Garage, Grand Rapids.  
Rosenberg & Son, Alto.  
E. L. Kane, Nashville.  
C. T. Allen, Grand Rapids.  
Tony Shooks, Ellsworth.  
A. W. Snyder, South Bend, Ind.  
Redman Bros., Lansing.

### Featuring Gift Packages.

Cash in on hospitals, boats and trains, if they are in your neighborhood. You can display bon voyage baskets or packages that would please patients without a great deal of effort. In this type of merchandise price usually is not considered, providing that it is not too high. You'll find a nice business can be built up on these items.

## MONTHLY BUSINESS REVIEW.

## How Things Look To Leading Detroit Bankers.

Clear signs of a definite upturn in Michigan as well as Nation wide business are still lacking. Information at hand, however, indicates that the low point of the current recession is behind us, and this applies especially to industrial production, according to Ralph E. Badger, vice-president, and Carl F. Behrens, economist, of the Union Guardian Trust Company, Detroit. The rediscount rate at the New York Federal Reserve Bank is now at 3 per cent., the lowest point since February, 1927. This compares with a 5 per cent. rate one year ago. The recent reduction in the New York rate accompanied reductions of bank rates in France and Great Britain. The three reductions furnish some basis for believing that a considerable volume of new bonds, both foreign and domestic, will appear soon.

A period of extremely easy credit seems certain during the next several months, for gold holdings are the highest they have been in two years. The volume of Federal Reserve credit outstanding is, with the exception of the early months of 1924, the lowest since the war (1917) and the reserve ratio at 83 per cent. is very nearly as high as it has been at any time since the establishment of the Federal Reserve System. Abundance of credit is expected to provide the stimulus necessary to overcome the present hesitancy in business throughout Europe and America.

In addition, the inevitable seasonal expansion that takes place during the spring will undoubtedly provide relief from some of the depressing influences recently in evidence. Agricultural work has already absorbed a large number of unemployed, especially those in the smaller cities of the Middle Western States. Extensive building operations together with highway construction and repair programs in various parts of the country should provide employment for increasing numbers as the season advances. Seasonal recovery in these several lines in Michigan appears to parallel that for the country as a whole.

Certain unpleasant situations, however, still exist. In the first place, commodity prices have shown further weakness. The Fisher Index of Commodity Prices for the week ended May 9 stood at 89 (average 1926, 100). Crude rubber, silk and coffee are now at the lowest prices in their history; steel, tin, zinc and cement have not been lower since the war; May wheat at \$1 is the lowest it has been since 1924.

Secondly, railroads are reporting earnings which compare rather badly with those published a year ago. In March, the net railway operating income of 173 class I railways was off nearly 40 per cent. from net for the same month in 1929, and was 35 per cent. less than that reported in March, 1928. Carloadings, however, have averaged only about 7 per cent. below 1929 and less than 5 per cent. below loadings in 1928.

Lastly, the stock market has suffered a rather severe set-back reflecting, partially at least, unfavorable first quarter earnings reports.

Although still far from favorable, the automobile and accessory industries located in Detroit and the surrounding area are currently expanding. Automobile production in the first three months this year averaged less than two-thirds of the output for the same months last year. It is estimated that production in April was about 70 per cent. of that reported for April, 1929, when nearly 664,000 cars, the highest monthly total ever recorded, were manufactured in the United States and Canada. It appears, therefore that automobile manufacturing has turned the corner and that business in such cities as Detroit, Flint, Pontiac, Lansing and Saginaw may show some improvement in the near future.

In Midland and Wyandotte, the two chemical producing centers of Michigan, business continues good as it has throughout the winter. In Port Huron, likewise, industrial activity is holding up well, both manufacturing and employment being reported as normal.

Southwestern Michigan business shows definite improvement. In seven out of seventeen cities of this part of the State employment is reported as normal, eight cities indicate increasing employment, and only two evidence a decline. In Grand Rapids the smaller demand for furniture and automobile bodies still exercises a depressing influence on business. Electric refrigerator plants, however, are operating at capacity, and outdoor enterprises underway are contributing to improvement. Productive activity in Muskegon has also improved in the last month. Cereal manufacturers in Battle Creek continue to operate at rates of production exceeding those of 1929. Their raw material costs this year have been substantially lower than costs a year ago so that profits probably have been improved thereby. The seasonal expansion of other industries should provide for the maintenance of general business in Battle Creek at or above the levels which have existed throughout the winter months. In Kalamazoo the paper industry is enjoying materially better conditions than during the winter months and improvement continues, according to recent reports from that city. Increased demand for agricultural implements is also favorable for this city. Employment conditions in general are better than they were a month ago. Building under way at the moment includes a large college structure, an office building and a number of small improvements.

Northern Michigan's tourist trade has grown to be a very important source of revenue in recent years. Reports from this part of the State show much improvement in business in the last month due to the preliminary preparations now being made to take care of this summer's influx of vacationers. Another factor which has contributed to improved business in the Northern area has been the completion of the spring movement of potatoes to market which, of course,

# 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 Sales shelving 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 Sales shelving.

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



brings purchasing power into the communities from which the potatoes are shipped.

Industrial operations in the Upper Peninsula are reported as normal in all cities. At Newberry conditions are below normal because of the shutting down of one of its principal plants, charcoal iron company. At Iron Mountain, on the other hand, where wood-working is the chief industry, operations are being conducted at rates above normal and laborers are employed over-time. In the copper mining area in the Keweenaw peninsula mining operations are still conducted at normal rates but the drop in copper prices is expected to cause some slowing up in the near future.

Spring planting conditions in Michigan have been very favorable. The winter wheat crop is developing rapidly under the favorable weather conditions which have obtained recently. The condition of the crop as a whole is reported to be about 5 per cent. below normal but the acreage sown last fall was larger than usual so that total production for the year may be larger than is normally reported. Reports from the West Michigan fruit area state that the freeze which occurred in the latter part of April caused considerable damage to some fruit crops. In the farming area West of Kalamazoo the sour cherry crop is reported damaged to the extent of 80 to 90 per cent. Around Traverse City, on the other hand, the sweet cherry crop is said to have received the greatest damage. The apple crop in the State is expected to be about 25 per cent. below normal on account of the frost damage. Rains throughout the lower half of Michigan in the last week have improved germinating conditions materially. If these rains are followed by a few days of warm weather and sunshine the corn and small grain crops should develop under almost ideal conditions of growth.

Bank debits in five cities of Lower Michigan (not including Detroit) increased 10.5 per cent. in April as compared with March of this year. Compared with April, 1929, a loss of 10.8 per cent. is indicated. In Detroit, debits during April were only 1 per cent. greater than in March but 13 per cent. under the April, 1929 total.

The building industry of the State failed to make the recovery in April which had been anticipated and hoped for. The estimated value of building permits issued in April increased by less than 3 per cent. as compared with March and were only 30 per cent. of the total of April, 1929. The outstanding gains in the month were made in Bay City, Flint, Grand Rapids, Kalamazoo and Saginaw.

Electric power consumption as reported by three large power companies in Lower Michigan increased 6 per cent. during April but was over 22 per cent. below the total reported in April, 1929.

Sufficient credit is reported available in nearly all parts of the State, and especially in the Upper Peninsula. In most cases the borrowing situation during April appeared to be about normal.

In general, it may be said that the outlook for Michigan business in the next month has shown some improvement, especially in those areas which are not wholly dependent on the automobile industry. But even in this industry there is some basis for the belief that production in future months will approximate normal output more closely than it did in March and April.

#### All Is Quiet in Sheets and Pillowcases.

The situation in sheets and pillowcases in the primary market has been quiet for several weeks. This has been natural, following the large business that has been placed over a month ago, when the fireworks had first gotten under way and the discount situation was all messed up. There was some strengthening for a while, and then some more easing. Not so much attention has been paid to the discount status recently, in view of the quiet and the fact that so many buyers are so well committed ahead that they are not much interested. Reports from retail stores indicate that they have had a very quiet month in sheets and pillowcases. The same logic applies here as in the primary market. Retailers had a very good sheet and pillowcase business during December, January and February. There were more sales during the first three to four months this year, featuring sheets and pillowcases, week after week, than ever before in history during a similar period. The country has been "saled" to death, said one merchant—and it is not surprising that the promotion sales of the past month have not had material response.

#### Trade Turn By October.

October will probably be the month reflecting a real turn for the better in retailing, according to the head of a leading local store. The summer months of July and August, he said recently, are likely to reveal nothing one way or the other as to the future trend of business, being traditionally dull ones in the department store field. By labor day, this merchant added, evidence may begin to accumulate as to fall business, but in many cases hot weather during September restricts trade so that it may be well into October before a gauge on activity is had.

Aside from questions of probable sales volume, the question of a net profit showing for the year will be determined by the fall business, it was pointed out. There is reason to believe, this executive said, that profit margins during the second half will be more satisfactory than those for the first six months of the year.

#### Solid Comfort.

If you want to see something in the way of thoughtfulness and comfort for patrons and if one is fortunate enough to be able to get down that way, visit the Ponce De Leon Market, Coral Gables, Fla. This store has wicker chairs and a sofa, ash stands, mirrors, and a desk for those who wish to write checks. It pays, too.

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**

**MOVEMENTS OF MERCHANTS.**

Reed City—Gideon S. Gerhardt, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—Max Maurice, 4724 Cadillac avenue, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—Max Perlmutter, dealer in boots and shoes at 8006 West Jefferson street, has filed a petition in bankruptcy.

Detroit—J. Saks & Son, dealer in boots and shoes at 5656 West Warren street, has filed a petition in bankruptcy.

Fowlerville—W. G. Edwards, of Sebawaing, has been appointed manager of the local branch of the Detroit Creamery Co.

Grand Rapids—The Thomson Lockery Abfalter Co., 1444 Lake Drive, autos, etc., has changed its name to the Thomson-Lockerby Co.

Port Huron—The Wilson Ice Cream Co., 1101 Third street, has changed its name to the Carlisle Wilson Ice Cream Co. and its location to 514 Superior street.

Newberry — Fred Trembley, 208 Newberry avenue, has sold his jewelry, optical and silverware stock to H. J. Van Auker, of Munising, who has taken possession.

Coleman—The Farm Bureau Elevator Co. has been incorporated with an authorized capital stock of \$10,000, \$3,500 of which has been subscribed and paid in in cash.

Detroit—The Curvis Drug Co., 11617 Dexter boulevard, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Ann Arbor—A receivership sale is being conducted at Greenwood & Kilgore, dealers in men's furnishing goods. This firm will discontinue business as soon as the sale is completed.

Detroit—Grey's Grocery, Fruit & Vegetable Co., 11801 Twelfth street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in.

Ishpeming—W. F. Rock, meat dealer on West Division street, has built an addition to his market and installed modern sausage making machinery. The plant will be under the management of Fred Held.

Detroit—The Tireman Quality Markets, Inc., 8806 Tireman street, has been incorporated to deal in groceries, meat, etc., with an authorized capital stock of \$25,000, \$20,700 of which has been subscribed and paid in.

Detroit—The State Machinery Sales Co., 546 East Woodbridge street, has been incorporated to deal in machinery and tools with an authorized capital stock of \$25,000, \$12,000 of which has been subscribed and paid in.

Detroit—The National Custom Tailors, 510 Detroit Savings Bank building, has been incorporated to deal in clothing with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—The Chene Furniture Store, 4770 Chene street, has merged its business into a stock company under the same style with an authorized capital stock of 500 shares at \$100 a share,

\$41,700 of which has been subscribed and paid in.

Amble—A. D. Wise, who has conducted a general store here for the past seven years, has sold his store building and stock to Leo Smith, recently of Boyne City, who has taken possession. Mr. Wise has a 200 acre farm near Lakeview.

Ontonagon—The stock, store building and real estate of the Lemoyne & Halter Co., dealer in groceries and general merchandise, has been purchased by Louis and Isidore Dubinsky, of Ishpeming and W. L. Katz, of Marquette, who will continue the business.

**Manufacturing Matters.**

Allegan—Fire destroyed the vinegar factory conducted by Kelso & Co., of Chicago, entailing a loss of about \$100,000.

Detroit—The Wise Chrome Products Co., 2480 Bellevue avenue, has increased its capital stock from \$150,000 to \$250,000.

Kalamazoo—The Rose Soap Co., R. R. 8, has dissolved partnership and the Rose Chemical Products Co. formed, locating at 1413 South Burdick street.

Dearborn—The Sterling Electric Appliance Corporation, 13123 Michigan avenue, has changed its name to the Dearborn Electric Appliance Corporation.

Detroit—C. H. Haberkorn & Co., 1327 West Elizabeth street, manufacturer of furniture, has increased its capital stock from \$300,000 to \$1,000,000.

Detroit—The Doss Candy Co., 4139 Grandy avenue, has been incorporated with an authorized capital stock of \$2,000, \$1,000 of which has been subscribed and paid in.

Detroit—The Roddis Lumber & Veneer Co., 7940 Dix avenue, has been incorporated with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in.

Detroit—The American Lady Dress Co., 2065 Myrtle street, has been incorporated to manufacture and sell women's dresses, with an authorized capital stock of \$5,000, \$1,200 of which has been subscribed and paid in.

Kalamazoo—The Kalamazoo Chemical Co., Walbridge street, has been incorporated to manufacture and deal in soap and chemicals with an authorized capital stock of \$15,000, \$4,500 of which has been subscribed and paid in.

Detroit—The Combustion Products Corporation, 3400 Union Trust building, fuel burners, steam boilers and heating plants, has been incorporated with an authorized capital stock of 270,000 shares at \$1 a share, of which amount \$200,000 has been subscribed and paid in.

Detroit—The J. C. Glenzer Co., 6463 Epworth boulevard, manufacturer and dealer in tools and machinery, has merged the business into a stock company under the same style with an authorized capital stock of \$50,000, \$30,000 of which has been subscribed and paid in.

Detroit—The Anchor Lock Washer Co., 115 West William avenue, has been incorporated to manufacture and

deal in lock washers and auto products, with an authorized capital stock of \$5,000 common and 10,000 shares at \$1 a share, \$15,000 being subscribed and paid in.

Detroit — The Colonial Tool Co., Inc., has merged its business into a stock company under the style of the Colonial Tool Co., Limited, 147 Jos. Campau avenue, with an authorized capital stock of 1,000 shares at \$50 a share, \$15,000 being subscribed and paid in in cash.

**Special Day Windows With an Atmosphere.**

Did you ever feel the irresistible pull of a display that has enough atmosphere to stop you on the walk and make a window gazer out of you? It is a great art—Ren Mulford, Jr.

Special day windows afford an opportunity to get away from the usual showing of empty cartons, soap piled in pyramids, highly tinted lithographs, with the variety of stripes of contrasting colored crepe paper for backgrounds, and to make a display that has the artistic atmosphere of a real picture. A window for "Mother's Day" showing an old-fashioned room—is easily arranged and is effective.

The background can be of grey pin-stripe wall paper with a touch of lavender in the border—at the top and sides of the window next the glass a curtain of strips of white college crepe paper—about two inches wide with half inch space between the stripes. These drape back like a bedroom curtain and fasten with a band of lavender figured wall paper like that in the border. Have a valance of white crepe across the top of the window the lower part edged with this same lavender band. On the floor, put an old-fashioned strip of woven rag carpet. At one side have an old style grandmother's chair—walnut wood if you can find one—on the back of which carelessly throw an old paisley shawl—an heirloom in many homes. An old time table or stand, put on the other side of the room. A much worn Bible lay on the table along with a brass candle stand and wax candle, a vase of carnations—red and white—a picture of "Whistler's Mother" in a pretty frame—and some knitting—needles and lace. Under the table a darning basket open showing stockings to be mended with an old time gourd in sight. Such as was used by the housewives long ago in mending their stockings.

Several framed "Mother" mottoes can be hung on the wall. Greeting cards, boxed candy, gift books, and many other gifts suitable, can be arranged on the window floor.

All articles bearing a neat price card of white lettered in lavender. Also a sign—"Remember Mother With an Appropriate Gift," and one "Mother's Day—(date)" in white, lettered in lavender—placed in the window near the glass completed a picture that will attract many passersby for there is in it a point of contact with nearly everyone. Many can look across the years and visualize their own mothers in an old-fashioned chair like that shown.

A Father's day window arranged in this way makes an attractive picture

also. On the window floor spread an old-fashioned braided rag rug, put a grandfather's chair—the kind with low wooden back and rounding arms in one corner, near the back of the window. Next the glass hanging from the chair's arm, place a shepherd's crook handled cane. On the other side of the window put a pair of old style high topped leather boots—such as our grandfathers wore. On the floor nearby place an old wooden draw boot jack the kind that had been used by men fifty years ago.

Fill the chair with fancy boxed candy, with a sign in gray, lettered in delf blue, "Try one of these fine boxes of candy on Dad, maybe he has a sweet tooth too." Near the boots, a sign done in the same colors, asked "Did Your Dad Wear Boots?" and another next the window glass—"Father's Day" (date). Greeting cards, framed mottoes, appropriate gifts for father arranged on the floor of the window.

Use for a background deep gray and delf blue crepe paper, alternate strips about three inches wide hung like a curtain. Passersby will be attracted—stop in and talk about the boots, etc., and buy something for their fathers.

Nora I. Mitchell.

**Gaily Wrapped Paper Helps Sandwich Sales.**

A number of stores, especially those located near schools have been featuring sandwiches, etc. A Pennsylvania grocer reports that by wrapping his sandwiches in gaily colored paper he has doubled his sandwich business. Also, a salad he was selling was recently renamed "collegiate salad." Since the change in name it has become the rage.

Pickles—Canned, bottled and bulk pickles are in seasonable demand, with no new outlets developed in the wholesale market during the past week. Retail channels are wider, which tends to improve the jobbing situation, but wholesalers are disinclined to go beyond their immediate needs. Sweet pickles generally are firm and favor the seller. New pack Southern dills are coming in and find ready sale. Large pickles and midgets usually command a premium, as stocks in all quarters are down to bare floors. Other sizes are in sufficient supply to take care of the present needs of the trade.

Rice—April distribution was extensive and millers report such moderate holdings that a clean-up of old crop is in prospect before next fall if no more than a normal export and domestic demand occurs. Locally prices are being gradually readjusted to a replacement basis and buyers have not resisted the movement. Freer sales are reported in the jobbing field, which confirms the statements that local holdings are light for the season.

Sauerkraut—Surplus stocks of canned and bulk kraut have been cut throughout the trade to such proportions that holdings are generally smaller than a year ago and at a point where they will no more than comfortably carry holders into the new pack season. Most of the business is being done on a hand-to-mouth basis in the jobbing and retail fields.



**Essential Features of the Grocery Staples.**

**Sugar**—The market is 10 points lower than a week ago. Jobbers hold cane granulated at 5.45 and beet granulated at 5.25.

**Tea**—The only interesting feature in the market during the week has been the opening of the new Japan tea market for the season. Prices show from 2@3c per pound lower than last year. In this country Japan and China greens are very dull. The demand is very spotty. The Ceylon tea market is being influenced by varying quality. The quality seems to be declining at the moment, which has made fine qualities firmer and general run slightly weaker. There is a good demand in this country for Ceylon, India and Japan teas. The hot weather has slightly improved the demand for green teas, which ice well. Pingsueys are firm. From now on the every day consumptive demand for teas will depend to a great extent on the weather.

**Coffee**—While the market for future Rio and Santos coffee has been somewhat erratic during the week, the trend has been somewhat higher. There have been several slight advances during the week, with occasional declines. Actual Rio and Santos coffee is exactly where it was a week ago. Milds show no change from a week ago. Business is not very good and the market rules steady at the recent decline. The jobbing market on roasted coffee shows no general change from a week ago. General consumptive demand for coffee is fair. Most retail dealers report a slight improvement in their business, due to the lowest prices.

**Canned Fruits**—Canned fruits have been repriced in the jobbing and retail fields to meet the recent lower basis made on the Coast on unsold stocks there and here on consignment. The latter supply had been cut in all varieties and goods have been moving out more freely from the warehouses of wholesalers. The agony of price readjustments has become past history and the object now is to get profits cut of new purchases to make up for what has happened. The big buyers have combed over offerings to get inside prices and have cleaned up suitable merchandise which could be had under the prevailing range, which has stabilized the situation both here and at the source.

**Canned Vegetables**—The main development of the week in vegetables was the assurance of a light pack of peas in the tri-State belt as the result of drouth. The blossom period has passed and even if rains occur, it is claimed the pack will be cut as much as 50 per cent. of normal.

**Dried Fruits**—Some real business is being done in raisins for shipment from the coast, split up among all of the packers and representing all branches of the distributing trade. Much more business is in prospect as buyers are still on the fence, to see whether the advance will hold or whether they can still cover at the old levels of 1/2c lower. They are not able to underbuy the market and get prompt turndowns when they bid below the accepted basis established for all varieties. There is talk of raisin

shortages on the Coast, but such statements are generally discounted as the idea is favored that there are enough to satisfy all trade outlets, although not in quantity to prevent further hardening in values. The era of dirt-cheap raisins is believed to be over, to be followed by other advances to a normal basis where there is enough margin in handling to allow brokers and jobbers to make a decent profit. Brokers have been pushing the sale of more profitable items, as it has been hard work to move raisins while they were weak and little brokerage has been involved. Jobbers have been in much the same position. Efforts to buy at the source clearly show that Thompsons are firm at 4c. Fresno, with other varieties, while not so strong in tone, on a fractionally higher range than earlier in the week. Sultanias, for instance, where they were sold at 3 3/4c dock, are at a minimum of 3 3/4c. Consuming outlets have been geared up by the long period of low prices, and apparently all that was lacking for an improved market was confidence that the article had hit bottom. California prunes closed dull and at an irregular range of prices among sellers, both here and on the Coast. Little buying, however, is being done in California. Top grades of apricots are closely sold out, with extra fancy almost entirely absent. Peaches are steady without special feature.

**Canned Fish**—The sardine season in Maine is slow as yet and only a few packers have opened. So far there has not been much of a catch. The spot stocks are being sold as rapidly as possible at somewhat irregular prices. All varieties of foreign sardines are dull. The trade are buying new chinook salmon which is ruling at the same price as last year. Pink salmon is wanted in somewhat better volume at prices that are relatively lower in the East than on the coast. Other canned fish shows no change for the week. Demand fair.

**Salt Fish**—The demand for mackerel and other salt fish has been quite small during the week. Nobody is buying anything that he does not immediately have to have. Prices show no change and no important change is looked for until the demand resumes in the fall. Large mackerel are still scarce. Medium and small sizes are abundant.

**Beans and Peas**—The demand for all varieties of dried beans is still very light and the market has shown considerable weakness since the report, especially in red and white kidneys and California limas. Pea beans are relatively better than the other varieties. Dried beans and dried peas are still being imported in good sized quantities.

**Cheese**—The demand has been fair during the week, but offerings were for a while rather light. Later the receipts improved and the market turned easy.

**Nuts**—The Brazil nut outlook is not favorable for the importer or the jobber in domestic markets, as a short supply is in sight for the fall and winter, with the prospects of high prices. From reliable sources it is learned that only about 2,000 tons have been bought in Brazil, the bulk of which has been

taken by two operators and the small balance split up among the other factors. That would be the cause of no worry were there free supplies of nuts along the Amazon, but letters and cables state that only about 5,000 tons are available for all world markets. Last season this country bought and distributed over 13,000 tons. The shortage in supplies this season is based upon a crop of less than 18,000 tons, or about half of the tonnage in 1929. From this supply the requirements of all consuming markets must be met. In the face of this situation, importers refrain from quoting prices to the trade as they want to cover their own needs before reselling, to know what stocks they will have and what their import costs will be. Other nuts are not worth special mention at the moment.

**Syrup and Molasses**—The market for sugar syrup is exactly where it has been for several months. Production is still small enough to keep the market at steady and unchanged prices. Compound syrup is in fair demand, especially from candy makers. Molasses is not in quite as good demand as it has been, especially for fancy grades. This no doubt is due to the warmer weather.

**Review of the Produce Market.**

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

Spys, A Grade, 2 1/2 in. min. .... 3.00  
Spys, Commercial, 2 1/4 in. min. .. 2.00  
Spys, Bakers, 3 1/4 in. up ..... 3.00  
Ben Davis, A Grade ..... 2.00  
Ben Davis, Commercial ..... 1.40  
Cooking apples, any variety .... 1.25  
Asparagus—90c per doz. for home grown.

Bananas—5@5 1/2c per lb.  
Beets—90c per doz. bunches for new from Texas.

**Butter**—The market has ranged from steady to weak since the last report. To-day's prices are 1c lower than a week ago. Jobbers hold 1 lb. plain wrapper prints at 35c and 65 lb. tubs at 33 1/2c for extras and 32 1/2c 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, \$4.25 per crate.

Cantaloupes—\$5.50 for 45 Standards. Cauliflower — \$3.50 per crate for Calif. Crates hold 9, 10, 11 or 12.

Celery — Florida stock, \$5.25 for either 4s or 5s. Bunch stock, \$1.10.

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

Cucumbers—\$1.25 per doz. for Ill. grown hot house; outdoor grown, \$3.50 per bu.

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

C. H. Pea Beans ..... \$6.50  
Light Red Kidney ..... 7.00  
Dark Red Kidney ..... 7.75

**Eggs**—The market has advanced 2c during the past week, due to lessened production and reduced receipts. Local dealers pay 20c 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—75c per doz. for Florida.

Green Onions—Home grown, 40c per doz.

Green Peas—\$2.75 per hamper for Calif. grown.

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

Imperial Valley, 4s, per crate --- \$5.00  
Imperial Valley, 5s, per crate --- 5.00  
Imperial Valley, 6s, per crate --- 5.00  
Hot house grown, leaf, per lb.--- 12c

**Lemons**—To-day's quotations are as follows:

360 Sunkist ..... \$10.50  
300 Sunkist ..... 10.50  
360 Red Ball ..... 10.00  
300 Red Ball ..... 10.00

Limes—\$1.50 per box.

Mushrooms—70c per lb.

Mustard Greens—\$1.75 per bu. for Texas.

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

126 ..... \$8.50  
150 ..... 9.00  
176 ..... 9.25  
200 ..... 10.00  
216 ..... 10.00  
252 ..... 10.00  
288 ..... 9.75  
344 ..... 9.00

**New Potatoes**—Florida receipts command \$9.25 for No. 1 and \$5.50 for No. 2; Texas Triumphs, \$4.25 per 100 lb. bag.

**Onions**—Texas Bermuda, \$2.25 for white and \$2 for yellow.

Parsley—50c per doz. bunches.

Peppers—Green, 70c 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, \$2 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.75; 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 ..... 20c  
Light fowls ..... 15c

Radishes—30c per doz. bunches of outdoor grown.

Spinach—75c per bu.

Strawberries — \$6.50@6.75 for 24 qt. crate from Kentucky.

String Beans—\$3@3.25 per hamper.

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

Tomatoes—\$2.50 per basket; three basket crate, \$5.

Turnips—\$1.40 per bu. for new.

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

Fancy ..... 15c  
Good ..... 13c  
Medium ..... 11c  
Poor ..... 10c

Wax Beans—\$3@3.25 per hamper for Florida.

## IN THE REALM OF RASCALITY.

## Questionable Schemes Which Are Under Suspicion.

Six years ago this department had occasion to warn its readers against Charles F. Howard, who then conducted the manufacture of a lice destroyer at Lake Odessa under the style of the Odessa Chemical Co. He subsequently removed to this city. Later on he took up his residence in the county jail at Allegan, to which retreat he was sentenced by Judge Cross of the Allegan Circuit Court for uttering checks on banks in which he had no deposits. While he was serving his sentence he won the good graces of his host, the sheriff of Allegan county, who furnished capital to put him on his feet and continue the business as soon as he was released from jail. He played false to his benefactor, whose loss by befriending the fellow amounted to upwards of a thousand dollars. Now he is located in Grand Rapids again and is victimizing country merchants wherever he finds one who is not familiar with his unfortunate methods, either by previous contact or by reading the exposures we have published in the Tradesman. The man is thoroughly unreliable and should not be touched at any angle.

The National Better Business Bureau tells of a gentleman, a former member of the United States Navy, who seems to make a business of selling testimonials. He specializes in navy preferences, and his method is to submit manuscripts at a moderate price which describe the virtues of commodities discovered by the men at sea. In three instances at least the claims made were found to be faulty or without foundation. Perhaps the most significant thing in connection with the exposure is that in each case investigation followed complaint by the manufacturer to whom the puffery was offered, indicating that paid testimonials are not only losing their market but are now regarded with suspicion. Not long ago the traffic in wares of this sort was heavy and the results were all too apparent in a good many advertising campaigns. That exposure has accomplished its purpose pretty thoroughly is demonstrated by this evidence that complaints are now coming from the supposed beneficiaries of the humbug rather than from its dupes. If we can rid ourselves of the claque in advertising honest applause will come into its own again, a consummation devoutly to be wished.

At present one must be clever to detect truth from falsehood. We have banditry by mail, financial speakasies, fraudulent classified advertisements, fly-by-night salesmen, crooked sidewalk shows and a hundred other schemes to get money from the unwary. Never has legitimate enterprise been so completely surrounded by pitfalls.

In spite of fact-finding agencies that endeavor to protect the public, tens of millions of dollars find their way into the pockets of the promoters of fraudulent schemes. Many of the crooks manage to keep sufficiently within the

law to escape punishment, and they are the ones most to be feared. Let me set forth briefly a few details of various fake schemes that are winning dollars right now.

A so-called "Psycho-Phone" was advertised as being the simplest, easiest and most rational method of reaching your unconscious mind with constructive suggestion. With its aid you would surely succeed, no matter how often you had failed before. The manufacturer of the device asserted that it would develop health, courage and self-reliance in the user. Furthermore, it would establish harmony in your life, increase personality, reduce fat, correct hallucinations and attract to you the people you need.

This marvelous device which would bring to realization all of your desires, was nothing more nor less than an electrically operated, time-clock controlled, automatically repeating talking machine. It was designed to operate upon the subconscious mind during sleep.

The eyesight of thousands of people is now being jeopardized by spectacles sold by unscrupulous mail-order concerns. Obviously, without a proper examination, it is impossible to fit glasses to the eyes of the individual, but these quack firms glibly advertise that their "wonderful glasses will enable anyone to read the smallest print, thereby preventing eyestrain and headaches." The spectacles they send on orders are simply magnifying lenses in cheap frames that will not fit any eyes except by the merest chance. The wearing of these magnifiers may conceal troubles that could be cured if caught in time.

Medical fakery continue to get a large amount of money from gullible citizens through using the mails to willfully misrepresent their concoctions. A few of these charlatans are so woefully ignorant that they actually believe their remedies are wonderful discoveries. Strange as it may appear, the greatest ally of the medical mountebank is the "testimonial giver" who may be perfectly honest in his expression of gratitude, even if he is sadly misled by some laxative or other ingredient purposely placed in the fake remedy.

A concoction made chiefly of sodium bicarbonate, sulfur and borax netted its proprietor more than \$50,000 before a fraud order stopped its sale. A pseudo-professor pulled in several hundreds of thousands of dollars through merchandising a cure-all made of 90 per cent. hydrant water, 5 per cent. salt and 5 per cent. sugar. This solution cost five cents a gallon and sold for about twelve dollars for two ounces. A fraudulent remedy for pyorrhea made of common sheep dip employed for killing parasitic insects, raked in nearly \$50,000 before the postal inspectors caught the crooks who were in control.

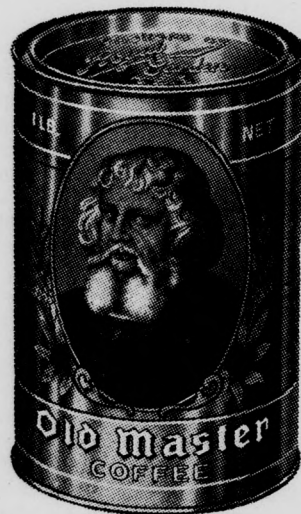
A remedial instrument that sold by the thousands in dozens of countries was advertised to cure everything from Asiatic cholera to rheumatism. This device was made of a nickel-plated gas pipe filled with sand and charcoal, and having flexible cords attached. It could be used to cure either man or

beast, and sold for \$35, although it cost only \$1.25 to manufacture.

A simple little device made of some string, a small metal bar and a couple of arrowheads was given the appealing name of "Sex Indicator," and sold by the thousands. Hundreds of farmers bought it in order to establish the sex of lima beans before planting, the female beans being, of course, preferable. Students sought the help of the instrument in determining the gender of French nouns. Unfortunately for the fakers, the Post Office Department said the thing was a swindle and removed this highly beneficial influence from further service to life and industry.

A man and his wife did a big business through the mails in selling what they called "Blessed Handkerchiefs" that were supposed to have divine healing power. These handkerchiefs cost three cents and were sold for five dollars. A poor pharmacist in a Western city collected more than a million dollars in four years by selling some tablets that were represented to be the

## These Be Our Leaders



Sold only by  
**The Blodgett-Beckley Co.**  
Members India Tea Bureau  
Toledo, Ohio

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

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

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

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



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

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



"fountain of youth." This faker was a deacon in one of the largest churches in the city and a director in a National bank.

From the lowly street vendor to the powerful crook who has a following of thugs and gangsters to carry out plans involving tens of millions of dollars of tribute, we now find an organized army of easy-money sharks who maintain a never-ending attack upon individuals and commercial interests. New Yorkers pause daily in their rush to swell the crowds around street mountebanks selling miracle workers.

The other day I saw one of these vendors who wore the kind of headset used by telephone operators. In getting a crowd about him, he twisted the top of the plug around with his fingers and then cried suddenly, "I hear you, Mike! Our invention works!" This was all a bit of hokum to enable him to sell some naughty art poses, but it worked.

It is not unusual in New York City on a pleasant day to find two or three sidewalk shows on a single block. The average urban dweller loves entertainment as he passes. He will stop and gaze at the antics of seedy individuals demonstrating the merits of glass-cutters, selling odd assortments of implements that will cut carrots and potatoes into fancy shapes, and waxing oratorical over the beauty of a pile of cheap socks and neckties. He will watch the actors in the window shows roll cigars, manufacture cigarettes, bake cakes, put soles on shoes, adjust a ready-made tie, or brandish a carving knife over stuffed fowls turning on spits.

City folks fall as easily for the hokum of the modern gold brick seller as do their country cousins. Recently on Broadway I watched a street vendor do a big business while demonstrating an endless wire made by joining two short lengths of steel spring. The principle was the same one that may be observed in the electrically rotating barber poles that seem to be spiraling upward into infinity. Many of the passersby hastened to pay five cents to get an endless wire of their own, and then hurried away to demonstrate its magic properties to their friends.

A lot of these sidewalk vendors dress carefully for the parts they are to play. Some put on the uniform of a sailor and try to sell imitation amber pipes that they pretend to have brought in from Austria. Others work the old express company game, dressing up in overalls and offering fake furs which they try to make you believe have been smuggled in or stolen.

Truly, Mr. Citizen must now watch his step if he would avoid the schemers who are now seeking to capitalize the common instinct of most people to get something for nothing. Millions of dollars each year fall into the hands of swindlers who live by the practice of deceit. "These Premises Must Be Vacated in Four Weeks. Goodbye Everybody. Selling Out \$80,000 Stock at Sacrifice Prices." Fake signs of this kind may be found on nearly every block in certain sections of our big cities notwithstanding the good work of Better Business Bureaus.

Fraudulent Help Wanted advertisements gather in a lot of money from people out of jobs and anxious to earn extra dollars. It nearly always happens that the aspiring applicant must send along some cash for materials, implements or books of instruction. Even women willing to do sewing at home find themselves compelled to send along money for a sample garment which they are supposed to duplicate.

Inexcusable carelessness in checking up the facts has resulted in misleading statements being made by stores of the highest character. A prominent Fifth avenue establishment recently permitted black suede bags to be represented as "French Antelope," while other bags were said to be "Mounted into a shell frame," although the frames were made of pyroxylin.

Each new invention or discovery offers the charlatan an opportunity to capitalize falsities.

It is most amazing how easily some people fall for this intellectual debauchery made up of a hodgepodge of catch phrases. But such tragedies as the collapse of the Florida boom and the recent panic in the stock market proved beyond doubt that a large percentage of our population is made up of people who completely lack the critical faculty, who still believe in fairies, who think only the truth is advertised, and who are absolutely sure that there are hidden virtues in wish-bones. It all goes to prove that Mr. Barnum was absolutely right, and that the "Will-to-be-fooled" is a most important reality in this present day and age.—Floyd W. Parsons in Grocers Bulletin.

#### Bedsread Problems Are Many.

The suggestion is made that a number of the smaller bedsread manufacturers are going to find it a very hard period ahead for them, after the difficult situation through which they have been passing. The cretonne spread has been becoming more and more of a factor, over the country, ever since the success which R. H. Macy & Co. had with this article. For many of the regular bedsread producers to go into the manufacturing of printed spreads, would not be wise. For, after all, this is purely a spring and summer proposition thus far.

Bedsread mills have a problem before them, in the opinion of more than a few.

#### Cretonne Spreads Offer Hard Competition.

Snappy, good-looking, all-cotton spreads unquestionably have a market, but then there is the matter of price. The cretonne spreads are good looking, and sell at very low figures—so much so, that the woven cotton spread could not compete substantially at retail at this time of the year, it is contended. How to get volume on good woven cotton spreads is the problem. On the subject of rayons, there seems to be little to say. Some people laughed at the statement in these columns, the other day, that the big stocks of rayon spreads had been pretty well cleaned out.

## BULMAN STEEL STORE EQUIPMENT

Is not built down to a price but up to the exacting demands of modern merchandising—and years of uninterrupted service.

**Steel Shelving, Steel Counters and Display Equipment**

"Over 26 years building steel store equipment"

**THE E. O. BULMAN MFG. CO., INC.**

GRAND RAPIDS

MICHIGAN

## Turn Your Stocks Quickly..

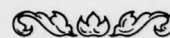
but be sure you always have enough to turn. Make your orders of "Uneeda Bakers" products sufficiently large to insure ample stocks at all times. It's quick turnover of volume that makes money now-a-days.



NATIONAL  
BISCUIT COMPANY  
"Uneeda Bakers"

## HAVE YOU Protected Your Life Insurance?

By arranging a Life Insurance Trust, you can afford your family the fullest possible benefit from your insurance funds.



**GRAND RAPIDS TRUST CO.**

Grand Rapids, Michigan

### A MECHANICAL BAND.

It is time to sound alarm and beat the tacsin, to ring wild bells of warning and proclaim a nation's peril. For a cherished institution is in danger and misguided progress is undermining a sweet tradition. The Quartermaster General of the United States, encouraged and abetted by the Secretary of War, is about to conduct tests of a mechanical band with which to provide military music for ceremonies and parades, drills and marches and all the pomp and circumstance of the army's lighter moods.

It is radio, of course, which has brought this threat to the belabored drum and cymbal, the full-blown brass and squeaking life. By the magic of the vacuum tube their notes can now be recreated out of a phonograph record and magnified to full marching strength. It is reported, in fact, that this dangerous device can make as much noise as two brass bands and need never know weariness or demand a pause for breath.

But, still, something is seriously lacking from this substitute for the army band. It is not noise alone that stirs the spectator's pulse as a military parade goes by. The gleaming instruments themselves are part of it. The rhythm of music is in the feet of the players as well as in their drums and trumpets. And it is impossible to conceive of a drum major strutting down the street ahead of a loud speaker or the regimental flags waving in the wake of a radio amplifier.

There is another lack which mechanical music has so far failed to meet. It is most marked in the case of bands. Their instruments have a quality and character aside from their musical notes, a matter of physical vibrations and impact. The drum shakes something primitive in the listener, and no man's diaphragm should be still when a trumpet is blown. When all these things go into a radio tube they come out again as a single vibration, which somehow fails to satisfy.

Until we tire altogether of military parades the band can scarcely be spared. Fortunately, the advance information on this mechanical substitute suggests no reduction in the present strength of the marching musicians, but, if successful, will provide military music for service schools, flying fields and posts at present unable to support their own band corps. It has other possibilities, too, since by radio a band concert could accompany a regiment into battle, as once the drummers led the way toward the enemy. But in the grim business of modern warfare this is more possible than probable. The army band is for peaceful parades and serves to take the emphasis from the deadly functions of armies and soldiers. Canned music could scarcely do so, no matter how loud it was made.

### LAUGH AND GROW WELL.

Somebody has just discovered that we do not laugh at what pleases us but rather in defiance of what displeases us. There is, apparently, a standing alternative between annoyance and amusement over life's ironical accidents, and he who lives best is he who laughs best for relief from the

tears and tension of his own trials. It is a child's privilege to laugh because he is tickled, but the adult must learn to laugh in the face of misfortune, handicap and even pain or he becomes the unhappy slave of his own circumstances.

Such laughter, it seems, has a definite therapeutic value. It has long been said that one may laugh and grow fat, but it is more important to the modern man that he learn to laugh his way out of nervous prostration. Miss Mary F. Ferguson, supervisor of social service at Johns Hopkins University, advocates laughter as an antidote for all sorts of neuroses and even for social disorders. They are commonly the consequence of strain and tension, overwrought brains and nerves and kindly laughter scatters them and takes away their sting and danger.

There is no particular mystery to this process of finding humor in the most discouraging situation. To do so calls for humility and a sense of proportion which does not take self too seriously.

This healing power of laughter being granted, it is amazing that its cure is so grudgingly practiced. The world sometimes seems almost stupidly serious, intent on everything but the free joy of living. Men and women grow weary with meaningless burdens; their weariness is written in the faces of the crowded street and stamped on most of those who set the pace of success and achievement.

We amuse ourselves, indeed, but laughter of the times is not always wholesome laughter; there is frequently little heart in it and less kindness. It would pay us well to forego some of the gilded prizes of success and recover the habit of honest merriment. Experience and science are agreed at last that it would be good for both our bodies and our spirits to do so.

### STORE PROFITS RECEDING.

The preliminary report on 1929 operating expenses and financial statistics of stores made by the Bureau of Business Research of Harvard University was presented at the retail conventions in Chicago last week by Dr. Malcolm P. McNair and brought out about the facts which were expected. The gist of the study was that expenses are eating further into net profits of the majority of stores. The report further emphasized that the larger department and specialty stores are doing a better job than the smaller ones and that the specialty stores have the edge on department stores in the same class.

Dr. McNair summed up the reasons for the continued decline in net profits as follows: (1) That many stores show a sales decline and only a few show even a small increase. (2) That the effect of chain store competition, especially for the smaller store, is marked. (3) That there is too much emphasis on volume instead of controlled operations.

In the last named reason may be found a good part of the trouble which is evident in other ways, it would seem, because volume operation is usually indiscriminate operation and therefore ineffective in pushing sales

steadily ahead or in meeting chain competition. Volume selling carried out intelligently and with high control is eminently successful as the chains testify but how often is it carried out that way by the thousands who practice it?

The controller of a large retail organization divided the present school of thought into two groups—those who believe in increasing net profit by increasing sales volume and “by this alone,” and the second, which he considered a very weak minority, those who believe in increasing the net through improved operations. A third school might have been added in the successful chains who believe in volume and improved operations. But improved operations, it is plain, should be the first step. Volume can follow.

### CORRESPONDENCE SCHOOLS.

There is always a great deal of discussion in print and on the lecture platform upon the significance of a college education, scholasticism versus athletics, or the value of university training for a business career. But it appears that a lot of time has been wasted upon the colleges. We should have been talking about the correspondence schools. For their total enrollment has now been placed at 1,250,000 and this means, according to Dr. J. B. Noffsinger, director of the National Home Study Council, that they have twice as many students as all the resident colleges, universities and professional schools in the country.

Whatever may be the drawbacks of correspondence schools, it must be admitted that they completely escape most of the criticism leveled against our colleges. Those who study by mail have their lessons corrected by mail, and finally win the coveted sheepskin at the hands of the postman, are not bothered by the social implications of a fraternity system, the demands of extra-curriculum activities or the excitement of football seasons. They drink at a well of learning pure and undefiled.

Perhaps the correspondence schools are the true descendants of the medieval universities rather than our resident colleges. Their students cannot sit at their masters' feet in their zeal for knowledge, but they do the next best thing by keeping in constant touch by postal card.

### DRY GOODS CONDITIONS.

Retail trade was less active last week but the drop from the high volume reached during the hot spell was not pronounced. In fact, the month so far has furnished excellent results and the best achieved for the year to date in many instances. What is needed now, retail executives agree, is a period of cool weather in which to clear Spring goods before holiday and vacation buying assumes large proportions.

Should the last two weeks of this month hold to present sales average the May increase should pass the April gain, which was the first one for trade as a whole this year. Department store business for the first four months of the year has been 4

per cent. under the same period last year. Chain and mail order sales, it is true, have shown an increase of about 6 per cent., but without taking additional stores into consideration.

The decline in trade so far this year may not represent an actual loss in units sold. In fact, the actual physical volume probably approaches what was done last year because dollar volume has been affected by lower prices. For instance, it was stated last week that the Summer sales catalogue issued by the largest mail order house carries prices 10 per cent. under those listed a year ago. Units sold must run 10 per cent. larger this season to give last year's dollar volume.

### FUTURE OF RADIO.

Dr. Lee de Forest is a man who has every right to peer into the future of radio, responsible as he is to so great an extent for the radio as we know it to-day. Consequently his prophecies are worth noting. The small broadcasting stations, he says, are destined to be replaced by a group of high-power stations which will monopolize the air. Television will soon be with us over the wires of the electric light companies, there will be great changes in journalism born of radio influence and, instead of broadcasting advertisers' programs, the radio industry will be supported by a tax on tubes.

It is this last observation which is perhaps the most interesting of his predictions. It is a system which has much to commend it, for it is only the remarkable patience of the American people which allows them to submit meekly to the sales talks by which every radio program is now interrupted. Radio advertising is getting worse instead of better as time goes on, and it is a serious question whether it won't break down its audience morale altogether long before it can break down its sales resistance.

In this case the radio advertiser will have to go, and no more than Dr. de Forest shall we mourn his passing.

### A LOST BILLION.

Of the billion dollars represented by the outstanding paper currency for which the new small notes have not been exchanged, it is probable that many millions of dollars will never be redeemed and that the United States Treasury will be the richer by that sum. But the unredeemed bills will remain for years a charge against the Government unless something is done to clear the books of these obligations. Even to-day there is an occasional demand for the substitution of current money for specimens of the “shin-plasters,” or fractional currency of Civil War days, and as these early issues are still legal tender the Treasury has to be prepared to cancel them by paying for them at their face value. Doubtless large numbers of these war-time notes are permanently enshrined in curio collections. This, however, can hardly be true except to a very limited extent with the bills now in process of displacement. But there can be no doubt that hoarding and the loss or destruction of Treasury and bank notes are factors in this curious situation.



## OUT AROUND.

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

A political friend tells me a story relative to the appointment of Senator Vandenberg by Governor Green that I think is sufficiently interesting to play up in this department. It appears that Governor Green had fully decided to appoint ex-Representative Fordney, of Saginaw, to fill out the unexpired term of the late Senator Ferris and that the Governor's Secretary, H. E. Lawrence, Frederick A. Chapman and Lawyer Nichols were requested by the Governor to break the news to Mr. Vandenberg, who was that day holding a meeting in some Central Michigan city—I think Charlotte. Mr. Lawrence telephoned him to come home by way of Lansing and come to a certain room at the Hotel Olds, which he agreed to do. When he put in an appearance and was told of the Governor's conclusion regarding the appointment, he showed great anger and resentment over the announcement and emphatically reminded the Governor's friends that he had put Mr. Green in the Governor's chair through the influence of his paper (the Grand Rapids Herald) and that he would proceed to put an end to his political career with as little delay as possible. The Governor's friends reported the situation to their chief, who decided the next day to reverse his decision and appoint Mr. Vandenberg, instead of Joe Fordney. A letter containing the commission was forwarded to Mr. Vandenberg at Grand Rapids, but the latter was so angry at the Governor that he showed his disgust and resentment toward the executive by tossing the envelope in the waste basket without opening it. The next day's papers announced the appointment, whereon a dozen members of the Herald staff were drafted into action to sort over the refuse in the furnace room and recover the letter containing the commission. It was finally discovered and Mr. Vandenberg proceeded to Washington, with as little delay as possible, to be sworn in. Senator Couzens had previously written Mr. Vandenberg that he (Vandenberg) should not be a candidate for Senator, because he did not possess the necessary qualifications for the high office. Notwithstanding the adverse opinion then held by the senior Senator and expressed by him with all the bluntness and brutality of which he is capable, he made a virtue of a necessity, grabbed Mr. Vandenberg by the arm on his appearance in the Senate chamber and marched him up to the seat of authority of that august body to be sworn in. Judging by some recent utterances by Senator Couzens, he has revised his opinion regarding the qualifications of Mr. Vandenberg to serve as his colleague.

Neither Senator apparently stands very high in the estimation of the President. A day or two after the Parker veto a Grand Rapids citizen called on the President and remarked, "I see you are having your troubles, Mr. President." "Yes," responded the

President, "and two of my worst troubles are the Senators from your State."

If Joe Fordney had been appointed Senator to fill out the unexpired term of Senator Ferris, he would, undoubtedly, have been a candidate for the long term two years ago and would now be United States Senator from Michigan while Mr. Vandenberg would still be forging thunderbolts in the editorial office of the Grand Rapids Herald. Joe Fordney is a regular Republican and would never have defied the President and vetoed his appointment to the United States Supreme Court to win the plaudits of the utterly unscrupulous American federation of labor, as Senator Vandenberg did two weeks ago, greatly to the disgust of every honest citizen and loyal Republican who believes in uniformity and regularity.

Careful observations for several years, based on his official acts and utterances, convinces me that Couzens has not a single qualification for the position he holds at Washington. He is a bully and a braggart and has no proper conception of the duties and responsibilities of the office of Senator. He is never a constructionist, but always an off horse, to be depended upon to oppose any movement which would serve to better his country or the State he is supposed to represent. In taking action on any important matter which comes before the Senate he never considers his constituents for a moment, the good of the party or the well being of the country. All he thinks of is his own misguided imagination, prejudices and resentments. His only qualification for the office is the possession of \$30,000,000—probably more now—which he stumbled on through an accidental association with Henry Ford, forced on him through the graciousness of a former employer. This enormous sum has enabled him to restore a school house in a Central Michigan town which was dynamited by a lunatic and hand out \$10,000,000 for the care of indigent children in Michigan. Both gifts were evidently bestowed solely for the effect they would have on the voters of Michigan this coming fall, when Couzens comes up for re-election.

Arthur Vandenberg is the antithesis of his unfortunate colleague. As a painstaking newspaper man for many years and a careful student of American history, he has had a remarkable training for the position he now fills with grace and dignity. He has delved deep in the theory and practice of popular government. He is a brilliant speaker and never utters a word until he has thoroughly posted himself on the subject he undertakes to discuss. He is evidently a man of destiny and has a great future in store for him—a future which is likely to be marred only by his unholy alliance with the crafty and unscrupulous American federation of labor.

Washington friends write me that Couzens will not make a personal can-

vass for the Senatorship this year; that he has placed the management of his campaign in the hands of George W. Welsh and given him carte blanc to spend any amount necessary up to \$100,000 in order to accomplish the return of the Detroit gentleman to the Senate. Mr. Welsh's personal compensation is reported to be \$500 per week, starting June 1, with \$10,000 additional if he is successful in landing his candidate. Mr. Welsh has no organization to speak of throughout the State, but his organization in Grand Rapids is adamant—quite as effective as the organization which was built up and maintained by the utterly disreputable and unscrupulous Deacon Ellis a dozen years ago. Ellis and Welsh are the only politicians who have been able to handle the city business as a czar once handled Russia. The fundamental idea of the commission form of government is that the commission govern and the city manager carries out their orders. Under existing conditions the city manager governs and the commissioners simply sit back and do as they are told by the manager.

It is reported that Welsh is looking for an easy victory because of the large percentage of Democratic votes his client will receive. Many Democrats are urging that this party make no nomination for United States Senator because Couzens is admittedly not Republican in anything which pertains to the good of the party, as well as the well being of Michigan and the country at large. By refusing to take any interest in appointments, Michigan is suffering in a business way because of its non-representation on many boards and commissions to which its needs and requirements should be presented and should receive due consideration. It may be pleasing to see Michigan represented in the Senate by a non-committal nonentity, but we do not get very far with that kind of man failing to do his duty and failing to function as a red blooded man should function under the circumstances.

Because I believe in regularity in politics, business, religion and every walk in life, I have precious little use for assistant Republicans or assistant Democrats who seek to perpetuate themselves in office by undertaking to ride two horses at the same time. I sincerely hope the Democrats banish the idea of supporting Senator Couzens because of his disloyalty to the Republican party and nominate an upstanding Democrat for Senator—like Mark Norris, for instance—who would make his campaign on the basis of his adherence to the best traditions of the Democratic party and swerve neither to the right or left in order to catch a few votes. If Mr. Norris were to do this, I think enough Republicans who are disgusted by Couzens' betrayal of trust would vote for him to land him safely in the position.

Governor Green has finally succeeded in building up a fairly harmonious condition among worth while party leaders of the Republican persuasion in

Detroit. He has had a hard job on his hands, due to controversies, conflicts and long cherished hatreds, but he has succeeded in accomplishing what no other executive has ever been able to do and brought about agreements and conditions which speak well for his remarkable ability as a harmonizer of a high order.

One of the most deplorable features of the age is the manner in which the work of the State Attorney General's office has been unduly expanded, solely in the interest of political expediency. During the administration of the late Grant Fellows, the office force was enormously enlarged in order to enable Mr. Fellows to send out assistance to any prosecuting attorney who felt he had a difficult job on his hands. This policy has been followed and exemplified by all subsequent occupants of the Attorney General's office, so that the force is now very numerous and not always up to the high standard which should be maintained in that branch of the public service. The reason for this change in the fundamental plans of our State government is due to the State-wide acquaintance this policy gives the Attorney General with the prosecuting attorneys, who are supposed to be very influential in their respective communities and who can be depended on to assist the "head of the house" when he becomes a candidate for Governor or the Supreme Court. This is the only excuse which can be offered for such extravagance and misuse of the people's money, because the local prosecuting attorneys are usually able to handle their own cases much better and more effectively than the young striplings the Attorney General usually sends out to "assist" the local prosecutors.

I note by the Grand Rapids Herald that May 15 was the twentieth anniversary of the establishment of the Wolverine service from Grand Rapids to New York over the Michigan Central and New York Central Railways. I was President of the Grand Rapids Board of Trade—now Association of Commerce—about that time and distinctly recall the struggle we had to induce President Ledyard to give Grand Rapids any consideration whatever in that connection. Every time we approached him he met us with a sneer and shake of the head. That had always been his policy toward anything Grand Rapids wanted. Before the enactment of the law creating the Interstate Commerce Commission he carried freight from Detroit to Hastings (137 miles) at the same rate he charged Grand Rapids shippers to the same destination, which was only a distance of thirty-two miles. It was a bitter pill for him when he had to remove this discrimination against Grand Rapids and he showed his displeasure and his determination to do all he could to hamper Grand Rapids as a jobbing market on every possible occasion. When we began making a demand for a Wolverine connection he treated our representatives with great discourtesy, but we knew the wapish



disposition of the man and acted on the theory that we could ultimately wear him out. Our prophecy regarding the situation proved to be borne out by the facts, for on one occasion he said he would put on the through Pullman if we would sign a bond to make good any losses the road sustained over a period of six months. We accepted his proposition, greatly to his surprise, and he drafted a bond which would do credit to a modern Shylock. We signed the bond in his office and I distinctly recall the way he chuckled when we handed him back the document, because he confidently expected to penalize us good and plenty. The car was a money maker almost from the first day it was placed on the run and Mr. Ledyard did not wait until the full contract period had expired before returning the bond, duly cancelled. The outcome of the undertaking was evidently as great a disappointment to him as it was pleasing and satisfactory to Grand Rapids people. The Michigan Central has not always given us as good a Pullman as we are entitled to, but we have managed to worry along and take what the company provided. The entry of the Pennsylvania System and the B. & O. into Detroit and the joint service which has resulted therefrom with the Pere Marquette has deprived the Michigan Central of the travel from Grand Rapids to Washington and vice versa. The new routes are much more interesting and enjoyable and passengers get into Washington two or three hours earlier in the day than they were able to do by going over the Michigan Central around by Buffalo. E. A. Stowe.

#### Veteran Landlord Sells His Hotel.

Big Rapids, May 15—Enclosed please find check for the Michigan Tradesman for another year. Although we have sold the Western Hotel to J. H. Hardy, of Chicago, I feel I should continue reading your good paper. I am still running the hotel for Mr. Hardy, but expect a party next week to take a lease from Mr. Hardy for a term of years, and, no doubt, the hotel will continue on about the same policy it has always been operated. Thirty years at one stand is a long time, although not nearly so long as your remarkable record of forty-seven years with the Tradesman.

We expect to reside in Big Rapids for the summer. At least, we have no definite plans for the future.

Was surprised to-day in reading in your paper of the sudden death of D. Hayden Brown, of Eaton Rapids. Mr. Brown was a very good friend of mine and a fine type of man. One thing very commendable about him was his devotion to his blind mother, who lived with him in Eaton Rapids.

W. F. Jenkins.

#### What a Bonus!

A merchant known to have an exaggerated thrift complex, upon balancing his books at the end of the financial year found that the profits greatly exceeded even his wildest expectations. He was so overjoyed he called his employees together and said:

"Well, my good people, this has indeed been a very fine year and to show my gratitude for the good work you have done I am going to give you each a bonus check and if you do as well during the next twelve months I'll sign them."

#### WHO ARE THE MERCENARIES?

##### Who Is Waxing Fat in the Chain Store Battle?

I forget who it was, possibly Mark Twain, who remarked that we should be sparing of the truth, because there is so very little of it. To be absolutely candid in discussing a much discussed and cussed proposition seems perfectly fitting.

I have had some such remarks as this made to me in the course of the past few weeks, "That radio man is making an easy living, it's a good graft."

Or, "You sure struck a gold mine getting the independent dealers to come across with their advertising, it's helped a great deal."

Or, "This chain store agitation is all right for the ones putting up the fight, they're reaping a rich reward."

Analysis would seem to prove that there are others who are reaping this "rich reward from chain agitation." I know many dealers who have been buying new delivery cars, good ones; firms ripping out partitions, enlarging stores, employing help. A general trend of expansion, and truly one does not invest in delivery cars or enlarge his capacity to do business unless there be a reason.

If the ones who are combating the chain store evils are benefitting to any extent, it is true that those they are fighting for, the independents themselves, are also benefitting. In the long run the public is the winner. But before the public can secure the benefits of money remaining within a community, instead of leaving the community, the dealers naturally benefit first. Then their prosperity reflects in general business and community life.

Now let's turn on the electric fans, blow aside the smoke screen and discover, if possible, just how this whole affair balances to date. There has been a definite result in this section. Chain stores have had a set-back. Folks are accepting the truth and trading more liberally with home firms.

Has any individual grown rich combatting the chains?

I haven't heard of such a one. Dealers have been warned by some self-appointed guardians of the independents to beware of the fakers, the camp-followers and those who ply petty grafts in the name of American democracy in business.

I know one printer who had several hundred small window cards printed. He sold these to a limited number of dealers who actually wanted them for their windows and made a nickel on each one. Would we say that was graft?

Another man had a well-worded pamphlet printed, hoping to have the independents buy enough to make a fair profit, and the price was low enough for any dealer to use them liberally. It was a good bit of campaign literature, I think the man who wrote and tried to sell this particular pamphlet after hard effort, made thirty or forty dollars, then quit the deal. He was averaging about two dollars a day.

There are trade journal publishers

who have had much glory and darn few shekels out of this battle and they have fought valiantly.

The broadcasters have, perhaps, broken fairly even, but for the amount of time, energy and risks involved haven't gone over a figure that is unduly generous.

The country newspaper men have had an up-hill battle, some have secured a fair bit of financial support, but the majority have not.

The senators, congressmen, governors and wholesale house officials, the various association officers, have had added heavy burdens and responsibilities, their recompense being negligible.

As for the community weekly publishers it would be merciful to draw the veil. The most strenuous effort has resulted in one case of holding the paper merely to the average this year, to the same average of the year before. There was no increase in revenues and here is a very little of that truth mentioned in the beginning. One paper carried some fifty-five independent directory advertisements at \$1.25 per week. This feature started the second week of the month—so the statements called for two insertions, a total of \$2.50 for the two weeks, and five days after those statements went out fifteen of the so-called independents, who had enjoyed a nice fat increase in business, cancelled their order for the advertisements. Well, there's one case where the "graft" did not go very far.

The actual truth is, that about sixty-five per cent. of the independent dealers do not play fair. There are several legitimate, necessary channels to use in this campaign, and yet aside from a nominal contribution to some radio program, and that contribution meager, the fighters can buy their own ammunition, their own weapons, supply fodder, munitions of war and get up on the firing line and battle like blazes until they drop and the dealers, back in the peace zones, increasing their revenues smile and say, "Boy, those chaps are doing great work, more power to 'em." Perhaps they even pray for the men on the firing line—I hope so.

But the chain barons need not try and absorb any comfort from this expose or balancing of accounts. There are slackers in the chain ranks, as well as in the ranks of the independents, with this difference in the whole affair. The men standing against the chains may need financial support, as well as moral support, but by the same token, if they have to keep on, without the financial sunshine, they will do it—for you can't put a price on principle, you cannot subdue or eradicate the spirit in men who take to the trenches for justice. The anti-chain fighters will be working just as valiantly, perhaps more valiantly, a month or six months from to-day than they are now.

They will continue to work until the chain octopus has its blood sucking tentacles trimmed to where they can no longer suck away the financial life blood of city, state and Nation. I haven't answered the query in the caption, "Who are the mercenaries"—I

have merely outlined some facts as they stand. Perhaps those who run may read and act, those who buy new delivery cars, add new customers and who realize that a dollar or two, along with a pat on the back, will work wonders. I say perhaps—who knows?

Hugh King Harris.

#### Millions Lost By Investors in Chain Store Stocks.

One of the most interesting market phenomena of recent years has been the decreasing popularity of chain store stocks which, between 1921 and 1926, were in greater demand than any other important industrial group. During 1927 and 1928, however, these issues showed a proportionately smaller advance than the general industrial list, and failed entirely to participate in the major upswing of the first eight months of 1929.

The Standard Statistics Company stock market value index of the chain store group attained its peak in November, 1928, and during the following twelve months, declined by 43.3 per cent. Since that time only about 12.8 per cent. of the ground lost has been regained, while the general run of industrials has regained more than 45 per cent. of the distance covered on the last major downswing.

This disappointing showing furnishes a striking contrast with the excellent record of the earlier years of the last decade. Between August, 1921, and January, 1926, the group index advanced by 650 per cent. with no intermediate reaction of more than 6 per cent. All industrials, during the corresponding period, advanced by 130 per cent. and experienced an intermediate recession of 20.9 per cent. between March and July, 1923.

From 1926 on, however, a comparison between the market action of chain store issues and the general industrial list is much less favorable to the former. The reaction between January and April of that year, which carried the industrial index down by 12.8 per cent., resulted in a break of close to 30 per cent. in the chain store group. While industrials, measured by the index of 337 issues, increased in value by 142 per cent. between April, 1928, and August, 1929, chain store shares showed an appreciation of only 91.7 per cent.

Shifting of investor interest from chain store securities to other groups can readily be explained on the basis of developments in this field during the last few years. A steadily growing territory has been opened up to chain store exportation, competition has become increasingly keen, and sales have been expanded in many instances with steadily declining profit margins.

#### Summer Plan Helping Market.

Reports regarding the success of the summer season plan this year are that it is fitting into current market operations very nicely. While most ready-to-wear manufacturers have indicated that they will open their initial Fall lines several weeks later than last year, no radically quiet interim period is held likely. Re-orders from retail-



ers for Summer goods and travel coats will provide a better than usual backlog of business until well into next month. The absence of unsettling stocks, or even of goods for quick delivery, is also laying the groundwork for good business during the weeks ahead.

# AMERICAN COMMONWEALTHS POWER CORPORATION

## *Annual Report*

The Annual Report of American Commonwealths Power Corporation and its five major subsidiary companies reflects the extent of its operations as one of the major public utility systems of the country.

The development of gas and electric generating and distribution facilities has continued throughout the year at an unprecedented rate, in response to a steadily increasing demand for gas and electricity for domestic and industrial purposes in the areas served.

The acquisition of additional utility properties, conservatively financed, has added to the diversity of services and the stability of earnings which make for strength in the investment of securities of this System, now serving a population estimated at over 2,600,000 in 383 communities.

The expansion of the System has been made only after careful analysis and selection of properties with a view to operating in territories offering potential opportunities for growth, both as regards population and industry.

A history of American Commonwealths Power Corporation, its earnings, statistical data, and services rendered are contained in the Annual Report for the year 1929, just issued, which will be sent to those interested upon request.



Address Secretary

**American Commonwealths Power Corporation**

**Grand Rapids National Bank Bldg.  
Grand Rapids**

**120 Broadway  
New York**

## FINANCIAL

### Fashions in Bonds Are Changed Again

A noticeable shift to convertible and stock warrant bonds in recent new financing leads to the conclusion that the abrupt change to a bond diet following the stock crash was too harsh for the public's stock-sweetened appetite.

Bonds are back. The old styles have replaced the new, quite definitely, but investors were spoiled by the easy profits in stocks last year. The morning, noon and night fare of old-fashioned bonds in particularly large quantities early this year proved unduly rigorous and it now appears that a certain amount of sugar-coating in the form of conversion privileges is necessary, until there is a more complete readjustment.

The decline in the stock market last October halted the flow of stock offerings, which had superseded bonds as the most successful financing vehicle. As soon as equilibrium was restored in the financial markets bond issues began to appear. Prices rose. Bond men were enthusiastic.

In a sense the bond market has been good this year. Two and one-half billion dollars worth of new securities have been marketed at reasonably favorable prices. Last year only half that amount was sold. But in another sense the performance has been a keen disappointment. Prices have failed to maintain the advance in spite of the most favorable conditions in the money market for many years. There has been some congestion of new issues in the hands of the dealers, although as far as it can be ascertained, this is not serious.

To stimulate public interest bond men are adopting again the use of stock privileges, an expedient that proved its worth during the halcyon days in stocks a year ago. The recent \$100,000,000 debenture offering to the stockholders of the Cities Service Company is a case in point.

The answer to the question, some think, is that bonds of an investment nature will hold to the gains they have made in the six months since the stock market decline. The speculative fever is too recent to be forgotten, but unless it is revived investors will become accustomed to the more orderly condition of financial affairs. Until the outlook is clearer large bond flotations will be difficult, no doubt, without a touch of speculative flavor through conversion rights.

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### How To Analyze Securities.

One of the most comprehensive presentations of methods for analyzing industrial companies to determine the desirability of their securities as investments is found in the recent publication of "Analysis of Industrial Securities" by Carl Kraft and Louis P. Starkweather (Ronald Press).

The fundamental basis of industrial analysis is the financial statement analysis, the authors explain, but point out that this must be coupled with a consideration of many other factors influencing the successful operation

and development of an industrial business.

The technique used by experienced investigators is explained with detailed illustrations and examples. The more important complex factors are described in a comprehensive way.

The technique of industrial analysis is involved and complicated, the authors point out in the preface, and can be acquired only after years of intensive effort. The volume is designed, not as a short cut, but as a summary of the more important factors in various branches, such as accounting, corporation finance, etc., that enter into the analysis of the affairs of an industrial corporation.

The volume takes up in order each step from accumulating and classifying the need data to drawing and checking conclusions. It describes in detail the preliminary examination before deciding upon a complete analysis; the technique of a complete analysis for investment bankers and others who may contemplate the purchase of an entire issue or of a large block of it; and the technique of a limited analysis where conditions do not permit the expense of a complete survey.

The factors considered include not only financial statements but the industry, the physical plant, the management, the product, etc. Special analyses, such as periodical follow-ups, are also discussed.

Some of the illustrations are taken from figures supplied by the larger and better known companies. In the case of others identities are concealed.

Analyses were made in 1928 and early in 1929 and the lapse of time permits the reader to check the conclusions reached. Some of these comparisons may prove interesting for those who like to make a study of statistics. William Russell White.

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### Independent Stores Do Better Than Chain Organizations.

Efforts on the part of department store managements to increase profits through adoption of chain store methods have met with relatively little success thus far in enlarging either sales or earnings.

Operating costs have been increased out of proportion to the savings effected by consolidations. Chain store competition has increased, while independent department stores have shown an average improvement in sales. Mergers in the department store field have outnumbered combinations in other branches of retail distribution, a survey by Dominick & Dominick indicates.

These consolidations have been effected in a move to check chain store competition and to reduce costs of merchandise through centralization of buying and management.

"The results so far realized under chain organization have not been altogether encouraging," says the firm. "While independent department stores showed a slight increase in profits, the net profits of chain department stores fell from \$27,500,720 in 1927 to \$26,399,076 in 1928, a decline of 4 per cent.

"Further analysis of this comparison shows that the chain department

## The Measure of a Bank

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

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



## GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

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



**OLD  
KENT  
BANK**

14 OFFICES  
CAPITAL AND SURPLUS  
\$4,000,000.00



store generally secured a larger gross margin of profit than did the individually operated stores, but also incurred heavier expenses, with the result that net profit was relatively lower.

"This may be partly explained by the fact that department stores increased their sales about 1 per cent. in 1928, while sales of chain department systems decreased 2.5 per cent. In addition to this, however, the chain department store has not proportionately profited from the economies and advantages common to the ordinary chain store system."

The firm doubts that department stores can adopt chain organization methods and automatically reap the same immediate advantages. It says: "Maintaining individual management involves maintaining the same rate of overhead; service is generally more elaborate and luxurious; and central locations in the metropolitan area involve high rentals and taxation without the advantages of diversified location common to the chain system."

William Russell White.  
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#### Ratio of Shares Traded In Low.

Colonel Leonard P. Ayres of the Cleveland Trust Company is one highly respected market prophet that studiously avoids prophecies in his current bulletin but he presents instead an illuminating analysis of stock trading that throws new light on the market's state of activity.

Aside from price movements the volume of trading on the Stock Exchange is significant. And yet it must have occurred to many students of the market that to go on measuring activity simply by the number of shares exchanging hands each day is misleading. That method makes no allowance for the greatly expanded number of shares listed. The time was when a 3,000,000 share session was looked on as intensely active. Nowadays we consider the market quiet when trading drops to that volume. A true picture of the Exchange's activity must take account not only of the number of shares bought or sold on a particular day but likewise the number of shares listed.

Colonel Ayres now presents a new and valuable measure of activity in a computation reflecting the per cent. of listed shares traded in. When we judge activity by the volume of trading on the Stock Exchange we emerge with the conclusion that business this year has been in a "much larger volume than during the first four months of any previous year except those of 1929." But, as Colonel Ayres discovers, "trading so far this year has gone forward at a slower rate than in the opening months of any previous year for which we have available records, if we consider not merely the actual number of shares bought and sold, but rather the relationship between the number of shares listed, and the number that changed hands through trading. The number of shares traded this year is high, but the proportion is low."

What does all this mean? It means that when measured scientifically the highest rate of share turnover was

reached not in late 1929 but in late 1928. Further it means that if the market should now become as active relatively as it was in November, 1928 we would be witnessing trading sessions not of 3,000,000 shares but 9,000,000 shares instead.

Paul Willard Garrett.  
[Copyrighted, 1930.]

#### Auto Output Peak Forecast For May.

Detroit, May 20—Hot summer weather has had the desired effect on the automobile industry and the last week has shown a decided upward trend in demand. The increase, while not a great one, has been encouraging. It is believed by leaders of the industry that May production will establish a peak for the year.

Retail sales continue to improve, especially in the low-priced lines. An important development of the past two weeks, however, is the gain in demand for high-priced product, while abnormal inactivity is generally confined to cars in the medium-priced field.

Just now the average output is 100,000 units a week, which is 30 per cent. below that of last spring. On the whole, manufacturers believe that 1930 will be just another year, with the total output around 4,500,000 cars and trucks. No great flood of orders is looked for and there is nothing indicating a demand that will speed up activities in the medium and high-priced plants.

A real harvest, however, is being reaped in the less than \$800 field, and it is here that at least 75 per cent. of this year's cars have been produced, with demand still strong. The assembly chain at the Ford plant is working overtime with orders still well ahead of output.

Among the models being offered is the Plymouth from the Chrysler plant. It offers many new mechanical features for the low-priced car and is being offered in five body styles. The coupe is listed at \$590 and \$625, the four-door, three-window sedan lists at \$625 and the convertible coupe-roaster at \$610. New steel bodies are offered.

Shipments of the little American Austin car are now being made and daily gaining in volume. Present schedules call for 500 a day output by early fall.

A new development in car service hitherto untried in the industry was inaugurated this week by the Marmon Motor Car Co. In future this company will guarantee all new cars for one year or 12,000 miles of service. The guarantee period supplants the former free service period of ninety days or 4,000 miles. It is looked upon as a revolutionary step in automotive practice.

B. F. Narregang, dealer in drugs, cigars, stationery and groceries at Byron Center, sends in his check for \$3, and writes: "I could not get along without the Tradesman, it has got to be one of the family. Long may it live."

Choose men who will do your work as you would do it and you multiply yourself.

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## EIGHTY-SIX YEARS AGO.

## Letter Written By Grand Rapids Lady in 1844.

Detroit, May 14—I am enclosing a copy of a letter written from Grand Rapids eighty-six years ago by Adelaide (Campau) Johnson, daughter of Joseph Campau whose tombstone epitaph described him as "the richest man in Michigan," which he undoubtedly was, in Detroit real estate, thousands of acres of timber lands and ready hard cash.

Adelaide married George Johnson and they moved to Grand Rapids where her cousin, Uncle Louis, was engaged in the Indian trade. (I wonder if the site of the old Campau store and fur warehouse on Market street has been marked?) Some of the old timers of Grand Rapids told me that Uncle Louis interpreted the law forbidding the sale of liquor to Indians as really meaning "drunken" Indians and that he adopted the practice of selling to a given Indian as long as he was able to walk the length of the warehouse along a crack in the floor, without too much wavering. Mr. Johnson had evidently adopted a more liberal interpretation, or, maybe, he lacked the pull of Uncle Louis, who is said to have always given his whiskies a thorough personal test before offering them for sale. I suppose you have read of the fight between Louis Campau and Jacob Smith at the signing of the "treaty of Saginaw" which is good pioneer lore, although not very creditable to the Father of Grand Rapids. If you have not and are interested you will find a subdued fragment of it in volume VII, pages 267-268, Michigan Pioneer Collection, at the public library. The treaty contains liberal land grants for the half-breed offspring of Louis Campau, Jacob Smith and Judge Riley, all of whom afterward abandoned their Indian families and married white women.

I wonder if there is any record at all of George Johnson in Grand Rapids? I suspect that there must have been something more than the selling of two gallons of whisky against him or he would not have departed for parts unknown, without letting even his wife know where they were going. It is a pathetic letter which appeals to human sympathy. The original was written in French and it shows that the writer had little schooling, for her spelling is phonetic and her use of words peculiar. I wonder where they finally settled and what became of them.

Joseph Campau was the sixth child of Jacques Campau and Catherine Menard Campau, viz:

1. Louis, born 1762, died 1763.
2. Infant, born and died in 1763.
3. Marie Cecile, born 1764; married Thomas Williams 1781 and became the mother of John R. Williams, first mayor of Detroit.
4. Jacques, born 1766, died 1838.
5. Louis, born 1767, married Therese Moran, became the father of Louis Campau of Grand Rapids and died on the Clinton River 1834.
6. Joseph born 1769, married Adelaide Dequindre, died 1863.
7. Nicholas born 1770, died in infancy.
8. Toussaint, born 1771, died in 1810.
9. Nicholas Amable, born 1773, died 1811.
10. Barnabas, born 1775, died 1845 (became owner of Belle Isle and much other property).
11. Catherine, born 1779, died 1854.
12. Denis, born 1780, committed suicide 1818.

Eighty years ago Detroit was full of Campaus. To-day there is but one male descendant of the name here and another in California and all their children are girls. From a series of families which multiplied by dozens the

name is about to become extinct in the Detroit line.

I don't know that you will be able to make any use of the letter, but here it is, enclosed.

With regard to the Michigan Central tunnel conspiracy I have made no other record. It was told me at the time by my friend and near neighbor, Thomas Burns, who was master of motive power for the system. It was he who made the appeal to local civil authority and then to Uncle Sam's boys. The war is over; Mr. Burns is dead; his oldest boy died of the flu in the training camp at Chicago, but even at that I thought it best not to use his name in connection with the event, for it was told me in confidence of secrecy.

I often envy you your exceptional opportunities, for you not only have a medium in which you can say what you believe to be true, but you also have the courage to speak out boldly.

Geo. B. Catlin.

Grand Rapids, February 9, 1844.


Dear Papa—It is with regret that I announce to you that I am about to leave this place. We are giving up the house which we have occupied in this town for four years and are going to a place in which there is no postoffice nor any means of getting news, but such is the will of God, although it is painful for me to leave this place. I could receive news of you here, from time to time, but not there; it is quite out of the world. I should like so much to see you before leaving, perhaps for the last time. I am alone at present, Mr. Johnson has gone to Kalamazoo with a load of plaster while I remain here. He has worked hard since coming to this place, but he has had no luck. The business of farming is hard and a person needs a lot of ingenuity to support a family. He thinks of keeping an inn and at the same time doing a little business with the Indians. He is bring two barrels of whisky. He has been fined for selling drinks. He had just begun. He had sold only two gallons. The constable came and apprehended him. He had no money to pay the fine. He had to give up a good many things at a low price. There were a good many people. This year is the first time anyone has been caught, but we must hope for the best. Perhaps, dear Papa, I will go to see you once more if that would give you pleasure. For me it would be the greatest pleasure in the world, and perhaps would re-establish my health, which is not very good, although it is better than it has been. I have had some curious dreams recently. Three nights in succession I found myself with you, dear Papa. I thank you infinitely for your kindness in sending me a Bible by Antoine. It is going to be so useful for me, especially, as where I am going I shall have nothing with which to pass the time, and I greatly love to read. I thank you infinitely for your kindness. Excuse my bad writing. It is a long time since I have written. Having been sick makes my hand tremble. I assure you it gives me much to think about, going to a strange place, so far from my parents. I conjure you, dear Papa, to pray God to give me courage to resign myself to everything He may send me. I assure you I lack courage in proportion to the distance I go from you. That will not prevent my thinking of you. On the contrary, I will think of you the more. What gives me more pain is that I cannot receive news of you. Here I receive news often from the voyageur and also from the family. O Papa, pray God for your dear daughter Adelaide. Ask God to pity me, and you, dear Papa, give your benediction to me and my two children. That is the favor I ask of you with all my heart. Perhaps I shall never see you, although I hope to see you again before leaving, if only for a few days. I have many more things

to say to you, but the mail leaves tomorrow and I must send this letter to Louisonnet (?) before dark. Dear Papa, I hope this letter will find you in good health. Papa, O dear Papa, I embrace you with all my heart, and with tears in my eyes I bid you adieu. Adieu, dear Papa, once again. My compliments to all the family, please.

Give me the pleasure of writing me a few lines if you have time before the mail leaves. That will cheer me up.

I am your humble and sincere daughter, Adelaide Johnson.


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\$11,000 Union Mortgage Company	6%	1932
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## MUTUAL FIRE INSURANCE

### Hazardous Questions.

The following are a series of seven pertinent questions that it might be well for every credit executive to ask himself. It is also important that his debtor merchant should ask himself these questions, and make sure that the coverage is adequate to guarantee him as a credit risk in case of contingencies.

Am I fully covered on insurance on all my buildings and equipment?

Should there be a fire, what protection do I have for expenses that must be paid, although daily operations have been temporarily discontinued?

If there has been an appreciation in my property values, has my insurance coverage increased in ratio to this appreciation?

Are there any particular preventive measures that will enable me to lessen the fire hazard, and as a result reduce my insurance rates?

Have I considered the possibility of reducing my insurance rates through the installation of fire extinguishers, sprinkler systems, etc.?

Do my insurance policies have a clause that makes a policy void if the wind should wreck part of my building and fire continue the destruction?

Is there any method of saving money by systematizing my fire coverage so that my stocks are fully covered at all times?

### Flood Insurance.

Floods are looked upon as one of those haphazard phenomena that are so uncertain that they do not merit serious insurance consideration. Yet credit executives throughout the Nation can attest to thousands and thousands of dollars lost each year because of floods. The Department of Commerce has pointed out the deplorable conditions existing in many sections of the country because of the lack of proper protection. Man with all of his remarkable engineering achievements cannot definitely guarantee protection from the wrath of nature, but the engineer of risks, the insurance man, can provide protection in case a catastrophe descends upon a community.

Insurance companies have found it difficult to write flood insurance because property owners demand it when the danger is great but do not retain it when the apparent danger has passed. Flood insurance is necessary to the economic soundness of our country and real effort should be expended in making the public "flood-insurance minded" so that insurance companies will be able to promote this type of coverage.

### Sports Liability Insurance.

This is a new line that may be of interest to the credit executive. The Sports Liability policy is very broad in its coverage. It is designed to protect the assured against loss from the liability imposed by law upon the assured for damages on account of bodily injuries, including death resulting therefrom, sustained by any person or persons, excepting the assured, as the re-

sult of accidents caused by the assured in playing or in practicing at any game of baseball, basketball, football, hockey, polo, tennis or any other similar athletic games or exercises indulged in by the assured for recreation or amusement. There are certain exclusions to this policy that can be readily explained by your agent or broker. The cost of a policy of this kind is very nominal. There are many cases, and most of them not unusual, where a policy of this kind is wise. With a growing trend for sports among business men you may find it advisable to familiarize yourself with this protection and its value as credit reinforcement among your debtor merchants.

### Windstorm Insurance.

It is rather unusual that windstorm losses throughout the United States are not covered by insurance. Millions of dollars worth of damage is caused each year, and a very small part of this is covered by insurance. Many of the other hazards for which insurance offers protection can be controlled to a certain extent but windstorms are beyond the control of man, and the only defense there is against them is insurance to pay the damage they cause.

It might be well for every credit executive to get any windstorm statistics that are available and note the section of the country in which the greater loss occurs, then determine whether you have any accounts in this section. If so, it might be well to look into the matter of windstorm insurance coverage.

### Wealth of Alaska in Fisheries.

The fisheries of Alaska are profitable, yielding annually some \$50,000,000 worth of food.

In 1929 Alaska yielded fishery products valued at \$50,795,819. This amount is somewhat less than that for 1928, which was \$54,545,588. The number of persons employed in the fisheries was approximately 29,000, as compared with about 31,000 in 1928.

The value of canned salmon alone in 1929 was \$40,469,385, or 79.7 per cent. of the total. On the basis of 48 one-pound cans to the case the number of cases packed was 5,370,159, as compared with 6,083,903 in the preceding year.

The catch of salmon reached a total of 71,939,618 fish. One hundred and fifty-six salmon canneries were operated.

Mild-cured, pickled, fresh, frozen, dry-salted, dried, and smoked salmon added \$1,984,154 to the value of the salmon products. Fertilizer and oil prepared from the waste portions of the salmon contributed \$71,306 additional.

The halibut fishery ranked next in the value of product. The production was about 37,500,000 pounds, valued at approximately \$4,423,000.

The catch of herring was utilized for food products, for bait in connection with other fisheries, chiefly salmon trolling and halibut fishing, and for meal and oil. The total value of the herring products was \$2,794,084.

The cod fishery products were valued at \$39,756, but they included only the fish handled at shore stations in Alas-

ka. The bulk of the codfish taken offshore from Alaska is landed in ports of the Pacific Coast States and these are not included in the statistics for Alaska.

Other products of the fisheries included trout, sablefish, smelt, rockfishes, "lingcod," clams, crabs, and shrimps. The whaling industry was represented by two stations operated, respectively, on Sitkalidak Island in the central district and on one of the Aleutian islands in Western Alaska.

The White fisheries law of June 6, 1924, provides that not less than 50 per cent. of the run of salmon shall be permitted to reach the spawning grounds. Henry O'Malley, Federal Commissioner of Fisheries.

Sim Ardis, dealer in general merchandise at Lake City, sends in his check and writes: "I want to compliment the Tradesman on the noble fight it is making on chain stores."

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## FIDELITY TO THE BANK.

## Rules Should Govern Both Employees and Executives.

Cicero, in one of his major pronouncements said: "Nothing is more noble, nothing more venerable, than fidelity," and I have fished out this quotation from Parton: "Fidelity is seven tenths of success." How he came to decide upon this figure, I do not understand, but I am willing to take his figure and act upon its verity. I didn't look in the dictionary before I decided upon this caption to learn what is the definition of fidelity, but I am willing to take the chances of making a definition of my own: Fidelity is loyalty, plus devotion. I am going to treat the subject largely with a reference to your relationship to our bank and your responsibilities connected with the position that we expect you to honor and your joy in accomplishing what is expected of you.

Fidelity to the truth is a tremendous factor in our lives. We should strive to learn what is truth, and having made our investigation and decision, be loyal to it with all the devotion we can bring to bear. This same attitude is vital in the family relation. If we have the most complete fidelity to the family we have been instrumental in founding, we will avoid most of the trials which lead to alienation, separation and divorce. Next to our obligation to God is our obligation to our family, and it is through the fulfillment of this obligation to the family that we base progress in civilization and happiness. Absolute loyalty to our friends and devotion to their interest brings joy to both parties and fulfils a great commandment.

Fidelity to the bank and its management, so long as we are connected with its intrinsic life and interests, is a wonderful asset not only to the bank but to ourselves. Through this loyalty we exhibit to the management of the bank our fitness for the position of leadership which has been assigned to us; not how little we can do, but how much we can do in earning our salaries is the test. The other day I talked with a man who was in charge of this last examination of our bank, and we chatted familiarly about the officers of the bank, the branch managers, the methods that have made us a distinctive institution and particularly the importance of the selection of the men who were to be given the largest responsibility in the development of the institution's success. He looked over to one of his associates in the examination who was at work on the other side of the bank and said, "Do you see that young man over there?" "Yes," I said, for I happened to know him. "He is going to make a success of his life, and I base my prophetic word upon the fact that he always does a little more than you expect of him." Isn't that a splendid test for everyone of us connected with the bank?

Fidelity to our organization involves a number of things to which I want to call your attention. One is initiative. Any man who has been selected by the control of our bank to fill a position of importance must have some-

thing about him that is more than simple hard work or simple devotion; to make himself of the great value, he must be using initiative with regard to the responsibilities of the position he occupies. He must be thinking out better ways of doing things, better attachments, important relationships and methods of economy. He cannot be expected to put all his thoughts into action because some of them may not be well grounded; but when he has an idea that it seems to him might be useful in connection with carrying on the institution, he ought in some way to bring it to the attention of his superiors, and if upon discussion it seems to be worthy of employment, to get to the front with it. Everyone of the leading officers of the bank is looking for this attribute in a branch manager. The success in carrying on the management of a branch lies largely in initiative, and only through this attribute can we have individual distinction for a branch which shall make it outstanding in some way through various adjustments as compared with its associate branches.

Second, fidelity demands sympathy with the plans for carrying on the functions of the institution; not simple acquiescence in rules and regulations, but warm-hearted sympathy with the plans and purposes enunciated through the management.

Third, this involves self-denial. We must expect to deny ourselves some privileges in life that we would enjoy, in the interests of the institution which gives us our financial support. We must occasionally say to ourselves: I know I would like to do this, but I hardly think it would comport with my responsibility to the bank.

Those who are entrusted with the management of our institution have a right to expect of the branch managers their enthusiastic support; not simple willingness to carry out regulations which shall be made for the various functions, but to be enthusiastic in support of the various processes which are instituted to promote the success and usefulness of our institution. And, to get back to our original definition, fidelity involves absolute loyalty to the governing power of the bank. An employee of a competitive bank (without any solicitation on my part) in a conversation detailed to me some of the weaknesses of his bank and said that he could hardly stand the mistakes in some features of the management. Never be guilty of this disloyalty so long as you are connected with our institution. You have a right to differ in judgment from those who make the plans of the bank. If your view is of sufficient importance to affect your judgment, take it up with somebody—the President preferably—and talk it out frankly; but never in your lives when you differ radically from a plan instituted by the governing power of the institution make a criticism to others or get together as a little coterie of individuals to discuss the merits or demerits of a plan without first coming to the President of the bank and talking it out with him. This, to my mind, is intrinsic in connection with loyalty to the institution. We expect you will add to this loyalty the devo-



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tion which comports with your obligation to the institution.

And now let me talk with you frankly for a few moments upon the management of the bank. I know that occasionally you exchange views with each other concerning the management, the pronouncements and the expectations which originate with the members of the executive committee. There is centered the real management of the bank. These men are the ones who are watching you with the greatest solicitude. In sizing you up they have in mind these various things of which I have been talking to you and they have a right to pass upon your merits and demerits from the standpoint of what they believe is the best management. We have a right to expect of you not only the revelation through your activities of the best that is in you, but we base our judgment of the processes instituted by the bank when they are carried out loyally by you managers upon the way things work. You are the men that are really trying things out, and when we expect you will give every plan a fair trial, we also have in mind that it is a test of the value of a plan. Let me suggest to you that you ask yourselves the following questions:

1. Am I giving the bank the best that is in me?
2. Am I as alert and watchful over the affairs in my charge as I know how to be?
3. Am I doing more or less than the management has a right to expect of me?
4. Am I growing to keep up with the demands of a growing institution?
5. Is my major objective the success of our bank as a factor in community service?
6. Will I be my own severest critic and hold myself to an ideal of service that comports with the demands of my job?

Charles W. Garfield.

#### Looking Into the Past When Lumber Was King.

Grandville, May 6—The Muskegon river lumber country was at one time the greatest in the world, and every spring, when the army of loggers came from the woods, they made merry havoc among the denizens of the lumberopolis at the river's mouth.

Dance halls, saloons and dens even less moral were patronized to the limit. Usually there was a short respite from the woods labor to the time for taking up work in the various mills. This was a time for hilarity and fun-making unprecedented. Saginaw had its great lumber days, but Muskegon capped them all.

Those were the capsheaf days of the saloon and those people who are seemingly anxious to go back to them hardly realize what that backshift really means.

When we talk of the young folk going the pace to-day we do not take into account how the race was run in those lumbering days when law and order were even more at a discount than they are to-day. Many of the mill and woods workers came from the states bordering on Michigan at the South. Far from home and home influences, these young men went the pace which would have done credit to Rome in its wildest days.

Nearly every lumber camp had its fighting man, usually termed the bully, and on reaching the Mouth after an all winter's sojourn among the pines these fellows sought out other bullies

and there was always a trial at arms to see who was the best man.

Sometimes these heavyweight roughs would enter a saloon filled with drinking roysterers and issue his challenge which was frequently accepted and a fist fight followed. To be camp bully was no mean distinction. On arriving at Muskegon in the spring many of these woods ruffians met their masters and bit the dust in a saloon tryout.

Sometimes a stalwart fellow, with real genius for battle and a muscular development and courage to meet the occasion, would clean out a whole bar-room full of even hardened jacks. From that time his name was honored as never before.

After the spring exodus from the North woods there was usually a short intermission from work before the mills began their chore of making merchantable lumber of sawlogs.

There were sailors on the various lumber schooners who came ashore to make merry at the saloon harvest. At one time two of these venturesome men ran afoul of some tough characters who, when they quit the saloon to return to the vessel, followed and slew them without mercy.

Two of the lowdowns of the Kilgrubbin part of Muskegon were arrested, tried and convicted of murder. They did not languish long in the State prison, however. When the civil war came on these two became soldiers and went South to fight for Uncle Sam. It is a known fact, however, that criminals were the least effective soldiers we had in the Union army.

Sturdy farmer boys—boys from the woods and mills—were the ones who put down the great rebellion and came home or died in battle, the real heroes of the war.

People of the lumber woods never imagined what the future had in store for their region of country. The great pine woods would last indefinitely, and no man predicted the final disappearance of King Pine. The unexpected, however, often happens.

A winter in the woods, the warm season in the mill, was the routine of the working man of an early day. Now that the great pine forests are gone Michigan may well sigh for other fields to conquer. Perhaps the oil fields will in a way take the place of the pine. Let us hope that it may, although a comparison of the two favors the pine as the more agreeable financier of men's fortunes.

However, the world is what we make it and since it is impossible to bring back the pine forests we should look about for other means of development. Small patches of woods may spring up here and there through the conservation work of really good intentioned folks, yet there can never be a return to the old prosperity of pine lumbering.

Even the Far West is nearly denuded of its timber growth. Something must replace wood for home and factory building, and lucky the man who makes discovery of a substance to take the place of the pine board.

Natives of almost every civilized country on the globe floated into the lumber towns and forests, so there was plenty of diversified slang around the mess table of the cooks' shanty.

It is believed by many that we are living in an evil age; that our youth are fast going the downward way to perdition, which, of course, is not the fact. Had some of our modern reformers visited the dens of infamy which were only too plentiful in the early towns of the lumber woods they would sing a different tune.

Amusements of to-day are far different from those of long ago. So many discoveries along lines of startling import have been made in recent years the plain workings of life in the woods may be said to have been tame in the extreme. Old Timer.



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.



## A Telephone Is Protection!

Most of us encounter times when we require help—quickly. Perhaps it is sickness and a doctor is needed; it may be fire or other emergency.

Your telephone is always ready to summon assistance instantly.

It is a safeguard to your home, and although you may never have urgent need for it, your telephone gives you a sense of security.

You cannot afford to be without telephone protection in your home.



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

## 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.

### Shantung Dresses in Plain Colors.

Reversing the old combination of printed dress and plain jacket, new shantung dresses are appearing in plain colors, accompanied by fitted jackets of printed shantung. They are linked in different ways—one dressmaker uses print pockets and belt on her dresses. Sometimes the print of the jacket is echoed on the dress in the form of pipings, buttons and buttonholes. Or the background color of the print may be repeated in the frock and further emphasized by harmonizing accessories.

There is no question but that shantung will be much worn both in town and in the country this summer. Little tailored suits in navy and black are already appearing on New York streets. In bright colors and pastels it will be popular in the country and at the beaches, but one of the smartest possible combinations will be white with touches of high color in the accessories. The dress and jacket costume of cream-colored shantung, oyster white or palest blue green gives every indication of being a summer classic—an honor that it merits by reason of its combined coolness and chic. Sometimes the jacket is lined with bright-colored silk, and a suede belt of the same shade marks the waistline.

The fashion for white with dark accents was illustrated in an uptown window the other day which displayed a white flannel suit with a short buttoned coat. The blouse, scarf, and casual bows on the sleeves were fashioned of a dark print, small white stars scattered on a navy ground.

### Jewelry Is Worn in New Ways.

Naturally, when dresses change, the important little things that give a costume its final touch of individuality change, too. Jewelry is one of the many costume elements to be affected by the definite marking of the natural waist. Look at smartly dressed women this season and you will see that necklaces, flowers, brooches and other accessories they used to wear at the throat and shoulders have moved down to the waistline or below it on many of the new costumes.

If one is slender there is the necklace-belt—a girdle that is made of jewels. If one is not slender there is the double size brooch that is always worn below the waistline, supplying an accent that draws attention from a less than perfect waist. Frequently it is used as a knot for a large bow that extends from above the waist to below. On the back of a yellow chiffon gown Ardane employed one of these brooches, repeating the tones of the gown in light topaz and onyx. Then there is the hip flower, a corsage that last year was worn on the shoulder.

Length is another element in the current silhouette that affects new de-

signs in jewelry. As skirts and gloves lengthen, so do jeweled necklaces take on extra inches. Chains that measure a full yard when doubled and fastened are smart. With daytime dresses they are worn looped around the throat to give the appearance of several strands joined together. In the evening they are permitted to fall to their full length, hanging below the waist. Designers like these long necklaces to be supple. One, inspired by Chanel, sets diamonds wide apart upon a fine platinum chain.

The current Paris vogue for "old white" is also reflected in jewelry. Modern methods contrive to give new fabrics the faded look that time has bestowed upon the white silks of Louis XIV's time and they are appearing in smart dresses, blouses and bags. Antique ivory jewelry with a faint brownish cast, set in elaborate gold rings and bracelets and combined with heavy gold rope necklaces, are most effective with these costumes. A set designed to be worn with a silk dress and tweed coat of old white consists of a heavy necklace and large carved bracelet of old ivory studded with polished gold.

With evening clothes the thick jeweled rope tied in a number of loose knots is a favorite accessory. Sponsored by Vionnet, it is seen in many versions and is set with almost every kind of gem from crystals to diamonds. Usually the necklace is about a yard long, finished at the ends with knobs that form a clasp. One may wear it so that it falls to the waistline or tie it in one or more knots as desired.

### How Are All These Shirts Made?

Discouraging news continues to come from the shirt trade. Some one wrote in the Market Viewpoint the other day about the law against going naked and referred to this as the best reason in the world why textiles should make a strong comeback, eventually. However, to speak with some of the shirt manufacturers, as well as some of the shirting converters, one gets the impression that shirts are not being worn and may not be worn for some time. The stores continue to offer sale after sale, of cheap shirts—and evidently sell the merchandise. Moreover, all this must mean yardage, regardless of what kind. But the shirting converter is a mournful sort of person these days, and has been so for a considerable time. They must be using something else besides cloth out of which to make these shirts.

### Linen Suitings Orders Ahead.

A sharp increase in the demand for linens for suits and dresses is the outstanding feature in orders received by linen importing houses at present. The recent warm weather brought more business than the trade anticipated. Printed linens suitable for upholstery use are enjoying a fair amount of activity but table linens are dormant. A decided improvement in the volume of business has been experienced in recent weeks and a number of the largest linen houses report that their April sales will run ahead of those for April, 1929.

## We Solicit Your Telephone Orders With Charges Reversed

Ask for Grand Rapids—93191

and say: "I'll talk to any one. Please reverse charges." We will gladly O.K. the call and ship your order the same day. Don't lose sales that you can get by telephoning your order to us.

### OVERALLS! OVERALLS! OVERALLS!

Made in our own plant at South Haven, Michigan. Ask our salesman to see our No. 1 Strong-alls or No. 2 Wolverine Overalls. You can meet chain competition with these and still make a good profit.

### WASH GOODS—SILK DRESSES—WASH DRESSES

Complete stocks of all kinds of "sheer goods" await your selection. The latest materials, styles and colors. Freshen up your stock and watch your sales improve.

### NOTIONS — SILK DRESSES

These two departments are showing increases because we have the right kind of merchandise. Come and see—also 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"

## ATTRACTIVE yet ECONOMICAL



### EQUIPPED WITH TERRELL STEEL SHELVING

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

### LET US HELP YOU MODERNIZE YOUR STORE

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

**TERRELL'S EQUIPMENT COMPANY**

GRAND RAPIDS, MICHIGAN



## 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.

### If You Like Children, Sell 'Em Shoes.

Figure out the particular niche you want to occupy in the children's shoe business, and then buy merchandise and work to fill that niche," said Charles A. Kilbourne, of Kilbourne Juvenile Footwear, Minneapolis.

"Buy price lines which you can sell to the trade which you want to serve, in as few styles as possible, but in all widths and sizes. If a mother knows you are trying your very best to fit the feet of her child, and you gain her confidence, you have made a real start.

"Keep in stock at all times two particular styles which have proven very good, and keep them in all sizes. Shoe factories to-day give wonderful service through their in-stock departments, so you can always keep your sizes complete without carrying too heavy an investment yourself.

"The initial step in building a children's shoe business is good fitting. It is a crime the way some children are fitted, and more attention to this important matter will mean less poor feet when children of to-day have grown up.

"To make a real success of the children's shoe business you must have some one who likes children. In the smaller cities a merchant could readily obtain a capable woman to look after juvenile shoes. A wonderful business could be built in this way.

"Getting on the right side of the children is a big thing and in our store we are particularly pleased over the fact that children call us up on the phone to tell us they are coming down after new shoes, to ask us something about some style, or something else. When you have gained the confidence of the mothers and the good will of the kids you have made a big start.

"The chief trouble with the children's shoe business is that it is treated as a sideline with most merchants. It is no wonder merchants complain of their children's shoe business when they give it so little attention. Turning this department over to some capable woman may be the very thing you need to cash in on the possibilities of juvenile shoes.

"We write letters to the children and to the mothers. In building a mailing list we pay our juvenile customers three or four cents for names of children whose business we do not have. It would surprise you what a fine effect this has and the hit it makes with the children.

We send our post card invitations to mothers telling them it would be a pleasure to show them what we can do for their children in the way of proper fitting, and we also send post cards to the kids themselves. The whole thing resolves itself into a matter of keeping pounding away until you get them into your store and then seeing to it that you handle them right and fit their feet correctly.

"When we sell a pair of shoes we enter in our ledger the stock number and size of the shoe. This helps in various ways. For example, prior to October of last year we sold one hundred and twenty-five pairs of overshoes simply by sending out cards stating that we had sizes to fit the shoe we had sold to Mary or Johnny.

"The children's shoe business is an interesting and profitable one if gone after as a real business. If you have sizes and widths, and like children, it is a real business. If, however, you regard children in the store as somewhat of a nuisance, and do not want to place the department in charge of some one who likes children, you can get a lot of grief out of children's shoes."

### When On Your Way, See Onaway.

Onaway, May 20—That's what Sam Westgate and son and their families did Saturday. They rolled into Onaway and surprised their many friends by making brief calls. Sam's popularity became general when he was manager of the Onaway Telephone Co. about twenty years ago. In spite of the fact that Sam lives in Grand Rapids, a city of nearly 175,000, he looks with favor upon his old town where his children were born and where even a short visit recalls many reminiscences.

Leo Benson, secretary and treasurer of the Onaway Legion, has been doing excellent work this week by securing sufficient funds from property owners along State street to purchase enough flags to decorate at regular intervals both sides of the street the entire length. These will be supported on twelve foot staffs and imbedded in the curb on all holidays and important events. This is a very patriotic move and Leo is entitled to a lot of credit, as well as the contributors who so cheerfully responded.

Claud Palmer, geologist for the Emery Oil Co., is on his way to Florida, with the avowed purpose of bringing home with him his newly acquired wife this time. Nice June weather will soon be here and the Southern lady will never have a better opportunity to be acclimated to this wonderful Northern climate than right now. By next winter, when the winter sports become popular, Mrs. Palmer will realize all the good things she has been missing and will not be willing to trade Jack Frost's arcraft for all the holly and mistletoe in Florida.

A. B. Hess, Delco man of 1217 North Washington avenue, Lansing, is doing business in Onaway this week, at the same time making a call at the Black River ranch on Silver Lake, also taking in some of the good trout fishing on the numerous streams.

Squire Signal.

### Still Expect To Sell Sports Cottons.

Certain of the retailers speak with some derision of the reckless manner in which the converting trade dumped its heavyweight dress goods so early in the season. One or two stores in New York report that they are only now putting into their lines such cloths as honeycomb prints and basket weaves. They reason, or so they claim, that constructions of this type will follow the experience of last season, when the best consumer interest developed during late May and early June.

Just at about that time, say the buyers, women begin to think of making sports suits or summer coats, to go with their sheer dresses.

On the other hand, if the honeycombs and the basket weaves appear promising to these buyers, why do not the printed piques seem equally so? Most of the buyers say they have had very little encouragement in the cotton piques, while the rayon piques are almost unwanted. The explanation some offer, is that a cloth that runs for a third season almost invariably meets with this fate.

### To Renew Drive on Felt Hats.

While lightweight felts have been temporarily eclipsed by the featuring of straw hats, the intention of some of the leading hat chains is to direct consumer attention toward felts about the middle of June. By that time, it was said, the bulk of the initial straw hat volume will be done and the way paved for increased sales of felts, turnover of which was curtailed by the sudden diversion of interest to straws. Straw hat sales this week, however, while ahead of a year ago, have not justified the expectations created by last week's hot spell.

### One of Our Oldest Friends.

Hopkins, May 16—Enclosed please find my check for \$3 to pay for the Tradesman for another year. It was in 1885 when I first subscribed for your paper under the firm name of Visner & Dendel, which makes me forty-five years in business here. I have taken your paper every year but a few years when I got so hard up that I could not spare the price, but do enjoy reading it now with pleasure and get great good out of it.

W. E. Dendel.

## "MADE IN MICHIGAN"

## SPORT SHOES IN STOCK

TO RETAIL AT \$5.00

Style 942 — Men's two-tone brown and smoke sport elk blucher sport oxford, Airway golf sole, C and D widths, 6 to 11 -----\$3.50

Style 943 — Men's black and white blucher sport oxford, leather sole, rubber heel, C and D widths, 6 to 11 -----\$3.50

Style 944 — Men's tan calf and smoke elk blucher sport oxford, leather sole, rubber heel, C and D widths, 6 to 11 -----\$3.50

## Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

### FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

Saved to Policyholders

Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

## Investment Securities

## E. H. Rollins & Sons

Founded 1876

Phone 4745

4th Floor Grand Rapids Savings Bldg.

GRAND RAPIDS

Boston

New York  
San Francisco

Philadelphia  
Los Angeles

Chicago  
London

Denver

## 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.

### "Where Have My Profits Gone?"

A grocer who is pretty careful to watch his business is puzzled by his 1929 results.

He carries on a unique system by way of tabulation of his merchandise receipts and costs and what his sales should bring. That is he enters virtually all purchases, putting total cost thereof in the first column and total sale value in the second column. The idea is that addition of the two columns should show by the difference between them what he should earn, gross, during any given period.

In 1929 his sales were \$80,000 and he made a theoretical gross of 21¼ to 21.9 per cent. Taking from that gross his expenses, he should have left a net of approximately \$6,000, but, as a matter of fact, he broke just about even. He wonders where lies the rat hole into which his profits dropped.

It should be said that this man figures correctly. He computes his margins on sales, not on cost, so this is not his source of loss. Where, then, is his leak? I do not know, but I can guess at least one hole that must be plugged—in any store—regardless of all other things.

There are always the chances of systematic stealing. Like the poor, those are always with us. And they are especially with us in cases like this man's, for he has in his employ two rather dangerous classes of people—old employees and relatives.

It seems strange to many of us, but experience shows that employees of long standing are dangerous. Why, is hard to say, but it seems that men drift into the habit of putting unlimited trust in those with whom they have associated for many years—and many characters are not of the fiber to stand unlimited, unchecked trust.

The old employee who finds himself unwatched and unchecked gets into slack habits. Some "little thing" takes his fancy. It is of small value. He feels that "the Old Man will never miss that—and it don't amount to nothing anyway," so he takes it home. There are no consequences, so next time he takes more. Soon his mentality changes. He gets to thinking that during his long "faithful" service—a man's service is always "faithful" from his own standpoint—he has not been too well paid, so this is equitably his.

Let old John acquire this habit and soon old Pete notes it, and then Jim or Nellie fall into line. From then onward the loss grows until often business disaster results. I saw a case of precisely that kind in Montgomery, Alabama, a year ago.

Does not every man think his own son is absolutely trustworthy? Well, he may be. Again, he may not be. In

any case, he is the most dangerous of all if he goes wrong, because he feels safe. Nor does crookedness of the son always indicate innate depravity. As in the case of old employees, it may result from loose habits in the boss. If the "help," whether hired or family, notes that the Old Man helps himself from stock, making no charge, the example may have disastrous consequences.

All of which points to this sound business fact: that business is business, regardless of whether the boss is in question or his help. If business rules and practices are disregarded by the head of a business, the underlings are rather apt to take pattern from what they see.

But enquiry revealed the fact that this man does not mark his stock. His goods are not priced. He does not even go the part-way length of marking the shelves—and I shall show why I say part-way later on. This fact alone may readily account for his entire lack of profits. Why? Let the answer sink in—let it sink deeply—for it is vital:

The man who does not mark his goods does not get the prices he plans to get. He always gets less and the shrinkage is vastly more serious and important than he thinks it is.

Grocers hold various opinions on the "policy" of marking goods in plain figures. They have various ideas as to how prices affect certain classes of trade. They question the wisdom of pricing goods plainly in what they term "high class" stores, though they may admit that prices should appear in cash-carry stores, etc. As a fact, these considerations are of minor importance contrasted with the really big consideration of getting the values the grocer aims to get.

Consider: Department stores are sold to the hilt on pricing goods plainly. They go the limit—and beyond—to insure that every item, no matter how small, is accurately and exactly priced. Yet with all that precaution a well posted department store manager will tell you that they fail to get the dollar. What they get is between 95c and 97c. If this be true where such care is taken, what can we expect in the case of goods not priced at all?

So if I were asked to put my finger on the leak which resulted in \$6,000 shrinkage in this grocer's business—a shrinkage, please note of five hundred dollars per month—I should point to this failure to mark every item in plain figures. Moreover, to mark the shelves is, in my opinion, to meet the trouble not more than half way. In my own store every item was marked—even staple canned tomatoes at 10c per can.

In a fancy store a few days ago a large jar of brandied peaches got shifted into a space marked for peaches in simple syrup. Value as marked was \$1.50. Real value was \$2.75. Sale was made at \$1.50 before error was discovered. Who lost?

This incident illustrates the fact that the store always loses. There is no chance for the customer to lose. For a buyer of \$1.50 articles will never pay \$2.75 for them; but he will accept

(Continued on page 31)

## 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

BUY YOUR HOME GROWN AND SHIPPED-IN VEGETABLES  
AT THE VEGETABLE HOUSE

**VAN EERDEN COMPANY**

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

In More Homes Everyday

**HOLSUM**

*America's Finest Bread*

**SANCTUM BAKORIUM NEWS**

The day is fast approaching when home-baked bread will be as obsolete as the horse-drawn street car of old.

## 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.

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

GRAND RAPIDS

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MICHIGAN



## MEAT DEALER

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

### FROZEN FISH.

#### Quality Just As High As In Fresh Fish.

Each year enormous quantities of food are preserved by freezing. Not alone does this apply to the meat industry, but in recent years refrigeration of some sort has played a most important part in reducing the food bill of the American family. We should look to the advantages obtained, and although it is difficult to go back a few years, yet such retrogression of thought will show the wide difference in the varieties of foods which are available at all seasons.

Refrigeration and freezing have practically eliminated seasons. In the fishing industry where the different varieties may be seasonal, the chief advantage rests in the fact that thousands of tons of these fish would be dumped on the market when the demand is insufficient for the supply. Such a condition always results in a great lowering of quality, with a corresponding depressing effect on future sales of goods. The public remembers the high quality goods for a comparatively short time, but poor quality goods are remembered for an exceedingly long time. Thus it is decidedly important in all good industries to go to almost any extreme to avoid distribution of poor products.

If all the mackerel which is caught during the summer time were pushed on the market, the consensus of opinion in America would be that mackerel were not good. This because the average quality of the mackerel which reaches the housewife would be very poor.

Freezing has enabled the industry to store millions of pounds of these fish of the highest quality during the season. This prevents the glut on the retail markets; provides the same delicious fish of high quality throughout the winter (or off season months), there is a lessening of the supply, and there is a lessening of the supply, and when fish would be excessively high-priced.

Mackerel and other varieties of fish thus frozen, lower the price of fish in the winter time, and hold up the quality of fish during the summer time, when fish are exceptionally cheap.

Any perishable food which can be frozen, thus preserving its quality for many months, is easily transported in refrigerator cars to any point in the United States, and stored in a freezer, to be removed therefrom in small quantities as desired by the retailer. Thus we have prevented the enormous waste in the fishing industry which was due to spoilage en route.

Artificial refrigeration came into being in Appalachiocola, Florida. Great changes have been made since those days. When freezing was first practiced in the fishing industry many hours were required to accomplish freezing, and considerable deteriora-

tion resulted therefrom. Scientific investigation (which has produced startling changes in the food industry, and in the food habits of the Nation) has exposed the reason for the deterioration that formerly resulted.

Almost all of us have seen freezing water and noted the lines that Jack Frost draws. The crystals of ice forming make sharp points. A food in freezing has its water-content changed to ice crystals. The slower the freezing process the larger the ice crystals which are formed. The sharp points of these large crystals puncture the connective tissue sacs which hold the valuable food juices. Thus when a slow frozen product is thawed the food juices drip away, and the slow-frozen products lose in quality. This has led to the adoption of lower temperatures in freezing so that the article reaches the frozen stage very much more quickly. We use temperatures to-day as low as 50 degrees below zero. At this low temperature the ordinary fillet of fish will freeze in approximately ten minutes. Such rapid freezing forms practically no ice crystals, and when thawed the product cannot be told from fresh fish, either under the microscope or on the dinner table.

We have now removed from food industries the stigma which formerly attached itself to frozen and cold storage foods. The product which reaches the retailer in a frozen condition requires different treatment from the fresh product. Hence, the advent of freezing in food industries has caused a great change in the equipment of retail stores.

The retailer of to-day receives only enough frozen goods for his daily trade, or if his equipment be modern he may store enough to care for his trade for several days. With proper equipment the retailer has absolutely no shrinkage or loss in his hitherto perishable lines. Thus his business is operated with greater efficiency, his sales more profitable, and his customers better satisfied.

While mentioning change of equipment, we should make a mental note of the common prediction that automatic refrigeration and ice boxes for store and home use will carry a compartment of considerable size where frozen goods may be properly stored. The housewife may then have her supply of frozen foods and dainties available, just as to-day she has available her cases of canned goods.

When the housewife buys her frozen foods she needs to know the proper methods of thawing. It seems difficult to prevent the housewife from thawing foods with heat, either in warm or hot water, or near a radiator or fire. It should be remembered that the most rapid freezing produces the highest quality and that the slowest thawing maintains the highest quality. Thus in thawing either meats, fish or other frozen goods, the best method would be to thaw in the refrigerator or on ice. The next preferable would be to thaw at ordinary room temperature, and never should warm or hot water be used. After thawing the treatment

(Continued on page 31)

## Combine Business and Pleasure

A VISIT to the wonderful factory of the National Cash Register is just one of the many pleasant and instructive things planned for you at the Annual Convention of the National Association of Retail Grocers to be held at Dayton, Ohio, June 16th to June 19th inclusive. Come and bring the wife. You will get renewed enthusiasm from the many new constructive ideas brought out in the meetings and you will enjoy the entertainment program of the convention. Let your vacation cry this year be "On to Dayton in June."

Compliments of  
**STANDARD BRANDS INCORPORATED**

## VINKEMULDER COMPANY

Grand Rapids, Michigan  
 BRANCH AT PETOSKEY, MICH.

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

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

**Grand Rapids Store Fixture Co.**

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

We Cater to Independent Merchants Only

FRUITS AND PRODUCE  
 BANANAS A SPECIALTY

**D. L. CAVERA AND CO.**

THE HOUSE OF PERSONAL SERVICE

Phone 9-3251

## M. J. DARK & SONS

INCORPORATED  
 GRAND RAPIDS, MICHIGAN

Direct carload receivers of  
 UNIFRUIT BANANAS  
 SUNKIST - FANCY NAVEL ORANGES  
 and all Seasonable Fruit and Vegetables

## 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.

### Some Hardware Items That Are Growing Timely.

With the approach of warm weather, harvest tools will be timely. Taking time by the forelock, the hardware dealer in the smaller community can give some attention to this line, which is a quite important one.

The hardware dealer who caters to farm trade in these lines does not need to be told that when he wants anything in harvest tools, the farmer usually wants them in a hurry. Often the farmer never thinks of his deficiency until he starts to take in a crop. Then he finds he is short two forks and that a hay rake would be very helpful.

As a general thing, he sends the least helpful individual about the farm to town in the old car with instructions to drive to Blank's store for two forks and a rake. But who is Blank? He may be the hardware dealer from whom the farmer has made his purchases for many years, or he may be some other hardware dealer in whose store the farmer has seen, on his last visit to town, a good display of harvest tools. As the farmer wants what he wants when he wants it, more likely it will be the latter.

That being the case, the window display will have brought the dealer a sale, and possibly a new customer. But overlooking this chance, a window trim of this class of goods is well worth while. It is not merely an attraction but a reminder to the farmer customer.

One small town dealer discussed the matter thus:

"Regularly I arrange a harvest tool trim. I try to make this attractive, and I also try to get a wide variety of articles into it, for I find that the farmers examine such a window carefully, and while they do not often buy immediately after making their inspection, the sales come later. I always put in samples of abrasives. They seem to prove that the window acts as a catalogue. Often boys have been sent in here by farmers to make purchases, and frequently they finish by asking for a whetstone. I think the sight of these abrasives made the farmer think that he would need a stone for his scythe, and he probably shouted to the boy to bring this article after he had enumerated what else was to be bought."

Scythes should have a place in any harvest tool window, and should be displayed with the harvest tools inside the store. The modern reaper has, to be sure, thrust the scythe into the background; yet there are still fields with zig-zag fences, and there is still considerable incidental trimming to be done for which nothing else but a scythe will answer.

Hay forks are a popular line. They are becoming more and more generally used by the more efficient class of farmers. Those who have not adopted this quick means of unloading may be quite willing to consider it after putting up their hay by hand. The slings

for oats, barley and wheat may be very appealing to them.

Some hardware dealers have secured good sales of hay forks by driving through the country and canvassing individual farmers. There is an advantage in meeting the farmer on his own ground. The dealer can see the barn for himself, can say definitely how much track will be needed; and where the barn is of huge size, can suggest that switches be put on the track, enabling the hay to be spread more evenly over the mow. These switches save time, and of course it is to save time and labor that the hay fork is used. Moreover, the hay fork saves as much labor in the unloading as it does in the loading. One man in the field and one man in the mow can do a tremendous amount of work with modern equipment, and that means a lot to the farmer when efficient help is hard to get.

An individual experience, involving a practical suggestion, is offered by one small town dealer. "There is one thing I have found about hay forks. It is almost impossible to sell them unless you can guarantee to install them. If you agree to do this the sale is easy. Farmers do not like to do this work themselves. For one thing, they are usually too busy. Then they aren't quite certain that they know how. I find it pays to send a man out to put the track in properly. That helps future sales, too, for neighbors ask about the hay fork and are told that we put it in."

If time is not available for a personal canvass before the season opens, it is worth while in most cases to use the rural telephone to get in touch with farm customers, find out if they are fully outfitted, and arrange to supply their needs. Don't forget to leave a final message for them to call you in case of any emergency. Then, be stocked so that when the emergency call does come you can fill it immediately. Prompt service of this sort is very helpful in catering to this trade, and giving one farmer good service is helpful in getting the business of his neighbors.

Cordage is largely a spring requirement, but it is a line which sells pretty well throughout the year. The spring demand is perhaps a little heavier for some grades, but cord and rope sell the year through. Hardware dealers have been inclined in most instances to take this line for granted, and to neglect their opportunities to stimulate business.

Cordage of various kinds is required for a good many purposes; and the demand is not by any means confined to the country. The city man going away to summer resort or camp in June or July needs a lot of light rope to tie his bundles. Clothesline is in demand at all seasons of the year. With summer, heavier rope is wanted for children's swings. Builders need rope constantly.

Some merchants state that twine and rope repay a little display better than almost any other class of goods. One city dealer declares that people will pick up a ball of twine while waiting for a parcel to be wrapped and will

ask to have it included in the parcel. A contractor will need a strong rope and will send or come for it to the store where he has seen the display. Householders seeing a display will be reminded of a need they have neglected to fill.

The window display possibilities of rope and cordage are not generally appreciated. A great thing in any display is comprehensiveness. Tell the public through your display just what you have and a sample of everything you have.

Because good cordage displays are normally few and far between, their very novelty attracts. And make your display comprehensive. It should include everything from the smallest twine to the largest rope.

It is normal practice in many stores

to keep the big spools or twists of rope in the basement, with the ends run up through holes in the floor. But for display purposes the big items of rope stock can be transferred to the window, and there stood on side or end on the floor. A good window display I remember had, in the back corners of the window, to right and left, two big spools of rope standing on end, and on top of these two smaller twists set on their side. Between them, against the background, was placed the biggest roll of all, with the end toward the front of the window, and against this stood a card with the neat and legible wording, "We supply everything in fine quality twine and cordage." The foreground was covered with smaller spools and balls of twine and twists of clothes line.

## Michigan Hardware Co.

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GRAND RAPIDS, MICHIGAN

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Goods and  
FISHING TACKLE

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Blanket - Lined Coats  
Leather Coats

GRAND RAPIDS, MICHIGAN

Phone

Automatic 4451

WHOLESALE FIELD

# SEEDS

Distributors of PINE TREE Brand

**ALFRED J. BROWN SEED COMPANY**

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN



The background of this display was a veritable work of art—in cordage. Rope of various sizes was fastened flat against a dark background, worked into geometrical designs, and a slogan, "Quality Cordage," spelled out in rope. Twists of clothes line were fastened against the side and back of the display, with the smaller balls of twine filling in the intervening spaces and rope, fastened flat, twisting in and out.

The result was a display that fairly shouted "Cordage" at the passerby. It could perhaps have been improved by the introduction of show cards suggesting individual uses for cordage of various kinds—"Strong clothes line" and "Why not a swing rope?"

A singular feature of the display I referred to was that though it was devoted to a single line—cordage and cordage only—it appealed to practically 100 per cent. of the population. There was some item in it of interest to practically every passerby. Swing ropes for the boys and girls, clothes line for the women, mops of string, binder twine for the farmers, heavy rope for builders and mechanics. In an ideal display individual show cards would point out all these uses of the various types of cordage shown. The trim brought not merely immediate sales, but more lasting results in a general increase in the cordage business.

An artistic display of a line whose display possibilities are usually neglected is always good business; and apart from the line itself, it serves to attract attention to the store and to stimulate trade generally. Victor Lauriston.

#### Beauty Is But Skin Deep.

Grandville, May 20—"Mercy! what a homely man!"

A tall, gaunt man was passing a fellow and his girl on the street. A third person heard the remark and being an acquaintance of the two smilingly retorted that Joe Haley was the handsomest man on the street. And then came an explanation since the one who had passed was far from prepossessing.

"That man has the best heart in him of any person I ever met. There are many suffering people who are singing praises to Joe Haley to-day. To them he is a handsome man."

And so it goes. Some of the plainest featured men and women in the world become the picture of comeliness when you come to know them. We all call to mind the poor woman who pleaded with President Lincoln for a reprieve for her soldier boy who had been sentenced to be shot for desertion.

Whenever possible, consistent with military discipline, Lincoln always turned the scale on the gentler side. When her son was pardoned and reinstated, the mother kissed the President's hand and blessed him from the depths of her heart.

"They told me," she said, "that the President was a homely man. I think he is the handsomest man I ever saw." And why not? The homely face of Abraham Lincoln often became handsome with the effect of great thoughts that irradiated his noble soul.

It is so the world over. Handsome is as handsome does. There are those with perfect features who mar the effect by a meanness of soul that spoils all outward beauty of countenance.

It is the personality that counts. Man or woman with a pleasing per-

sonality usually carries off the palm. One of the homeliest men I ever knew on superficial observation, had a soul bigger than an ox, and delicacy and kindness of feeling that illuminated his seeming homely features with the light of true beauty.

A little man who drove a peddler's wagon through the bush roads of the lumber woods at an early day became a great favorite with the shanty boys even though he had a disfigured face. He was such a pleasant man we could not resist the attraction, and later on he graduated from the peddler's cart to a fine store at the Mouth.

It may be set down as a fact that good people are never homely to themselves, their friends or the general public. It is the spirit in man and not the outward husk that attracts or repels.

The country is full of beautiful women and handsome men, yet many of these are mere whited sepulchers, carrying about an evil spirit which harms themselves as well as others.

True beauty is full of unselfishness, kindness and good cheer for their fellows. Lincoln was a handsome man in more respects than one. Could you expect that freed slave, as he kneels beside the statue of Lincoln, to imagine his deliverer as anything but the acme of good looks?

Perhaps that man who passes you on the street may have a plain face, and yet, should you come to know him, you would find him such a fine personality as to draw you to him with invincible force.

We should not judge by appearances. Just decisions are made only after facts are known. "Such a homely man!" Yes, but not so to those whom his kind generosity has touched to the quick.

It is the personality of man or woman that reaches to the gist of the matter. A storekeeper lacking in a pleasing personality labors under a handicap which will usually bring him to the bankrupt court at the last.

Louisa May Alcott, one of the most pleasing writers of the last century, was said to be anything but handsome. She was tall, thin, ungainly of form, and yet she has probably more admirers than any other female American writer.

Her "Little Women," has been read by perhaps more people than any other book of fiction ever published. Beneath the homely exterior of that gaunt body and long, ungainly limbs, there lurked a genuine human soul which was bursting for love of mankind.

"I dislike the man's personality." There you are. That tells the whole story. Personality is everything, a cloudy exterior nothing. From behind the counter goes the spirit of friendliness that charms and invites custom from the outside.

Customers will go far to trade with a person they like even though the prices may not differ materially. It is never worth while to put yourself in the class of those who, even though comely of feature, have envy and malice in their hearts.

Some of the homeliest people are the handsomest inside. Do not forget this when you are looking about over the world seeking to find friends who are agreeable, even lovable. A homely face should never be taken into account. Discover the personality of the man or woman and you can then justly judge.

Physical imperfections in looks do not tell the truth always. Sometimes perhaps but not always. As in the case of Lincoln so many of his countrymen regarded as handsome because of his kindness of heart.

When we realize that it is the personality of man or woman that counts, we shall be more charitable in our estimate of faces. Old Timer.

**Correcting Absenteeism and Tardiness**  
Milwaukee, May 19—We are making a study of absenteeism and tardiness in department stores and are particularly anxious to discover the causes of absenteeism and the percentages for the various reasons in different businesses. Any methods that have been used in correcting absenteeism other than bonus or wage incentives will be of great help to us.

Knowing that you have an intimate knowledge of the problems of store management, we are taking the liberty of writing to you for assistance. Any information you can give us will be greatly appreciated. C. C. Chavelle, Director of Research.

#### Top Flaps Give Ample Room.

William J. Pedras, California dealer, has many orders that he has to put up in cardboard boxes. He tells us that in many cases he finds the boxes are about one-third too small. However, if the top flaps are intact, these may be tied up, forming higher sides and giving ample room for more goods.

## 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.

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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

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Sidewall  
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Made in  
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Sold  
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Dealers  
Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.

Jennings' Pure Extracts  
Vanilla, Lemon, Almond, Orange,  
Raspberry, Wintergreen.  
Jennings Flavoring Extract Co.  
Grand Rapids, Mich.

## HOTEL DEPARTMENT

### Verbeck Evidently in the Hands of His Friends.

Grand Rapids, May 20—Absolutely the first simon-pure Wolverine I encountered on my return trip from California was my good friend—and as for that, everybody else's good friend—Charley Renner, of the Four Flags Hotel, Niles, and a battery of other Michigan and Indiana propositions—all successful, of course.

I had contemplated a visit with Ward James, general manager of the several Windermere hotels, Chicago, but on arrival there, I learned that Mrs. James and the kiddies were quarantined with measles and as Ward has never offered me anything but 100 per cent. hotel service, and his wife is always fully 50 per cent. of that, I compromised with accepting a rain-check and was on my way to dear Old Michigan and Renner hospitality.

(By way of further explanation would say that later information from Mr. James is to the effect that the aforesaid quarantine has been removed and that I will be "welcome as the flowers in Spring.")

Many changes have occurred in Michigan during my three year absence, but I still find a lot of my old messmates running good hotels and a very considerable percentage of them making more or less money in their profession.

Catching up with Charley Renner I am reminded that several years ago, when the Four Flags was under construction I suggested to the holding company that there was a "crazy Dutchman" down at Mishawaka, Ind., who really ought to have the establishment, but they were of the class who build hotels without consulting anyone who knows anything about hotel requirements, spend their money lavishly and then decide that they want someone to operate the proposition; not an easy task. In this particular case they staged a comedy of errors and then suddenly were aroused to the fact that hotel running was yet something besides extracting coin from departing guests. Anyhow they soon discovered their mistake and Renner hospitality and service are radiated everywhere and now the community investors are engaged in the pleasing pastime of endorsing dividend checks instead of notes at the banks.

Naturally my visit at Niles was one rhapsody of joy and a most agreeable re-union, the "prodigal son" episode of scriptural days being comparatively a prelude to the real fatted calf luncheon. Not alone this, but Charley supplied me with a chauffeur de luxe in the person of his son, William, better known as "Bill," who whisked me around the country to "blow off the foam," as it were, preparatory to further depredations. At South Bend we were delightfully entertained by Jake Hoffman, who not only conducts the LaSalle and Annex there, but Hotel Fort Armstrong, Rock Island, which I had visited several days before in company with Mr. and Mrs. W. F. Rick, of Hotel Clinton, Clinton, Iowa.

Just at present Mr. Hoffman is engaged in the somewhat strenuous occupation of constructing a new 200 room Hotel Hoffman, right there in South Bend, next door to his LaSalle. It will be modern in every respect and its promoter intends to make it one of the finest hotels in Indiana. The new structure will contain 150 guest rooms, each with tub and shower bath, and twenty-one apartments in units of two and three rooms. The first floor will include spacious lobby, coffee shop and attractive stores. The new hotel will be operated independent of the Hoffman chain, but the dominating influence will be Mr. Hoffman's personality.

On the same day it was my good fortune to drop in on the Gerows, at

Sturgis, who are to be found at all times on the job of running the Hotel Elliott. My visit there was a fleeting affair, but whether they know it or not, I have them booked for a "season" when I shall have the satisfaction of exposing some of their plans for the future. If there are individuals anywhere on this terrestrial ball I think more of than the Gerows, my memory is exceedingly faulty.

In company with the aforesaid "Bill" I made a flying scout to Grand Rapids, stopping with landlord Leland at the Warm Friend Tavern Holland, for one of those delightful luncheons which have necessitated the enlargement of the Dutch coffee shop. Mr. Leland was "knee deep" entertaining a mass of patrons who were participating in the annual tulip carnival, but as he is one of the long list who are due from a visit akin to a grasshopper plague I am going to desist for the time being.

Was there a re-union at the Tradesman headquarters? Well, let the assembled spectators offer their testimony.

Brief calls upon Manager Frost and his assistant, Eddie Moran, at the Morton Hotel, and we were on our way to visit Dr. Blumenthal, at Butterworth hospital, confined there by a serious operation, but convalescing rapidly. I know him well and like him very much and look forward to many happy hours to be spent in his company upon my return to the Furniture City.

Our night control was with Frank Ehrman, Columbia, where in addition to the Ehrmans, big and little, I met the big chief of them all, Adam. Also a host of traveling men who had been victims of mine in my pioneer hotel days. Since I trekked away to California the Columbia has been enlarged to twice its former size, is doing a capacity business, and Frank already has in contemplation another big addition on the Main street side of his building. I haven't the slightest doubt but what he will build it and that the venture will bring in satisfactory returns, but I could almost wish that Frank and his estimable wife would take a few days off occasionally and not take hotel activities too seriously.

In speaking of the Columbia I am not forgetting a little tribute to the delightful individual who presides over the destinies of the various dining rooms in the establishment, Mrs. Emma Snell. She it was who came to the Columbia seven years ago at my suggestion, from Hotel Whiting, Traverse City. A perfect account of her stewardship shows 100 per cent. efficiency.

Walter Hodges, of the New Burdick, was emulating John D. out at the golf links, but John Ehrman looked contented and happy performing his duties as host at the Rickman.

The Post Tavern and Carl Montgomery, one and inseparable, were both in position when we arrived, but Carl donned his coat and escorted us down to the LaVerne, to call upon the Southertons, suggesting that I could thereby make unnecessary an additional recital of my sad story. I am glad to see these worthy people back in a hotel of their own, where they meet day by day patrons who have been with them for years. The LaVerne is being substantially improved and many further changes are contemplated. I was very much pleased with the result of my inspection of rehabilitated guest rooms.

Returning to the Tavern, Mr. Montgomery, inaugurated a gormandizing contest, which was refereed by Steward Dean, who happened, by the way to be an old "school-seat" of Charley Renner, and over whose optics Charley lastingly pulled the wool in former days. Mr. Dean surely combines friendliness with efficiency. As to Carl, when I say he is the same royal, loyal being I have known intimately

### HERKIMER HOTEL

EUROPEAN  
Rates \$1.25 to \$2.50  
RAYMOND G. REID, Mgr.  
Cafe in connection.  
313-337 Division Ave., South  
GRAND RAPIDS, MICH.



### Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

E. L. LELAND, Mgr.

### The LaVerne Hotel

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

"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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GRAND RAPIDS  
RATES—\$1.50 up without bath.  
\$2.50 up with bath.  
CAFETERIA IN CONNECTION

### MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

#### RATES

\$2.50 and up per day.

### HOTEL CHIPPEWA

HENRY M. NELSON, Manager  
European Plan  
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Up-to-date Hotel with all Modern Conveniences—Elevator, Etc.

150 Outside Rooms  
Dining Room Service  
Hot and Cold Running Water and Telephone in every Room.  
\$1.50 and up  
60 Rooms with Bath \$2.50 and \$3

### Columbia Hotel

#### KALAMAZOO

Good Place To Tie To

### CHARLES RENNER HOTELS

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

### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

R. D. McFADDEN, Mgr.

### HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

### NEW BURDICK

KALAMAZOO, MICHIGAN  
In the Very Heart of the City  
Fireproof Construction  
The only All New Hotel in the city.  
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a \$1,000,000 Investment.  
250 Rooms—150 Rooms with Private Bath.  
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RESTAURANT AND GRILL.  
Cafeteria, Quick Service, Popular Prices.  
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

### Wolverine Hotel

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

### HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,  
Manager.

### Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up  
EDWARD R. SWETT, Mgr  
Muskegon -:- Michigan

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

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager



for over a decade, who has not been spoiled by his hotel associates, you have the whole thing in a nutshell. He, also, is due for further investigation.

The promise of an early return to Niles for a reception to Governor and Mrs. Miguel Otero, thrice governor of New Mexico and U. S. Marshal of the Panama Canal Zone, given by the Renners, made it necessary for us to hasten on our way, consequently we did not indulge in an inspection of the new Kellogg Hotel which is to be opened shortly. It is among my assignments for the future.

On my way to Honolulu several years ago I stopped off a day at Santa Fe, New Mexico. I remember the temperature was just below the comfort stage and I was sunning myself on a bench in the Plaza directly in front of the old House of Governors (then a museum). A very agreeable individual, the resident Episcopal dominie, approached me and very kindly offered to guide me through the labyrinths of the capital city, at the conclusion of which trip he desired me to pay my respects to the then executive, Governor Dillon. I rather doubted the existence of any consuming desire on the part of the Governor to catch up with me, but I yielded and was surely glad of it, for I added another to my list of unusual acquaintances. During my conversation something was said about Roosevelt's Rough Riders, which reminded me to speak of my good friend, the present host at the Niles hostelry. It certainly was a spontaneous contact and brought out a suggestion from the Governor to the effect that "Charley Renner was the 'best ever'." That evening the Governor came down to my hotel and spent the entire evening, ending by giving me a letter to one of the motion picture studios at Hollywood, which I found exceedingly valuable, especially when I now realize that ex-President Coolidge is about the only other layman who has been accorded the courtesies of the moviedom holy of holies.

Which brings me down to date and Governor Otero. He stopped at Niles on his way to Washington, D. C., for an official conference of officials of the American Green Cross, of which he is a member of the advisory board, as well as one of the five members active members of publicity. The American Green Cross, organized a few years ago, is rapidly taking a place in American affairs. It was organized to promote the conservation and intelligent control of our present forests and other natural resources; to keep before all the people, all the time, the vital importance of fire prevention to encourage in every way reforestation, to assist in all practical ways in the solution of flood control, and to aid in every legitimate means all other allied lines of conservation.

The Governor and his wife were honor guests at a dinner tendered by Mr. Renner. Among the distinguished guests was Hon. Archibald Graham, of South Bend, a widely-known politician and prominent candidate for United States Senator, and who has been a warm friend of Governor Otero since they attended Notre Dame university, fifty-seven years ago. Young Otero lived with the Studebaker family while attending the university, his father and his notable family having long been warm friends. There were three Miguel Oteros, I, II and III. Miguel Otero, I, was a crony of General Custer and also of Gen. Nelson A. Miles in their Indian fighting days. He was also known in the days of the plains as a buffalo hunter. The Otero family traces its genealogy back to the Spanish nobility.

Miguel Otero II, guest of honor at the Renner banquet, is a most fascinating character, equipped with a fund of wholesome and humorous anecdotes, and has attended National conventions

of every known political party as a regularly elected delegate. He was a warm personal friend of President McKinley as well as his successor, President Roosevelt. He is the father of Miguel Otero III, who is down in the cards as a probable next governor of New Mexico. Frank S. Verbeck.

#### Mental Stimulation as Promoter of New Business.

There seems to be a direct relation between educational activities and wealth.

By that we mean that the growth or stimulation of educational activity among a people always results in a corresponding stimulation and activity in business and wealth producing agencies.

The introduction of music in the schools for the last twenty-five years, with a corresponding development of musical ability among hundreds of thousands of youths, has resulted directly in the desire for an actual possession of vast numbers of musical instruments. Hence hundreds of millions of wealth represented by the musical industry as a whole is a result of musical education.

Whatever values a business has, real estate has, stocks and bonds have, can all be traced directly to our system of universal education, and the desires and appreciations that the educational system has produced in the minds and souls of men.

For thousands of years, the human mind, groping in the wilderness of ignorance, superstition and doubt, has been crying for more light. Education and intelligence seem to have some of the attributes of divinity. This is proof of the assertion just made.

Education and knowledge have the power of spontaneous reproduction. A bit of knowledge and truth once discovered or brought into being, goes on indefinitely enlarging itself under all conditions.

Education and knowledge expand and develop the human soul with a perpetual and ever increasing virility. On the other hand, ignorance does not possess this wonderful power, but shrinks, shrivels, and finally kills itself at the final goal of complete negation and nothingness.

One of the great human wastes in all ages has been the submerged talents, ambitions and aspirations of the masses that have never had opportunity to grow, flower and fruit. Undeveloped talents embodying potential genius have been submerged by economic and locational factors without a chance to develop in lives of functioning life careers. Only the talents and genius of the few economically favored ever have had a chance to be developed.

What is needed to-day is an educational system so complete and comprehensive and so accessible to the large masses of people at the bottom of the economic pyramid that human society as a whole can profit by and be blessed through the developed talents, capabilities, and ambitions to be found in the masses of the people.

When one contemplates the awful wastage of human talent due to the lack of educational opportunity for the masses of boys, girls, men and women

of the lower economic levels, the vision of educational opportunity in the higher levels begins to grip one's imagination.

When the road of educational opportunity is open for the talent, genius, ambition, idealism and altruism of the great masses of people, then and not until then, will the human family begin to approach even the lower levels of a complete and enduring democracy.

Charles W. Taylor.

#### Recent Bankruptcy Cases in Ohio.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Irving L. Kane, trading as Kanes Place and Place Tie Shop, by Attorney Sidney Weitz, representing Jacob Elisherwitz & Son, \$360; Leopold Lerner, \$71 and Kasmill Shirt Co., \$230, all of New York City.

Zanesville—Joseph & Hugo Rohleder, haberdashers. Appraisal of the stock in this bankruptcy case places the value at \$7,260 and fixtures at \$1,324 making a total of \$8,585. A deed in trust was filed with the First Trust & Savings Bank, Zanesville, in order that the company may proceed to operate.

East Liverpool—Involuntary bankruptcy schedules, filed in the U. S. District Court at Cleveland, Lambert Frocks, Inc., women's dresses, list liabilities at \$11,451 and assets of \$5,127. There are sixty-one creditors. Sol Manche, with claim of \$4,546, is the only creditor of \$500 or more.

Cleveland—Melvin Greenwald has been appointed custodian in this involuntary bankruptcy of Morris M. Rothman, trading as Marty's Men's Shop, retail men's furnishings, 12911 St. Clair avenue. Schedules list assets of \$1,261 and liabilities of \$4,730 to forty-five creditors, with none claiming \$500 or more.

Zanesville—A voluntary petition in bankruptcy has been filed in the U. S. District Court at Columbus by Jack Zweilling, in which liabilities are listed at \$2,273, none of which are \$500 or more. J. L. Knapp, of Zanesville, was named receiver. Appraisers were named and stock was appraised at \$400, fixtures at \$150 and accounts receivable of face value of \$319, no value placed on them.

Youngstown—The U. S. District Court at Cleveland has appointed Monroe Block custodian receiver in the involuntary bankruptcy case of Rosenbaum Naughton Co., men's wear. Schedules list nominal assets of \$29,196 and liabilities of \$18,454 to sixty creditors. Those with claims of \$500 or more are: Goldman & Co., Chicago, \$643; B. Katzenstein & Bro., Baltimore, \$2,199; Kramer Brandeis Co., New York, \$853; College Hill Clothing Co., New York, \$774; City Trust & Savings, Youngstown, \$5,100; Lou Rosenbaum, Youngstown, \$1,150; Chas. Semple, Youngstown, \$1,400.

Youngstown—Jess Leightenger has been appointed custodian receiver in the involuntary bankruptcy case of Meyer Son & Co., wearing apparel and clothing, 16 East Federal street, by the U. S. District Court at Cleveland. Sidney Weitz is attorney for the petitioning creditors.

#### What Mergers Are Legal?

Coming on the heels of reports that the Federal Trade Commission has become less tolerant than it was of business expedients to meet new conditions, the order of the Commission unscrambling the Vivaudou cosmetic omelette is likely to beget confusion and fresh uncertainty. In this case consolidation is rather ancient history. Alfred H. Smith was taken over late in 1925, Melba a year later. Both, like Vicaudou, were manufacturers of lotions, powders and perfumes, and all three companies made a similar class of goods and sold them throughout the country. None of them was in any sense monopolistic, and it was not urged or found that the merger secured anything like control of the market for high-grade cosmetics. The Commission rules, however, that the effect of the combination was substantially to lessen competition and to tend to create a monopoly in disobedience of the Clayton Act, and for these reasons dissolution was decreed. Commissioner Humphrey dissented on the ground, among others, that the record fails to meet the Supreme Court's dictum in the recent International Shoe case that mergers are illegal only if they are likely to lessen competition to such a degree as will injuriously affect the public.

Presumably the court of last resort will be asked to decide whether Vivaudou transgressed to this extent. Meanwhile contemplated mergers of like character will be held in abeyance or else put through only upon legal advice that Mr. Humphrey's view of the matter is sound and pretty sure to be sustained. In either case no one can be certain what can be done and what is forbidden. Whether one believes in mergers or regards them with disapproval, all are likely to agree that the present confusion of decisions in this field is deplorable.

#### Reminder Slips.

Every customer of Golden Rule Grocery, Oklahoma City, receives with each order of groceries a reminder slip. The slip always carries a brief message, such as a reminder of a forthcoming special. Frequently it calls attention to some type of service offered by the store. Slips are simply placed in the bag or package with a customer's order.



#### HOTEL BROWNING

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

## DRUGS

### Michigan Board of Pharmacy.

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

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

### Michigan State Pharmaceutical Association.

President — Claude C. Jones, Battle Creek.  
Vice-President—John J. Walters, Saginaw.  
Secretary—R. A. Turrell, Crosswell.  
Treasurer—P. W. Harding, Yale.

### A Fountain Goes Into An Ethical Pharmacy.

Can a soda fountain and luncheonette and an ethical prescription department exist harmoniously under one roof? Will drug stores of the future be either "all professional" or "all merchandising," or will a happy medium be found?

Jacob Jacobson, veteran Minneapolis pharmacist and proprietor of two drug stores—one at Eleventh and Nicollet avenue and another at 526 Hennepin avenue, believes that they may be combined, and has acted upon his belief.

"For thirty years we have been known as a prescription store," said Mr. Jacobson. "For many years our prescription business was enormous, as our files of over 600,000 will testify. But now, the doctors having left the neighborhood of our Masonic Temple store on Hennepin avenue, we found that we must make a change or lose out. With changed conditions, changed public demands, and changed competition, we decided to not only fall into line, but to do so effectively."

The result was that a very careful survey was made of the entire business. Store engineers are now able to determine in advance just what increases in sales can be expected and the exact cost of obtaining them. A careful study at this point is most essential to anyone considering ways and means of getting more business without a proportionate increase in expense.

"We lengthened the store room by about 50 per cent., and removed all wall fixtures on one side. This gave us room to install the fountain and booths. Our fountain, forty feet in length, is equipped with the latest mechanical refrigeration and steam tables. Note the arrangement—customers wishing carbonated drinks are served near the front and those desiring lunches are cared for toward the rear. Thus we avoid confusion and crowding, which so often drives customer away," he continued.

"Another feature of our fountain is the cold water draft arm for customers' convenience. This, located at the fountain center, faces the front instead of the back, making it easy for them to help themselves and saving much valuable time for the dispensers."

One is impressed immediately upon reaching the Jacobson drug store. A new V-type store front flanked by well-lighted modern display windows seems to invite one to enter. Inside, the long fountain, finished beautifully in ivory and walnut, with its supporting mirrored and canopied backbar and the

graceful lines of the booths on the left, and the re-finished wall fixtures, new display cases and four modern open-top display tables on the right greet those entering, presenting a general effect that must certainly make a favorable impression. Ivory and walnut are carried throughout the store as the predominant color scheme, harmonizing effectively under an abundance of light.

"Our prescription department has not suffered by the change," said Mr. Jacobson, as he glanced about with pardonable pride, again reassuring himself that all was as it should be. "In fact, we are improving it, too, by installing new drawers to protect our stock. The same competent pharmacists will continue to care for our patrons' wants. The fountain department will be conducted entirely as a separate unit.

"There is a prescription display in our window now. It has attracted the attention of many passers-by. Many have stepped in to comment on the old files, dating back many years. We plan to feature a prescription display in our windows regularly once a month. It pays.

"We always have believed in merchandising and have practiced it. We sell many preparations under our own label; in fact, we often sell as much as five barrels of cod liver oil in a season.

"The display tables? Well, I didn't think much of them at first, but I now believe that they will work out to good advantage. People seem to like to handle the merchandise and a great deal may be displayed on one of these tables.

"Mrs. Jacobson will personally supervise the fountain and the kitchen," he continued. "She has had considerable experience at the other store, and she knows how to train help. We plan to serve good food, carefully prepared and served right. Of course, we must charge a little more for this service, but I believe that people are willing to pay a trifle more, when they receive the best of attention and their lunches are prepared in an above-the-average manner."

To observe the smooth, quiet efficiency with which the fountain personnel functions, and to test the tastiness of its menu is to be convinced. After that, the check doesn't matter.

"Have you seen our kitchen?" That query from Mr. Jacobson came as a surprise. But, sure enough, in the extreme rear of the store is a large, well ventilated and completely equipped kitchen. Here all food is prepared and dishes washed. There are no messy heaps of soiled glassware, scraps of food, or odors of cooking to mar the enjoyment of the store's atmosphere. In fact, the uniformed attendants are trained to work quietly and efficiently with as little disturbance as possible.

Mr. Jacobson was born in Norway and came to this country at the age of fourteen. In 1893 he came to Minneapolis, taking employment in the drug store of Laws and Stein at 423 Nicollet avenue. They later moved to 408 Nicollet avenue. In 1901, Mr. Jacobson purchased the store and moved it

to the present location in the Masonic Temple.

"It was almost out of town then," said Mr. Jacobson. "Minneapolis was a flourishing city of about 150,000 population, and the other side of Hennepin avenue, where tall buildings now rise, was occupied by tenement houses.

"We have improved the store from time to time since 1901, but until now we have made no radical alterations. However, one must advance or grow stale. This new arrangement will keep Mrs. Jacobson and me quite busy, and we are no longer youthful; but it will keep us pepped up, give us something to think about, and keep us interested in life."

Four years ago, Mr. Jacobson and his son, Robert, opened a second store at Eleventh and Nicollet. The new store, which does a large prescription business because of its location near several clinics, also has a large fountain and luncheonette business and is equipped with a separate kitchen. This store is managed by Robert Jacobson.

The question of whether the luncheonette and the prescription department might exist jointly to the detriment of neither has been debated long and hotly. To-day, more and more strictly prescription stores are being established—Minneapolis has three—while other druggists are looking upon this department with less favor, devoting more and more energy to fountain and merchandising. Perhaps some day the breach will be very definite in the ranks of pharmacy, as some have predicted. Perhaps by intelligent combination the public and pharmacists

themselves will come to accept them and to agree, as Mr. Jacobsen believes, that a superior fountain service and an efficient prescription department may function in the same store, and that the public's confidence in either or both may be retained by hard work and careful planning and management.

### Items From the Cloverland of Michigan.

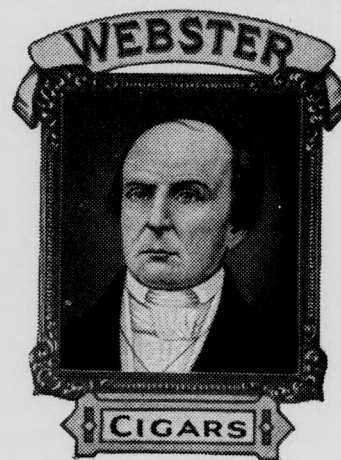
Sault Ste. Marie, May 20—The Soo being a good city, is being well advertised throughout the State which accounts for the new stores opening up here and the large amount of money spent by the merchants in rebuilding and beautifying their places of business, so that when all is finished Ashmun street will not look like Ashmun street any more. The old timers coming back will have something to remind them of a progressive city. We find a number of families are returning from the larger cities and moving back on the farms near Stalwart, which is a move in the right direction, but we have lots of good farms left which are unoccupied and welcome many more who have found the large city an expensive place in which to live.

Fred R. Fleming, formerly superintendent of the War Memorial hospital, left last year for Wisconsin to reside, but has decided to return and has accepted a position with the Price Drug Co., having charge of the prescription department. Mr. Fleming has many friends here who are pleased to see him back again. He has had years of experience in the drug business and will be a valuable asset to the Price Drug Co.

Five minutes of thought is often equal to an hour of hustle.

The Home bakery, on Ashmun street, will change hands about June 1, when Mrs. Frank Young will sell out to Mrs. Edward Harper and Mrs. J. J. Sullivan. The new purchasers

**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**









# 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

Veal  
Pork

## DECLINED

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 15
Quaker, 12-33 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

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

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

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

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

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

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

Kaffe Hag, 12 1-lb. cans	
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 1/2 oz.	2 00

Post Brands	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

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

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

Stove	
Shaker	1 80
No. 50	2 00
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

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

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

CANNED FISH	
Clam Chder, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Mince, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	3 30
Chicken Haddie, No. 1	2 50
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
Sardines, 1/4 Oil, kless	4 75
Salmon, Red Alaska	3 25
Salmon, Med. Alaska	3 50
Salmon, Pink, Alaska	1 90
Sardines, 1/4, ea. 10@22	
Sardines, 1/4, ea.	25
Sardines, Cal., 1 1/2 35@22	
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua.	1 35
Beef, 3 1/2 oz., Qua.	1 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	2 20
Deviled Ham, 1/4s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/2 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, 18 oz.	95
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES	
Hart Brand	

Baked Beans	
Medium, Plain or Sau.	90
No. 10, Sauce	6 50
Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10-14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

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

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

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

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

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

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

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

Peas	
Little Dot, No. 2	2 75
Little Dot, No. 1	1 90
Little Quaker, No. 10-12	50
Little Quaker, No. 2	2 50
Little Quaker, No. 1	1 75
Sifted E. June, No. 10-13	55
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	2 00
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. Ju., No. 10	7 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

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

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

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

Squash	
Boston, No. 3	1 80

Succotash	
Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 55
Little Quaker	2 40
Pride of Michigan	2 15
Tomatoes	
No. 10	6 50
No. 2 1/2	2 35
No. 2	1 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50

CATSUP.	
Beech-Nut, small	1 65
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 90
Quaker, Gallon Glass	12 50
Quaker, Gallon Tin	8 50

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

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



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	9 10
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 10
Half gallon	12 15

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

GELATINE	
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 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	18
Special Roll	19

MATCHES	
Diamond, 144 box	4 40
Searchlight, 144 box	4 40
Union Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-lc	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

Safety Matches	
Quaker, 4 doz. case	4 25

NUTS—Whole	
Almond, 144 box	25
Brazil, New	17
Pecan Mixed	24
Walnuts, Sicily	22
Peanuts, Vir. Roasted	11
Peanuts, Jumbo, std.	13
Pecans, 3, star	20
Pecans, Jumbo	20
Pecans, Mammoth	20
Walnuts, Cal.	27@29
Hickory	01

Salted Peanuts	
Fancy, No. 1	14

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

MINCE MEAT	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 00
Libby, Kegs, wet, lb.	22

OLIVES	
4 oz. Jar, Plain, doz.	1 35
10 oz. Jar, Plain, doz.	2 25
14 oz. Jar, Plain, doz.	4 00
14 oz. Jar, Plain, doz.	2 75
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff., doz.	1 30
6 oz. Jar, Stuffed, doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., doz.	2 70

PARIS GREEN	
1/2 lb.	34
1 lb.	32
2 1/2 and 5 lb.	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 Picked	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 & H'f 15 1/2	@19
Med. Steers & Heif.	16
Com. Steers & Heif.	15

Veal	
Top	18
Good	14
Medium	11

Lamb	
Spring Lamb	21
Good	18
Medium	15
Poor	13

Mutton	
Good	13
Medium	12
Poor	10

Pork	
Loin, med.	22
Butts	21
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 1/4
Compound, tubs	12

Suasages	
Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	35
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 Balled	
Hams	20 @25
Boiled Hams	@39
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. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 00

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

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

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

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

White Fish	
Med. Fancy, 100 lb.	13 00

## SHOE BLACKENING

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

## STOVE POLISH

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

## SALT

Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb., each	81
Butter Salt, 230 lb. bbl.	4 21
Block, 50 lb.	40
Baker Salt, 230 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'g, 32 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

## BORAX

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

## SOAP

Am. Family, 100 box	6 30
Crystal White, 100	3 85
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 70
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 00
Octagon, 120	5 00
Pumpe, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 00
Triby Soap, 100, 10c 7 25	
Williams Barber Bar, 9s	50
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
Climoline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	4 25
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 91
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
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 10
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 55
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg. 4 00	4 00
Spotless Cleanser, 48, 20 oz.	3 85
Sani Flush, 1 doz.	2 25
Spaplio, 3 doz.	3 13
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

## HOW THEY GYP THE PUBLIC.

## Kroger Stores Most Numerous Offenders on Short Weight.

The monthly inspection of grocery stores by the Sealer of Weights and Measures is indicative of the present situation in Grand Rapids. Chain stores, particularly those operated by Kroger, are frequent offenders, probably because there are more Kroger stores than under any other single management.

In September, 1928, the Kroger interests took over the K. and B. and the C. Thomas stores and later bought out Piggly Wiggly interests. All these deals occurred prior to February, 1929, the beginning of the period covered by this report, thus making K. and B., C. Thomas and Piggly Wiggly violations for the period Kroger violations.

The list of grocery store weight violations by months follows.

February, 1929—Bacon short weight K. and B., 1105 Division avenue; Piggly Wiggly, 133 Fulton street, short on coffee, beans and prunes; creamery butter delivered to Henry Freudenberg, 129-131 Division avenue, found short, returned before sale.

March—C. Thomas, 1205 Madison avenue, 50 single pound coffee packages weighed gross instead of net; Kroger's, 607 Wealthy street, weighing lard gross instead of net.

April—Kroger's Madison avenue and Dickinson street, meat 4 oz. short on pound sale; K. and B., 965 Fulton street, short on fifty single pound coffee packages; K. and B., 1121 Wealthy street, short on 80 single pound coffee packages; C. Thomas, 964 Fulton street, short on 20 single pound coffee packages.

May—Piggly Wiggly, 133 Fulton street, 6 single pound packages of coffee short; other bulk goods put up gross instead of net; Piggly Wiggly, 247 Michigan street, kidney bean and apricot packages short; A. Wisniewski, 900 Michigan street, 10 pounds of sugar under weight; Orwant's, 978 Cherry street, short on gallon of maple syrup.

June—A. & P., 510 Ottawa avenue, all bulk packages put up gross.

July—J. Jankaro, 1207 Alpine avenue potatoes short; C. Thomas, 766 Seventh street, coffee weighed gross; C. Thomas, 600 Bridge street, butter weight on one and two-pound packages short; Bertch's store, sugar put up in wrong packages; Kroger's, 913 and 934 Bridge street, lard weighed gross in both stores.

August—none.

September—none.

October—none.

November—none.

December—Piggly Wiggly, 1345 Lake drive, conditions very bad; manager discharged.

January, 1930—A. & P., 500 Leonard street, packages weighed gross.

February, 1930—Ordered wrappers changed on sausage packages at Herud Sausage Co. Had begun new selling plan of 7-oz. packages and used old 15-oz. wrappers selling two packages for one.

Flour from milling company at Mt.

Pleasant found 2 ozs. short on 5 lb. packages at Tiebenthal & Roth.

Check of fourteen Warner stores revealed several instances of shortages, mostly in bulk goods that had been put up in packages for several days and which had lost weight by drying out.

Check of ten R stores revealed lack of even balance scales in stores and instance of weighing gross instead of net.

March—Two-pound packages of prunes short at A. & P., 652 Wealthy street. J. Peet, manager of A. & P. store, 429 Jefferson avenue, fined \$75 and costs for selling 9 lbs. of sugar in 10 lb. packages.

## W. T. Grant Co. Coming To Grand Rapids.

The store building soon to be vacated by the Friedman-Spring Co., will be occupied by the W. T. Grant Co., of New York, on a fifty year lease at \$65,000 per year.

The story of the W. T. Grant Co. dates back to December, 1906, when W. T. Grant, the present chairman of the board of directors of the company, opened a store at Lynn, Mass. The success of this first store led to the opening of another unit in 1909, followed by two more in 1910 and 1911. From this point on the chain of stores was expanded steadily, with a particularly rapid expansion in the last four years. At January 31, 1930, the company was operating 279 stores, while three months later the number had increased to 287. The program of the company for the current year calls for a total of more than fifty new stores.

The number of stores in operation at the end of each fiscal year, together with the sales for the year are shown in the following tabulation:

Year	No. of Stores	Net Sales
1908	1	\$ 99,478
1909	2	169,154
1910	4	398,778
1911	6	752,781
1912	9	1,083,690
1913	12	1,361,539
1914	16	2,000,908
1915	20	2,565,296
1916	23	3,061,690
1917	25	3,659,779
1918	30	4,510,776
1919	32	6,029,083
1920	33	7,941,688
1921	38	10,192,535
1922	45	12,728,412
1923	50	15,382,631
1924	60	20,625,388
1925	70	25,316,334
1926	77	30,411,399
1927	109	36,074,504
1928	157	43,743,929
1929	221	55,690,784
1930	279	65,902,419

More than 96 per cent. of the sales of the W. T. Grant stores are of articles priced at \$1 or less although a few articles are carried in higher price classes. The policy of the company has been to carry a wide variety of general merchandise within a price range of from five cents to one dollar, and the small margin of profit is offset by the very rapid turnover. In the 1930 fiscal year the average transaction amounted to about 43 cents, and the total number of transactions was

in excess of 1,500,000. The staple nature of the merchandise carried has been reflected by the steadiness of the company's sales in the face of fluctuating conditions in general business. Among the classes of articles carried are candy, children's wear, art goods, books and stationery, china and glassware, draperies, dress and wash goods electric accessories, footwear, gloves, handkerchiefs, hardware, hosiery, house furnishings, jewelry, knit wear, leather goods, luncheonette, men's wear, millinery, music, neckwear, notions, radios, toys, etc. However, the line of merchandise is not confined to the low priced articles and twenty of the stores have ready-to-wear departments for the sale of women's coats and dresses at popular prices.

Stores of the W. T. Grant Co. are located in cities varying in size from a population of only 5,000 all the way up to New York City. A similar range in volume of sales is also shown, some of the stores having annual sales as low as \$50,000 while others exceed \$1,500,000. One of the prime reasons for the successful operation of this large number of stores has undoubtedly been the sound training of the managers of the individual stores, and the basing of a large part of each manager's compensation on the profits of his store. All managers are chosen from men trained by the company for a period of from three to five years, and the adequate compensation paid has resulted in a low turnover in the personnel of these executives. Each manager is responsible for the profitable operation of his store, and is entrusted with the selection of the merchandise which will meet the demands of the community served. The stores are grouped in four districts, having headquarters at New York City, Boston, Mass., Atlanta, Ga., and Chicago, Ill. In each of these divisions there is a district manager who aids the managers of the individual stores in solving their problems. He is assisted by district merchandise managers and district superintendents who have been promoted from store managers because of their ability.

## No More Artificial Color in Salad Dressing.

The addition to mayonnaise, salad dressings and similar products of a color which gives them the appearance of products with a higher egg content is prohibited by the Federal Food and Drugs Act, according to a recent announcement by the Food, Drug and Insecticide Administration of the U. S. Department of Agriculture. The notice to the trade says:

Accompanying the increase in the

commercial production of mayonnaise and like products there has developed a tendency toward the use of artificial color in such articles. The color most often used in mayonnaise or in salad dressings which resemble mayonnaise has the effect of giving to the article the appearance ordinarily resulting from the use of eggs. The Federal Food and Drugs Act defines as adulterated an article of food which is colored in a manner whereby damage or inferiority is concealed. The addition to mayonnaise, salad dressings, and like products of a color which imparts to the finished product the appearance of higher egg content than is actually present brings the product within the definition of adulteration and the declaration of added color on the label does not relieve the article from this prohibition of the law. This opinion applies whether the color be of coal-tar or of vegetable origin.

## Re-orders Received on Hardware.

Re-orders on regular merchandise began to reach hardware jobbers from their customers this week. The requests received were more numerous and covered a wider variety of merchandise than in recent weeks. Garden supplies continue to sell in the greatest volume although repeat orders for Summer hardware have also been heavy. Builders' hardware is still selling at a subnormal rate, however. The recent turnover enjoyed by retailers on their seasonal lines of merchandise has helped considerably in reducing the slow collections which had been troubling jobbers since the first of the year.

## Cretonne Cushions Sell Freely.

Cretonne cushions in varied shapes are in good demand at present, according to manufacturers. Buyers for retail stores are re-ordering on popular numbers and specifying immediate delivery. Floral designs retailing at \$1 are most popular. There is little enquiry on Fall lines so far. A lively call for cretonne lamp shades for boudoir lamps has developed within the last few weeks. The shades are wanted to match bedspreads and curtains of similar materials.

## Combination Offer.

Here's an interesting combination offer that will increase your sale on both items considerably. In the middle of a pan of fresh corned beef, and on the meat counter, place a large solid and well trimmed head of cabbage. You'll find it will increase the sale of both items. You can feature other vegetables with various meats in this way, too.

## Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Golden G. Meal

Rowena Whole Wheat Flour

Rowena Pancake Flour

Rowena Buckwheat Compound

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.



## FROZEN FISH.

(Continued from page 21)

for cooking is just the same as for other foods.

In the fishing industry many different varieties of fish are preserved by freezing—mackerel probably in the largest quantity. In Massachusetts alone last year approximately 10,000,000 pounds of mackerel were frozen, and less than 1,000,000 pounds of those remain in the freezer to-day. Swordfish, only produced in the summertime, are available every day in the year. Frozen herring are shipped in from Canada. Over half the smelts available on the market are naturally frozen as they are pulled from the water. Salmon and halibut are frozen in enormous quantities.

Fillets, the new improvement in the fishing industry (that is, the boneless sides of fish), are reaching the market in increasing numbers in the frozen form. Shellfish, such as scallops, are frozen. New package methods are bringing into the market frozen oysters, shrimp and clams. A great increase in demand and distribution of these products can be the only result to follow the use of freezing in the shellfish industry.

All the frozen fish which is now in the freezers must be disposed of within the next few months. The public is, therefore, urged to buy frozen fish since much money can be saved by so doing.

Remember—frozen fish are simply fresh fish preserved by freezing, and the quality is just as high when you buy as it was the day it was frozen.

Edward H. Cooley.

## "Where Have My Profits Gone?"

(Continued from page 20)

such as are worth \$2.75 for \$1.50 without much protest.

Further, this incident brings in the clincher. That is that a clerk always favors the customer. This is not necessarily dishonesty, but it is clerk psychology. It is plain human nature.

It pays the department store to mark papers of pins. It will pay the grocer to mark his stock. Marks on shelves are vastly better than no marks at all; but marks on the articles constitute the only effective insurance that the merchant will get his full prices.

Let me close this story with another note of warning that "farm relief" heads toward national disaster. Special legislation always has operated against public policy. This is not less true because our country has had a lot of precisely that sort of thing. To attempt to set aside the laws of economics, or supply and demand, by legislation is to try to lift ourselves by pulling up on bootstraps—and that never has done much good. "The Government is rich," is good demagoguery, but it has cost all of us millions, yes, billions, in taxes and added costs.

Right now 5 per cent. of the farm producing area is calling for and will benefit (?) from farm relief. Ninety-five per cent. of the farms and farmers will help pay whatever money is thus lost. To operate such a scheme is to line up with silver at sixteen to one, "cheap money" and other similar fallacies.

It would be sound practice—provided we feel that certain farmers are entitled to "relief"—to stop reclamation of land not in the least needed for production, and to purchase and withdraw from settlement such marginal lands as now merely operate to reduce prices. But why should inefficient—incompetents—speculators in land—gamblers on what the said "government" can be induced to do—be given "relief" from the consequences of their folly or economic sinfulness? Why not let our Government apply similar "relief" to grocers who have guessed wrong on location or their own ability to run a store efficiently?

This is a matter that concerns every mother's son among us. If we pass by on the other side we shall suffer for our indifference sure as fate.

Paul Findlay.

## Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 6.—In the matter of Elizabeth E. Wellman, Bankrupt No. 4012, the expenses of administration to date and expenses of preservation and conservation and preferred tax claims have been ordered paid.

May 6. We have to-day received the schedules, reference and adjudication in the matter of Walter Fisher, Bankrupt No. 4106. 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 moving picture operator. The schedule shows assets of \$13 of which the full amount is claimed as exempt, with liabilities of \$7,900.28. 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 7. We have to-day received the schedules, reference and adjudication in the matter of Herman Levitt and Hannah K. Levitt, doing business as the Bon Ton, Bankrupt No. 4107. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupts are residents of Grand Rapids, and they conducted a millinery and ladies ready-to-wear store. The schedule shows assets of \$4,699.43 of which \$350 is claimed as exempt, with liabilities of \$11,789.90. The first meeting of creditors will be called shortly and note of same will be made herein. The list of creditors of said bankrupt is as follows:

National Cash Register Co., G. R.	\$125.00
Superior Dress Co., New York	68.75
Star Dress & Costume, New York	69.00
Stevens Dress Co., New York	65.00
S. & B. Dress House, New York	42.00
Star Millinery, Indianapolis	30.00
Stone Hat Co., Chicago	52.50
Tower Dress Co., New York	21.00
Teddy Frocks, New York	143.75
Tru Size Dress Co., New York	30.00
Value Hat Co., Chicago	102.50
Varsity Dress Co., New York City	21.00
Max Wilens & Sons, New York	136.50
Wettendorf Neubert Co., Milwaukee	87.50
Press, Grand Rapids	704.40
Joe Marizon, New York	150.00
Lloyd & Elliott, New York	175.50
GGlass & Co., New York	31.50
Goldman Frocks Co., New York	21.00
Harry Goldman, Chicago	30.16
Gifford Bros. Co., Cleveland	179.00
Charles Hoffman, New York	238.50
Hiller Bros. & Hiller, New York	126.00
Harmony Dress Co., New York	126.00
Harris & Shane, New York	126.00
Hart & Co., Cleveland	248.21
Irwin Dress Co., New York	21.00
Johanna Dress Co., New York	61.00
June Rose Frocks, New York	31.50
Jomark Enc., New York	31.50
Joe Mode Dress Co., New York	52.50
Mike Kaplan Dresses, New York	40.00
Keystone Hat Co., Chicago	195.00
Kaplan Storch, New York	189.50
Henry L. Kohn, New York	47.00
Levy-Parnes, New York	91.00
Litt Hat Co., Chicago	285.25
Lora Lee Hat Co., Chicago	298.75
Lyric Dress Co., New York	130.00
Liberty Hat Mfg. Co., Cleveland	42.00
Lovely Frocks, New York	20.00
Massar-Cohen, New York	115.50
Metropolitan Dress Co., Philadel.	22.00
Milberg & Blatte, New York	30.75
Monarch Dress Co., New York	52.50
National Hat Mfg. Co., Chicago	90.00
New York Mfg. Co., New York	52.41
Normandie Frocks Co., New York	149.50
Optimo Dress Co., New York	78.00
Plutzer & Weinstein, New York	138.00
Posner & Fox, New York	126.00
J. & S. Post, New York	63.00
Posner Dress Co., New York	78.00
Richard Hart Co., Chicago	263.25
Reed Bros., Cleveland	111.00
Jenny Rosenzweig & Irving, N. Y.	108.50
Rubin & Richeter, New York	84.00
Royal Hat Co., Chicago	50.00

Ruth Jeanne Frocks, New York	73.50
Rainbo, Inc., Chicago	81.50
Storch Bros., New York	21.00
Swan Dresses, New York	20.50
Sussman-Goldstein Co., Chicago	360.25
Lou Schneider, Inc., New York	60.00
Sunnay Dress Co., New York	80.50
Annett Waist & Dress Co., New Y.	42.00
Albern Hat Co., Chicago	62.50
Alice Dress Co., New York	20.00
Wm. Avedon Co., New York	178.50
Abramson & Sandler, New York	105.00
Aircraft Dress Co., New York	66.75
Arrow Hat Co., Chicago	163.50
Bonnie Frocks, New York	21.00
Barty Frocks, New York	84.00
Berman & Smith, New York	341.00
Birnbaum & Pollak, New York	20.00
Blum Hat Co., Chicago	67.00
Bowdan & Tuman, New York NN	115.50
Crotona Dress Co., New York	31.50
H. & I. Cohen, New York	30.75
Chen & Feldmen, New York	21.00
Cameo Costume Co., New York	84.88
Certified Dresses, New York	78.00
Carmen Dress Co., New York	168.25
Louis Cohen, New York	52.50
Carol Dresses, New York	58.75
Demand Dress Co., New York	105.00
Al. Dessau & Loeb, New York	42.00
Dorco Millinery Co., Chicago	127.88
Drake Millinery, Chicago	42.00
Decker & Dettinger, New York	88.00
Eclipse Dress Co., New York	39.00
Harry Eidinger, New York	42.00
Empire Hat Co., Chicago	214.50
Henry Engel Co., New York	150.00
Enendr Dress Co., New York	60.00
Exact Size Dress Co., New York	91.00
Esteem Dress Co., New York	20.00
Elaine Chic Hats, Chicago	78.75
D. B. Fisk & Co., Chicago	209.26
Felsenthal Hat Co., Chicago	220.99
Fashion Made Sportwear, New Y.	229.00
Flo-Made Dress Co., New York	105.00
Ferry Fox, New York	15.00
Fox Schwartz, New York	21.00
Furtura Frocks, New York	42.00
Harry Frank, New York	21.50
Gem Hat Co., Chicago	150.00
Gem Dresses, New York	92.00
Gage Bros. & Co., Chicago	161.86
Gerber Nott Co., Buffalo	381.54
Gladly Dress Co., New York	26.00
Goodman & Manno, New York	169.00
Golf Dress Co., New York	105.00
Ganz Bros., New York	81.90
Aetna Window Cleaning Co., G. R.	40.00
Consumers Power Co., Grand R.	4.96
J. Vander Molen, Grand Rapids	3.95

May 5. On this day was held the final meeting of creditors in the matter of Paul Caruso, Bankrupt No. 3688. There were no appearances. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and the balance on hand to the payment of a secured claim duly scheduled and filed. There were no objections 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 7. On this day was held the first meeting of creditors in the matter of Delbert Mulder, Bankrupt No. 4086. The bankrupt was present in person and represented by attorneys Dunham, Cholette & Allaben. Creditors were present in person and represented by attorneys French Holbrook and J. J. Smolenski. No claims were proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to May 17 for further proceedings, if desired.

On this day also was held the first meeting of creditors in the matter of Frank A. Young, Bankrupt No. 4079. The bankrupt was present in person and represented by attorney John G. Anderson. Claims were proved and allowed. No trustee was appointed. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without a report and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Gerald Donker, Bankrupt No. 4065. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Ida M. Miller, doing business as Miller & Co., Bankrupt No. 4103. The funds have been received and

the first meeting of creditors has been called for May 23.

In the matter of Robert L. Huey, Bankrupt No. 4099. The funds have been received and the first meeting of creditors has been called for May 23.

In the matter of Herman Levitt and Hannah K. Levitt, doing business as the Bon Ton, Bankrupt No. 4107. The first meeting of creditors has been called for May 23.

In the matter of Julius N. Dunneback, Bankrupt No. 4091. The funds have been received and the first meeting of creditors has been called for May 23.

In the matter of Carl L. Adams, Bankrupt No. 4093. The funds have been received and the first meeting of creditors has been called for May 23.

In the matter of Harry Newman, Bankrupt No. 4092. The funds have been received and the first meeting of creditors has been called for May 23.

In the matter of Harold W. Haag, individually and as copartner of Veenstra & Haag Garage, Bankrupt No. 4101. The funds have been received and the first meeting of creditors has been called for May 23.

May 7. On this day was held the first meeting of creditors in the matter of Charles N. Hoag, Bankrupt No. 4088. The bankrupt was present in person and represented by attorney R. G. Goebel. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Ebenezer A. Benjamin, Bankrupt No. 4089. The bankrupt was present in person and represented by attorney Jerome E. Turner. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Fred W. Van Halst, Bankrupt No. 4070. The bankrupt was present in person and represented by attorney Arthur M. Holden. The creditors were represented by attorneys Jackson, Fitzgerald & Dahm and by Kalamazoo Association of Credit Men. Claims were proved and allowed. The bankrupt was sworn and examined, with a reporter present. A transcript was ordered made and filed. The first meeting then adjourned to May 12 for the making and filing of an offer of composition by the bankrupt. M. N. Kennedy was elected trustee, and his bond placed at \$500.

## Business Wants Department

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

For Sale Or Rent—Country store, gas, cream station. Living rooms above. Address H. Cummins, Minden City, Mich. 288

For Sale—General store in one of the best farming communities in the state. Doing good business, cream station, produce equipment. Low rent. Will lease building or sell. Reason for selling, other business. Address No. 289, c/o Michigan Tradesman. 289

For Sale—Hardware stock and fixtures in Southern Michigan. If you want something good, write Box No. 290, c/o Michigan Tradesman. 290

WANTED—Experienced meat cutter. Write Crago's Economy Market, Petoskey, Mich. 291

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

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



## Recent Business News From Ohio.

Steubenville—L. O. Powell, of Cleveland, has entered upon his duties as manager of the new Schulte-United Junior Department Store, 418 Market street.

Portsmouth—W. F. Hooley, who was formerly engaged in the shoe manufacturing business at Lynn, Mass., has accepted a position with the Selby Shoe Co. as manager of the Trupoise line. Mr. Hooley is well known as a stylist and designer.

Cincinnati—The Big K Co., recently broadened its line of comfort slippers by adding a line of house slippers made by a cemented process. It has also added a line of comfort shoes for women.

Cleveland—In connection with the involuntary bankruptcy proceedings filed in the U. S. District Court here against Edward Excell, dry goods dealer, the debtor has filed an answer through Attorney S. J. Krohn denying insolvency and requesting that the petition be dismissed at petitioning creditors' cost.

Cincinnati—Shoe merchants are very much pepped up over prospects for spring sales. Things looked a bit gloomy in January, not from standpoint of sales but from the point of profits. Sales ran fairly high but prices were so low that profits were small. February was better and March still better and merchants predict that figures for the first four months will show a nice increase over the same period of last year.

Lockland—Harry Schaengold, general merchandise, has filed a voluntary bankruptcy petition in the U. S. District Court at Cincinnati, listing liabilities of \$13,191 and assets of \$6,491.

Cincinnati—Lee Horn, trading as Horn & Co., bead dealers, 18 East Fourth street lists assets of \$3,209, of which \$1,500 is stock in trade and \$1,659 open accounts. Liabilities are \$5,900, of which \$5,767 is unsecured.

Lorain—An involuntary petition in bankruptcy has been filed in the U. S. District Court at Cleveland against I. H. Kramer, trading as Lorain Army & Navy Store, by Attorney Herbert Mendelsohn, representing Buckeye Pants, \$226; Louis Guss, \$108; U. S. Cap Co., \$69; Knickerknit, Inc., \$194; Cleveland Glove Co., \$35.

Cleveland—Creditors of the Cleveland Raincoat Co. have been advised by A. A. Thompson, of the adjustment bureau of the Cleveland Association of Credit Men, that \$2,450 has been realized from a sale of the assets of the business, which resulted in complaints from various claims because the property was appraised at \$6,000, with a result that the referee would not confirm the sale, and the assets are to be sold again. The general unsecured liabilities are said to be about \$18,000.

Columbus—Mat kid shoes, mostly in pumps, are among the outstanding features of demand in Columbus shoe stores. Also in demand are beige snakeskin or snakeskin and combinations, patent and calf in various colors. One of the leading stores reports that black shoes constitute 60 per cent. of the total volume with 72 per cent. of

all sales pumps. Since opera pumps are the best feature, more attention is being given to small decorative effects. Small steel buckles are being highlighted on many of the dressier types of pumps. Straps are still attracting some attention and are expected to show up better later.

Pleasant Hill—The Norlane Ranch and Packing Co., raisers and packers of rabbits for table use, was recently established here. The company has taken over the largest building in the village and will operate on a unique plan. The contract of the company states that rabbits will be sold out for breeding and raising. As soon as they have reached the required age for eating purposes, the Norlane Co. will repurchase them at top prices.

Canton—The Feingold and Harris Co. has been organized to conduct business of buying, selling and dealing in any goods, wares and merchandise of every class and description, custom made and ready made clothing and men's and boys' furnishings, 250 shares of no par value. Joseph Feingold, Marian G. Bauer and Roy J. Stone, all of Canton, O.

Cleveland—The Royal Merchandise & Novelty Co., 1351 West Sixth street lists assets at \$4,547 and liabilities \$8,605. There are seventy-two creditors. Those with claims in excess of \$500 are: Louis Guss, \$1,056; R. Hanna & Bros., \$627.

Cleveland—C. D. Friebohn, as Special Master appointed by the U. S. District Court here to conduct hearings on the objections filed by Paul Kaminsky & Co., of New York, to final confirmation of the 20 per cent. cash composition offered by Zinners Clothes, reports that the composition should be turned down on the ground that the debtor made a false oath. Attorney Charles E. Nadler, represented the objecting creditor. It was alleged in the specifications of objections that the debtor firm failed to list in schedules cash on hand and deposits of at least \$1,000 alleged to have been realized from sale of assets after Dec. 3 to date of bankruptcy; also \$1,750 on deposit with Joe Wieder, trustee, and \$750 deposited with Sidney Weitz. It also was alleged that they failed to include \$34,000 in assets representing business from March 1, 1929, to Jan. 25, 1930, and on further grounds that they failed to keep a complete set of books after July 1, 1929. Twelve creditors out of thirty-five were willing to accept the 20 per cent. offer, or a total of \$9,893 out of a total of \$22,082.

## Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Warren Brothers Roads Co., Lansing. Checker Painting and Roofing Co., Detroit. R. W. Nowels Lumber & Supply Co., Detroit. Wolverine Mill and Lumber Co., Detroit. Great Lakes Corp., Detroit. Fischer Soap Sales, Inc., Detroit. J. W. Bailey Co., Lansing. Bailey Real Estate Co., Lansing. Jordan Michigan Co., Detroit. Personal Finance Co., Detroit. Montcalm County Fur Farm, St. Louis

Mercer & Co., Saginaw. Wolverine Distributing Co., Flint. Hoffman Combustion Engineering Co., Detroit. Oscoda County Creamery Co., Fairview. Wolverine Mosiac Flooring Co., Pontiac. Cheboygan Flour Mill Co., Cheboygan. Baldwin Abrasive Co., Pontiac. Alter-Mack Sales, Inc., Detroit. Conn Detroit Co., Detroit. Garnet Products Co., Detroit. Vang Aircraft Motors, Inc., Detroit. Harold's Inc., Detroit. Balbirer Bldg., Corp., Detroit. Walker Building and Realty Co., Detroit. W. J. Nutter Sales Corporation, Grand Rapids. Bancmichigan Corp., Detroit. Hoffman Development Co. of Michigan, Detroit. Roseville Subdivision Co., Detroit. Detroit & Lake St. Clair Railway, Highland Park. Hassler Detroit Company, Detroit. R. W. Sprague Co., Owosso. J. A. B. Company, Detroit. Pattern Stores Co., Detroit. Colonial Baking Co., Grand Rapids. Telegraph Park Land Co., Detroit. South Park Building & Supply Co., Port Huron. Wojcik Industrial Bank, Hamtramck. Michigan All Food Products Corp., Perry. Hemlock Iron Land & Development Co., Crystal Falls. Dearborn Land Co., Detroit. Hill Ice Cream Co., Benton Harbor. Norwood and Trumpp Co., Flint. C. A. Connor Ice Cream Co., Detroit-Owosso. Guardian Trust Co. of Detroit. Goldsmith-Ely Co., Jackson. Schwinck Oil Co., Saginaw. Investment Land Co., Detroit. Viking Oil Co., Grand Rapids. Michigan Cable Mfg. & Sales Corp., Detroit. Ellsworth Canning Co., Ellsworth. Commercial Discount Co., Detroit. Weber & Pitcher, Detroit. Whitney Warehouse and Construction Co., Detroit. Confection Co., Battle Creek. Theatricals, Inc., Detroit. Dalby-Campbell Hayes Co., Detroit. Basy Bread Co. of Detroit, Detroit. Oakland Tire Co., Inc., Pontiac. Deep Rock Oil Co., of Wisconsin, Detroit. A. E. Burns & Co., Detroit. Klein Allman, Inc., Grand Rapids. Michago Oil & Development Co., South Haven. Shadow Trails, Inc., Birmingham. Horger & MacGillis, Inc., Dearborn. Big-Low Service Station, Inc., Kalamazoo. Detroit Traverse Realty Co., Detroit. A. C. Lanyon Coal Co., Detroit. Peninsular State Bank, Detroit. Bank of Michigan, Detroit. Spring Water Service Co., Grand Rapids. Equitable Discount Corp., Detroit. Portland Telephone Co., Portland. DeVore Co., Saginaw. Piper Ice Cream Co., Kalamazoo. R. T. Fitzpatrick's Sons, Inc., Detroit. Garvey Oil Heat Equipment, Inc., Ironwood. Augusta Lumber Co., Augusta. Consumers Ice Co., Grand Rapids. Moon Lake Ice Co., Grand Rapids. City Ice & Fuel Co., Flint. Owosso Ice & Fuel Co., Owosso. Campbell Dairy Products Co., Homer. K. & M. Oil Corp., Detroit. Bridgman Home Builders Association, Bridgman. McFarland Enterprises, Port Huron. Villeray Confectionery Co., Jackson. Codde Manufacturing Co., Detroit. Swain Fisher Co., Detroit. Louis T. Ollesheimer, Inc., Detroit.

No machine is fool-proof as long as there is a fool to operate it.

## Gabby Gleanings From Grand Rapids.

The Garret Buter drug store at the corner of Wealthy street and Fuller avenue has been dismantled. The Hazeltine & Perkins Drug Co. removed the soda fountain and immediately resold it to a Lansing druggist. The remaining stock was taken over by William W. McNamara on a chattel mortgage and removed to his store at Wyoming Park. There is a sentiment among stockholders that Buter should be forced into bankruptcy and made to disclose what he did with the stock he must have surreptitiously removed from the store just previous to the fiasco.

Leonard Brach has engaged in the grocery business at 959 Michigan street. The stock was furnished by the Rademaker & Dooze Grocery Co.

J. A. Woolenga has opened a grocery store at 1009 Michigan street. The Rademaker & Dooze Grocery Co. furnished the stock.

Prof. Gustav C. Blumenthal, the celebrated psychologist, who has been confined to his bed at Butterworth hospital for the past six weeks as the result of a major operation, is now able to sit up and will soon resume his long-time position as Mentor of the Pantlind Hotel.

Mrs. Frank Rogers has engaged in the grocery business at Hastings. Lee & Cady furnished the stock.

Thomas DeVries, who recently sold his grocery stock at Home Acres to VanDussen Bros., has re-engaged in the grocery business at Jenison Park. The stock was furnished by Lee & Cady.

A man named Mull has engaged in the grocery business in the 2100 block on Plainfield avenue.

The Grand Rapids Herald printed the list of chain stores which have recently been penalized by the sealer of weights and measures. Although the report was an official one, the Press was silent as the grave on the matter, showing very plainly how much regard the Press has for the independent merchant and how anxious to bend its neck to the yoke of the chain stores.

## Late Business News From Indiana.

Evansville—Joel Hume Pelt, 70, died at his home here after a short illness. For many years he owned and conducted a general store at Wadesville, Ind., but since his retirement from business had resided in Evansville. He is survived by his widow and one daughter.

Evansville—Final report of the receiver for the Wemyss Furniture Co., filed in the Vanderburgh county Superior Court here, revealed creditors had received a dividend of 19.26 per cent. on their claims from a fund of \$69,392 remaining after the costs of the receivership had been deducted. The report was filed by the Mercantile Commercial Bank, receivers appointed after application for receivership asked by the Maley & Wertz Lumber Co., of this city, had been granted. The receiver in the action was dismissed from further service by the court.



# 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.



# The Mill Mutuals Agency

Lansing, Michigan

*Representing the*

## Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

*and its associated companies*

COMBINED ASSETS OF GROUP

\$63,982,428.15

COMBINED SURPLUS OF GROUP

\$24,219,478.93

**Fire Insurance—All Branches**

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**Automobile**

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**20 to  
40%**

**SAVINGS MADE  
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