

## THE BIVOUAC OF THE DEAD

The muffled drum's sad roll has beat  
The soldier's last tattoo;  
No more on Life's parade shall meet  
The brave and daring few.  
On fame's eternal camping ground  
Their silent tents are spread,  
And glory guards with solemn round  
The bivouac of the dead.

\* \* \* \*

Rest on, embalmed and sainted dead,  
Dear as the blood you gave,  
No impious footsteps here shall tread  
The herbage of your grave;  
Nor shall your glory be forgot  
While fame her record keeps,  
Or honor points the hallowed spot  
Where valor proudly sleeps.  
Yon marble minstrel's voiceless stone  
In deathless songs shall tell  
When many a vanished age has flown  
The story how ye fell;  
Nor wreck, nor change, nor winter's blight  
Nor Time's remorseless doom,  
Shall dim one ray of holy light  
That gilds your glorious tomb.

Theodore O'Hara



**TWO PRODUCTS**

**EASY TO SELL**

**K**KNOWN and approved by housewives throughout the Middle West, Sempac Liquid Gloss has been for years an easy selling and profitable product to handle. Now, with the addition of Sempac Furniture Dressing, you have *two* products that will sell quickly.

The name Sempac is extensively advertised. Many of your customers have used the Liquid Gloss—and without doubt liked it. Those who try Sempac Furniture Dressing will like it fully as well.

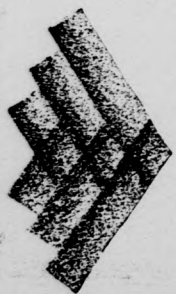
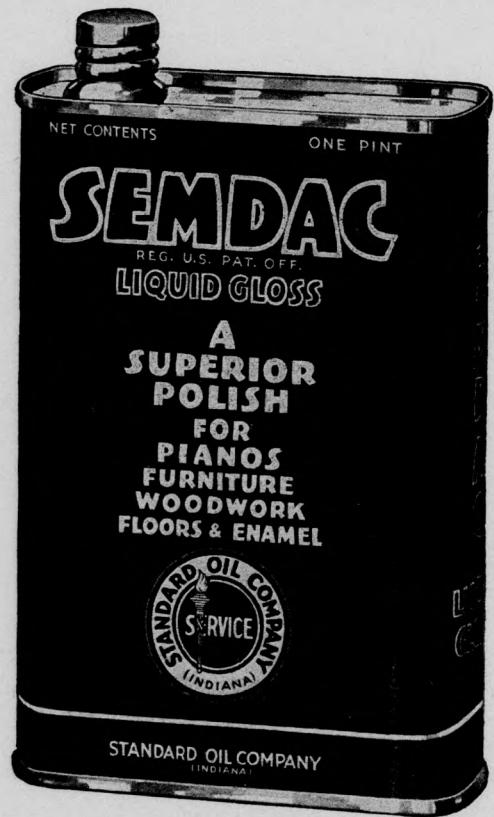
Take advantage of the sales opportunities that these two products offer you—stock them.

**STANDARD OIL COMPANY**

910 S. Michigan Ave. (Indiana)

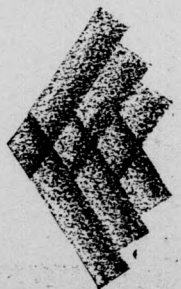
CHICAGO ILL.

4124



**SEMDAC**

**FURNITURE DRESSING  
LIQUID GLOSS**



# MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, MAY 28, 1930

Number 2436

## 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.

### Chain Store Notes.

The National City Bank of New York has issued a long treatise on the chain store situation, from an investment standpoint.

It was evidently issued for the purpose of knocking some of the "bunc" out of the financial figures issued by the chain store crowd to boost their game. It says in part:

"There is reason to believe that the average person has an exaggerated view as to the growth of the large merchandising corporations due to the manner in which the sales and earnings figures are usually presented, showing as a rule a substantial and steady gain as compared with the corresponding period of the previous year, but not taking into account how much of the increase is due to additional stores established or acquired through mergers.

"Taking merely the reported figures by individual companies or by groups, a comparison with prior years would give the impression that these large organizations were expanding at a rate far above normal for the country as a whole, and one might conclude that in time they will dominate the entire trade.

"For example, a tabulation, as usually presented, of the sales of chain stores and mail order houses for the last two years, taken from published stockholders' reports, shows the sales of sixty-seven chain and mail order companies for 1928 were \$3,512,402,000, while in 1929 they were \$4,149,763,000. This is a gain of 18.1 per cent.

"As a matter of fact, however, the representative chains did not show anywhere near this rate of increase and tended to slow down their rate of expansion as they grow larger. It is the small chains that are opening new stores most

rapidly and thus showing large increases in sales, also the mail order houses that in the last two years have established several hundred branches.

"In the matter of profits, a similar misunderstanding is created by the manner in which the figures are usually presented. Our analysis of published corporation reports for 1929 of fifty-eight chain store systems, but not including mail order houses, shows combined net profits, after all charges available for dividends or to carry to surplus, of \$152,343,000, or 6.5 per cent.

"This shows an increase of \$9,000,000, which is much less than the grand total of all other industries, which in 1929 increased 17 per cent. over 1928. Average net profit amounted 4.07 cents on each dollar of sales in 1928 and to 3.67 cents in 1929. Combined capital and surplus of the chain store groups at the beginning of the two years were \$639,394,000 in 1928 and \$773,502,000 in 1929. The per cent. of return in 1928 was 22.4 while in 1929 it was 19.7 per cent.

"There is no need to ask if the independent can survive. The better class of merchants all over the country are not only surviving but prospering. Large scale buying is no longer confined to the chain organizations since hundreds of prospering groups have been established to give the individual retailer the same advantages. Many wholesalers are taking a special interest in the independent retailer and discontinuing the special discounts formerly given to chains.

"In some lines, notably groceries, the better store campaigns, sponsored by retail and wholesale trade associations, have resulted in immediate sales increases of 10 to 50 per cent. with no increase in costs. A certain balance between independents and chains tends to be maintained by the action of numerous chain store managers going into business for themselves. They have learned all the methods of the chain, and, as their own manager can be much more flexible in policies as regards prices, credits, deliveries, etc.

"There is no need to glorify chain store methods as invincible, and still less reason to fear the passing of the independent. Ideas of the progressive independents originally supplied practically all the principles of chain stores,

which in turn have made better merchants of all."

W. P. Johnson, Secretary of the American Wholesale Grocers' Association, writes as follows on the Anti-Chain Store Wave:

"This appears to be one of the subjects in which everyone is vitally interested, and talking about in the mercantile trade today. What does it mean? If we mean a fight against the chain store systems as such, we are all wrong.

"It means a fight for the betterment of conditions in the local communities, by promulgating community enterprises, by buying goods at home. It means the retail grocer must be educated to keep a more attractive store—to see that his goods are properly displayed—to see that price tags are on all goods—to have his stock in such condition that it may be seen and handled by the prospective customer—to see that exorbitant profits are not asked, and that quality goods are kept on hand to supply the consumer demand.

"The next question is, How long will it last? It will last just so long as the independent merchant gives courteous treatment to his customers and follows out the conditions stated above.

"That this campaign is doing a wonderful amount of good is shown by the expression of independent merchants in the amount of increase of sales. This campaign is bringing thousands of new customers into the stores of independent grocers, and it is up to the independent grocer to hold that trade by better service, by cleaner stores, and by modern merchandising methods.

"From a personal check-up in one city by your secretary, it would appear that the independent retailers have made a gain of from 15 to 20 per cent. in sales. It is the wholesaler's duty to assist the retailer in holding to this increase in business by encouraging him in better merchandising.

"The unfortunate thing that looms up in such a wave is that men not competent to carry on campaigns of this kind are apparently capitalizing on the campaign for revenue only. Men are traveling over the country collecting funds from wholesalers and retailers, claiming to be carrying on this anti-chain store campaign by organizing various associations, and under a great variety of names. Careful investigation

should be made of everyone unknown to you before any financial aid is given."

### Gabby Gleanings From Grand Rapids.

William Berner went to Detroit last evening to attend the funeral of the late Gilbert W. Lee this afternoon.

Rex Green, who managed a Kroger store for several years, has arranged to open a grocery store at 616 West Fulton street, June 5. Rademaker & Dooge have the order for the grocery stock and M. Dark & Sons the fruit order.

Moul's Sanitary Fruit Market has been opened at 1962 Plainfield avenue. Rademaker & Dooge furnished the groceries and M. Dark & Sons the fruits.

Lee & Cady have sold a grocery stock to W. G. McVea at Douglas.

G. A. Lindemulder, formerly city salesman for the Worden Grocer Co., will engage in the sale of grocery specialties at wholesale in the double store he owns at the corner of Eastern avenue and Oakdale street.

A thrilling program of free sensational events will be the Decoration Day offering at Ramona park Friday. With the first holiday of the season coming during the opening week of the popular amusement park, General Manager L. J. DeLamarter has arranged three big events for the free entertainment of park patrons. The main attraction will be a sensational illuminated parachute jump from an airplane at night. Pilot Jack Byrne will take Ted Sweet, Michigan's one-legged parachute jumper, aloft and when over Reed's lake Sweet will make his jump from a high altitude into the lake. His leap will be illuminated by gigantic flares to be released when he jumps and these will brilliantly mark his descent into the lake. The flares will follow him as he falls, brilliantly lighting the entire lake area during the thrilling feat, and the first time it has ever been attempted in Western Michigan. "Wild Hank" Phelps, Ramona's daring balloonist, will also make a try for an altitude record at 7 p. m. and then complete his ascension by parachute dropping into Reed's lake. Phelps now holds the United States record for altitude for hot air balloons. Erna Barlow's one-ring circus will give two exhibitions, afternoon and night. The park management is arranging to entertain a record crowd and the picnic grounds with all free conveniences are ready for holiday celebrators.

Adolph Dosie, dealer in ladies and gents wearing apparel at Onaway, renews his subscription to the Tradesman and writes: "I have been taking your paper for the last thirty years, and I believe that you are the best friend the merchant has."

## SUDDEN SUMMONS.

## Death of Gilbert W. Lee, President Lee &amp; Cady.

One of Detroit's best known business men and financiers, Gilbert W. Lee, President of Lee & Cady, died suddenly of heart disease Monday noon while attending an executive committee meeting of the First National Bank.

Funeral services were held at the family residence, 201 E. Ferry avenue, at 2 p. m. Wednesday. Rev. William D. Maxon, of Christ Episcopal church, officiated. Burial was in the family mausoleum in Woodlawn cemetery. Pallbearers were chosen from his associates at Lee & Cady.

Mr. Lee appeared in excellent health and spirits, his associates said, when he appeared for the tri-weekly meeting of the committee. He was stricken while the meeting was in progress and died a few minutes later while restoratives were being administered. His death came as a great shock to his many friends in Detroit and Michigan. He is survived by his widow, Mrs. Harriet Norton Lee.

Gilbert W. Lee was born in the village of Romeo, Macomb county, Michigan, March 28, 1861, a son of Nathan H. and Amelia (Peck) Lee, both from the State of New York and pioneers of Macomb county, where they lived the remainder of their lives. Graduating from the Romeo high school in 1879, at the age of 18, he was valedictorian of his class. The subject of his address was "finance." That speech on "finance" was the parting word of a boy to his classmates and the fathers and mothers of Romeo. He immediately went to Detroit and put his thoughts on that important subject into action. Almost immediately after his arrival in Detroit, this country boy's determination made itself felt in commercial circles. He secured a clerkship with George C. Wetherbee & Co., wholesale woodenware firm. Within two years he became part owner of the business and became a traveling salesman. Three years later he made the beginnings of the business of which he was the head up to the time of his death. In 1885, a young man of 24, Mr. Lee formed a copartnership with Ward L. Andrus, and bought the old wholesale house of D. D. Mallory & Co. They continued the business under the original name until 1892, when they took the title of Lee & Cady. On March 1, 1907, a stock company was organized under the name of Lee, Cady & Smart, with a capital stock of \$750,000. On January 1, 1910, the corporation was reorganized with a paid in capital stock of \$2,500,000 and the present name of Lee & Cady substituted. The house has unrivaled facilities for the handling of its extensive trade all over Michigan and also has a large number of customers in adjoining states. Their traveling salesmen, who go into all quarters of Michigan and adjacent territories, number about 150 and the main offices and branch establishments give employment to approximately 500 persons. The main offices and warehouses are in Detroit at Fort Street,

West, and the Michigan Central Lines, and there are also the following branches: Lee & Cady, Eastern market, Detroit; Lee & Cady, Saginaw; Bay City Grocer Co., Bay City; Lee & Cady, Kalamazoo; Lee & Cady, Flint; Lee & Cady, Grand Rapids. It is not a rhetorical statement to say that this business is to a large degree a monument to the enterprise of Mr. Lee, who was its guiding genius for nearly forty-five years, and who has been able to realize to the widest extent of his early ambitions as a business builder.

In 1898 Mr. Lee founded the Peninsular Sugar Refining Co., manufacturer of Beet sugar, with a plant at Caro, Tuscola county. He was President of

ers Co. and director of the Detroit & Security Trust Co.

Mr. Lee had been one of the most extensive real estate operators in Detroit, although for the most part his name was not publicly mentioned with these transactions. Other business connections are too numerous to mention.

Mr. Lee chose his associates in the grocery business with great care and thoroughness. The institution today has many officers who entered the house over a score of years ago. Thomas J. Marsden, Vice-President, has served twenty-nine years; Geo. A. Treble, Secretary and Treasurer, has served twenty-nine years. John P. Moulton, buyer and George E. Kelly, general

was accessible to all, but it was much easier to get an audience with him than to tear one's self away from his presence, so interesting was his conversation and so pleasing his personality.

## Figures Which Tell the Story.

Henry McCormack, the Ithaca general dealer, preaches a telling sermon on taxation in the latest issue of the Ithaca newspaper as follows:

This is station HMCC on the tax question again. Gratiot county had to raise this year \$444,456.89 in taxes. In paying yours you found them more than your share. How keep them from going higher? Let each pay his share. Every dollar Ithaca pays makes yours less. How do the Ithaca Business Men stand?

Home Goods Store, Hays and ourselves together paid—\$2,231.60.

The Great A & P, Kroger and R stores together paid—\$200.22.

Central Bakery tax would pay all three chains and also a banquet of 350 dinners.

Blizard Bakery would pay Kroger and R and have a week's profit left.

Kenney's tax would pay the R tax and good cigars for six months.

Mrs. Hoover's tax would pay the A & P and Kroger tax and buy her two silk dresses.

Ayres' side street store tax would almost pay the R tax.

Mrs. Hodges pays nearly three times what Kroger does.

Ithaca Fruit Co. tax on stock and building would pay all three chains, buy Sam a wedding outfit, buy the license, pay the minister and give a good wedding trip.

318 citizens each pay more taxes on their homes than the R store.

266 citizens for homes to live in each pay more taxes than the Kroger.

162 citizens each pay home tax greater than the A & P grocery and meat.

Notwithstanding these great differences in taxes you can buy as cheap or cheaper at your home stores who pay taxes as you do.

Then who pays the shortage?  
You have reason to know?

## Joins Tomato and Potato.

Spartanburg, S. C., May 26—A combination Irish potato and tomato plant has been developed by J. J. Schinzing, of Gaffney, near here. The hybrid, formed by grafting a potato bud on a tomato plant in February, has a good crop of potatoes under ground and tomatoes at the top, according to information received here. Mr. Schinzing believes this combination plant will solve the tomato wilt problem and will be the means of producing two crops at the same time on limited space with no more work than required for one. It is understood that he plans to attempt to produce the plants on a commercial scale next Spring.

## In May.

My garden heaves with swelling seed,  
Hedged round with fleur-de-lis  
The weathered lawn is changed indeed  
From turf to tapestry!  
My Kieffer pear has shot its leaves  
Before the tree of heaven  
A garish prank which one believes  
Will quickly be forgiven;  
By yonder wall a showy ash  
Has donned a yellow-green  
Making a cool and shady cache  
Which valley-lilies screen;  
Mulberry, poplar, Hawthorne trees  
Horse-chestnuts quite bizarre  
Soit lilacs like phylacteries  
Are charming over there;  
Rudbeckia and wandering Jew  
Would hide the mint nearby  
While boldly Ampelopsis true  
Starts out to kiss its sky.  
Beyond old tiger lilies show  
Blades new in great delight  
As many sunbeams add their glow  
To this enchanting sight  
Which holds me spellbound every May  
When it returns to men  
In matchless beauty—and—well say—  
Just look out there again.

Charles A. Heath.



The Late Gilbert W. Lee.

the company until 1906, when the business was absorbed by the Michigan Sugar Company, in which he later was a stockholder, director and Vice-President.

Mr. Lee was a director of Hammond, Standish & Co., provision packers, for many years and Vice-President of the Hammond Building Co.

Mr. Lee was one of the organizers of the Paige-Detroit Motor Car Co.—now Graham-Paige Motors Corporation—and served as Treasurer and member of the board of directors of that corporation from its founding.

Mr. Lee was a director and member of the executive committee of the First National Bank of Detroit.

Mr. Lee was a member of the advisory committee of the Detroit Bank-

manager, have served about twenty years.

Mr. Lee was married June 16, 1885, to Miss Sara Hammond, who was born March 31, 1864, and died October 7, 1892. Her father, the late George H. Hammond, was long a prominent business man and influential citizen of Detroit. To this marriage was born on Sept. 17, 1887, a son, George Hammond Lee, who died October 24, 1912. On January 26, 1896, Mr. Lee married Miss Harriet Norton, daughter of the late John D. Norton, of Pontiac.

Personally, Mr. Lee was one of the most companionable of men. He made friends quickly and retained them permanently. He made few enemies and had the happy faculty of ultimately converting these few into friends. He

**IN THE REALM OF RASCALITY.****Questionable Schemes Which Are Under Suspicion.**

The Michigan Retail Dry Goods Association sends out the following warning:

The L. A. DesErmia Co., of Onsted, one of our members, recently returned some unordered goods to the Main Street Frock Inc., 237 W. 34th St., New York City. This is one of the companies which distributes its goods around the country to merchants without receiving orders therefor. Mr. DesErmia promised to return the goods on payment of the expense to him. This was agreed to by the company and a check was sent to cover charges. Very soon thereafter the check was returned stamped "Payment Stopped." We suggest to our members that if any other goods of this kind are received from this company that they be returned, charges collect or held in your own store room until proper settlement in cash is made.

Measures looking to an intensified movement in checking stock swindlers who reap a large harvest, estimated at not less than \$500,000,000 annually were formulated at the closing session of the National conference to suppress fraudulent securities. These call for closer co-operation on the part of Government and business agencies as well as on the part of the public.

Paul V. Keyser, of the Investment Bankers Association, suggested that the key to interstate enforcement is in the hands of the Postoffice Department which is, within the limits of its resources, effectively preventing frauds. It was proposed that not more than 100 inspectors, clerks and attorneys be added to the force for the detection and prosecution of fraud and the carrying out of this work with greater celerity. A resolution to this effect was adopted.

Individuals were urged to report promptly all questionable stock selling schemes to state officers in order that possible losses may be curtailed to the minimum.

Cigars manufactured by a corporation will no longer be represented as capable of use, regardless of quantity, without danger or injury to the health, according to a stipulation agreement between the company and the Federal Trade Commission.

The corporation also agreed not to publish other statements implying that its product can be used, regardless of quantity, without danger to the health, when such is not the fact.

A manufacturing corporation producing hosiery and lingerie will discontinue use of the word "Mills" in its trade name or in any other way which would imply that it owns, operates or controls a factory in which its products are made, according to a stipulation agreement between the company and the Federal Trade Commission.

The company will also stop circulating in its advertisements such phrases as "Men's lisle silk hose," "Men's silk and mercerized hose," "Men's pure silk sport hose reinforced with art silk," or "Girls' art silk socks," and other representations used to describe products

not made of silk, the product of the cocoon of the silk worm.

Misuse of fruit names in representing a syrup will be discontinued by an individual manufacturer of syrups who signed a stipulation with the Federal Trade Commission.

He agreed to cease and desist from use of the word "Cherry" either independently or in connection with word "Smash" or with other words or with pictures in his advertising, so as to imply that the product is composed of the juice or the fruit of the cherry.

Provision is made, however, that when the product is composed in substantial part of the cherry, the juice or the fruit thereof, and the word "Cherry" is used as a trade brand, such word shall be accompanied by another word or words in type equally as conspicuous as the word "Cherry" so as to clearly indicate that the syrup is composed in part of an ingredient other than the juice of the cherry or the fruit thereof.

If the product is composed of less than a substantial amount of the juice or fruit of the cherry, and the word "Cherry" is used as a trade brand, it shall be accompanied by the word "Imitation" in type equally as conspicuous as that in which "Cherry" is printed, so as to properly and accurately describe the product.

"Bohemia" as a trade name will no longer be used by an individual engaged in selling and distributing malt syrup so as to imply that his product is of foreign manufacture or has been imported into the United States or obtained from Bohemia, according to a stipulation agreement between this distributor and the Federal Trade Commission.

An individual sales agent and distributor of canned goods, rice, citron, lemon peel, and orange peel, signed a stipulation with the Federal Trade Commission agreeing to stop selling his products packed in containers of yellow and brown coloring matter in imitation of the style of container of products sold by a Well-known company so as to have the tendency to confuse the public into believing the wares of the respondent are those of the company originally using such containers.

The Federal Trade Commission has ordered the Val Blatz Brewing Company, Milwaukee, to cease and desist, in the sale of its hop-flavored malt syrup, from use of the word "Bohemian" on labels or in advertising to describe the product, unless or until the syrup is flavored exclusively with hops imported from Bohemia or Czechoslovakia.

When flavored with a blend of such imported hops and domestic hop a statement to that effect shall be prominently displayed in type equally as large and conspicuous as, and in immediate conjunction with, the word "hop" or the term "hop-flavored" on the labels or in the advertising, according to the order.

# Home Baker Flour

Manufactured from Kansas  
Hard Wheat under our own  
formula which stands for  
Quality.

Priced to meet Competitive  
Conditions with Satisfaction  
to the Consumer Guaranteed.

Home Baker is bringing the  
Flour business back to the  
proper distributing channel  
— the Independent Retail  
Merchant.

**LEE & CADY**

**MOVEMENTS OF MERCHANTS.**

Burnips — Albert Myers succeeds Mrs. J. Broersma in the grocery business.

Newaygo—C. Watters succeeds H. Kimmel in the grocery business, R. F. D.

Bergland—The Bergland Lumber Co. has increased its capital stock from \$400,000 to \$500,000.

Ecorse—The Peoples Wayne County Bank has increased its capital stock from \$100,000 to \$150,000.

Hartford—The Van Buren County Canning Co. has increased its capital stock from \$50,000 to \$125,000.

Grand Rapids—The Rice Chemical Co., 121 Commerce avenue, S. W., has changed its name to Way, Incorporated.

Detroit — John Gorski succeeds Gorski & Gratoski in the boot and shoe business at 1023 East Canfield avenue.

Pentwater—Frank Kremer has sold his boat livery to John Walsma, of Grand Haven, who will continue the business.

Highland Park—The American State Bank of Highland Park has increased its capital stock from \$200,000 to \$400,000.

Port Huron—The United States Savings Bank of Port Huron has increased its capital stock from \$200,000 to \$250,000.

Grand Rapids—The Elliott Yeiter Schauweker Co., 1217 Madison avenue, S. E., dealer in boots and shoes, has changed its name to Yeiter Shoes, Inc.

Whitehall—Howard E. Potter, proprietor of Bonne Vista resort, died at Mercy hospital, Muskegon, following a stroke of apoplexy about ten days ago.

Battle Creek—Edward A. Malasky, retail men's wear has filed a voluntary petition in bankruptcy in the U. S. District Court at Detroit, listing liabilities of \$1,194 and assets of \$237.

Rochester—Addie C. Green, retail milliner, has filed a voluntary bankruptcy petition in the U. S. District Court at Detroit, listing liabilities of \$1,953 and nominal assets of \$2,711.

Ludington—Arthur Peterson and Frank Johnson have formed a co-partnership and engaged in the wholesale and retail fish business under the style of the Lake Front Fish Market.

Battle Creek—M. J. Howard, who has been in charge of the Entroth Shoe Co. store at Kalamazoo for some time, has opened a new Wahl shoe store here, to be known as the Slipper Bootery.

Reed City—The report that Gideon S. Gerhardt, dealer in boots and shoes, has filed a petition in bankruptcy, is denied by that gentleman. His statement is confirmed by the clerk of the bankruptcy court.

Escanaba—A merger of the creamery business of the Rock Co-Operative Association and the Delta Milk Producers Association has been effected. The merger will not affect the Rock co-operative store.

Standish—One of the most modern markets in Northeastern Michigan has been purchased by Valley & Reinhard, the Gottmeyer store, which enjoys a large trade. Al Berthiaume, of Pinconning, will be manager.

Lansing—The Raven Oil Co., North Front street, has been incorporated to deal in oils, greases and auto accessories with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in cash.

Pontiac — Radioelectric, Inc., 80 South Saginaw street, has been incorporated to deal in electric goods and radio apparatus at retail, with an authorized capital stock of \$2,000, all of which has been subscribed and paid in.

Jackson—The Jackson Photo Shop, 170 Michigan avenue, West, has been incorporated to deal in photo supplies, etc., with an authorized capital stock of 5,000 shares at \$1 a share, \$3,600 of which has been subscribed and paid in in cash.

Lansing — Birney's, Lansing, 109 West Allegan street, has been incorporated to conduct a tea room and confectionery and ice cream store with an authorized capital stock of \$2,000, \$1,700 of which has been subscribed and paid in.

Grand Rapids—The Furniture Galleries, 25 Commerce avenue, S. W., has been incorporated to conduct a retail furniture business with an authorized capital stock of \$50,000, \$15,000 of which has been subscribed and \$1,800 paid in in cash.

Detroit—Philip Krawitz, 603 Metropolitan building, has merged his jewelry business into a stock company under the style of Philip Krawitz, Inc., with an authorized capital stock of \$50,000, all of which has been subscribed and paid in.

Saginaw—W. Dixon Brown, 401 Lapeer street, has merged his plumbing and heating business into a stock company under the style of the W. Dixon Brown Co., with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Port Huron—The Economy Furniture Co., 1219 Military street, has been incorporated with an authorized capital stock of \$30,000 common and \$5,000 preferred, of which amount \$21,000 has been subscribed, \$13,000 paid in in cash and \$8,000 in property.

Highland Park—David Goodfriend, 13931 Hamilton avenue, has merged his plumbing and heating business into a stock company under the style of Dave Goodfriend, Inc., with an authorized capital stock of \$17,500, all of which has been subscribed and paid in.

Harbor Springs—Mrs. A. L. Deuel has sold Forest Beach Inn to Charles Mann, of Saginaw, who has taken possession. The Inn is noted for its scenic beauty, its excellence in every way and its nearness to the Harbor Point golf club, to which its guests have access.

Detroit—Marvin Simons, wholesale dealer in furniture and household furnishings, 2040 Park avenue, has merged the business into a stock company under the style of Marvin Simons, Inc., with an authorized capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Detroit—Floyd H. Pepper, Inc., 63 Milwaukee avenue, has been incorporated to deal in barber and druggist supplies, medicines and preparations, with an authorized capital stock of

25,000 shares of A stock at \$10 a share and 50,000 shares of B at \$1 a share, \$1,430 being subscribed and paid in in cash.

Charlotte—Warren Shaull, veteran grocer, has told the city council that he proposes to put a fence around the vacant space between his new building and Spice & Harrison garage and let the city have the same for free parking. He will work out a plan at least for Saturday to favor his own customers and on Saturdays will have an attendant on hand to serve the motorists who use the space.

**Manufacturing Matters.**

Adrian—Lenawee Textiles, Inc., has increased its capital stock from \$30,000 to \$75,000.

Argentine—The Argentine Light & Power Co. has changed its name to the Argentine Manufacturing Co.

Detroit—The Detroit Milk Bottle Case Co., 1245 Beaufait street, has changed its name to the Detroit Crate Co.

Detroit—The Stromberg Motor Devices Co., 2739 Woodward avenue, has changed its name to the Dendix-Stromberg Carburetor Co.

Detroit — The Pyramid Bronze & Aluminum Co., 5861 Forsyth avenue, has been incorporated with an authorized capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in in cash.

Whitehall—Harry Young's Anvil has been incorporated to manufacture and sell metal novelties with an authorized capital stock of \$10,000, of which amount \$9,900 has been subscribed and paid in.

Stevensville—The Maclu Manufacturing Co. has been incorporated to manufacture and sell auto equipment, novelty goods, etc., with an authorized capital stock of \$100,000, all of which has been subscribed, \$850 paid in in cash and \$55,880 in property.

Detroit—The Gar Wood Engineering Co., 4196 Bellevue avenue, has been incorporated to manufacture and sell boilers, burners, machinery, etc., with an authorized capital stock of \$100,000 preferred and 100,000 shares at \$1 a share, \$2,500 of which has been subscribed and \$1,000 paid in in cash.

**Commodity Prices Firm.**

The first rise in wholesale commodity prices in five weeks, while only fractional, was about the only development of real significance that the week offered. The Annalist weekly index rose to 132.3. The textile group showed the largest decline, due to weakening in cotton goods and silk. However, wool prices firmed during the week, the London auction bringing advances of 5 to 7½ per cent. and the leading producer marked up prices 2 to 10 cents per yard. Copper also reversed its former trend after the drastic reduction and the price rose a little following heavy domestic and foreign orders.

These are straws which may indicate that the commodity price collapse is nearly over and that values are firming at present levels. If this turns out to be the case, buying hesitation, which holds up operations in so many lines, may become less marked.

Against this favorable evidence, however, must be placed the further sag in steel operations and evidence of added price weakness. On the other hand, steel has not suffered to the extent of other industries in the depression and it may turn spotty in a period when other lines are making better headway. It is noted, for instance, that there has been an improved demand from the automobile industry, which is reducing its inventories substantially, thus paving the way for enlarged manufacturing.

Construction activities are not, despite the open season, making the progress which was expected. Road and other improvements are probably heavier, but contract awards are still running at a total rate which is about 17 per cent. under a year ago.

Pickles — While distribution of pickles over the country as a whole is reported good the movement in the New York market has been quite slow, with no signs of immediate improvement. Prices show little change and are firm in primary markets. Stocks on hand here are limited and there are many scarcities but little demand. Future sales are likewise inactive, with buyers apparently influenced by reported increased acreage.

Rice—Demand is general for all varieties, though most buyers still pursue a policy of taking for prompt requirements only. Orders, while individually of moderate quantities, are numerous enough to amount to a very satisfactory seasonal movement. Interest in Fortunas is good. Southern reports advise that acreage on this variety is being curtailed. Mill stocks on all grades are being reduced and remaining stocks are in comparatively few hands. Continued cool weather is of material assistance in increasing distribution.

Sauerkraut—Preparations for the new crop of kraut cabbage are generally favorable except for some trouble in Ohio and New York, where dry weather has temporarily interfered with getting the plants properly started. Resistance to futures and less optimism about the long-range position of fresh cabbage are reflected in Government reports showing intentions to reduce proposed increase in acreage.

Syrup and Molasses—The output of sugar syrup is still limited and the demand is taking practically all in spite of the fact that summer is nearly here. Prices are unchanged for the week. Compound syrup is quiet, although not as quiet as one would think in late May. Prices are unchanged. Molasses is not selling quite so well as it has been, although the fine grocery grades are moving nicely considering the season. Prices are unchanged.

Vinegar—With the summer season at hand demand for vinegar for salads is on the increase. This is beginning to show itself in more frequent ordering, if only in small lots. The market is stationary, with prices steady and unaltered.

No wife thinks her husband is really working unless he has on a pair of overalls.

**Essential Features of the Grocery Staples.**

**Sugar**—The market is the same as a week ago. Jobbers hold cane granulated at 5.45 and beet granulated at 5.25.

**Tea**—Business in tea from first hands has been a little better during the week; it has been below normal for some time. People are now asking for Japan and China greens in a larger measure and the demand for Indias, Ceylons and Javas has been very regular and steady. Formosas are dull. Prices during the week have shown practically no change. Political disturbances are occurring in India and some people are beginning to wonder whether this is going to affect the tea market.

**Coffee**—The market for future Rio and Santos coffee, green and in a large way, has moved up and down during the past week, but not very far in either direction. There have been more declines, however, since the last report than advances. The market seems to be in a hopelessly soggy condition. As to spot Rio and Santos, green and in a large way, the market has been quite dull during the week, without change in price from last week. Milds have stiffened up because of better demand and comparative scarcity of many items. The market is possibly 1/2 cent. higher. Jobbing market for green and roasted coffees is generally speaking unchanged.

**Canned Fruits**—Sales of canned apples have been steady, with a tendency to increase over last year. The position of the local market is generally considered good, and it would not be surprising to see an upward trend. In regard to the Pacific Northwest, the market for apples is not so brilliant. Packers in Washington report a very slow movement, with prices weak. This condition has produced a general slowing up in the sales of apples throughout the country, but has apparently not seriously hurt the market in the East. Many fruits are now being sold at under the costs of production. This applies especially to some of the California packs. However, the movement, in those lines has increased, and lower prices were evidently the only way to create a better demand.

**Canned Vegetables**—The market for canned vegetables is devoid of spectacular features. Tomatoes are about unchanged. Some attractive offers are being made on paper, but it is hard to determine just what quality goods these cheap quotations refer to. Most packers are holding to previous quotations. On string beans there is little activity. The market continues weak or the low grades of spot merchandise. Little attention is being devoted to future string beans. Spot purchases of peas continue on a hand-to-mouth basis.

**Dried Fruits**—The spot market for dried prunes has not undergone noticeable improvement this week, in spite of trade talk to the effect that the market was "on the turn." Movement has been of moderate proportions, and prices have remained about at former levels, with shading of list quotations

still prevailing. The local broker can shade jobbers' lists from 2 to 3 per cent., and has been doing so for some time. Further, the buyer, especially if he is out of town, can still make a mistake in his purchase if he is not careful. While the greater proportion of old crop prunes have been cleaned up here, there are still enough counterfeits on the market to create confusion, with old crop and outsides frequently offered in lists as "new crop Santa Claras," or "popular brands." Activity as a whole in the local dried fruit trade, has been seasonably normal this week. There is never a great deal doing at this time of the year—in fact, buying ordinarily slumps off, along with prices, because buyers are unwilling to load up heavily during the summer months. Prices on peaches and apricots showed no particular change this week, and in the scarcer items a degree of firmness was apparent. Raisins held their own, with Thompsons on a Coast basis of 4 1/2c per pound.

**Canned Fish**—There has been a fair sale of Columbia River chinook salmon of this year's pack. The run of fish has been small up to now. The shrimp canning season is also very slim up to now and the packers have been paying a sharp advance for materials. Stock of shrimp is light and the market is firm. No change has occurred in sardines since the last report.

**Salt Fish**—The market for all kinds of salt and cured fish is dormant, in accordance with the time of year. The trade here is not buying to any extent from the primary market, preferring to carry a light supply. Prices show no material change; but the tone is generally weak. An improved demand for salt mackerel is expected to develop from the South within the next ten days, when the colored trade will commence stocking up. Prices here are below the cost of production, and it is thought that on a sustained increase of demand, that prices will move up. On the shore, there has been a fair carryover of last year's catch of mackerel. The trade here regards that condition as favorable, since it will protect them, to some extent, against a high opening when the new season starts.

**Beans and Peas**—The demand for dried beans is still very dull and there is hardly any business doing from first hands at all. The undertone is weak, but without any material decline for the week. Dried peas take the same report.

**Cheese**—The demand has been quiet during the week and prices are weak. It has been a buyer's market.

**Nuts**—The market for nuts, shelled or in the shell, remained practically at a standstill this week. Demand from the grocery and manufacturing trade has been almost nil, as is customary at this time of year when manufacturers let up on their operations, and when consumption in general falls off. Prices have held stationary, with quotations on most items still on a lower basis than replacement costs. What buying there has been in anticipation of higher tariffs has ceased for the

time being, though some operators believe that if and when the bill does go through there will be a scramble to cover requirements for the future. Offerings of shelled nuts from the primary markets abroad have been almost nonexistent, the season being just about over. Attention continued to center on the 1930 Brazil nut market. Brazils in the shell were last quoted at 11 1/2@12c f. o. b. Manaos, according to wires received by a local importer. The Para market was firm at 8@8 1/2c per pound. At that basis the spot market, duty paid, for new crop Brazil nuts, would be approximately 17c per pound for large washed Manaos. There was no buying heard of on the part of American importers this week.

**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. --	2.25
Spys, Bakers, 3 1/4 in. up -----	3.00
Ben Davis, A Grade -----	1.75
Ben Davis, Commercial -----	1.35
Cooking apples, any variety ----	1.25

Asparagus—\$1.20 per doz. for home grown.

Bananas—5 1/2@6c per lb.  
Beets—90c per doz. bunches for new from Texas.

**Butter**—Has been on the toboggan on account of heavy receipts and enormous storage stocks. Official reports indicate that the amount of butter in storage is four times as large as it was a year ago. Jobbers hold 1 lb. plain wrapped prints at 33c and 65 lb. tubs at 31 1/2c for extras and 30 1/2c for firsts.

**Cabbage** — New white stock from Texas is selling at \$4 per crate of 100 lbs.

**Carrots**—90c per doz. bunches or \$4.25 per crate for Calif. grown; new from Texas, \$4.25 per crate.

**Cantaloupes**—Calif. stock is held as follows:

Jumbo, 60s -----	\$5.00
Standards, 45s -----	5.00
Flats. 12 to 15 -----	2.25

**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 declined 2c, owing to reports showing that the amount of stock in storage is 2,000,000 cases greater than a year ago. Local dealers pay 18c for strictly fresh.

**Grape Fruit**—Extra fancy Florida;

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

Choice, 50c per box less.

**Green Corn**—60c 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 ---	\$4.50
Imperial Valley, 5s, per crate ---	4.50
Imperial Valley, 6s, per crate ---	4.50
Hot house grown, leaf, per lb. ---	9c

**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**—South Carolina receipts command \$6.75 for No. 1; Texas Triumphs, \$4 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** — 90c 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 -----	21c
Light fowls -----	17c
Radishes—15c per doz. bunches of outdoor grown.	

**Spinach**—75c per bu.  
**Strawberries**—\$6@6.50 for 24 qt. crate from Kentucky.

**String Beans**—\$3.25@3.50 per hamper.

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

**Tomatoes**—\$1.10 per basket; three basket crate, \$3.

**Turnips**—\$1.40 per bu. for new.

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

Fancy -----	16c
Good -----	14c
Medium -----	12c
Poor -----	10c

**Wax Beans**—\$4.35 per hamper for Florida.

## MEN OF MARK.

**John C. Corcoran, Manager of the Alabastine Co.**

Every occupation in life has its theorists who believe that they can detect in the present methods of doing things errors which might well be corrected, or who have plans which, if followed, would effect a distinct improvement. The theorist serves his purpose; yet few of the things he advocates are put into force if he is content merely to sit back and theorize. Men are not prone to change the old order on the advice or suggestion of others. That which they require is a practical, convincing demonstration.

The theorist, therefore, who makes good is the theorist who does things—the man who has the courage of his convictions and who is willing to risk his own welfare on the correctness of his beliefs. The man who theorizes is little more than a critic; the man who theorizes and then puts his theories into practice is a Moses who leads us out of many a wilderness. There have been men before this who have suggested changes in methods of doing business or in some other kind of activity who, when put to the test, have refused to follow their own judgment in these matters; they have preferred that someone else should go ahead and prove the truth of that which they maintain. They have often been correct in their presumptions and conclusions, but they have been able to accomplish very little because they have been unwilling to take the burden and the consequent possible risk of actual demonstration on to their own shoulders.

John C. Corcoran was born on a farm on the Kellogsville road, between Eastern avenue and Kalamazoo avenue, five miles South of Grand Rapids, Nov. 4, 1891. His father was born in this country but his ancestors were natives of Ireland. His mother was born in England. He attended the country school until he had passed the eighth grade, when the death of his father, leaving a widow and eight children, forced him to work on the farm for two years. He then took a commercial course in a business college in Grand Rapids and went to Chicago, where he secured employment in the drug store in the Hotel Sherman. He attended the Chicago School of Pharmacy, taking an evening course and graduating therefrom June 1, 1912. While in Chicago, he studied string instruments—violin, mandolin and banjo—at the American Conservatory of Music in Kimball Hall under the direction of Arling Shaeffer and experienced a short professional career. He remained in Chicago five years—from 1908 to 1913—when he returned to Grand Rapids and took the management of the Rogers drug store, corner of North College avenue and Michigan street. Two years later he took the management of a drug store at Comstock Park. Dec. 1, 1916, he entered the employ of the Alabastine Co., as credit and collection manager. In June, 1919, he was made manager of the Michigan Gypsum Co., which is a subsidiary of the Alabastine Co., producing wall plasters. He acted as

secretary and treasurer of the Gypsum Co., in addition to his duties with the Alabastine Co. In September, 1928, he was made assistant manager of the Alabastine Co. and a year later he was advanced to the position of treasurer and general manager. Under his direction the company has developed five new products and has three more in preparation. This will round out the line, making it the most complete and comprehensive of any line of wall finishes made in this country.

Mr. Corcoran was married May 29, 1920, to Miss Mary Hayes, of Grand Rapids. They reside in their own home at 263 Hobart street. He also owns the farm on which he was born.

Mr. Corcoran has no church affilia-

tion, but belongs to Malta Lodge, No. 465, F. & A. M., Columbian Chapter and Tyre Council. He expects to take the Knights Templar orders later. He is also a member of the T. P. A.

Mr. Corcoran owns up to but one hobby, which is a passionate love for flowers and shrubs. His remarkable ability to produce results in that direction is exemplified in his own doorway and back yard, which are conceded to be two of the finest examples of outdoor embellishment in the city. He is also fond of reading, confining his attention mostly to books of fiction and history.

Mr. Corcoran attributes his success to hard work, which, correctly applied, has brought him to his present eminent position in the business world. He is

generally speaking, a serious minded man. He has been too busy to play. There is something about this man, who is quiet, reserved and deliberate in speech and manner, that makes it possible for him to accomplish what he sets out to do. His is a dynamic personality with a dogged persistency that never lets up until his point is accomplished and his plan carried out. As one of his close friends expresses it, he has a "vigorous industrial imagination." He has the ability to look into the future of the industry he has devoted so many years to and has confidence to back up his judgment.



John C. Corcoran.

## CROSS VILLAGE.

**Permanent Settlement Made By Montreal Council in 1741.**

Bucyrus, Ohio, May 17—When the Indian chief at Cross Village, Michigan, told our party last July that the mission there was established by Father Marquette in 1625, how much of fact was in his statement? Please answer in one of your interesting historical articles on Michigan.

C. H. Malcomb.

It is the intention to write these Michigan stories in their chronological order, so far as possible, but we gladly turn aside a little to answer to this question. The fact is that there is very little if any foundation for the story as told by the Indian.

It is quite possible that there was an Indian village in that section before any white man was there. Father Marquette may have visited it, but there is nothing to be found to substantiate such a claim. Father Marquette traveled down the West shore of Lake Michigan to the Illinois region. He was on his way back from one of those journeys when his sickness took on the turn which resulted in his death. At that time his party landed near what is now Ludington, and there he died. So far as I know, that is the only authentic visit he made to the Lower Peninsula.

Way back in the days of the French regime, however, there was some kind of a landmark which is referred to in the Jesuit relations as "l'Abre Croche" or Crooked tree. Tradition says this was a tree in the shape of a cross. It is quite probably to have been a tree which had been forced to grow in that peculiar shape by a tree falling against it or something of that kind.

There is a published story that a very early missionary had an experience there which was responsible for the early cross. As the story goes, there were two men who made a fur trip together. Only one came back. He told a story that his companion had fallen out of the canoe and was drowned. After awhile it leaked out that the men had quarrelled and the survivor had pushed his companion out of the boat. When this came out in confessional, the story goes that the priest compelled the survivor to erect a stone cross. It is altogether probable too that this is only story, but there was a stone cross there in the wilderness for a great many years, the wonder of the earliest settlers.

In the days of the old cross tree, it came to be recognized by the Indians as sacred. Under this idea it was worshipped for many years. When it was finally destroyed it was done by some boistrous Indians who did the act in defiance of their gods.

Indian farming was peculiar in that they located at a given point, proceeded to girdle the trees which let the sunlight to the soil when the trees died. In that way their farm was supposed to be tillable. After an average of twenty to thirty years the soil was exhausted for crop purposes and they moved. In 1740 the Ottawas at Fort Mackinac became uneasy because their

**Glass Beverage Sets Sell Freely.**

Glass beverage sets for Summer use have been re-ordered in considerable volume in the local market here this week, according to selling agents for glassware manufacturers. Sets in pink, green and a combination of crystal and black, which can be retailed at from \$1 to \$2, are wanted in most cases. Except for this seasonal demand, other glassware sales have been below normal volume for this time of the year. Interest in Fall lines is small, but a few early orders have been placed by chain organizations. The selections made by the chain buyers have followed present style preferences.

Expect no miracles—trust your common sense.



soil was becoming useless on account of its lack of fertility, and they sent parties to find better land. As a result, they moved to the vicinity of what is now Cross Village. At that time the authorities were making a desperate effort to hold the fur trade and this movement was of great importance to them. By great effort they induced the Indians to come back, but the chiefs were taken to Montreal in the spring of 1741, when a council was held. The result of this council was that the settlement at Cross Village became a permanent one.

In 1720 conditions at St. Ignace had become so bad that the mission was abandoned and the chapel was burned. The mission was moved to Mackinaw City on the South side of the strait. When the permanent settlement was made at Cross Village or about that time in 1741, the mission was moved for a time to L'Arbre Croche. There are several sites which are claimed for the village at that time. In 1742 Joseph Aulsebrook, a master carpenter, built a church practically where the village is now. There the name of Cross Village was applied and there it stuck. He was then recently married. His child was the first burial in the cemetery.

L'Arbre Croche was a place of meetings before the Ottawa settlement, but the first priest who was regularly assigned there, so far as can be found from the records, was Father Pere de Jaunay, who was assigned to work there in 1735. He remained thirty years. The place was abandoned during British rule. The town was considered as an important one. It was represented in the signers of peace with the Iroquois. Its citizens followed Langlade at Fort Duquesne and were among the followers of Langlade who led the Indians at Braddock's defeat and brought home horses from the British army as part of their booty, the first horses in Michigan except three owned by Cadillac at Detroit for his own use.

For some time after the mission was abandoned the Indians remained true to the teachings of the church and repeatedly petitioned to have a priest sent to them. By 1799, however, it was reported that they had all gone back to paganism. In 1821 conditions there kept pace with the surrounding country. It was reported that every Indian agent was a whisky trader. In 1825 Father F. V. Badin visited the place and became interested. Due to his efforts the mission was restored. In 1827 the town, church and school were rebuilt, not at the old site but at Harbor Springs. To combat the influence of the traders Fr. Badin organized those who would sign a pledge he drafted, into a society which is the first temperance society on record, so far as I can learn.

In 1832 Father Baraga, afterwards bishop, visited there. He moved the St. Ignace mission back to the old site from Harbor Springs and formally named the place Villa la Cross. It has been Cross Village ever since that.

Among the early priests was Father Pierz who is sometimes called the

father of agricultural colleges. He opened a school to teach agriculture to the Indians.

The settlement when the village was rebuilt was somewhat peculiar in form. The church was built in the center with a solid block clear around it except for the windows and doors. The convent and school rooms occupied one side. The opposite side was occupied by the shops and home of the four brethren. A sufficient acreage to support the work was cultivated, but the place was never brought to be a money maker. There were stories of hidden wealth at the mission and other stories tending to injure the work of the mission but careful investigation showed them false, one after another. Cross Village was off the lines of travel and hence has never been a place of prosperity. In a quaint way it has carried on its work and of late years has been quite a mecca for tourists, because it has maintained its quaint appearance and life. In 1896 the convent was abandoned. Lightning struck the building in 1906 and it was destroyed. The rebuilt village holds to the old idea of about a hundred years ago in general appearance, the only exception being the Congregational mission church at one end of the village. A chief Indian greets visitors near the large cross which marks the site of the first chapel. If you'll give him a quarter he'll don Indian togs and allow you to take his picture. There are about a hundred and fifty Indians living at the village now, mostly Ottawas, but many of them are more or less mixed with other tribes. A branch mission from Cross Village became the foundation of the settlement at Petoskey some years ago. It was first called Aganing.

A. Riley Crittenden.

#### Many Planning Cotton Nets.

The record of market developments, in connection with dress fabrics is that as soon as a thing is good, and others start to jumping in, the time to look out is at hand. And so many point to the situation in cotton nets at the present time. Many of these nets have been brought over from the other side—in fact there had not been much of any account suitable for dress purposes, made here. Now there are many who are planning to have cotton nets in their lines for next year. Some state that it is not wise to place too much faith in these for 1931, as there are indications that the silk nets will take preference over cotton nets then.

#### Chinaware Activity Foreseen.

Floral and classical designs predominate in the early buying of imported chinaware for wedding gifts, representatives of foreign producers assert. An active demand is expected from the middle of this month until well into June. So far, orders have been for dinner ware averaging \$50 a set, as compared with the average of \$70 or \$75 maintained last year. Although the order is only half what it was last Spring, the frequency with which stores call for merchandise has brought the total sales to date within 15 per cent. of last year's figures.



## What About Your Will?

Like most men, you are devoting your time and energy to creating an estate. What precautions have you taken to preserve your estate?

By making a will, you can establish trusts to assure that your children will receive a thorough education; that your son will get a good start in business; that your wife will be relieved of the care and management of your business and other interests. Through your will you can surround your estate with every safeguard so that after you are gone your affairs will be administered according to your wishes and to the best advantage of your heirs.

Acting as executor-trustee under your will, this Company will soundly manage the money or property you leave, and ultimately distribute your estate according to your instructions.



Send for our booklet, "What You Should Know About Wills and the Conservation of Estates." It explains how you can protect and safeguard your estate through your Will.

THE MICHIGAN TRUST CO.  
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

**SPECIFIC DATA NEEDED.**

Before much progress can be made in having business interests adjust their operations to the peaks and valleys of trade and industry, it will become necessary, authorities believe, to break down the various indices of general activity to the figures which will forecast what individual lines may expect. Out of the vast number of enterprises in this country, only a few were prepared for the reaction which started early last summer. Probably the very great majority of business men to-day trace their troubles to the stock market collapse of the fall. It would be news to them to know that business depression started months earlier.

Even to those who study the major movements of business, the evidence of reaction was not positive until early in the fall, when the usual increases of the season failed to appear. By others who have noted the three-year cycle in business since the war, the setback was not expected until this year.

The great difficulty in gaining greater attention to the statistics of business is seen in their usual lack of application to a specific line. Most lines prosper and suffer together, but at different intervals. The work confronting those who would further the science of business control lies, it would seem, in preparing an index for each important industry and trade so that each may know its particular situation. And in those industries which already enjoy such information, a fuller appreciation of its practical value might readily be instilled.

**SEE-SAW TO CONDITIONS.**

Little beyond the see-sawing of conditions which has characterized the recent trend in general business and industry was to be noted during the past week. Steel output eased a little more, and price weakness in a number of its products was more in evidence. The rise in automobile manufacture last month, it was disclosed, was just about half the seasonal increase. The number of cars produced was, of course, far under a year ago, but the April, 1928, output was exceeded.

Sales of copper at the new price level have already passed any month in history. This record is accepted as a forerunner to more active operations in those industries consuming the metal.

A gain in building contracts is also to be noted on the favorable side of developments. The awards reported so far this month are running ahead of last month and have cut down the deficit from a year ago to 13 per cent., although the decline for the year is somewhat higher.

The small gain of the preceding week in wholesale commodity prices was almost lost in another drop last week. The *Annalist* index settled to 132.1 from 132.4. Only the farm and food product groups were higher. Since the peak in early July, 1929, this index has dropped almost 20 points. With the dull season drawing near, it is not likely that the commodity

price level will improve much, although evidences are growing clearer that a more stable basis has been reached.

**GLIDING IN THE AIR.**

Although few persons will envy Captain Hawks the rough and bumpy trip which he reports having had on his glider flight from the Pacific, he has given a dramatic exhibition of this latest form of aerial activity. Even though he chose to stimulate our interest in gliding by what is really a fantastic performance, he has been a most successful advertiser.

The practical aspects of gliding appear to be twofold. It affords a valuable method for embryo aviators to study air currents and become really air-minded, as the glider costs but a fraction of an airplane and is surprisingly safe, and it is enthusiastically described as gorgeous sport. With far less danger than motoring, we are told, any one with a zest for flying can enjoy in a glider the glorious sensation of soaring at will over hills and valleys with the comfortable assurance that he may glide softly to the ground whenever he chooses and land virtually without a shock.

For both the value of gliding in training aviators and its enjoyment as a sport no less an authority is usually cited than Colonel Lindbergh. We do not question the value of his opinion upon any subject dealing with aviation, but we would suggest that on the question of just how much fun a novice may get out of gliding far more weight would be attached to the opinion of some amateur who had never been in the air before.

**SUCH IS PROGRESS.**

The announcement that the J. B. Sickles Co., of St. Louis, is quitting the harness-making business it has conducted for ninety-six years marks another victory for the automotive age. Founded in a little shop in 1834, when ox carts were common, the concern grew up with the West. In the heyday of migration over the Santa Fe and Oregon trails it supplied much of the harness used by wagon trains which started from St. Louis.

Its passing must have appeared inevitable during the last decade, for in that period horse-drawn traffic was steadily crowded off the streets and highways by the motor car. But its decline, although an inevitable accompaniment of progress, will be regretted, however impersonally, by many individuals who viewed harness making not as a prosaic business but as a fine art. For art it was.

Reflecting this esthetic manifestation, harness makers strove to outdo one another in the matter of embellishments and adornments, both of leather and metal.

But harness making, along with other industries dependent on horse-drawn transportation, has declined greatly in quantity if not in quality. And that is inevitable in a day in which hitching posts and carriage blocks are preserved chiefly as antiques.

**DRY GOODS CONDITIONS.**

The leveling off of consumer demand in the last two weeks has reduced the possibility of a good increase for this month over a year ago. It is now thought likely that the gain will be a slight one for the country as a whole because trade conditions have been spotty by sections of the country and also as between stores in the same locality. Reports were received during the week, however, which told of improvement in what have been lagging districts.

For a period of reaction in general business, it has been the unusual experience of retailers this time to find little in the way of merchandise surpluses deemed desirable. In most cases it has been necessary to have manufacturers prepare "specials." This has put tremendous price pressure on the markets and provoked numerous complaints from producers. Nevertheless, such merchandising at least has the merit of holding up operations, which is to the interest of all concerned.

Reorders in the wholesale markets are less heavy, although certain seasonal lines continue quite active. Interest is now turning among merchandise manufacturers to Fall preparations.

**THE FIRST AIR LINER.**

The Graf Zeppelin has done it again. This time, taking the Southern route from Spain to Brazil, it has crossed the Atlantic smoothly and without special incident, following its schedule with a regularity which ocean liners did not achieve for many years after their introduction to regular service. It is becoming a matter of course for the Graf Zeppelin to cross oceans or continents at the bidding of Dr. Eckener, and its flights are fast becoming commonplace. They have proved, within certain limitations, the practicability of a transatlantic dirigible service and we do not doubt that when Dr. Eckener's plans for such a development are completed passengers for the ocean crossings will be ready. The element of risk which must always be present in transoceanic flights of any kind and which, indeed, is not entirely eliminated in steamship crossings will be a deterrent for many prospective travelers, but speed and adventure have a strong appeal. Dr. Eckener has proved that he can handle the Graf Zeppelin with uncanny skill in bad weather and that under favorable conditions he can navigate with the surety of the captain of an ocean liner.

**DOLLAR BOOKS.**

That one of the major necessities of the rounded life—a book—should have its price cut squarely in two in this age and generation is so revolutionary a change as almost to challenge belief. That a best-selling story of the moment, like Mary Roberts Rinehart's "The Door," may soon be bought for one dollar instead of two is enough to astonish a country used to seeing prices go up and up and ever up, instead of down.

Whether this price cut will accomplish the purpose of the publishers and

create so large a volume demand as to help the booksellers' business remains to be seen. For our part we are inclined to think that there should be joined to it the suggestion the publishers reduce their long lists and bring out fewer books.

Meanwhile we can think of many people of our acquaintance who will buy a book for a dollar but who think more than twice when the two dollar figure faces them. If the publishers can stand the gaff until "mass consumption" is established, their countrymen owe them a debt of gratitude. Anything, we feel sure, that helps the spread of good reading helps the Nation.

**HANDLING LOWER PRICES.**

The problem posed by lower commodity and merchandise prices is how to maintain dollar volume. In comparison results with a year ago retailers may find that they have sold just as many units but at a smaller average price, so that sales in dollars show a shrinkage.

So far the most popular method of meeting the problem has been to drive for greater unit volume by offering about the same goods as formerly at reduced prices. The contrasting plan of "trading-up" to preserve dollar volume has not drawn many followers, and yet it seems to offer several real advantages. For one thing, shoppers are more critical to-day. They want bargains, it is true, but they also want value and there is such a quantity of obviously cheap merchandise about that better quality certainly exerts an unusual appeal.

The purchase by stores of somewhat better qualities—quality "specials" they might be called—is certainly deserving of test despite what are considered adverse conditions. Such buying should raise the average sale and with it the prestige of the distributor.

**DICTIONARY OF DIET.**

Eating as a fine art is supposed to have reached its supremacy in France, though there are many tourist Americans who will dispute it in favor of such home-grown delicacies as they are used to. But the French cherish the tradition of their gastronomic artistry and have recently enshrined it in an academy with a limited membership and the responsibility of publishing a dictionary and grammar devoted to the language of food and cooking.

It is not recorded, however, that the *Academie des Gastronomes* has published a cookbook or that it contemplates doing so. To take such action would, in fact, destroy the legend of the French mastery over salad and sauce, garnish and gravy, spice and savor. It would mean that cooking and menu-making are matters of formula, whereas the French insist that they are art.

In general, the American housewife would agree with this theory. She usually owns a cookbook but permits her individuality to triumph over its advice. If she is a very good cook, she has her secrets and her occasions of culinary inspiration. These are elements of art.

## OUT AROUND.

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

Out Around last Saturday included brief stops at Grattan, Cook's Corners, Belding, Orleans, Wood's Corners, Shiloh, Fenwick, Sheridan and Greenville. We found most of the merchants we called on in a happy frame of mind and all of them looking forward to a prosperous summer season. We found only one change of ownership during the day. Fred Galloway, who has conducted a grocery store at Cook's Corners for the past twenty-five years, has sold his stock to Russell Sage, who has brightened up the store by the liberal application of fresh paint and added a two tank oil station. I see no reason why he should not do well. Mr. Galloway has earned a vacation after a long and patient career as corner grocer.

While approaching Orleans the speedometer registered 50,000 miles on our eight year old Packard. This means that we have covered a mileage equal to the distance twice around the world undertaking to bring hope and courage to the mercantile patrons of the Tradesman. In the meantime many trips have been made by the easy-riding and easy-driving Franklin, with which the name of the Tradesman is indissolubly connected. I have owned eleven of the fourteen series put out by the Franklin Co. and never got stung but once. A pattern put out during the kaiser's war was woefully defective, due to the drafting of so many good mechanics from the factory to take part in the great conflict precipitated by the beast who thought he could rule the world. Both cars are certainly leaders in their respective classes and are worthy of all the good things which can be said about them.

I assume that the number of cars on the road has increased threefold during the past eight years, but I believe the number of careless drivers has increased tenfold. Instead of getting better the situation appears to be rapidly becoming worse. It will continue to become worse until more strenuous laws are made—and rigidly enforced—to punish reckless drivers. I think a man who takes a chance in passing a driver ahead of him when traffic is so congested that he imperils the lives of others should be deprived of his driver's license forever and punished by a long term in the penitentiary if he ever undertakes to drive without a license. I think this abuse—this criminal practice—is the direct cause of more than half of our accidents and fatalities. If this practice continues much longer our lawmakers will certainly be compelled to take drastic action.

I find it impossible to refer to truck drivers without feeling my temperature rise rapidly. As a class, they are the worst specimens of men I ever met. Of course, there are a few exceptions, like the drivers employed by the Standard Oil Co. and the Hekman Biscuit Co., but most of them are brutal by nature, apparently deficient in intellect and utterly regardless of the rules of

the road and the rights of others. The chain store truck drivers are bad enough, but the men who handle trucks from small towns are utterly impossible. They drive in the center of the road most of the time and pay no attention to signals from approaching cars which wish to pass. When chided for their actions, they are invariably abusive in language and ugly in action. I think the trucks should be prohibited from using the cement roads which the State has provided for decent people who drive decently and observe the ordinary rules of safety.

I may be biased because of my prejudice against criminal drivers of automobiles, but to me it looks as though nine-tenths of the men, women and children who handle the wheels nowadays have no just conception of common decency, the rules of the road and the laws of the State enacted to govern automobile drivers. They pass cars on the right side, pass cars on curves, pass cars at street and road crossings and pass cars when ascending hills. Not once in a hundred times do they give a warning signal in passing. The new rule in this city that the first driver to invade a street crossing has the sole right of way is not observed one time in a hundred. Because of these lapses of decency and good judgment I do not wonder there are so many fatalities. I wonder why there are so few.

Speaking of the kaiser, recalls a recent news item sent to this country by the Associated Press affirming that the man who is personally guilty of the deaths of eight million men who were killed in the war precipitated by the kaiser still pretends that he is the direct personal representative of the Lord, standing in identically the same position to the Almighty that Jesus did during his brief stay on earth. A peculiar feature about this claim is that a considerable number of German people apparently accept the claim as true and hail the kaiser as "Most Highest" when his name is spoken or his picture is in evidence. To my thinking such an imposter should be placed in a bug house. I shall never forgive Lloyd George for failing to keep his promise to send the brutal monarch to St. Helena. After all this would be hard on St. Helena after it had sheltered so great a soul as Napoleon—greater in the obscurity of defeat than in the hectic periods of victory over monster opposing armies. Napoleon did not saturate his soul with hypocrisy in the decadent days of his career, as his utterly ridiculous imitator does. He saw the light in his later days and fully realized the wretchedly foolish life he had led in undertaking to subdue the world to the will of one man.

Referring to my reference to the political situation in this department last week, a leading newspaper man of long experience writes me as follows:

Politics is a queer game which never appealed to me. We are always yelling for liberty or death, like Daniel Webster, and as yet we are only sure of one of the alternatives. We have found several ways of dealing with the individual despot and tyrant, but dis-

cover, presently, what the ancient Greeks discovered centuries before the Christian era and handed down to us in an interesting parable of mythology. The hydra was a fabulous monster with 100 heads which had an unpleasant way of destroying all who stood up to it. Presently Hercules, half god and half human, tackled the beast and lopped off the heads, but discovered there was always one which was immortal and indestructible. Another version has it that as Hercules hacked off the heads he had his friend, Iolaus, sear the necks to prevent a re-growth of the heads, and to his dismay found that two heads then grew where each one had been cut off.

Sir Walter Scott seemed to have his own particular interpretation of the fable or myth for he wrote, in his *Lady of the Lake*:

Who o'er the herd would wish to reign,  
Fantastic, fickle, fierce and vain!  
Vain as the leaf upon the stream,  
And fickle as a changeful dream;  
Fantastic as a woman's mood,  
And fierce as Frenzy's fever'd blood.  
Thou many-headed monster thing,  
Oh who would wish to be thy king.

Sir Walter seems to have discovered that democracy, or any faction of it, once put in power, can be as fierce a despot as any Nero and sometimes quite as insane. The difficulty always before us lies in the fact that one cannot be elected to high office without exercising a good deal of finesse by which the elements which make up the majority of electors can be made to believe that ——— or so-and-so, is with us and of us, and will be our advocate in the councils of the Nation. The endeavor to be all things to all men—and some women—puts a terrific strain upon mentality, morality and good faith. And meanwhile those who look on within sight and understanding are pretty sure to charge the politician with catering, if not truckling, to elements which are more or less discordant. Without a majority no one can be elected and the ways and means of securing majority support are not always in a rectilinear course. There we have one of the main weaknesses of democracy or republicanism.

The business of preventing any one of the many selfish elements in human society from dominating the policies of government is pretty serious and it often turns out that the remedy proves as annoying as the disease. Note the change in the mode of electing Senators of the United States. For many years such nominations, in certain states, were virtually dictated by powerful aggregations of corporations which wished to avoid all Governmental restraints and then to take full advantage of their freedom of action. Legislatures were controlled by bosses who were the agents of predatory interests. But what is the result of an unintelligent popular selection? The corporations which troubled to pick senators certainly picked able men whose ministrations, except in a few instances, were beneficial. Public selection means casting a ballot for mere names—very often—and individuals whose true characteristics are unknown and so we have a mass of mediocrities and inferiors, as compared with the Senates of the old regime. We need look no further for the element of control than was repeatedly demonstrated during the Pingree regime as Governor. Pingree held that all property should be taxed alike, including railways and other corporations which were privileged with a special tax. Railways and other corporations naturally resisted the property tax and preferred the specific tax system, based upon gross earnings—as their systems of book-keeping would make their gross earnings appear. They did not bother with the lower house, but saw to it that always nineteen members of the Senate would "vote right" and thus defeat equal taxation. But Pingree kept "putting the cusses on rec-

ord," as he expressed it, until the game was fully exposed to the public eye and the bill became a law—and Michigan's realization from corporate tax was doubled.

A wise old bird like you should know better than to set me off on one of my homiletic spiels, after this fashion. It is the fashion to charge our infirmities up against heredity, environment or provocation so, following the fashion, I am laying the above against you.

Harry M. Royal, the leading spirit in the publication of four newspapers in Oceana county, joined the force of the Michigan Tradesman in May, 1884, when the paper was about eight months old. He remained with us for four years, leaving the city in May, 1888, to remove to Shelby for two laudable undertakings—to get married and to start the Oceana Herald. He has achieved success in both undertakings. Three additional newspapers have been added to the original publication and four brand new Royals have put in an appearance in the Royal family circle—two sons and two daughters. All have been raised with due care, given college educations, married and settled in homes of their own within a stone's throw of the Royal residence. Some of the boys who have graduated from the Tradesman may have made more money than Harry Royal, but none have been more steadfast in the work of building up home, family, community and State than the subject of this paragraph. Loyalty to home, friends, lodge, church, town, State and country has always been his watchword.

I received a call this week from George W. Welsh, City Manager of Grand Rapids, who assures me that he has no intention of conducting the Couzens campaign this year; that he has never acted as campaign manager for anyone but himself and that he is entirely satisfied with his present position as executive officer of the city government of Grand Rapids. I am glad to record this statement, because I believe it will do much to convince the friends of Mr. Welsh that he is just as anxious to serve Grand Rapids people well and faithfully as he may be to serve the people of Michigan as governor two or four years hence.

I am sorry to note that things are not going well with the Berkey & Gay Furniture Co., now known as the Berkey & Gay division of the Simmons Co. Last week the directors passed the dividend on the preferred stock, which action has been anticipated for some time. It is reported that the office fixtures and equipment are being removed to Chicago and that many men are being laid off—many of them long time employees of the company—and told their suspension will be a matter of three months at least. This condition was plainly foreshadowed when the purchaser of the business dispensed with the services of the key men who had occupied managerial positions with the organization and introduced into executive positions men who have no knowledge of conditions as they exist in the Grand Rapids

furniture market. The abandonment of high grade goods and the substitution of mass production in cheap goods made from soft woods was evidently a fatal error from which the company can never recover. E. A. Stowe.

#### Michigan Men Favor Bright Pastel Colors.

Ann Arbor, May 27—The University of Michigan students are showing a preference for the bright pastel colors. With the arrival of warm and fair weather they have been showing an increased interest in the spring furnishings, and merchants report better demand for shirts, sweaters, jackets, underwear and hosiery in the brightest colors that the season affords.

Canary yellow, as was expected, is the favorite color among the college boys, and the store of G. H. Wild Co., for one, has made numerous sales of the new canary yellow sleeveless sweaters. White and pastel shades were also featured and sweaters in burnt orange and blue shades were good sellers.

Most of the students have gone in for flannel trousers for sports wear, white flannel trousers without stripes replacing the knickers to a large extent. The collegians also show a decided preference for the season's newest sports shoes in white and tan, while black and white shoes are conspicuous by their absence.

One feature of the spring season is the adoption of wash ties, principally white with neat figures, but all pastel shades are good.

An attractive display of ensembles was arranged by Van Boven, Inc., the past week. One window showed a brown flannel suit, canary yellow shirt, yellow tie with neat brown figures, yellow and white socks, tan and white shoes and yellow belt. Another window portrayed the same idea in gray and blue and white shoes.

Blue flannel coats arranged with plain white and white with blue stripes were the outstanding features of the Wagner & Co. display.

Tinker & Co. reports that with the warm weather of the first part of May a decided trend toward sports clothes was noted.

#### Producers Busy on Fall Chinaware.

With current activity in popular-price chinaware continuing at a subnormal rate, manufacturers and selling agents at present are concentrating their attention on Fall lines. The number of buyers in the Eastern market at present is small and their purchasing is limited to replacements. Although details regarding producers' plans for Fall have not been announced it is known that most of the companies are planning innovations to attract greater interest to their products. New designs both in body and decoration of dinner set pieces are contemplated, it was stated yesterday.

#### Lamp Shade Covers in Demand.

Although the chief demand on lamps and lamp shades is confined to low-end merchandise at present, there has been a seasonal increase in the sale of lamp shade covers for the protection of better type shades now being stored away for the Summer months. An oiled silk cover which is proof against moisture and dust has attracted attention. The covers, which are made up in all standard lamp shade sizes, retail from 90 cents up to \$2. Other types are offered in a wide range of colors and are also enjoying a brisk call.

#### BRAINS VS. COMPETITION.

##### Making Ideas Work Is the Road To Success.

Some men you and I know are prone to permit obstacles to bring on a fit of depression. The atmosphere of their stores becomes ultramarine, indigo—and then some. The chap across the street did this or is doing that and business is going to the bowwows. But there are other men who seem to delight running up against a tough proposition. It whets their initiative, spurs them to deep thoughts, evolves ideas, and the happy part of it is that they go ahead and make those ideas work out into a profit.

Ideas which simply "die a bornin'" don't amount to a tinker's darn!

Ideas worked out made the patent office in Washington a necessity and those same patents made many of America's multi-millionaires.

There isn't a good staple line of merchandise on your shelves that isn't backed up by an original idea of some manufacturer, plus the initiative of his publicity agents. Size up the kind of packages, the type of displays you have to-day and the sort of merchandise you sold a decade ago.

If your ideas are good, stick to their development. It is a known fact that Wm. Wrigley, Jr.'s., dad was a Philadelphia soap maker. Wrigley's first business venture was to sell soap, carrying his stock in a basket on his arm. Wrigley used the stick-to-it idea with a vengeance. He would follow close at the heels of a woman and persist in his repeated urge to buy until his basket was empty several times a day. He stuck to it. In after years he applied the same principle and the world knows the answer.

It may be news to some men behind the counter who think they have no opportunity to know that Charles Schwab, the great steel magnate, has been reported as saying, "Mighty few men are really happy when they retire from business life in the full vigor of their faculties. I wish I could start again. I wish I was once more the country greenhorn clerking in a village store. What a chance there is to-day for the fellow who is willing to work and willing to listen to the voice of experience."

The voice of experience is to profit by the successful examples of those about us. We can berate chain stores as much as we desire, and we realize there are chain store tactics that just don't fit in with legitimate store methods; but aside from the rank rottenness of much that applies to the chains, still there are those who have flourished not in spite of chains, but because of them.

Imitation is the sincerest form of flattery, but when you can turn that imitating into cold cash, it doesn't make the one you flatter feel any more joyous on account of your so doing. In other words, it pays to carefully analyze the best, legitimate points of competitors, then add your own ideas and go them one better.

Some of the most successful merchants I know are the ones who are

WE ARE PLEASED TO ANNOUNCE THAT

**MR. GEORGE A. STEKETEE**

IS NOW ASSOCIATED WITH  
OUR SALES ORGANIZATION

**PETTER, CURTIS & PETTER**

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INVESTMENT BANKERS AND BROKERS

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# Old Master COFFEE

Universally Conceded To Be the Best  
Brand on the Market For the Money.

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**The Blodgett-Beckley Co.**

Toledo, Ohio

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### Wholesalers of Women's Headwear

We specialize on an \$18.00 line for popular priced trade.  
Let us Parcel Post a small assortment.

**J. A. SCOTT & CO.**

28 Ionia Ave., S. W.

Grand Rapids, Mich.

glad to get ideas from the salesmen who call on them in their stores. Men who see many angles of business life, who know what scores of other stores are doing to stimulate business. Such a background is invaluable to the dealer who is wise enough to accept it.

Wholesalers and manufacturers are today doing more in educational lines for the trade than ever before. They have been forced to this course, especially with the independents, to put the independents on a par or above par with the syndicate concerns

Merchants in any and all lines must become imbued with the idea that they are salesmen, no more and no less. There is but one real object in running any store—to make as many turn overs in a year as possible, with as great a profit as possible. To keep the cash register hustling by means of sales, more sales and sales on top of sales. Everything within and around about your store that culminates in this end is worthy of your most concentrated thought.

You are not a door bell ringer, an agent or peddler, but there is a lot to be learned even from these enemies of legitimate trade. The agent of to-day has been educated, he is persistent, he knows his line and he goes after business determined to fill his order book at the earliest possible moment. He has his samples in attractive shape, he is polite, persuasive and he often skims much of the cream you should have. It is your game to induce customers into the store, then handle them as efficiently as does the man or woman at the house door.

The means used to induce trade to come into a store are legion. They have been outlined many times. Just how many of the inducements are you actually putting into effect? The printed word, in newspaper, circular or through the mails, the "invitations"; and are your invitations really an inducement, or merely a waste of money?

Here is food for deep thought, time spent on improving and strengthening your advertising and publicity is money well spent.

Your stock arrangements, your window displays, your attitude and that of your salesforce. You know or should know the vital importance of all of these attributes to modern merchandising and, knowing, you should not be terming yourself a merchant if you do not utilize and perfect these same attributes.

Men who initiate ideas of their own, those who strike out boldly for themselves, are masters of their fate. As a seller of merchandise your opportunities are boundless. you are at the mercy of no outward circumstance, for it is your prerogative to evolve your own standards of execution. It is up to you to make a pathway to your door. Success comes to the merchant who definitely decides that there is one sure fire method of distancing any and all competition—and that is by the use of brains, ideas and developing those ideas to the utmost.

There can be no hard and fast set rule for any one store or any one busi-

ness; circumstances and conditions vary. This is the lever upon which your own originality hinges, making the immediate circumstances surrounding your store work out, through your brain creations to glorious, ultimate success. Hugh King Harris.

**Panama Sales Above Normal.**

One bright spot in the straw hat situation to date is the comparatively good consumer response on panamas. These types of headgear are receiving more than their normal share of the demand, a development traced to the lower prices at which wearable panamas are being offered this season. Volume business, it was pointed out, is being done at a figure as low as \$5. Sennits met with a brisker call yesterday than at any time since the retail season was launched. Provided weather conditions are favorable to-day, sales are expected to reach an early season peak.

**Furniture Orders Limited.**

Fewer buyers entered the furniture market last week than in the preceding period, and those who did visit the show rooms scaled their buying to necessary stock replacements. Summer specialties were fairly active, reflecting the current brisk demand among consumers for this type of merchandise. Early enquiries on goods available at special prices for mid-summer furniture sales were reported in some quarters, but actual purchasing, it is believed, will not develop until the Fall lines are put on display at the opening next month.

**See Larger Fall Group Buying.**

The Spring has seen no lessening of the importance of group buying and indications are that it will figure as prominently, if not more so, during the approaching Fall wholesale season. The probabilities are, it was added, that the total volume of group purchases in the coming season will be larger than for the same period last year as additional stores are represented. It was held likely that mergers of some of the group offices will serve to strengthen the general position of groups as buying agencies.

**Hosiery Active in Furnishings.**

Hosiery is proving one of the most active items in men's furnishings. Sales are running ahead of last year in units, but not in dollars owing to the lower prices being quoted on this merchandise. The call is almost entirely for neat patterns in silk and rayon mixtures. Sales of neckwear are running about 10 per cent. behind expectations, this executive said, and are not holding to the volume normally established between shirt and neckwear turnover. Lack of outstanding novelties was said to be a factor in this.

**Been With Us Twenty-five Years.**

Central Lake, May 26—We have been subscribers to your good paper for twenty-five years or more and will continue to be with you as long as we are in business and probably longer. We cannot conceive how any person in business would consent to be without the Michigan Tradesman if they had ever read a copy of same.

Smallegan, Smith & Company.

**AMERICAN COMMONWEALTHS POWER CORPORATION**

New York Grand Rapids St. Louis

**Dividend Notice**

The Board of Directors of American Commonwealths Power Corporation has declared the following dividends:

**PREFERRED STOCK**

The regular quarterly dividend of \$1.75 per share on the First Preferred stock, Series A, payable August 1, 1930, to stockholders of record at the close of business July 15, 1930.

The regular quarterly dividend of \$1.62 per share on the First Preferred stock, \$6.50 Dividend Series, payable August 1, 1930, to stockholders of record at the close of business July 15, 1930.

The regular quarterly dividend of \$1.50 per share on the First Preferred stock, \$6 Dividend Series of 1929, payable August 1, 1930, to stockholders of record at the close of business July 15, 1930.

The regular quarterly dividend of \$1.75 per share on the Second Preferred stock, Series A, payable August 1, 1930, to stockholders of record at the close of business July 15, 1930.

**COMMON STOCK**

The regular quarterly dividend of 1/40 of one share, (2½%) payable in Class A Common stock on July 25, 1930, on each share of Class A and Class B Common stock, to stockholders of record at the close of business June 30, 1930.

Where the stock dividend results in Fractional shares Scrip certificates for such fractions will be issued which can, at the option of the stockholders, be consolidated into full shares by the purchase of additional Fractional shares. The Company will assist stockholders in the purchase of additional Fractional shares.

Checks and stock certificates in payment of dividends will be mailed in due course.

May 14, 1930.

ALBERT VERMEER, Treasurer.

**Uncle Jake Says**

"The world owes a living only to the man who earns it, hence a lot of people are getting head over heels in debt."

**KVP DELICATESSEN PAPER**

has a wonderful earning power. The many uses and protective qualities of this sheet will actually earn money for the user.

If by the quality of this sheet and the service we give you, we do not earn the right to ask for your business, we have no right to expect it.

**KALAMAZOO VEGETABLE PARCHMENT CO.**  
KALAMAZOO, MICHIGAN

**COYE AWNINGS**  
bring  
**Beauty and Comfort**  
to  
**Home, Office, Store**

Estimates without obligation

**CHAS. A. COYE, INC.**  
Grand Rapids



Write for Style Book

**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

## FINANCIAL

### Average Yield on Stocks Now Less Than Bonds.

Every now and then it is good to view movements in the stock market through variations presented not in the quotations themselves but in the indicated yields offered by the market to investors.

In the quiet markets of recent sessions the indicated yield on common stocks has settled down to a basis roughly midway between the poorest and best yields offered in 1929. Your average yield on ninety common stocks in the quality group on purchases at prevailing prices would be 3.92 per cent. That is not nearly so attractive a return as the market in these same stocks offered when prices were at their bottom on November 13. It is a substantially better return than was offered when stocks were at their peaks in early September. When stocks were scraping bottom the yield was 4.90 per cent. When they were at their record peak in early September the return was only 2.88 per cent. The present yield of 3.92 is half way between these two extremes.

Now if we assume that stocks in the future will continue to sell not on the basis of yield to investors but on the prospect of appreciation, and if we assume that the prospect for appreciation is what it was once, the current yields present attractions. Up to the market's crash of last autumn such favorable yields as now had not been available since the middle of 1928. The question then becomes whether the general investing public will be guided in its stock purchases any more than in the past by a consideration of yields.

Still another interesting way to judge the variation in indicated yields is through a comparison with bonds. Up to the beginning of 1928 bonds in this country had sold consistently on levels returning less to investors than stocks. We all know that from then on stocks became more and more popular and bonds less and less popular—which is to say that stocks sold on a lower and lower yield basis whereas bonds sold on a higher and higher basis. At the 1929 autumn extremes stocks were selling to yield but 2.88 per cent, whereas bonds were selling to yield 4.60 per cent. The gap has been partially but not wholly closed. In the current market bonds still offer a greater return than stocks but the disparity is not as wide as it was.

Paul Willard Garrett.

[Copyrighted, 1930.]

### Studying Trend With View To Modifying Attitude.

There are only six states and the District of Columbia that group banking organizations have not penetrated, a survey of the field shows. Files of the American Bankers' Association show 1,922 banks with more than \$15,000,000,000 aggregate resources in 269 groups or chain systems.

What new regulations should be adopted in view of the rapid changes taking place in banking the Economy Policy Commission of the association has been unable to decide after a lengthy study. Obvious economies

are found in centralized operation and control.

Far-reaching developments in banking are impending, it is felt in Wall Street, where reports of further consolidations among the country's largest financial institutions are repeatedly heard. Preparations for Nation-wide bank systems are gaining momentum, it is felt.

Testimony before the House Banking and Currency Committee was cited in the association's report. Operating heads of some of the large group systems found, under certain conditions, definite operating and economic advantage in both group and branch banking over independent unit banking.

"Some thought group banking was only a transitional stage, that branch banking was preferable, and if it were permitted on an extensive enough scale they would change their groups over to branch systems," says the report. "Others held that group banking was preferable as being more flexible and maintaining greater local independence and contact.

"Some held that the ideal plan was a combination of the two, with group bank units for localities strong enough to support complete banking institutions and with branch offices extending into the smaller places. Several believe there would always be room for vigorous independent unit bank competitors."

The association's report, recognizing the drift toward revolutionary changes, is inclined to offer little hope for Governor Roy A. Young's proposal of "trade-area" branch systems. The possibility of a modification of the association's stand on branch banking is suggested.

"In the meantime," it says in conclusion, "we do not hesitate to venture the opinion that the association in the not distant future will have to modify the position it has taken in the branch banking problem, although we do not believe that so-called 'trade-area' branch banking is likely to gain the support of any large percentage of the banking fraternity."

William Russell White.


[Copyrighted, 1930.]

### Deflation Must Have Fairly Well Run Its Course.

Whatever theories to the contrary some may entertain the deflation in business already has run further than in any corrective period since the 1920-1921-1922 post-war adjustment.

The story is told in the figures on commercial loans. At their peak on November 20, 1929 the weekly reporting member bank loans designated by the Reserve as "all other," but which represent for the most part commercial loans, stood at \$9,871,000,000. Then deflation set in.

Steadily for six months this huge volume of outstanding commercial loans has been cut down. It now stands \$1,311,000,000 lower than in November. Whatever froth there was in the rapid expansion of 1929 must have been brushed away by this persistent fall in commercial loans. These loans have gone down to a level lower not only than they were a year ago

 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**

## 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**

but lower than they were at this time in 1928 and in 1927.

To find a movement toward deflation in business anything like this we must go back to the gigantic readjustments of the post-war debacle that followed 1920. Commercial loans at \$9,741,000,000 in October, 1920 averaged higher than in any other month of that period. The shrinkage then persisted for nearly two years. It was not until July, 1922 that the low month in that readjustment was reached with loans at \$7,064,000,000. The deflation of \$1,311,000,000 in the last six months is almost exactly half that of \$2,677,000,000 witnessed between October, 1920 and July, 1922.

Now the interesting conclusion back of these figures is not that we must expect still another \$1,311,000,000 reduction in commercial loans to put the feet of business on solid rock. The evils needing correction were no way nearly so severe in 1929 as they were in 1920. We were not in late 1929 confronted with the tremendous inflated commodity price level that gave us so much trouble in 1920.

Fundamentals were not as bad in 1929 as they were in 1920. Yet the adjustment in commercial loans in six months has been half that witnessed then in two years. It suggests that the processes of necessary deflation must already have pretty well run its course.

Paul Willard Garrett.  
[Copyrighted, 1930.]

**Two Essential Requirements in Making Investments.**

Necessary factors that make a desirable investment may be divided into two prime essentials and those of secondary importance, according to a concise discussion of the fundamentals of sound investing prepared by the Northern Trust Company, Chicago.

Safety of principal and regularity of income are stressed as the prime essentials. Unless the requirements are filled, securities probably should be regarded as speculations. An ideal investment is one that can be marketed at a moment's notice without loss or can be used as collateral for a bank loan, the bank contends.

The nature of a corporation's business is cited as of considerable importance. Whether or not competition is unusually severe should receive consideration. An industry dependent in large measure on patents usually should be avoided.

Five factors should be kept in mind in appraising the investment merits of corporate obligations, says the bank. Securities of producers barely able to show profits are to be avoided even though the industry in which they operate may be good.

Management should be carefully scrutinized. It probably is the most important factor. Character and ability of those in charge of a company often mean the difference between success and failure. Earnings, the third factor, should show an upward trend—at least no signs of irregularity.

Strength in the financial position of a borrower is a fourth factor. Comparisons of current assets with current liabilities, of fixed assets with bonded debt and of bonded debt with capital

stock and surplus are suggested. Future prospects of a corporation are stressed as the fifth factor.

Investments should be re-examined periodically in the light of changing conditions. If a purchaser's re-examinations indicates some issues should be eliminated, they should be effected without delay.

This might be a pretty good time to examine one's portfolio, with the stock market zigzagging aimlessly and the bond market showing little life, for business is going to revive one of these days, and the ticker will be humming merrily.

William Russell White.  
[Copyrighted, 1930.]

**One Merchant's Opinion on the Volstead Act.**

Greenville, May 21—I have lived over seventy years without the use of strong drink or tobacco, but it would be too selfish to ask or expect my friends or associates to be governed by my judgment, as my principle is to give others the same free right to their opinions as I ask for myself, which is equal rights to all and special privileges to none. Not being a user of strong drink, you may wonder why I have not taken an active part in the enforcement of the Volstead act. I will give you two or three reasons why. First, I did not wish to be in a class that used deception in a wholesale manner, by talking dry and drinking wet. I have lived with two different families since the birth of the Volstead act and the heads of both were very enthusiastically dry and at one time both had from a quart to a gallon of whisky in their houses and one of these parties said to me, "You are funny, because you do not use strong drink." I would much rather be called funny than a hypocrite. Then, too, I would be classed with the bootleggers, as they vote and talk in favor of the Volstead act. Then in their procedure in enforcing the law they use too much partiality. They make a specialty of attacking the one armed and illegal people. If they accidentally meet a man with a truck load they will fine him \$200, which can be construed as a license, but if they meet a man with a half pint of gin they give him a life sentence or if a party is killed by a reckless driver of an automobile, if his breath isn't veneered with liquor, he gets one or two years in prison, but if otherwise he gets life imprisonment. Such a system is a disgrace to any state or nation, but that is the disposition of the dry element in all their dealings. Now they are trying to stop the sale of bottles and caps, expecting to reduce the production of home brew, but why don't they make it effective by adding the article which home brew cannot be made without, which is sugar. The reason they don't include sugar is that they would have to submit to a little sacrifice, which is strictly against their principles even by so doing they could effect a complete enforcement of the law. Then can we understand the condition of the country, morally and financially, when under laws made by such a class of people. Then they say that the outcome of the dry act is a fraud, merely because it doesn't favor them. If it did, the fraud would be excepted. They don't wish to give other people the same right to their opinion as they enjoy themselves.

E. Reynolds.

**The Place Where He Fell.**

Somewhere in France  
There's a sacred spot  
Not a grave—not there;  
A cross marks it not,  
On that blood-stained ground  
North of Verdun,  
Redeemed from the Hun,  
May ever a Frenchman's cot be found;  
None other displace it,  
None other disgrace it.  
'Twas paid for by the blood of our son.  
E. E. Whitney.

**GRAND RAPIDS NATIONAL BANK**



Established 1860—Incorporated 1865 — Nine Community Branches

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**TAKE CARE!**

Care for your family and your property. They're what you care most about, aren't they? . . . You're here to look out for them now, of course. But you will want to arrange for some one to look out for them later on, and in a measure take your place. This is only common prudence.

We are taking care of the property and families of many men who have named us as executor and trustee under their wills. . . . Why not let us do it for you? We have the knowledge, the experience and the organization.

**BANKERS TRUST COMPANY OF MUSKEGON**

### Incidents of Early Dutch Settlements in Michigan.

Early Dutch settlers of Grand Rapids and their descendants have made liberal contributions of talent, industry and thrift toward the development of the city and the country surrounding it. The pioneers of the Dutch invasion, so to speak, have passed on to enjoy the reward of lives well spent in this world in a "land that is always bright and beautiful." Preceding the advent of the Dutch colonists, agents were sent to America to observe and investigate the condition of life and the opportunities which would appeal to the people of the Netherlands who had sought, like the Pilgrims of England, religious freedom and greater reward for material activities. The agents, historian VanSchelven relates, were provided with credentials which would enable them to appear worthy of consideration by the people they would meet in the United States and money to defray their expenses of the journey. The agents spent several months in America and devoted a number of weeks in the pursuit of their investigations in Western Michigan and Northeastern Wisconsin. Upon their return to the Netherlands, the agents issued favorable reports as to the opportunities for obtaining cheap arable lands and lucrative employment in the industrial centers during periods when they would not be needed on farms.

Father VanRaalte organized a colony preparatory to emigrating to Michigan in 1845, and during the following year, after a journey over the ocean that consumed six weeks, arrived at Black Lake in Ottawa county and proceeded to establish homes in the wilderness.

The second colony, which included such influential families as the Verdiere, the Verbecks and the Quintuses, chose Wisconsin as their future homes. Dutch families consist largely of children. Colonists from the Netherlands were richly endowed in that particular. Of the children of the Quintus family, a son, Jacob, was the most promising. He possessed a keen, active intellect, an unquenchable hunger for knowledge, which he satisfied in a measure in the public schools and with the aid of private instructors. After he had passed out of his youthful years, he engaged in the publication of a newspaper, printed in the Dutch language. There were more Dutch settlers in Michigan than in Wisconsin. Mr. Quintus moved to Grand Rapids about seventy-five years ago and in due time launched his newspaper which bore the title of DeStoompost. The late Dennis Schram, Martin and John C. Melis, and later Martin Schram, were employed by Mr. Quintus in his mechanical department. The editorial and business departments were assumed by Mr. Quintus. A score of years later Mr. Quintus sold DeStoompost to H. D. C. VanAonus and entered the employ of the Mutual Life Insurance Company, to which he gave service during the remaining years of his life, Mr. Quintus moved to Plainwell about ten years ago to spend his closing days with a daughter, Mrs. Doctor Arthur Hazlewood.

A son, John C. Quintus, after his graduation as a mechanical engineer, entered the service of the Federal Government and was employed a long period in the Nation's river and harbor service.

Peter M. Decker kindly wrote the following information in regard to the Decker family:

My father, W. Decker, arrived in America in 1870, soon after the termination of the civil war. He landed in Grand Rapids at the old D. & M. depot, on Plainfield avenue, at 12 o'clock at night, unable to speak one word of English, and having a letter addressed to G. Haan, who lived in Grand Rapids. This Mr. Haan was not a relative nor acquaintance of my father, but an acquaintance of people my father knew in Holland. My father was born and raised in the North of Holland, near DeHague where the peace palace is located.

Mr. Haan took my father in and helped him to find work. My father was a tailor and found work with Stanley & Schroeder, who had a merchant tailoring establishment on Monroe near Market. Later he made coats for E. S. Pierce, the Housemans and others. For twenty years he ran a business of his own at Monroe and Ottawa and on Ionia, corner of Fountain, the site is now occupied by Steketee's wholesale dry goods company.

Our family consisted of eight children, when my father sent for us a year after his coming. There were four more born here, making twelve in all. Of these, my oldest brother, Henry, who died four years ago, was superintendent of the Bissell Sweeper Company's finishing department. He finished his first sweeper and was with the company continually until his death.

My next oldest brother, Orrin, has been in the real estate business in Chicago for the last twenty-five years.

I have been in the same business in Grand Rapids for thirty-five years.

My brother, Burt G., has been associated with me for twenty-five years in the Decker & Jean firm.

My brother, William Decker, has been in the plumbing business, for years he was the active secretary of the National Association and also of the State Association and the local association of plumbers and gives all his time to these activities.

My sisters married men who have been prominent in the life of Grand Rapids.

Maggie married A. J. Karreman, superintendent of the Century Furniture Co. for years, until his death last fall.

Minnie married Thomas Benjamin, the architect and builder, whose Cambridge and Plymouth Road developments were outstanding.

Jessie, my youngest sister, married Victor Duncan, a civil engineer, with the Pere Marquette, and lives in Detroit.

My father moved from one world to another, overcoming tremendous obstacles for the good of his children. The blood of an adventurous pioneer runs in our veins. We simply had to make good.

I doubt however if any of the children have had the courage and vision and indomitable courage of my father. Arthur Scott White.

#### Price Strong Factor in Shirts.

While there has been considerable absorption of stocks of men's shirts for sales purposes, the trade continues to be handicapped by the increasing emphasis being placed on price merchandise. This condition is said to be more unsatisfactory than in recent years. Part of the trend was said to

reflect the concentration of many retailers on the lower end merchandise to swell volume in their shirt departments. The outstanding item in the shirt field continues to be the polo garment. White shirts in broadcloths are in volume demand, with recent emphasis on oxfords.

Rules should be made of tough rubber—to stretch under pressure of exceptions, but to snap back into shape as soon as the pressure of the exception is released.



American standard of living is constantly on the upgrade. With mass markets demanding mass production, industry is bound to keep the productive dollar alive. Our wants are always a step ahead. With this ever increasing market at our door excellent investment opportunities are numerous.

Direct wire connections to leading financial centers is a service available to you through this strong investment house.

A capacity to serve that wins everlasting confidence.

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and Cashier  
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	Rate	Ma- turity
\$15,000 American Home Security Co.	6%	1943
Guaranteed by Metropolitan Casualty Insurance Company of New York		
\$35,000 Central Securities Company	6%	1940
Guaranteed by United States Fidelity & Guaranty Co.		
\$ 5,000 Federal Home Mortgage Co.	5½%	1938
Guaranteed by National Surety Company		
\$11,000 Union Mortgage Company	6%	1932
Guaranteed by Southern Surety Company		
\$25,000 Illinois Standard Mortgage Corporation	6%	Serial
Guaranteed by Metropolitan Casualty Insurance Company of New York		
\$10,000 National Union Mortgage Company	6%	1946
Guaranteed by National Surety Company		

### The Industrial Company

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**Union  
Bank of Michigan**  
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Resources over  
**\$5,600,000.**

**Fenton  
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"How much easier our work would be if we put forth as much effort trying to improve the quality of it as most of us do trying to find excuses for not properly attending to it."

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### POTATO CHIPS

Wholesome, delicious, convenient.  
**STA-CRISP POTATO CHIPS**  
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912 Division Ave., South



## MUTUAL FIRE INSURANCE

### Definition of Co-insurance Made More Clear.

My attention has been called to an article on the Mutual Insurance page of your issue of April 9, explaining the co-insurance clause. While this explanation may be all right, so far as the 80 per cent. co-insurance clause is concerned, you know that in Michigan we use not only the 80 per cent. co-insurance clause, but many other percentage clauses, depending upon the wishes of the insurer and in connection with sprinkler leakage insurance we issue policies with co-insurance clauses as low as 1 per cent. For this reason and the fact that the explanation of the clause itself is unnecessarily long, it seems to me that it might be misunderstood by many and perhaps not clear to others. For this reason and not in a spirit of criticism, I am offering the following explanation of the co-insurance clause, which to me is a short, concise and perfectly clear explanation of the clause and its application. It is as follows:

The co-insurance clause is a warranty on the part of the assured that he or they will carry insurance to the agreed percentage of value and in the event of loss and failing to have insurance to that agreed percentage of value at the time of loss, he or they shall be a co-insurer to the extent of the difference between the amount of the insurance carried at the time of loss and the agreed percentage of value of the property insured; and that this applies in all cases except when the loss comes up to or exceeds the agreed percentage of value, in which case the co-insurance clause does not apply.

As stated above, I am not writing this to criticize the article referred to, but so that you can, if you desire, use the definition given above, which seems to me the clearest way of explaining the application of the clause.

James M. Crosby.

### Leader of Arson Ring Confesses.

One professional fire-bug and several of his accomplices are no longer at liberty to prey upon the public. They have confessed their crimes and must pay the penalty.

It seems certain that a large percentage of the American public does not realize the seriousness of incendiary fire losses and how they are related to each person. As a matter of fact, the millions of dollars lost annually from arson fires keep the cost of insurance higher than need be, since the cost must of necessity be based on the average burning ratio, and the total fire waste is raised considerably by incendiary fires. When the public becomes fully aware of this, and the extra death hazard involved, fire-bugs will find that their course not only runs counter to public opinion but that it means serious danger to their own liberty.

Last July serious fires occurred in the fur house of Lerner and Greenberg and in the place of business of Louis Dachis, both in New York City, involving insurance exceeding \$167,000. According to the Prosecuting Attorney's office it was apparent that the

fires were set to meet financial reverses. In both cases goods purchased on credit were subsequently removed from the insured premises, sold, and the money received, concealed. The torch was applied to the premises after all valuable merchandise had been removed, leaving nothing but worthless junk. It was hoped to obliterate evidence of this by a fire which would totally destroy the buildings.

After an extensive investigation which lasted seven months under the supervision of the office of United States Attorney Charles G. Tuttle, detectives were successful in arresting Joe Eisenstein, the professional fire-bug who started these fires. The detectives closed in on their man after tracing him to a farm house near Urbanna, on the Rappahannock River in Virginia, made a dramatic catch and brought the fugitive to New York. Meanwhile, the Federal grand jury indicted Louis Drachis, Jacob Drachis, Louis Klein, Morris Rosenthal, Meyer Felcher, Jeanne Schwartz and two others on a charge of conspiracy and a scheme to defraud certain fire insurance companies by arranging for the fires mentioned above, after removing great quantities of merchandise, and then filing proofs of loss in an attempt to collect over \$160,000.

Assistant United States Attorney Curran obtained a complete confession from Eisenstein, in which he admitted that for a compensation he started the fires. Ben Greenberg, of the former firm of Lerner and Greenberg, was brought from Montreal, Canada, where he had been in hiding for three months. He made a confession, as he was implicated not only in his own incendiary fire, but assisted in starting the fire on the premises of Louis Dachis. Confessions were also obtained from others involved in additional fires in New York City.

More recently a joint session of the Federal Court and General Sessions Court was held in Manhattan, at which complete confessions were obtained from five men as follows: Joseph Eisenstein and Jacob Dachis pleaded guilty to arson in the second degree; Louis Dachis, Benjamin Greenberg and Hyman Lerner pleaded guilty to arson in the third degree. Each of these defendants also pleaded guilty to a Federal indictment charging them with using the mails to defraud. They are now awaiting sentence.

The apprehension of these men is considered one of the most important events in arson circles in recent years. United States Attorney Tuttle states that these arson rings cost insurance companies millions of dollars annually. The breaking up of this particular ring is therefore of great importance to all citizens and Fire Marshal Brophy states that the speedy indictment of the criminals has produced such fear in other incendiaries as to result in a noticeable decrease in such fires.

### Takes Orders While Store Is Closed.

Here is a mighty clever stunt called to our attention recently. Carl Tumler provides a box outside the store and near it is a pad of paper and pencil, the latter attached to the pad. At night

while windows are lighted and people are window shopping (and his windows always are attractive), window cards are inserted suggesting that shoppers write orders for merchandise shown and place them in the box, the merchandise to be delivered the next day. Mr. Tumler says the sales on displayed merchandise have almost doubled since he tried this plan.

### Newspapers Pay His Rent.

In making a study of groceries in Buffalo, the University of Buffalo recently found that the sale of newspapers was an important item in a number of the smaller grocery stores. In a number of instances it was found that the sale of newspapers actually

paid the rent of the establishment. The study revealed that the small grocery store which was open evenings, etc., was an excellent outlet for newspapers, candy and tobacco items.

### SALESMEN WANTED

To sell life insurance in the Pacific Mutual Life Insurance Company of California, one of the largest companies in the country. Carry full line of life, non-cancelable, health and accident insurance. Traveling salesmen who want an opportunity to better themselves will find this an exceptional opportunity.

C. T. ALLEN,  
General Agent

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## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

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Michigan Bankers and Merchants Mutual Fire Insurance Co.  
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WILLIAM N. SENF, Secretary-Treasurer

## Have You Received Full Value For Your Money?

In years past we have all paid considerable money for fire insurance; have we not? Some of us, however, have gotten out of it much cheaper than the rest because we have had our insurance placed with THE FINNISH MUTUAL FIRE INSURANCE COMPANY of Calumet, Michigan.

This old and strong company shares its profits with the policy-holders by paying dividends of 40 per cent every 3 years. You can get in on this too, if you want to. Rates are no higher than anywhere else, and no extra charges. It will pay you handsomely to look into this.

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Grand Rapids, Mich.

## HIGHER TYPE OF JOY.

**Gratitude Is Invaluable in Producing Better Conditions.**

After a somewhat fitful night, owing to experiences of yesterday, I awoke this morning and from my bed on the sleeping porch I looked out of the window and the beautiful display of the greenery attached to the trees filled the entire landscape. The color itself is quieting and as I appreciated its influence a feeling of gratitude came over me attached to the quiet influence of this provision of the Creator in adding treasures to our lives. A thrush from the topmost branch of the elm tree was paying his morning tribute to his mate and seemed to be in ecstasy of joy.

I went out of doors, as is my usual custom, down to the asparagus bed and raking around disturbed a few angleworms which were near the surface on account of the rain last night, and some robins dropped down near me and followed my raking, picking up the fat worms, and I could see that there was an expression of gratitude for his kindly provision and they gave me credit for it. As I looked up at the blue dome of heaven with the sun just radiating its light at the horizon, I felt that it was good to be in this world. Troubles and anxieties slipped away from me in the joy of appreciation and pleasant memories were awakened which were attached to the caption of this brief talk—the thoughtfulness of parents, the neighborhood influence, opportunities of schooling and the wonderful attributes of life which added to its pleasures and usefulness, and I felt that I could not be too grateful for the opportunities which had been given me all through life for happiness and service.

Then I thought of the sorrows which are inevitable and of which I have had my share, the losses I have sustained, the self-denials which have been incident to the various adjustments of life, and I felt that even for these I had a sense of gratitude. There came over me the feeling that all of life in its various phases is a benison and that it is perfectly possible for us to live above our trials and tribulations and anxieties, and because of this wonderful environment and the blessings which are bestowed by Almighty God, we ought to be happy through our sense of gratitude and radiate happiness and help in our various associations to make the attributes of this world valuable in producing better conditions and a higher type of joy. It is easy for us to express our gratitude for a drink of water when we are thirsty, for a morsel of food when we are hungry, for a bit of ground that may be given us or a little money to be useful in carrying on our enterprises; but how careless we are and thoughtless we are about the greatest things for which we ought to be grateful. The air we breathe, the sunshine that glorifies life, the creature comforts that are so common with us, we take it for granted that we ought to have them and are forgetful to express our gratitude for these greatest things in our experiences.

These things which make life worth living are direct from the Creator. Why should we not have in our minds and hearts a constant spirit of appreciation and through the expression of this appreciation enrich our lives?

Gratitude works both ways. Those who make us happy are always thankful to us for being happy. Gratitude is a reward of the benefits, and while we have with us all these expressions of thoughtful care, there is the other side which is not so pleasant for us to contemplate, and which is ingratitude. I am not much of a hater, still I hate ingratitude with a holy hatred. One ungrateful man stands in the way of all who may need and desire gratuities. Experience has taught me that an expression of ingratitude has affected my attitude toward people whom I ought to help and excuse myself for thinking about, because somebody has been mean and ugly in the expression of ingratitude. Shakespeare says, "How sharper than a serpent's tooth it is to have a thankless child." In our own household here in recent times we have had bitter experiences of the expression of ingratitude. When one has put himself out to be kind to one who was supposed to be a friend and has in every possible way tried to render aid to another, and then after a time because of adversity he turns against us and uses the very benevolences we have expressed in trying to bolster himself up in his attempt to thwart justice which seeks to punish him for his delinquencies.

There is in connection with gratitude a mercenary view which attaches itself occasionally to the very thought which is uppermost in connection with a definition of gratitude, and this is the counterfeit—when there is a profuse use of terms of gratefulness for the purpose of securing undeserved emoluments. The place hunter is said to express gratitude as a sense of expected favors, and in spite of all this, when we say "Thank you" just carelessly and thoughtlessly, in the same way we utter the words of the Lord's Prayer with little thought put into it, it is better for us to even use the terms of expression in a perfunctory way than not to use them. Habit has a good deal to do with the expression of gratitude and we cannot always be at our best, and so I would avoid criticism of those who carelessly and thoughtlessly use expressions of gratitude with the hope and expectation that through the habit there may come a touching of the heartstrings and the putting into words all of the value that is implied in their expression. I think it was N. P. Willis who said, "Gratitude is not only the memory but the homage of the heart rendered to God for his goodness." I cannot better conclude this brief thought upon gratitude than in the use of a poem which I think is from Emerson and which expresses in a catholic way the generous thought of gratitude which should pervade our lives in all our associations:

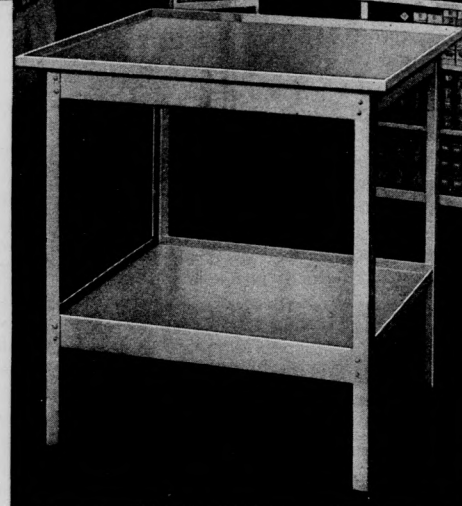
For flowers that bloom about our feet,  
Father, we thank Thee.  
For tender grass so fresh, so sweet,  
Father, we thank Thee.  
For song of bird and hum of bee,

# TYLER



## Costs Less Than \$400 per Store!

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



**WRITE for complete information NOW!**

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

**TYLER SALES FIXTURE CO.**  
MUSKEGON HEIGHTS, MICH.



The ROYAL road  
to your  
Customer's favor

For all things fair we hear and see,  
Father in heaven, we thank Thee.

For mother-love and father-care,  
Father, we thank Thee.  
For brothers strong and sisters fair,  
Father, we thank Thee.  
For love at home and here each day,  
For guidance lest we go astray,  
Father in heaven, we thank Thee.

For this new morning with its light,  
Father, we thank Thee.  
For rest and shelter of the night,  
Father, we thank Thee.  
For health and food, for love and friends,  
For everything Thy goodness sends,  
Father in heaven, we thank Thee.  
Charles W. Garfield.

**When Return To Common Sense Comes Again.**

Grandville, May 6—With the opening of May it is time Michigan's bird family put in appearance. Have they done so? Not to any appreciable extent. The fields and woods, never more beautiful, hold a scarcity of birds for which we humans are blamable.

By a decision of the State Legislature the sparrow became an outlaw to be hunted for his scalp. Men, boys and even women vied with one another as to which should slay the most sparrows.

Poisons for grasshoppers aided in extinguishing the other birds so that we stand to-day almost a birdless State. It is a serious condition for which agriculture will suffer, in fact is suffering to-day. One has only to note loads of cull apples on the market to see to what lengths bird slaughter has gone.

A caw of the crow is occasionally heard, but that fowl of ill omen has seen his best days. To be sure we have about exterminated the pesky sparrow, yet in doing so we have annihilated birds of every feather, even to the humble humming bird and sapsucker that hunted out and devoured worms gnawing at our trees.

Well, we hope those master minds who conceived and put forth the sparrow slaughter law are satisfied. The open country seems desolate with song birds out of the picture.

One strange thing about this bird destruction is that the farmers, who are most benefited by the insect-eating feathered songsters, seem to have the least feeling on the subject. Fruits and other products of Michigan's famous climate have gone to market this year in such condition as to be a standing disgrace to the farming community.

Trees are budding, grass is growing luxuriously, sunshine everywhere, with only now and then a bird. Does not this fact alarm the Nation? Not yet perhaps, but it will in time, for no people on earth can prosper with all the birds in the graveyard.

The largest circulated agricultural magazines willfully blind the eyes of their readers to the dangers of the situation. Why should they do this? These wise editors are supposed to cater to the best interests of their readers. None of the great magazines, even those devoted to farming, will permit a word in defense of bird life to appear in their columns.

These editors are blind leaders of the blind. Nature and nature's god will some day take ample toll of these merciless bird-haters, and the time is not so far distant at that.

Most publishers fight shy of the truth. They have belloved their wrath against the sparrow until that pretty little fellow has about become extinct yet they are not yet satisfied. Robin redbreast will go next. Indeed he is about out of the game already, not one being seen where a few years ago there were dozens.

It is high time to sound the alarm. Put on the armor, men of the Nation, and make war on the despoilers of our fields and woods. We may talk as much as we please about the beauties of nature along our highways but with these beauties silent because of lack of

bird music the picture is one of sadness rather than of delight.

And the pretty little sparrow has been the cause of it all. Too bad that the small bird God remembers in its fall should cause such disaster to the best interests of agriculture.

Back seventy years ago an apple orchard of one hundred trees was planted by a lumberman on a bluff overlooking the Muskegon river. Myriads of wild life in the shape of sparrows, bluebirds, sapsuckers, orioles and the like filled the air with music, and that orchard prospered. When it came into bearing, not a scab, not a blemish of any sort marred the skin of those resplendent apples. Such fruit was fit for the gods, and not a drop of poison spray had been necessary to make them perfect. Nature had done it because in that day nature reigned supreme.

How different it is to-day. In the name of sport men go forth and disgrace their manhood by shooting many harmless, life-loving creatures which were meant to live and love and rejoice in the sunshine of the Heavenly Father.

However, that is another story. Sport is quite frequently another name for heathenism and cruelty ill befitting a man with a human heart. We will doubtless never be able to save the dumb creatures from persecution and slaughter, yet when it comes to the birds there is another question.

A country without birds will soon become a Sahara, and human life will as surely vanish from off the earth as the sun is to shine. It is to be hoped that man will discover the serious nature of his crimes against nature in the slaughter of the birds before it is everlastingly too late.

Where once the sparrows fluttered and bluebirds sang nothing now exists but a dead silence with the fields and woods awonder at the non appearance of their one time beautiful inhabitants. This marring of the scene is not the only damage which has come about because of the wholesale slaughter of the birds.

Millions of insects have come to prey upon the farmer's crops. There is no way known to man to cope with these insects aside from feeding them rank poisons, many of which are dangerous to man.

I know of farmers who yearly dope their growing cabbages with paris green. That surely kills the worms but is it safe for the consumer of the cabbage? Let the light shine until the return to common sense comes again to our fair land. Old Timer.

**Extra Cash Register Saves Steps.**

An Illinois grocer has his work counter in the rear of the store. On it is the cash register.

His fruit and vegetable display, however, is in the front of the store, and he found himself "wearing out the floor" running back and forth from the fruit display to the cash register.

Then he installed a small cash register, scales, bag racks and paper roll at the fruit and vegetable display—with a great saving of time and motion.

"Strange," says he, "that I never thought of this time-saver before."

**Cleaning Moulded Hams.**

L. Harrison, North Carolina dealer, says a good way to clean moulded hams is to take a bucket of hot water, add some Chipso, put the hams in, allowing them to remain for three or four minutes. Take them out, dry them with a dry cloth, and then grease them with Wesson oil. He says this makes them look fresh and new, and is better than cleaning them with vinegar.



**Approved by 3 Generations**

In the past half century thousands of products have shot up like rockets—and come down like sticks. Only those of the highest quality have survived.

PARSONS' HOUSEHOLD AMMONIA has done much more than merely survive. In the face of the strongest competition, shrewdly managed and lavishly advertised, PARSONS' has steadily increased in sales and strengthened its hold upon the women of America.

Doesn't that mean something to you? Doesn't it mean that your "best bet" is to concentrate on PARSONS'—to make it the ONE Ammonia sold in your store? Think it over.

Order Through Your Jobber



**PARSONS' HOUSEHOLD AMMONIA**

Major E. Jones, Michigan Representative, 1941 W. Fort Street, Detroit, Michigan

**HEKMAN'S**

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

**Cookie-Cakes and Crackers**

**MASTERPIECES OF THE BAKER'S ART**



for every occasion



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

## 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.

### Shorts For Tennis and the Beach.

The ribbons and ruffles that adorn other kinds of clothes have no place in the wardrobe for active sports. This is one corner of the mode that has not yielded to the wave of fuss and femininity. Changed it has, to the extent of adopting fitted lines which replace the old, rather shapeless silhouette with a much trimmer one; but skirts are still short and trimming is a restrained matter of tucking, tiny bows, applique and the like. Sports clothes are meant for business—the pleasant Summer business of swinging at a golf ball, or riding the surf, or of lining a neat forehand drive to the corner where your opponent is not. Consequently the best costume is the one that allows the most freedom for action, without any sacrifice of becomingness, and the best accessories are your favorite clubs, racquets and an ocean or two.

The shirt-and-shorts combination is the most-discussed idea in 1930 tennis costumes. It was worn at Palm Beach, but will it actually appear on tennis courts in this vicinity when women's tennis gets under way—which, by the way, it officially has with the formal opening of the Eastern clay court championships at Montclair. Remembering the furor caused by the bare-legged fad, one wonders.

One has only to glance at pictures of those natty, long-skirted tennis costumes of the '90s to realize that stranger things have happened. At any rate, while the subject is still controversial, one may stand safely on both sides of the fence by investing in outfits like the four-piece one. It is made of a novelty pique, combining wide and narrow wale, and includes not only a matching wrap around skirt, but a jacket as well. Shorts are liked for beach wear, too.

Of course tennis dresses will be worn by the thousands, and these have traveled a long way from the school-girl middy blouse and pleated skirt effect that prevailed not so very long ago. They are quite sophisticated, they are fitted or belted at the natural waist, and they scorn the exaggerated sun-tan back as a last year's fad that is over and done with. They consider it newer and smarter to have short sleeves than to have no sleeves at all. White is still standard for tournaments and the new pastels are lovely. Pink and blue are reported leaders, with green and yellow close behind.

The old, loose-looking dress has disappeared from the golf wardrobe, too, but the new fitted frock or three-piece suit with tuck-in blouse puts no obstacle in the way of free and vigorous action. Inverted pleats assure plenty of room and comfort. An outstanding type, endorsed by smart golfers here and abroad, is the shirtwaist frock that is very simply tailored. The one most prominent is of very thin jersey and

comes in all the pastels. Like other costumes, it may be purchased in New York.

Yachting costumes also are effective when they are most simple. When all is said and done, people are apt to go yachting in whatever they happen to be wearing, be it pajamas or a sports frock. The navy blue jersey sweater, with brass buttons on one shoulder, and full white sailor trousers which can be pulled on over a bathing suit. Paris sends us feminized yachting suits consisting of short or long nautical blue coats worn over cotton dresses.

What with the popularity of the Antibes shirt, the polo shirt and countless varieties of blouses, sweaters have lost much of their importance in sports clothes, but now they seem to be on the way back. Quite a number, many of which imitated blouses, were shown at the last openings.

Never were sports fabrics so varied, so interesting—and so practical! Besides the usual silk crepes there are quantities of models in cotton mesh, shantung, pique and shirting, all of which tailor well, wear well and launder beautifully. Lacy jersey, boucle and flannel appear in many active sports costumes, particularly for golf and boating. Lanvin likes to combine blazer striped linen coats with plain linen frocks for Summer sports wear. Lucile Paray makes double-jacket suits with inside coat of navy serge and outside duster jacket of white linen. Rodier has created this year a new tricot entirely knit of flax that constitutes a perfect Summer sports material. It has been reserved by Jane Regny who uses it either alone, or combined with linen or shantung to make some of her most attractive sports costumes.

### Sailor Trousers and Shorts For the Little Girl.

Within the next few weeks you will see groups of excited youngsters charging through Grand Central flocking this train or that under guidance of a faintly worried but responsible looking adult. No need to ask where they are going. Their carefree air, no less than their luggage, proclaims that they have deserted dull textbooks and are off to camp.

If the young campers are not thoroughly equipped for a Summer in the woods, it is not the fault of New York stores. They have set up special shops for the camp goer, and have filled them with an engaging assortment of clothes that will stand the wear and tear of every activity from hikes to canoe trips.

The trouser costume of one sort or another, which young women have adopted so whole-heartedly for lounging, beach and sports, appears in smaller sizes for girls too. To be sure, the traditional camp outfit of middy blouse and bloomers is not yet extinct. Many camps still require it, but where there is any leeway the girls are sure to include in their trunks long white sailor pants of duck, with which they wear cotton mesh polo shirts, and shorts, which are gradually pushing bloomers out of the picture.

These junior shorts are mostly of

cotton or linen, and the newest ones have zipper closings at each side. They are in all colors—the pastels, the dark blues, greens and browns, and such high, bright tones as red and orange. Linen overalls worn over a broadcloth shirt make another costume liked by both big girls and little girls. The low cut sun back, infrequently worn by grown-ups this year, is still featured in junior play suits and bathing suits. The beret is worn to the exclusion of practically all other types of hat.

### Many More Cotton Beach Costumes.

The ranks of houses making beach costumes have increased considerably and have consequently offered wider distribution opportunities to the cotton converter. Negligee concerns in particular are devoting considerable interest to this phase of fashions, while many washable manufacturers have also entered this field.

Printed cottons in bold designs are receiving particular attention for this purpose and within the past week or so there is said to have been a surprising increase in the demand for piques either in the plain, and to some extent in the print. Terry cloth, of course, remains ever the favorite, and appears in entire coats, pajamas and as lining to cottons, silks or linens.

Overalls of cottons are also given consideration by this beach trade. Percale and broadcloth are advanced by one manufacturer in designs based on colorful stripes or floral designs. The broadcloth develops several effective sailor suits with bell-shaped trousers

in monotonous and tuck-in blouses of white or striped broadcloth; the sailor collar, breast pocket and tightly swathed hips representing typical nautical details.

### Coarse Goods Situation Dragging.

Ever since the latter part of April, it had been the market impression that prices on most staple print cloths already reflected the industry's difficulties to an extreme degree. To many observers, these levels seemed to have more than discounted every known element of distress. Especially was that the feeling at the start of May, when many print cloth and narrow sheeting mills announced programs of drastic curtailment. These statements had the temporary effect of firming up quotations and of bettering the trade morale. The fact that the more recent tone of the market failed to retain this earlier tendency, is discouraging to both buyers and sellers, yet the explanations are considered clear and logical enough.

### Fruit of the Loom Reduced.

A reduction of one-half cent per yard on Fruit of the Loom muslin, putting the price at 17 cents was announced last week, to become effective Monday of this week. It will cover deliveries on goods until further notice. A similar reduction was made by another company two weeks ago. Other companies report that they do not contemplate any immediate changes in price but may make announcements within a few days.

## Is Your Business Satisfactory?

If not, perhaps, it is the fault of general conditions—and perhaps it may be your own fault. You are in business to make profit. Have you taken time lately to determine whether your front, fixtures, store arrangement and merchandise are right? Do you think you might do better by making a few changes at slight cost?

What has been done by taking proper action might astonish you if you knew the results. If interested in this subject and you want any advice, please fill out and mail us the coupon below.

Date.....

C. J. Farley & Co.,  
 20-28 Commerce Ave.,  
 Grand Rapids, Michigan.

Dear Mr. Farley:

I would appreciate your help in re-arranging my store without much expense and any other help you can give me that will help to improve my business and profits. I would like to have you visit me about.....

Yours truly,

Name.....

Address.....

## 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.

### Summer Sport Togs To Stress Simplicity.

To-day our American woman is perhaps the smartest and most canny creature of any that has yet existed. When the feminine sports mode came into the fashion picture Miss America saw a new and very advantageous background styled for her express purpose. Here, indeed, was an opportunity where no matter how uncertain the age, or whether the hair was blond or gray, the American woman would at last express the youth she cherished or envied.

There is no place where the stage is so well set for admiration or sports accomplishment as at the winter and summer playgrounds. The continued interest in tennis and the vogue of tennis toggery, such as the tailored "shorts" and the cap-sleeved blouse, directs a new interest toward active and saunter footwear.

Washable dress fabrics, such as linen and cotton, are high-lighted in white. Black and white, which is so very smart in this season's program, is carried out in the morning and spectator type clothing.

The introduction of dark gloves and hat is a spring mode, and the shoe complementing the costume is being featured in white and black kid; this is a high style trend to-day. The town suit of black or deep oxford is worn with the white shoe, tip and quarter detail being often of black. This fashion is very significant of the white shoe trend for the summer.

As color is coming into active sports, some very unusual effects are coming into sports footwear. The introduction of colored lacings and eyelets in tennis types are noteworthy. It is anticipated that the two-toned sports shoe of smoked elk and calf in perforated and unlined types will be a volume shoe. The coast has already featured much of this type of merchandise in popular grades, with gratifying results.

The promotional work done by medical science in teaching the appreciation of sunshine and health and the importance of allowing the body to breathe and react to violet ray has changed the dress frock of the American woman.

The wearing of undesirable fashions by the active American is to-day almost an impossible happening. When the woman of to-day decides that a fashion is not right the fashion becomes obsolete and is in the discard. To-day the young girl and the youthful matron enjoy without restraint of ill adapted apparel thrilling sports and the accomplishment of feats and games.

Active sports including tennis, golf, riding, archery, handball, yachting and deck games, are forecast for their biggest season. The refining of sport shoe patterns, the special treatment of detail trim, and the new interest in rubber soles and composition paint a very interesting picture.

Because of the continental interest in tournament tennis, fashionables are vieing with one another to obtain exclusive tennis toggery. As it is necessary to have quarter and vamp support for active play, trims are contrasting lines and inserts which accomplish the swank and swagger of the active sports mode.

Because of the vogue of green, creators of tennis and deck footwear are making special orders in all over green linen ankle ties, while others are using colored eyelets and shoe laces to match. The colorful beret or loose scarf about the neck is in match to the eyelet and shoe lace. Crepe, gristle, composition and fiber soles are all used for active wear. The use of appropriate novelty designs in one and two tone sole treatment seems to have helped the merchandising of many well known rubber soles.

It must be remembered that the regulation golf shoe should not have too high or too slender a heel, as many green keepers object to heel marks on the putting greens and teeing ground. The combination heels featuring a lift of rubber, a few lifts of leather, and a rubber top lift gives a sports shoe a sophisticated grace. Ventilated footwear is trying hard for popular acceptance, as is the new oxford styled tennis boot with beige and white combination rubber trims.

Special shoes for occasional wear should be shown in every high grade retail shop. Many times an attractive and unusual pattern, placed in a sharp position calls direct attention to store merchandise. For example—the hosiery counter, a shoe placed on a small table at the elbow of the customer often brings a new buying enthusiasm or an expression of admiration which later may be translated into an extra pair sale.

The arranging of a nook with a square of green grass, a garden seat, colorful awning umbrella, also golf bag, tennis racket, or merchandise which relates to the sport, creates a desire to possess. The value of appeal and the desire which can be created by color and color harmonies properly timed and merchandised, has hardly been recognized in the shoe industries. Hence when white shoes are on display, patterns may be brought out by sharp backgrounds of brilliant red or full strong blues.—Boot and Shoe Recorder.

### The Permanent Place of Little Business.

There is sound sense as well as immediate pertinency in what was said at last week's general meeting of the American Iron and Steel Institute, by James A. Farrell, president of United States Steel, on the subject of mergers and single units. "Bigness is no virtue in itself, nor is it by any means a guarantee of greater efficiency. There are instances where a number of small units are more effective than one large organization would be, and in those instances sound management and regard for the inevitability of practical economy laws will ensure the survival of the small units in performance of the functions they are peculiarly fitted to

discharge. The tendency to large organization must justify itself in each specific instance. Where it demonstrably results in better diversification, greater industrial stability and efficiency, and gives to the public greater or better facilities for supplying its needs, there it is legitimate and will succeed." Mr. Farrell speaks for a merger which has been a notable exponent of industrial stability. It has proved its efficiency by service to the public, to its own stockholders and to business in general. It has not cut prices at the expense of reasonable profits, but has used its great influence to maintain conditions favorable to its own competitors as well as to itself. In a practical way it has followed the policy of live and let live. This history lends special significance to Mr. Farrell's remarks about the advantages of small units. Proponent though he is of big business, he recognizes the essential value and secure position of small business equipped to perform functions which it is peculiarly fitted to discharge.

### Gas Range Specials Aid Trade.

Special values offered this season by manufacturers of kitchen gas stoves have resulted in keen activity in such articles during the last few weeks. Improved styling and construction combined with attractive pricing, according to buyers, are the points which are attracting consumer interest. Stoves decorated in ivory and green are selling best in retail ranges of \$70 and up. Decorations of white and black are next in popularity. Other articles for

kitchen equipment which are selling in normal volume at this time, according to buyers, are kitchen cabinets, refrigerators and kitchen tables and chairs.

### Urge Style in August Coat Sales.

No special encouragement is being voiced in the coat trade regarding plans said to be under way for August coat sales at retail. In some of the leading quarters in the trade, the view is taken that it is a mistake to launch the Fall with offerings of garments at excessively low prices. The belief was expressed that this starts the season off "on the wrong foot," giving the consumer a standard of value that reacts against the development of regular business later in the Fall. The better procedure, it was held, is the featuring of style merchandise, which would give consumers an idea of the fashion trends for the season.

### See Record "White" Coat Season.

Retailer interest in white coats has been good, the orders placed in some instances exceeding earlier trade. With the volume divided between the coat and the dress trades this year, the belief was expressed that the total business in both white and pastel garments will set a new record for this type of merchandise. Polo, flannel, basket-weave and wool crepe types have been outstanding. Along with the demand for white coats has been buying interest in novelty velvet jackets or paletots and transparent velvet coats. The latter are reported to be outselling chiffon velvet types.

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

### MUTUAL PROGRESS CASH ASSETS

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

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

**\$425,396.21**

for  
Information write to

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

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooing, 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.

### We Cannot Get Away With Murder.

An old time grocer whom I visited last week talked in tones truly doleful. "Things are just terrible," he said. "I don't know what's ahead for the independent old-timer, but it surely looks dubious. Yet we advertise and nobody can take exception to the values we quote."

This is a house with a continuous life of some seventy-five years behind it. The man I talked with was the son of the founder, and he is now an old man. His own grocery experience dates back between thirty and forty years. The traditions of the firm are excellent and the merchandise so good that as I talked with him I had in mind the purchase of a goodly assortment of special items to be shipped to our country home.

So I suggested certain handicaps that seemed obvious. I said: "Well, maybe the changed conditions of life are more to blame than anything within your control. Your location is down town. Those who are attracted by bargain offerings can hardly get parking space while they shop, so they go to the neighborhood stores. The old time families, where open house on a generous scale was the rule, are gone. Big homes are out of date, so you are cut off from the large telephone orders you formerly enjoyed." Sadly, he nodded; and because the family is rich without the grocery business, he could afford to be philosophical. So I bade him good bye.

Leaving the office, I went down to the store, prepared to leave my order. Genuine Scots oatmeal I knew was 25c per pound. I wanted some and wanted to fill in with a dozen or two of imported marmalades and jams and perhaps some ginger, candy and other items not obtainable in our village. The folks wanted marmalade in stone jars so they might use them for canning; so I looked for Keiller's. Seeing it on the shelves, I asked the price. It was sixty cents! Having sold thousands of jars myself for 25c in the old days to 30c more recently, I caught my breath.

To make sure I was not entirely out of line, I asked for Crosse & Blackwells, now made in Baltimore, and staple across the continent. Price was—will you believe it?—50 cents. Well, the order I had started was torn up, for I told the clerk how I regarded such attempted extortion.

"It is plain that I cannot buy here," I said. "You may be interested to know that C & B marmalade is sold for 30c per jar in the finest, old service store in Detroit. It is 30c in every chain unit across the continent. The price is 30c in Washington, whether chain or service. It is 30c in Madison, Wisconsin, in San Francisco,

in the village of Marysville, California. It is not surprising that you pay transportation on country orders at such figures!"

Of what use, I ask you, to advertise specials in any line or department when staples such as this, carried everywhere, are priced at 66⅔ per cent. above all competition? Believe me, folks may be rich. It may make no special difference what they pay for groceries. But not even a billionaire cares to be plain "done" in any store. Not even the bonanza kings of the great West would stand for that—and they are all dead now!

So I left that store I had the answer to the perplexity of the old timer who had so deplored "things" and "conditions." The trouble is not with either things or conditions. It is in the fact that this organization is trying to run a grocery store in 1930 on the basis of the ox-cart days of '49; and that simply cannot be done—nobody in this business can get away with murder in pricing.

Let such a concern ask 35c for an article of that character and most folks will say nothing; yet that extra nickel would provide additional margin of 16⅔ per cent. advance or 14 per cent. plus, figured on the sale. Any business which cannot get by with such extra leeway is just out of luck these days—and no help in sight.

The blah-artist on the sightseeing bus in New Orleans indicated a sugar refinery and called it "the biggest in the world." Well, of course it is hard to tell about all those things, but I hinted that we had the impression that the refinery at Crockett was the world's greatest. "Oh, yes," he hedged; "but I said the largest single unit refinery. There are bigger ones with more than one unit—there is one in California, I believe, which is bigger, but it has more than one unit."

We all have to boost our home town!

One of the most thoughtful men in the grocery trade paper field is E. B. Pillsbury, editor of Grocers Magazine, Boston. He writes me questions which set me thinking. A time since he wrote thus—and I float it out now for others to think about, for it is important that we reflect on what is before us as well as what we see, or think we see, around us.

"Self serve stores," he writes, "are almost an entire fizzle in New England. Several have gone to smash, perhaps because they could not sell much lower than cash and carry. Occasionally I read of a store in Minneapolis or some other distant point which is said to operate on 8 to 10 per cent. When I dig down, I find it is a self serve store—and that is as far as I get.

"Now, in a cash carry store," he continues, "one man can sell \$500 or \$600 per week, so there is no saving for a self serve unless its sales run considerably over that. In our district a cash and carry store which does \$1,000 to \$1,200 per week usually has to pay a high rent, so what is saved one way is lost another. My query is: What are the peculiar conditions that reasonably insure success of a self serve store,

(Continued on page 31)

## 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

HOLSUM has so consistently improved in quality that the housewife has no incentive to bake at home.

## 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

MICHIGAN

EGGS - EGGS - EGGS

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

Wire or Phone for our quotations.

KENT STORAGE COMPANY  
GRAND RAPIDS, MICHIGAN

## MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

### The Menace of Mergers in the Meat Business.

The report of William B. Margerum of Philadelphia, chairman of the board of directors of the National Association of Retail Meat Dealers, was divided into three major parts: A review of the year's work, an exhortation on the dangers attending the development of chains and mergers to their logical conclusion, and a powerful plea for new legislation radically extending the Government grading service. Since the important points in the year's work are covered elsewhere, the following extracts from the chairman's address are confined to the parts dealing with the chains and the extension of Government grading.

On these subjects Mr. Margerum said:

We in this Nation are reaching a high point of monopoly and "high finance" which the little merchant should oppose. Unless something is done to stop it, in time this will be a Nation of gigantic mergers even to control of the press. What we need is a study of methods of other nations that have for hundreds of years survived freedom of business and prevented the accumulation of the wealth of the nation in the hands of a few.

We know the profits in retail distribution are not handsome and large. We question whether gigantic corporations can distribute as economically, all things being considered. A recent study by one of our universities showed that a large corporation that had all the advantages of buying power, capital and administration undersold the individual by only 2 per cent.

The saving to the individual consumer on each sale is infinitesimal, when compared to that which it may destroy—something of far greater value, the freedom of action for our youth, which develops initiative and destroys fear.

The wealth of a nation is known by its number of happy homes, not by the dollar and cents value of minerals unmined, of rivers undeveloped, or "watered stock" of gigantic corporations.

Thousands of our native citizens came to this country to establish themselves in a little business, not to accumulate all the money the Government mints were turning out, but to have a home and enjoy the rights of a free born people. The class of small merchants and their families is represented in the millions in number. As small individual business institutions they are numbered in the hundreds of thousands. They are interested in the success and wealth of their Nation; and vote, as good citizens should, regardless of party affiliations. If this Nation is to be one of monopolistic chains there is great danger, when the individual initiative of this great army of loyal Americans is destroyed, that

with it will be destroyed their freedom of the ballot.

What a difference and what a great change it would make, were all the delegates to this convention, who today enjoy the freedom of speech and assembly, made subservient to some great corporation. The possibilities are there would be no convention of this kind.

All we ask is an equal chance for all, which the little retailer now does not have.

Many of the evils of production, distribution and consumption would be eliminated were the rules by the United States Secretary of Agriculture of 1926 further applied and enforced relative to meat standardization. Just why Congress will not demand that a sufficient budget be set aside for this work is beyond our comprehension. The National Live Stock and Meat Board representing producer, packer, and retailer, have urged the appropriation but it was evidently "lost" or pigeonholed for some unknown reason. What can it be? Why shouldn't it pass?

As your president's report indicated, the meat industry cannot "clean house" and eliminate the unscrupulous until we have necessary legislation. What a blessing to the Nation was Federal inspection of meats. The next step is Federal grading.

Merchandising meats according to some measure of quality and condition is a fairly well established but much abused practice. Whether meats should be selected, graded and merchandised according to uniform, National fixed standards or according to numerous individuals' changing standards as they are to-day is the question. What kind of a service would it be were the inspection being done by each establishment instead of the U. S. Bureau of Animal Industry as at present? Many live stock producers' organizations and associations have gone on record urging standards for and the uniform grading of the products of their animals. Retail meat dealers' organizations, including this National Association, have repeatedly urged National standards for the uniform grading of meats. All beef is not alike. Steers, cows, heifers, bulls and stags all produce beef but with many noticeable and important differences according to class. Many differences in the desirability of beef are attributable to differences in breeding, feeding or handling of the live animal, all of which is equally true with respect to veal, lamb, mutton or pork.

All of these differences are recognized by packers, commission men, wholesalers, jobbers and retail meat dealers and prices of both live animals and meats are made accordingly. Recognition of these differences alone which determine prices on a basis of quality, desirability or yield are a practical application of a system of grading. There is no uniform standard system of grading used or followed by all. What is "choice" to-day may be called "good" or "prime" four months hence and there are sections of this

(Continued on page 31)

## 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

## 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

## 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 Suggestions For the Hardware Dealer in June.

June is especially the month of brides. The modern hardware store caters very largely to the gift trade. Of course there are weddings every month in the year, and gift articles are consequently sold all the year round.

Yet because everybody regards June as pre-eminently the marrying month, it is the ideal time for the hardware dealer to stress the fact in his advertising and displays. He can, if he handles the matter skillfully, achieve two things.

First, he can emphasize the fact that the hardware store offers the widest possible range of both useful and ornamental gifts. He can give the public a very clear and comprehensive idea of the gift lines he carries.

Second, he can—indirectly but often very effectively—appeal to brides and grooms, and to prospective brides and grooms, many of whom will make their homes in his community and many of whom will, after marriage, scrap their old buying affiliations and establish new ones.

Two things are worth remembering—that the gift trade is worth while, and that establishing your store as the hardware headquarters of the newly married couples of your community is even more worth while.

The hardware dealer's plans for this month should include a "shower" display, early in the month; and one or two regular gift displays. It will be worth while for you to stress the gift possibilities of the hardware stock; moreover it is good policy to also feature the fact that the gifts you offer are largely of the useful and practical type, though in many cases they have their ornamental aspects as well.

But while the June gift trade is important, other lines should not be relegated to the background. In this connection it will be worth while right now to sit down, glance ahead over the month, and jot down on paper a memorandum of the lines which it will be timely to feature, not merely in June, but through the summer.

The active spring painting season, for example, will not be over until summer dust fills the air. Even after that it will be worth while to give the paint department some occasional attention in the way of newspaper advertising and window display, if only to bridge the short gap between the spring and fall painting seasons.

It is too early to relax your efforts in the paint department. While there is the least chance of landing another customer, keep pushing. Pushing, and persistent pushing, is one of the most important factors in the paint department.

A good paint display this month will be timely. Such a display can be linked up with the June bride aspect of the month. "Brighten up the new home" or "Brighten up the home for the wedding" are slogans that may be ex-

pressed in your window display of paints. In such a display, not merely exterior paints but a full line of specialties and accessories can be featured.

Sporting goods can also be played up in June. With the advent of warm weather, there now commences the summer exodus from town, though it does not become pronounced until the close of the month. Boating, canoeing, tennis, croquet and golf dominate. Baseball, lacrosse and cricket accessories can also be displayed; though the season for these games is well advanced. Fishing tackle is always in demand, and can be shown to good advantage.

Camping, picnic and tourist activities can also be catered to. Some time in June, preferably early in the month, a camping-out display will be worth while. In the center of your window rig up a miniature tent. If you handle portable houses, one of these might be a desirable alternative. Then work in a make-believe campfire, with tripod and pot, and other accessories. A depiction of an actual camping scene will attract more attention than a mere showing of camping accessories. The goods, however, should be shown in a comprehensive way.

"Push the timely stuff while it is still timely, and push it hard," is a good watchword for June. Hot weather lines should now be featured. Such lines include refrigerators, ice cream freezers, water coolers and filters, lawn seats and swings, lawn mowers, hammocks, screen doors, window screens and the like.

One feature especially is worth remembering in connection with hot weather lines. A refrigerator, lawn mower or ice cream freezer is just as necessary and desirable in mid-September as in mid-June. Perhaps more so. But in mid-September the hot season will be so near its close that the average individual will feel strongly inclined to postpone buying until next year.

Hence the time to push these hot weather lines is right now, before the hot weather has really started, and while the prospective purchaser still has the entire summer ahead of him.

In displays of these lines you will find it good policy to inject little realistic touches wherever you can. Cover the bottom of your window with real turf, with gravel and water and a shallow pan contrive a miniature pond; and with this pond as center for your display, arrange your lawn seats, hammock, swing or other articles to the best advantage.

This sort of display early in June will start folks thinking of these summer lines; and getting people to think is an essential first step toward getting them to buy.

The backyard gardeners should be followed up this month to the extent of at least one display. As the season advances, the amateur gardener will do one of two things—he will either relax his efforts entirely or he will discover a new enthusiasm and a need for new tools. It will pay, accordingly, to put on a display which will encourage the stickers and stimulate renewed interest in the quitters. Also give gar-

den tools a fairly conspicuous place inside the store.

One dealer has a good stunt to keep the amateur gardener encouraged. He has a standing offer each year of a small prize for the amateur gardener (professionals barred) who scores the most "firsts" during the year. The first lettuce and radishes grown out of doors, the first carrots, beets, green peas, potatoes, string beans, etc., clear through to the first big yellow pumpkin in the fall. This dealer bulletins the returns in his store as they come in, and keeps tab of the number of "firsts" scored by individual competitors. A stunt like this requires little effort, no cash outlay beyond the prize and, perhaps, a printed announcement the first year. It gets a lot of people interested in back yard gardening, and advertises your store far beyond the gardening fraternity. For a lot of folks not interested in gardening will watch the contest. It is human to get excited about anything in the nature of a contest.

An alternative stunt would be the offer of prizes for the biggest vegetables or fruit grown. Once started, a contest of this sort can and should be repeated from year to year; it becomes a recognized event in the life of your community, and its advertising value for your store is cumulative.

As warmer weather approaches, the hardware dealer and his salespeople will experience a very natural human tendency to slacken their selling efforts. The tendency to quit after the first spurt of enthusiasm or in the face of the first serious difficulty or dis-

appointment is, indeed, not dependent on the weather. Right now a good many merchants who earlier in the spring launched aggressive paint campaigns are inclined to say: "Oh, what's the use!" and to give up further purchasing. Particularly is this the case if the response of the buying public has not been up to perhaps too optimistic expectations.

This tendency will grow stronger as the warm weather comes on. You will become careless about preparing your advertising copy, and will feel inclined to "just fling together" your window displays instead of devoting real thought to their preparation. You'll show a tendency to let the difficult customers say "No" and go away and to omit suggesting lines that might very readily find a sale.

Now, before it develops dangerous proportions, is the time to fight back at any such tendency to "let yourself down." Decide right now that you'll push hard and keep on pushing all through the hot weather. That, if you need a holiday, you'll take one when the right time comes; but that while you're here in the old store and supposed to be working you'll throw into your work every ounce of energy you possess. If you feel, any day, like letting up, that is the day to buckle down in earnest and put just a little more ginger than usual into your work.

To-day, remember, is the one day of which you can feel absolutely sure. Yesterday is a dead issue and tomorrow may never come. So make the most of to-day.

Console yourself with the assurance

## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting  
Goods and  
FISHING TACKLE



that when the proper time comes you will take a real holiday. And in the meantime, set yourself to earn it.

Victor Lauriston.

**Table Fare in City and Country.**

From careful studies of the food consumed by American families we find that, on the average, the food consumed on the farm yields more energy, calcium, and phosphorus, and about the same amount of protein and iron as that consumed in the city.

Energy is used up in the business of living, working, and playing, and must therefore be supplied by our food in amounts adequate to replace that which is burned up to keep these processes going. Calcium, phosphorus and iron are minerals, necessary to keep the human machine operating smoothly. Furthermore these minerals, together with protein, are essential for normal growth and repair of broken down tissues.

In addition to these food constituents, there is another group of nutrients which must be taken into consideration in the comparison of diets, namely, the six vitamins. It is not possible to state with any accuracy the amount of vitamins available in the foods, but it is possible to estimate them by determining the importance in the diet of the foodstuffs rich in these factors.

The foods that are especially good sources of vitamins are the dairy products, fruits, and vegetables. They are also valuable sources of calcium and phosphorus.

Iron is derived largely from meat, eggs, vegetables, and whole-grain cereals, and protein from meat, eggs, milk, and cereals. All foods yield energy, but the best source is fats, sweets and cereals.

In terms of energy yielded by the food consumed, the two groups of families, urban and rural, use comparable amounts of meat, eggs, fish, fats, and sweets. But milk consumption is almost twice as great on the farm, and cereal consumption is 25 per cent. higher in the city.

More potatoes are consumed on the farm than in the city, but total vegetables and fruits are more important in the urban diet. Altogether 12 foods, beef, pork, other meat, fish, milk eggs, cheese, butter, lard, wheat flour, sugar, and potatoes furnish about 75 per cent. of the energy of the urban diet and 85 per cent. of the farm diet.

Because of the importance dairy products play in the American farm diet, the nutritive need is, on the whole, more adequately met; but the evidence is strong that the urban diet is more varied, deriving, as it does, 25 per cent. of its energy from foods other than meat, fish, eggs, dairy products, lard, wheat flour, sugar, and potatoes.

The farm diet derives only 14 per cent. of its energy from other sources. These include largely fruit, green vegetables, and cereals other than wheat.

The figures that are given here represent averages for the country as a whole. In certain parts of the United States the conditions which prevail are different. This is especially true in the cotton regions of the South, where 70 per cent. of the population is rural.

The disease known as pellagra is much more frequent here than in the urban population. It is a deficiency disease caused by a diet lacking in one of the vitamins. The diet of the people affected consists, on the whole, of corn-meal, fat back, and sirup or molasses—foods valuable largely for energy.

After a poor cotton year, or a disaster like a Mississippi flood, the disease is especially severe among the farm families. In order to correct the trouble, the limited diet commonly used by such families must be supplemented by dairy products, fruits and vegetables.

From the evidence that is available, it is difficult to say definitely whether the rural or urban diet is superior. In either case, when it is limited to a few foods, the danger of deficiency diseases is greatly increased; but if milk and other dairy products make up an important proportion of the foods consumed, a very monotonous diet may become almost adequate.

The only nutrient likely to be deficient in such a diet is iron, a factor found largely in whole-grain cereals, meat, eggs and vegetables.

Edith Hawley,  
Federal Bureau of Home Economics.

**A Business Man's Philosophy.**

When people get together, someone often asks, "What do you think of So-and-so?" referring to an absent person known well to the group.

I have overheard and indulged in a good deal of such conversation, and have wondered whether it was fair to say things about an absent friend that I would be unwilling to say to his face.

Others have also been disturbed by the practice of this popular indoor pastime. Art Young confesses in his book that most of what we say about our friends and acquaintances would be considered unkind, not to say insulting, if said to their faces. But he justifies the practice by observing that "Everybody ought to be willing to be a subject of discussion. To analyze conduct, without malice, is no crime even though it is done behind the back."

One of the compensations of being talked about is that we often say more complimentary things about our friends to others than we do to them. Direct compliments to friends become sickly sweet, and so we speak them behind their backs. William Feather.

**Instalment Sales Advance.**

Instalment sales have taken an upward turn in the last six weeks. Decided improvement has been shown over the average weekly activity during the first quarter of the year, according to information compiled this week by a Nationally known financing company. Automobiles, refrigerators, radios and automatic washing machines are the most active of the many lines now marketed on the time payment plan, it was stated.

Past-due accounts on the books of the company are normal for this season of the year, while repossessions are no greater in proportion to the volume of business than they were a year ago, it is claimed.

**Sharp Rise in Union Suit Sales.**

A sharp increase in the demand for men's nainsook union suits has attracted the attention of selling agents for underwear mills. As many orders are now being received for union suits as for men's shorts and athletic shirts. Until recently the demand for union suits constituted little more than 25 per cent. of the business done. The change is noticed chiefly in the popular-price lines, where garments retailing at from 49 to 59 cents are selling freely. Selling agents yesterday explained the sudden shift with the theory that many of the stores underestimated the union suit's popularity.

**Curbing Output of Silks.**

Seasonal production in the silk trade is being scaled down rapidly and stocks on hand are being moved at levels said to be attracting both retailer and cutters-up. The easing off in production was described as normal at this time and does not reflect any organized effort, according to leading executives in the trade here. It was added, however, that the trade as a whole, probably as never before, is trying to regulate its output in accordance with stocks and turnover. One well-known executive said that Fall plans of many leading producers will be shaped with this end in view.

How critical we are of faults in others; how tolerant we are of our own follies!

**Sand Lime Brick**

Nothing as Durable  
Nothing as Fireproof  
Makes Structure Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof Weather Proof  
Warm in Winter—Cool in Summer  
*Brick is Everlasting*  
GRANDE BRICK CO.  
Grand Rapids.  
SAGINAW BRICK CO.  
Saginaw.

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

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

**Corduroy Tires**

Sidewall  
Protection

Made in  
Grand Rapids

Sold  
Through  
Dealers  
Only.



**CORDUROY TIRE CO.**

Grand Rapids, Mich.

**Jennings' Pure Extracts**

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

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

**Nucoa**

**KRAFT CHEESE**

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and  
MUSTARD

OTHER SPECIALTIES

**Halloran Detective Agency**

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

**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.

## HOTEL DEPARTMENT

### Verbeck Back on His Old Stamping Ground.

Grand Rapids, May 27—My visit at the Four Flags Hotel, at Niles, was supplemented with an auto trip to Benton Harbor, where we were entertained at a delightful luncheon tendered us by Manager Ryan, of the Hotel Vincent. The Vincent is now being prepared for the summer influx of tourists and has for some time been doing a very satisfactory business, which, no doubt, will be largely augmented as the season advances. Mr. Ryan, who was for a long time connected with Hotel Whitcomb, is well equipped with hotel operative knowledge, possesses an extensive acquaintance and has a personality which may be easily commercialized. I should say the prospects there are very flattering.

We had a very pleasant visit with A. N. Michaelson, who conducts the Hotel Premier. Since I sailed away to California, three years ago about sixty rooms have been added to the Premier equipment, which functions the years around to a capacity business. A new and attractive dining room with a very neat and sensible coffee shop, furnish nourishment for his guests. Mr. Michaelson features his mineral baths which aggregated over 50,000 last season. Recently he was elected president of the combined Benton Harbor-St. Joseph Hotel Association, which is accomplishing effective results in publicity dissemination.

Mrs. M. Graf, who, by the way, is related to the Renner family, has taken over the lease of Hotel Benton, is making decided improvements in that institution, and has a personality which will, no doubt, be demonstrated in its effectiveness on the right side of the ledger.

We learned that Tupper Townsend, who conducted Hotel Whitcomb for a long period prior to its demolition to give way to the newer Whitcomb, had been in St. Joseph a day or so prior to our visit, but had left, leaving behind a trail of rumors about future plans, which we could not confirm, but in keeping with local sentiment. Mr. Townsend, it will be remembered, was obliged to give up the management of the Whitcomb almost on its opening day, on account of ill health. He has been spending the winter in Florida. I hope to catch up with him during my Michigan visit. Mr. and Mrs. Townsend were very popular, not only in St. Joseph social affairs, but with hotel patrons as well and are greatly missed.

Our trip was extended to Michigan City, over the new highway South of St. Joseph. I was anxious to meet my old friends, Mr. and Mrs. W. W. Witt, who took over Hotel Spaulding on a long term lease some time ago, after operating the Hotel Colonial, at Mt. Clemens, for many years. The Spaulding is a dividend-paying institution and the Witts deserve to have it. Many improvements have been made which add largely to an already attractive proposition.

At Michigan City we learned that Manager Alexander, of the Pantlind feeding organization, had been appointed manager of the Golfmoor Hotel, at Grand Beach, and stopped off to see him. The Golfmoor estate is very comprehensive and its management is surely a man's size job, but Mr. Alexander is getting it ready for the season's business which begins this week end.

After numerous and "perfect" alibis Charley Renner finally granted me probation and I made a successful getaway to the Furniture City, where I have been busy renewing acquaintances with old friends.

At Hotel Rowe I found Manager Neir right in the midst of his spring housecleaning, which is a most effective one. The lobby is being newly decorated and the spirit of improvement permeates the entire establishment which, by the way, is one institution which pays its own way without causing worry to those who have invested therein. After the fiasco several years ago Ernie Neir took the management of the institution and is now entitled to the credit of having it safely into calm waters.

During my California sojourn the Morton Hotel inaugurated a cafeteria service which is second to none, with an attractive Monroe street entrance, and is making it pay. From personal observation I should say that the administration of Manager Arthur Frost and his Assistant, Eddie Moran, was exactly what "the doctor ordered."

The Reids, formerly of South Haven, father and son, "Dave" and Raymond G., have acquired the Grand Rapids Herkimer. Of course, I knew them well when they were operating the Reid, at South Haven, and from a distance was inclined to question their judgment in shifting their field of operations, but after a careful survey I am of the opinion that it will prove a "go." Much work is being done to an already substantial establishment, which has heretofore been doing a satisfactory business. "Dave" made a special trip to Grand Rapids to see to it that I was started right on my homecoming frame-up. I wish there were many more just like him. His son, however, is a "chip of the old block" and Reid hospitality will be featured up strong.

I notice that W. F. Jenkins has sold out his Hotel Western, at Big Rapids. I think he made a mistake, but maybe not. You see "Bill" has been associated for a long time with Michigan hotel affairs, has been an outstanding figure in the work of the Michigan Hotel Association, and I am inclined to think there will be a mutual aching void. However, I don't think anyone will be willing to wager that he will long remain out of the harness. He sure will leave an agreeable taste on the palates of his former patrons, for in the language of Carl Montgomery, he ran a "durned good hotel."

I hear a lot about Ernie Richardson's most recent acquisition, the Hotel Carling, Jacksonville, Florida. Without doubt it is a wonderful property and I hope, as announced, the management will remain unchanged, and will be as satisfactory as that of "Dick" Murray at the Lansing institution. My horseshoe on Ernie had him carded for a long play spell in distributing some of the accumulations of years of successful operation, but, of course, if he wants to accumulate all the money in the world I will not introduce any unusual handicaps, though I believe that I will suggest to Governor Green that he place him under probation and reserve him for Michigan activities.

President Piper, of the Michigan Hotel Association, is already planning to hold the next State convention at the Ojibwa Hotel, at Sault Ste. Marie, a wise decision. While the bulk of the membership of that organization are from the territory below the Straits, there are quite a number of live wires in the Upper Peninsula who have been making the pilgrimage each year rather than to inconvenience their more fortunate brothers. Now they will show their Southern colleagues a new slant which will do them a heap of good and I am glad President Piper has been unselfish enough to grant them this concession.

John Anderson, owner of Hotel Harrington, Port Huron, has been elected



### 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

### CODY HOTEL

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  
MANISTEE, MICH.

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

150 Outside Rooms  
Dining Room Service  
Hot and Cold Running Water and  
Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

### HERKIMER HOTEL

EUROPEAN

Rates \$1.25 to \$2.50

RAYMOND G. REID, Mgr.  
Cafe in connection.  
313-337 Division Ave., South  
GRAND RAPIDS, MICH.

"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.

### CHARLES RENNER HOTELS

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

### Park Place Hotel

Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

R. D. McFADDEN, Mgr.

### HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

### NEW BURDICK

KALAMAZOO, MICHIGAN  
In the Very Heart of the City  
Fireproof Construction  
The only All New Hotel in the city.  
Representing  
a \$1,000,000 Investment.  
250 Rooms—150 Rooms with Private  
Bath.  
European \$1.50 and up per Day.  
RESTAURANT AND GRILL—  
Cafeteria, Quick Service, Popular  
Prices.  
Entire Seventh Floor Devoted to  
Especially Equipped Sample Rooms  
WALTER J. HODGES,  
Pres. and Gen. Mgr.

### Wolverine Hotel

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

### 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

### Columbia Hotel

KALAMAZOO

Good Place To Tie To

president of the Port Huron Chamber of Commerce. Why not? John went up there several years ago, when Port Huron really needed a good hotel, rehabilitated the Harrington, modernizing it to a wonderful degree, and made the Port Huronites sit up and take notice. Now, you just bear in mind that "I told you so," when John completely fulfills his mission as a booster for his own home town.

At this writing Michigan Greeters are being entertained at Kalamazoo by Frank Ehrman, at his Hotel Columbia. Frank will do this affair well and I will talk about it in my next.

F. R. Johnson, owner of the Rustic Tavern, Prudenville, on Houghton Lake, has been an advocate of a longer resort season and he is going to carry his theories into practice by opening his hostelry on Decoration Day and keeping her going until Sept. 15. I will not attempt to discourage him, but I do assert that he will be in line for a medal for his exhibition of bravery.

The Lombardy Inn, at Lawrence, has been sold to R. M. Morris, a former Wisconsin operator, who will remodel and open same for the tourist season. It is an old timer—sixty-eight years old—but presents possibilities which will undoubtedly draw custom.

Claude Peifer, who operated Hotel Shelby at Shelby, for some years, has gone into the Pere Marquette dining car service as conductor, a position he long and satisfactorily filled prior to taking on the Shelby institution, from which he retired last year on account of ill health. He has almost entirely recovered and now his traveling friends will have a chance to fraternize with him once more.

Hart wants a hotel and wants it badly. A golden opportunity to have one operated by the Heldenbrands was turned down, and now they are beating the brush up there to bring forth a new hotel. The Wigton, recently dismantled, was a good one in its day, but its day was forty years ago. It, however, had its possibilities and the "Hildy" organization would have developed them. Now they will find ahead of them a long dismal trail—first, in their efforts to finance the proposition and, secondly, to find someone to operate it along the "Hildy" standards. At best, hotel operation in the smaller cities is precarious because the ranks of commercial travelers has become decimated, and even with a fleeting summer trade, the offsets of winter are almost insurmountable.

Coming up from Kalamazoo on the "right of way and two streaks of rust," better known as the Pennsylvania Railroad, I was reminded of the decadence of that institution which once proudly bore the title of Grand Rapids & Indiana, operated locally by individuals who took pride in their calling. Presumably it does not pay well, but it does not merit anything more than it gets. Rail consolidation may look well to the Interstate Commerce Commission, but it is tough on the "home towners."

The new Park Place Hotel, Traverse City, will be open for inspection by hotel men on Sunday, June 8. A dinner will be served, for which a nominal charge will be made, but all rooms will be complimented to the fraternity.

A world-wide traveler whom I caught up with the other day in a local hotel asked me if I didn't think that many of the hotels who were advertising "service" were giving too much of it. I hardly knew. He ex-

pressed himself in some such way as this:

"You know many of the leading caravansaries of the country are vieing with each other on that one point—service. Here is one who has several flunkies planted at the front door to watch out for auto parties in order to "hijack" their baggage. It costs the hotel something for this particular service, but they pass it along to the guest. If it stopped at this stage it might be all right, but the flunkie has also to be subsidized by the aforesaid guest, and this is but the primary stage of his casualties. For this reason I religiously turn away from institutions which are straining every point to give so-called service and patronize the institution which amalgamates the doorman, bellboy and porter into one individual and manages to get along without too much of either."

I have often thought that there was too frequently a surfeit of this unsought attention on the part of hotel employes, and that it might be just as well to reduce the figures on the score card and teach the guests to exercise more self reliance.

Quite interesting reports are coming to me concerning what is going on at Hildy's Inn, formerly the Arcada, at Alma. Naturally I knew in advance from intuition that something would be stirring over there when I learned of the acquisition of this hotel property by the Heldenbrands, and now the real truth is cropping out. The lobby has been redecorated in cheerful tones, the wall paper renewed and furniture added for additional comfort. The bedrooms are undergoing the same type of change, paper and paint doing much to improve them. Furniture in the rooms is being refinished in carrying out a uniform color scheme. New double deck springs and inner spring mattresses complete the ensemble. Mr. and Mrs. (A. W.) Heldenbrand will give the public a satisfactory service without ostentation, and the public is bound to think well of it.

They poke fun at California for her offerings of climate and its vagaries. And it does cut up capers at times and refuses to be entirely guided by the weather man.

The present seems to have been an off year. Los Angeles never enjoyed (?) a single frost during the entire winter. Unseasonable high temperatures were recorded during the winter months. Some have insisted that earth disturbances changed the under-sea ridge and consequently deflected the Japanese current, while others lay it to forest fires. One man's guess is probably as good as another's. The deserts experienced remarkable storms. Winter in Arizona is usually the dry period; in summer they have their rainy season, and cloudbursts are not unusual, but this year the order was reversed and temperatures as high as 120 were reached. But high temperature in either summer or winter is never accompanied by sunstroke. The same may also be said of California, and I am holding no brief for either state.

But when we come to look at it squarely the whole Northern Hemisphere and I don't know but the whole world has been "off its base" for a full year. I wish I knew what the coming summer is going to hold out for the resort operator. Maybe a lot of people who have heretofore toured Europe every summer will decide to remain on this side, in which event they may be prepared to put up with somewhat uncertain weather conditions and support home institutions. Let us hope so.

Frank S. Verbeck.

A sensible person is anyone who agrees with us.

**Michigan Retail Dry Goods Association.**

Detroit, May 27—The officers and directors of the Association are holding a meeting to-day in Detroit at the Detroit Athletic Club as guests of our new President, J. B. Mills. All but one or two of the directors and officers and former presidents have signified their intention to be present. Look out for announcements regarding the plans for the Association for the current year in News Letter No. 14.

On our return from New York and Washington we passed through Erie, Pennsylvania, one of the most beautiful days we have ever enjoyed. It was warm and the orchard trees were in full blossom. Nearing the city we thought immediately of our friend, Moses Rosenthal, formerly of Petoskey and Flint in this State, who had recently been in business in Erie.

Calling to enquire of his location we were shocked to receive the information of Mr. Rosenthal's death. He had been opening a package of sporting goods in his garage which contained a gun used by him in the hunting season. By accident the gun was discharged, causing Mr. Rosenthal's death. It is unnecessary in this letter to give the details of this sad and unfortunate accident. We remember Mr. Rosenthal with great pleasure on many cordial greetings we have received from him in his store at Flint and pleasant meetings with his delightful family.

The body was removed to Detroit for funeral and burial. We are confident we express the sentiment of the Michigan Retail Dry Goods Association, its officers and members, as we extend to his family our sincere expression of our respect for him and sympathy to them in this hour of their great sorrow and loss.

Jason Hammond, Mgr.

**Corporations Wound Up.**

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: New Way Motor Co., Lansing. Securities Funding Corp., Cadillac. Gage Motor Sales, Ashley. Marvin Simons Company, Detroit. Ocean Beach Pier Operating Co., Detroit. Dorothy Pitt, Inc., Detroit. Allen-Wales Corp., Detroit. Riviera Auto Paint Shop, Detroit. The Grover Coffee Stores Inc., Saginaw. High-Speed Auto Laundry, Detroit. Reiber-Kolz Co., Adrian.

Union Tank Car Co., Detroit. Baker Motor Sales, Detroit. Lenawee Farms Co., Adrian. St. Clare Land Co., Detroit. Acorn Stores, Inc., Detroit. Southern Lunch Co., Inc., Detroit. W. E. Aldinger, Inc., Detroit.

**Seven New Readers of the Tradesman.**

The following new subscribers have been received during the past week: Burnsworth Grocery and Market, Benton Harbor. Independent Merchants Association, Detroit. Robert Clark, Onaway. Russell Sage, Belding. G. W. Heliker, Orleans. E. S. Sheets, Kent City. F. F. Wood Motor Co., Grand Rapids.

**Burning Thoughts on Its Pages.**

Palo, May 22—Here is our check for \$3 to keep us in good standing with the Tradesman for another year. We feel that it is worth more to us than ever before. The articles on present day methods of doing business are especially needed to-day, for without the help of the Tradesman there would be fewer independent retailers. We always find many burning thoughts on its pages and a rare gem on the front cover.

Charles L. King.

**Pleased To Write a Check.**

Rosebush, May 27—Please find check for \$3 to renew my subscription to your valuable magazine. It is always a pleasure for me to write this check, as I think it is money well spent.

I surely like the way you go after the chains, who want everything and give so little in return. Keep after them. I'll surely read every word you print as long as I can get the \$3.

F. C. Matteson.

**Hotel Hermitage**

European

Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

**CELEBRATE DECORATION DAY AT RAMONA!**

**FREE! DON'T MISS THESE EVENTS! FREE!**

**SENSATIONAL ILLUMINATED PARACHUTE JUMP FROM AIRPLANE INTO REED'S LAKE AT NIGHT!**

**First Time This Feat Ever Attempted in Western Michigan!**

**BALLOON ASCENSION AND PARACHUTE DROP INTO LAKE AT 7 P. M.**

**ERMA BARLOW'S ONE-RING CIRCUS AND THRILLING HEAD SLIDE 80 FEET ON ROLLER SKATES.**

**FREE PICNIC GROUNDS!**

**All Concessions Open!**

## 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.

### Kansas City Druggists Promote Three-Year Campaign.

A cooperative advertising plan which, speaking from an advertising standpoint, has put the independent druggist on an equal footing with the big chains, is being used with success by a group of forty-four druggists in Kansas City, Missouri, Kansas City, Kansas, and suburbs of these two cities.

Banded together three years ago, as the Associate Interstate Druggists, these independents have been faithful space users of the larger papers in this community. Taking a full page, their advertising appears once a week. With layout similar to that used by large chains or department stores, the druggists show the public what their specialties will be for the coming week.

When this group determined to enter upon an advertising programme, it was farsighted enough to contract three years ahead for the space to be used. By taking advantage of contract rates, a large sum was saved. However, they have also profited in another way by this farsightedness. Manufacturers of proprietary medicines given space on their weekly page pay at the regular advertising rates of the newspaper used, while the group pays for the space on a contract rate.

The list of stores contributing and the address of each occupies the last few inches of the page. Each druggist thus gets 100 per cent. value from the advertisement, while his actual expenditure is less than 2½ per cent. of the page rate.

Incentive to read the page is given by using various contests. One recently used urged the reader to find five errors on the page. Those send-

ing in correct answers received tickets to a Kansas City theatre.

Several methods have been used to tie together this widely separated group, some owners of small stores, others owners of one or two large stores, some in small suburbs, others in the heart of the city. The most significant is the trade-mark of the group, which appears as a border and top head in every advertisement. This similarity of make-up helps to identify the group in the reader's mind. Every store in the group also displays a standardized outside sign.

Since each of the forty-four offers the same specialties in the advertising, there has also been standardization as to stock. A careful checkup is made by the executive in charge of the advertising campaign before the appearance of each advertisement. Each member of the group is notified or consulted on the items to be featured and time is given him to replenish his stock.

Thus the neighborhood druggists of Greater Kansas City are using chain tactics to defeat chains, and the success of the plan can be verified by its continuance, since each is a member through his own free will. And incidentally, this cooperative advertising program has solved one of the independent's most difficult problems: how to advertise, how to do so at a reasonable price, and how to make advertising bring the best results.

### Bring Flowers For Our Soldier Dead.

Grandville, May 27—Memorial Day is the proudest, holiest day of all the year.

We stand with uncovered heads while prayers are said beside the graves of our dead in all the wars of the Great Republic from Lexington to the Marne.

Cheers for the living, tears for the dead of America's great army of freedom which won for the world a place for the common man to stand for his own and express himself as the citizen of the grandest republic the world ever saw.

Mayhap this memorial day is not one for heroics, yet it is the time when men's souls feel the rise of a pride in their fellows who fell fighting their country's battles in the cause of human liberty. An old man of Revolutionary days knelt beside the dead body of a son who had fallen in battle against the British invader, and while tears bedewed the dead face of that son, he said that this was the happiest moment of his life to know that he had five sons fighting for liberty and one of them slain in the same holy cause.

Such was the spirit that animated our forefathers from which was brought forth the United States of America. There have been several wars in which this country has engaged since then, the last one being that of the world's greatest strife.

And now again we come to cast our flowers over the sleeping soldiers of the Republic, honoring them in their last sleep as should ever be the case with those who breast the crash of battle in the cause of human liberty.

It has often been a puzzle to me why some great poet has not seen fit to immortalize America's soldier dead with an epic that would ring down the ages in its fire of patriotic fervor. Poets are born not made, however, and our memorial day poetaster has as yet failed to put in an appearance.

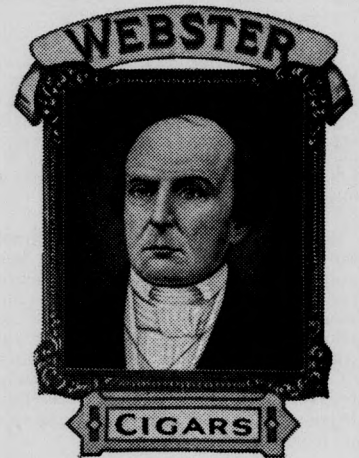
Strew flowers over our soldier dead. Garland their graves while our hearts swell with patriotic pride because of their heroic deeds on sea and land. This custom of giving one day each

year to this service came as a product of civil war, and has been religiously followed all down the years, and will doubtless continue as long as Old Glory waves as the emblem of the greatest republic on earth.

Hundreds of mothers have gone across the sea this month of May to stand beside the graves of their soldier sons who fell in a foreign land while battling for the safety of the world. Such mothers may well feel a pride, even though a sorrowful one in the part that son had in the reinstatement of freedom among the people of the old world.

The various cemeteries of America will hold throngs of men, women and children this year who perhaps never before felt so deeply on this subject of decorating soldier graves. The khaki and the blue were our soldier colors, and there can never be any distinction between the two as to the real patriotism of the wearers. Although the Fourth of July is our oldest holiday it

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



GRAND RAPIDS  
STORE EQUIPMENT  
CORPORATION  
GRAND RAPIDS - MICHIGAN

GRAND RAPIDS  
SHOWCASE CO.



WELCH-WILMARTH  
CORPORATION

DRUG  
STORE  
PLANNING

Recommendations to fit  
individual conditions.

DRUG STORE  
FIXTURES

Planned to make every  
foot of store into  
sales space.



# 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

Smoked Hams

### DECLINED

Cheese

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



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

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

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

K. C. Brand	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 20
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 H'd P. Beans	7 75
Col. Lima Beans	14 50
Black Eye Beans	16 00
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	6 25

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

BOTTLE CAPS	
Dbt. Laquer, 1 gross	
pkg., per gross	16

BREAKFAST FOODS	
Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Pep. No. 224	2 70
Pep. No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 40
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 50

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	
No. 10	5 75

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	3 25

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

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

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minc'd, No. 1/2	2 25
Clam Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysers, 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, k'less	4 75
Salmon, Red Alaska	3 35
Salmon, Med. Alaska	3 50
Salmon, Pink, Alaska	1 95
Sardines, Im., 1/2, ea.	10@22
Sardines, Cal., 1 35@25	
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., sli.	1 35
Beef, 3 1/2 oz. Qua., sli.	2 25
Beef, 5 oz., Am. Sliced	2 90
Beef, No. 1, B'nut, sli.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/2s	2 20
Deviled Ham, 1/2s	3 60
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans	
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	40
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. 1	1 75
Marcellus, No. 2	1 60
Marcellus, No. 10	8 50

Wax Beans	
Little Dot, No. 2	2 80
Little Dot, No. 1	2 10
Little Quaker, No. 2	2 70
Little Quaker, No. 1	1 95
Choice Whole, No. 10.13	25
Choice Whole, No. 2	2 60
Choice Whole, No. 1	1 75

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

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

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

Corn	
Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 60
Golden Ban., No. 10.10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
Little Quaker, No. 1	1 45
Country, Gen., No. 1	1 45
Country Gen. No. 2	1 80
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas	
Little Dot, No. 2	2 75
Little Dot, No. 1	1 90
Little Quaker, No. 10.12	50
Little Quaker, No. 2	2 50
Little Quaker, No. 1	1 75
Sifted E. June, No. 10.10	35
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	2 00
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. Ju., No. 10	7 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

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

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

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

Squash	
Boston, No. 3	1 80

Succotash	
Golden Bantum, 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, Galon Glass	12 50
Quaker, Gallon Tin	8 50

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

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

CHEESE	
Roquefort	62
Michigan, small tins.	1 65
Wisconsin Daisy	22
Wisconsin Flat	22
New York June	35
Sap Sago	40
Brick	23
Michigan Flats	21
Michigan Daisies	21
Wisconsin Long Horn	22
Imported Leyden	28
1 lb. Limburger	30
Imported Swiss	58
Kraft Pimento Loaf	30
Kraft American Loaf	28
Kraft Brick Loaf	28
Kraft Swiss Loaf	35
Kraft Old Eng. Loaf	46
Kraft, Pimento, 1/2 lb.	2 25
Kraft, American, 1/2 lb.	2 25
Kraft Brick, 1/2 lb.	2 25
Kraft Limburger, 1/2 lb.	2 25
Kraft Swiss, 1/2 lb.	2 35

CHEWING GUM	
Adams Black Jack	65
Adams Bloodberry	

**Sage**

East India ----- 10

**Tapioca**

Pearl, 100 lb. sacks -- 09  
Minute, 8 oz., 3 doz. 4 05  
Dromedary Instant -- 3 50

**Jiffy Punch**

3 doz. Carton ----- 2 25  
Assorted flavors.

**FLOUR**

V. C. Milling Co. Brands

Lily White ----- 8 30  
Harvest Queen ----- 7 50  
Yes Ma'am Graham, 50s ----- 2 20

**Lee & Cady Brands**

American Eagle ----- 7 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 15  
One quart ----- 11  
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., Assl., doz. 90  
Pure Pres., 16 oz., dz. 2 40

**JELLY GLASSES**

8 oz., per doz. ----- 36

**OLEOMARGARINE**

Van Westenbrugge Brands  
Carload Distributor



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

**Wilson & Co.'s Brands**

**Oleo**

Certified ----- 24  
Nut ----- 18  
Special Roll ----- 19

**MATCHES**

Diamond, 144 box ----- 4 40  
Searchlight, 144 box ----- 4 40  
Onio Red Label, 144 bx 4 00  
Ohio Blue Tip, 144 box 5 20  
Ohio Blue Tip, 720-1c 4 00  
\*Reliable, 144 ----- 3 15  
\*Federal, 144 ----- 3 95

**Safety Matches**

Quaker, 4 doz. case ----- 4 25

**NUTS—Whole**

Almonds, Tarragona ----- 25  
Brazil, New ----- 17  
Fancy Mixed ----- 24  
Filberts, Sicily ----- 22  
Peanuts, Vir. Roasted 11  
Peanuts, Jumbo, std. 13  
Pecans, 3 star ----- 49  
Pecans, Jumbo ----- 50  
Walnuts, Cal. ----- 27@29  
Hickory ----- 07

**Salted Peanuts**

Fancy, No. 1 ----- 14

**Shelled**

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

**MINCE MEAT**

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

**OLIVES**

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

**PARIS GREEN**

1/2s ----- 34  
1s ----- 22  
2s and 5s ----- 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 "T" ----- 65.1  
Transmission Oil ----- 65.1  
Finol, 4 oz. cans, doz. 1 50  
Finol, 8 oz. cans, doz. 2 30  
Parowax, 100 lb. ----- 3.3  
Parowax, 40, 1 lb. ----- 8.55  
Parowax, 20, 1 lb. ----- 8.8



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

**PICKLES**

**Medium Sour**

5 gallon, 400 count ----- 4 75

**Sweet Small**

16 Gallon, 2250 ----- 27 00  
5 Gallon, 750 ----- 9 75

**Dill Pickles**

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

**Dill Pickles Bulk**

5 Gal., 200 ----- 5 25  
16 Gal., 650 ----- 11 25  
45 Gal., 1300 ----- 30 00

**PIPES**

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

**PLAYING CARDS**

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

**POTASH**

Babbitt's, 2 doz. ----- 2 75

**FRESH MEATS**

**Beef**

Top Steers & Heif. ----- 21  
Good S'trs & H'f 15 1/2@19  
Med. Steers & Heif. ----- 16  
Com. Steers & Heif. ----- 15

**Veal**

Top ----- 18  
Good ----- 14  
Medium ----- 11  
Poor ----- 13

**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**

**Barrled Pork**

Clear Back ----- 25 00@28 00  
Short Cut Clear ----- 26 00@29 00

**Dry Salt Meats**

D S Bellies ----- 18-20@18-17

**Lard**

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

**Suasages**

Bologna ----- 18  
Colonial, 36-1 1/2 ----- 18  
Frankfort ----- 21  
Pork ----- 31  
Med. No. 1 Bbls. ----- 2 85  
Med. No. 1, 100 lb. bk. ----- 95  
Farmer Spec., 70 lb. ----- 95  
Packers Meat, 50 lb. ----- 57  
Crushed Rock for ice cream, 100 lb. each ----- 85  
Butter Salt, 280 lb. bbl. ----- 24  
Block, 50 lb. ----- 40  
Baker Salt, 280 lb. bbl. ----- 4 10  
24, 10 lb., per bale ----- 2 45  
50, 3 lb., per bale ----- 2 85  
28 lb. bags, Table ----- 42  
Old Hickory, Smoked, 6-10 lb. ----- 4 50

**Smoked Meats**

Hams, Cer. 14-16 lb. @26  
Hams, Cert., Skinned 16-18 lb. @26  
Ham, dried beef ----- @42  
Knuckles ----- @42  
California Hams ----- @17 1/2  
Picnic Boiled -----  
Hams ----- 20 @25  
Boiled Hams ----- @39  
Minced 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

**Mackerel**

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

**White Fish**

Med. Fancy, 100 lb. 13 00

**SHOE BLACKENING**

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

**STOVE POLISH**

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

**SALT**

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

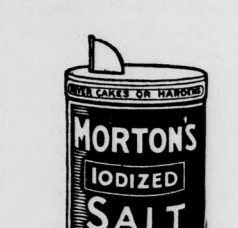
**SPICES**

**Whole Spices**

Allspice, Jamaica ----- @40  
Cloves, Zanzibar ----- @50  
Cassia, Canton ----- @40  
Cassia, 5c pkg., doz. @40  
Ginger, African ----- @19  
Ginger, Cochin ----- @40  
Mace, Penang ----- 1 39  
Mixed, No. 1 ----- @32  
Mixed, 5c pkgs., doz. @45  
Nutmegs, 70@90 ----- @59  
Nutmegs, 105-1 10 ----- @59  
Pepper, Black ----- @50

**Pure Ground in Bulk**

Allspice, Jamaica ----- @40  
Cloves, Zanzibar ----- @53  
Cassia, Canton ----- @28  
Ginger, Corkin ----- @35  
Mustard ----- @32  
Mace, Penang ----- 1 39  
Pepper, Black ----- @52  
Nutmegs ----- @50  
Pepper, White ----- @37  
Pepper, Cayenne ----- @37  
Paprika, Spanish ----- @45



**Seasoning**

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

**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  
Grma White Na. 10s ----- 3 75  
Jap Rose, 100 box ----- 7 85  
Fairy, 100 box ----- 4 00  
Palm Olive, 144 box 10 50  
Lava, 100 box ----- 4 90  
Octagon, 120 ----- 5 00  
Pumpo, 100 box ----- 4 85  
Sweetheart, 100 box ----- 5 70  
Grandpa Tar, 50 sm. ----- 2 10  
Grandpa Tar, 50 lge. ----- 3 50  
Trilby Soap, 100, 10c ----- 7 25  
Williams Barber Bar, 9s ----- 50  
Williams Mug, per doz. ----- 48

**STARCH**

**Corn**

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

**Gloss**

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

**SYRUP**

**Corn**

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

**Imit. Maple Flavor**

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

**Maple and Cane**

Kanuck, per gal. ----- 1 50  
Kanuck, 5 gal. can ----- 6 50

**Maple**

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

**COOKING OIL**

**Mazola**

Pints, 2 doz. ----- 6 75  
Quarts, 1 doz. ----- 6 25  
Half Gallons, 1 doz. ----- 11 75  
Gallons, 1/2 doz. ----- 11 30

**WASHING POWDERS**

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



80 can cases, \$4.80 per case

**Brillo**

Chlmaline, 4 doz. ----- 4 20  
Grandma, 100, 5c ----- 3 50  
Grandma, 24 Large ----- 3 50  
Gold Dust, 100s ----- 4 00  
Gold Dust, 12 Large ----- 3 20  
Golden Rod, 24 ----- 4 25  
La France Laun., 4 dz. 3 60  
Old Dutch Clean, 4 dz. 3 40  
Octagon, 96s ----- 3 91  
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  
Sapolo, 3 doz. ----- 3 15  
Soapine, 100, 12 oz. ----- 6 40  
Snowboy, 100, 10 oz. ----- 4 00  
Snowboy, 12 Large ----- 2 65  
Speedee, 3 doz. ----- 7 20  
Sunbrite, 50s ----- 2 10  
Wyandote, 48 ----- 4 75  
Wyandote Deterg's, 24s ----- 2 75

**TEA**

Blodgett-Beckley Co.

Royal Garden, 1/2 lb. ----- 75  
Royal Garden, 1/4 lb. ----- 77

**Japan**

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

**Gunpowder**

Choice ----- 40  
Fancy ----- 47

**Ceylon**

Pekoe, medium ----- 57

**English Breakfast**

Congou, medium ----- 28  
Congou, Choice ----- 35@36  
Congou, Fancy ----- 42@43

**Oolong**

Medium ----- 39  
Choice ----- 45  
Fancy ----- 50

**TWINE**

Coton, 3 ply cone ----- 40  
Cotton, 3 ply Balls ----- 42  
Wool, 6 ply ----- 18

**VINEGAR**

Cider, 40 Grain ----- 23  
White Wine, 80 grain ----- 26  
White Wine, 40 grain ----- 19

**WICKING**

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

**WOODENWARE**

**Baskets**

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

**Churns**

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

**Pails**

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

**Traps**

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

**Tubs**

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

**Washboards**

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

**Wood Bowls**

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

**WRAPPING PAPER**

Fibre, Manilla, white ----- 05 1/2  
No. 1 Fibre ----- 06 1/2  
Butchers D F ----- 06  
Kraft ----- 07 1/2  
Kraft Stripe ----- 09 1/2

**YEAST CAKE**

Magie, 3 doz. ----- 2 70  
Sunlight, 3 doz. ----- 2 70  
Sunlight, 1 1/2 doz. ----- 1 35  
Least Foam, 3 doz. ----- 2 70  
Least Foam, 1 1/2 doz. ----- 1 35

**YEAST-COMPRESSED**

Fleischmann, per doz. ----- 30

### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 27—We find that the Soo, according to the last census, has increased about 1,500, but according to the rate new arrivals have been moving back since April 1 we must be getting larger. It is reported that one of our moving firms here has about thirty families to move back to the Soo, coming from many different parts of the country. The old town must look good to many who moved away many years ago, but return until they find greener fields again.

After June 8 the Soo line will put back the daily sleeper again. The new service is to be run by Soo line to Pembine and then over the Chicago, Milwaukee & St. Paul tracks.

The Chicago Market, at Mackinac Island, has installed two new Frigidaire display cases and counters. The interior has all been decorated and the place now presents a most inviting appearance.

William Eysers, who recently moved here from Soo Junction to engage in the novelty business, after purchasing the Sheedy block on Ashmun street, has decided to sell out the entire stock and sell the building and move back to Soo Junction, as the novelty business here was somewhat of a disappointment.

Mart A. Fair, the well-known meat merchant at St. Ignace, was a business visitor here last week. His business has been good and he is looking forward to a good year just as soon as the tourist rush is on again. St. Ignace has made great preparations for this class of trade and is in the right location to get it.

C. J. Goppelt, of Milwaukee, was a business caller here last week, representing the International Chocolate Co. This was his first visit in five years and his many old friends were pleased to see him again. He has been with the Wilbur Chocolate Co. for about thirty-five years, and when four large chocolate companies merged into the International Chocolate Co., Mr. Goppelt continued in the service, with headquarters at Milwaukee. He says that the Soo is one of the liveliest cities in his division.

One thing wrong with the country is that most of it has moved to the city.

E. E. Thomas, who for the past six years has conducted a restaurant at St. Ignace, has leased the George Cook block, which housed the Franklin hotel and the Log Cabin cafe. Mr. Thomas plans to use the North half of the dining room and to enlarge the kitchen. The dining room, when completed, will accommodate 100 patrons. A small cigar counter will be installed in the cafe. Mr. Thomas has a wide reputation in that line, having been in the service of the Soo Line Railway for more than thirteen years. He will also continue his cafe at St. Ignace, which is one of the popular places for the tourists, as well as the local people.

Thomas Rothwell, the well-known merchant at Sterlingville, is seriously ill and little hopes of his recovery are entertained. Mr. Rothwell is 82 years of age and has been ailing for several months with heart trouble, but has been attending to business until this last attack.

The Cloverland dairy, at Manistique, has been sold by Fred Peterson to W. J. Buchmiller, of Westboro, Wis. Mr. Buchmiller has been in the business for fourteen years. He announces that, aside from the regular milk and cream business now being conducted, he will make a specialty of handling butter-milk and manufacture cottage cheese.

The many friends of Fred Shaw, of the Gamble-Robinson Co., will be pleased to learn that he was able to leave the hospital last week and to get around some on crutches. It was quite a long siege. Fred had ample time to catch up on reading matter, but is

pleased to get back on the job again.

The ultimate minimum of praise is contained in the appraisal made by a dealer when you're trying to trade in your old car. William G. Tapert.

### Another Letter Eighty-seven Years Old.

Grand Rapids, June 12, 1843.

Dear Papa—I am profiting by this chance to send you a few words. I could write you with pleasure more often, but I know that your affairs would not permit you to be amused by my letters, which are of so little interest.

We are all well and I hope that this will find you the same and all the family. It is a long time since I have received any news of the family. They do not write me any more. I don't know what they have against me.

I have no news to tell you except that the wife of Richard Godfrey died Sunday and the wife of William Godfrey is in danger of death and the daughter of Cashoi is dying. For a long time we have had no great mortality in this place. It seems we are visited at present.

We had such a severe frost last night that all our potatoes, melons, beans and Indian corn were frozen. Times are not hard enough; it was necessary to have that to assure everybody that God's will must be done.

I am very tired of this place now. I should be flattered to receive a few lines from time to time to cheer me. I assure you that I grieve very much.

Dear father will you give me the pleasure to accept a pair of socks which are my work. It is very little, but I know that you like people to be industrious. As it is my work, I hope you will give me the pleasure of accepting this little bagatelle.

I have just learned of the death of the little Cashoi girl and the little Godfrey boy, within a week of his mother's death. This letter was written quite a while ago. Antoine was ready to go quite a while ago. Dear father, pray for me. I am sad at this moment. Give me the pleasure of writing to me a few lines from time to time to cheer me and at the same time to console me in my sorrow. I ask of you more than I deserve. You have given me many things I did not deserve and you will grant me what I ask of you, to write me to cheer me in my grief. I am only a very simple girl, which I will always be. I do not deserve that you should take time to write to me, but you are a good father to me. Some word from you would console me. I have no pleasure, dear father, the world is dead for me. I am very tired. I go for years without seeing anyone in my house. It is like a convent. I see people rarely. Pleasure is finished for me and I expect only trouble and sorrow and poverty for the remainder of my days. I have written a letter to Mama and one to Daniel. Excuse me, dear father, if there is anything displeasing to you in this letter. Please give me the pleasure of giving my compliments to Joseph and all his family.

If I should die to-day or to-morrow I would thank you for all the kindness you have had for me. I have received more of them since my marriage than I ever expected. Why have I received this kindness? Did I deserve it? No, no, dear father, you deserve the name of father. Dear father, I embrace you with all my heart and I hope God will preserve your health as He has always done. Pray God for me, please, dear father. Ask Him to pity me. Good bye, dear father. Adelaide Johnson.

On the envelope Joseph Campau, as usual, made a filing notation, but it shows that he was greatly agitated because he confuses the dates of writing and receiving and states that it was delivered by Antoine Louis Campau.

### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 13. We have to-day received the schedules, reference and adjudication in the matter of Harry F. Henry, Bankrupt No. 4113. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$2,374.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Ray Scher, doing business as Ray's Cut Rate Store, Bankrupt No. 4040, the trustee has filed his first report and account, and an order for the payment of expenses of administration, taxes and a first dividend to creditors of 10 per cent, has been made.

May 8. We have to-day received the schedules, reference and adjudication in the matter of A. T. Mott, Bankrupt No. 4108. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a highway constructor. The schedule shows assets of \$7,450 of which \$500 is claimed as exempt, with liabilities of \$10,420.97. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 8. On this day was held the adjourned first meeting of creditors in the matter of Harry E. Morris, Bankrupt No. 4077. The bankrupt was not present or represented. No creditors were present or represented. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The adjourned first meeting then adjourned without date.

May 9. In the matter of George G. Doxey, Bankrupt No. 4049, the trustee has filed his first report and account, and an order for the payment of expenses of administration to date has been made.

May 9. In the matter of Paul De Long, doing business as De Long Bros., Bankrupt No. 4060, the trustee has filed his first report and account, and an order for the payment of expenses of administration has been made.

May 12. We have to-day received the schedules, reference and adjudication in the matter of Emmet F. Pelletier, Bankrupt No. 4109. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and his occupation is that of a laborer. The schedules show assets of \$2,180 of which \$150 is claimed as exempt, with liabilities of \$803.75. 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 12. We have to-day received the schedules, reference and adjudication in the matter of Lee Shopper, Bankrupt No. 4110. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$1,525 of which \$140 is claimed as exempt, with liabilities of \$792.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

May 12—We have to-day received the schedules, reference and adjudication in the matter of Marshall G. Champion, Bankrupt No. 4111. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a baker. The schedules show assets of \$2,375 of which \$850 is claimed as exempt, with liabilities of \$6,360.20. The first meeting of creditors will be called shortly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Kalamazoo	-----	\$ 54.64
Fred Ransler, Kalamazoo	-----	535.00
Mrs. Julia Spencer, Otsego	-----	1,400.00
Carl Williams, Kalamazoo	-----	8.95
Chambers Printing Co., Kalamazoo	-----	6.00
Mich. Bell Tel. Co., Kalamazoo	-----	5.25
Consumers Power Co., Kalamazoo	-----	15.22
B. C. Scribner, Peoria, Ill.	-----	10.00
Wolverine Spice Co., Grand Rapids	-----	43.03
Mrs. A. L. Butler, Kalamazoo	-----	200.00
Hoekstra's Kalamazoo	-----	9.00
Joseph Opholt, Kalamazoo	-----	5.80
Benj. Peck, Kalamazoo	-----	990.00
W. J. Burdick, Kalamazoo	-----	19.38
Mrs. Rose Burchett, Plainwell	-----	500.00
Citizens State Bank, Plainwell	-----	100.00
Star Paper & Supply Co., Kalam.	-----	13.48
Perfection Biscuit Co., Fort Wayne	-----	9.95
Sou. Mich. Grocer Co., Coldwater	-----	222.50
Scott Milling Co., Scotts	-----	20.51
Swift & Co., Chicago	-----	512.39
Little Bros., Kalamazoo	-----	37.00
Morris & Co., Chicago	-----	28.00
Puritan Drug Co., Columbus	-----	153.13
Kal. Creamery Co., Kalamazoo	-----	6.39
T. Kakabeke, Kalamazoo	-----	15.00
Kal. Wax Paper Co., Kalamazoo	-----	52.45
Lee & Cady, Kalamazoo	-----	24.00
Kal. Flour Mills, Kalamazoo	-----	49.12
Federal Pure Food Co., Chicago	-----	49.45
B. Heller & Co., Chicago	-----	44.37
C. C. Huston Milling Co., Kalamazoo	-----	93.02
Johnson Paper & Sup. Co., Kala.	-----	259.90
A. L. Anstton, Kalamazoo	-----	424.05
Garrett Bushouse, Kalamazoo	-----	

## MAKING YOUR WILL IS TODAY'S MOST IMPORTANT DUTY



## GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan



Cudahy Packing Co., Chicago ---- 23.75  
 Carl F. Skinner & Sons, Kalamazoo 5.20  
 Chase & Sanborn, Chicago ---- 31.56  
 Vandenberg Bros., Kalamazoo -- 281.86  
 Zinn & Austin, Galsburg ---- 62.50  
 Kal. Boosters Club, Kalamazoo -- 10.00

May 12. We have to-day received the schedules, reference and adjudication in the matter of Calvin E. Wenger, doing business as Wenger Bowling Alleys, Bankrupt No. 4112. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$1,750 of which \$850 is claimed as exempt, with liabilities of \$1,669.91. The first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

M. Brady & Sons, Grand Rapids \$1,000.50  
 Perry N. Chols, Grand Rapids ---- 110.00  
 Heyman Furn. Co., Grand Rapids 24.02  
 Harry Millard, Grand Rapids ---- 90.00  
 Lee & Cady, Grand Rapids ---- 22.58  
 Brunswick, Balke, Colender Co., Detroit ---- 126.81  
 William Stummer, Detroit ---- 80.00  
 G. R. National Bank, Grand Rapids 150.00  
 Nate Berenberg, Grand Rapids -unknown  
 Dr. George L. McBride, Grand R. 66.00

In the matter of Curtis E. Monaweck, doing business as Consumers Roofing Co., Bankrupt No. 3905, the trustee has filed his final report and account, and a final meeting of creditors was held May 6. The bankrupt was not present in person, but represented by attorneys Jackson, Fitzgerald & Dalm. Creditors were represented by the trustee and his attorney. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and a supplemental first dividend of 5 per cent, and a final dividend of creditors of 7.7 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Betty Peet Vogler, Bankrupt No. 3915. The final meeting of creditors has been called for June 6. The trustee's final report will be approved at such meeting. There probably will be a first and final dividend for creditors.

In the matter of William Wolfson, Bankrupt No. 3984. The final meeting of creditors has been called for June 6. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

In the matter of Simon Kunst, Bankrupt No. 3911. The final meeting of creditors has been called for June 6. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

In the matter of Graphic Arts Sign Co., Bankrupt No. 3906. The final meeting of creditors has been called for June 6. The trustee's final report will be approved at such meeting. There probably will be a small first and final dividend.

In the matter of Elkins H. Pratt, Bankrupt No. 3912. The final meeting of creditors has been called for June 6. The trustee's report will be approved at that time. A small dividend may be paid to creditors.

In the matter of Frank W. Fox, Bankrupt No. 3940. The final meeting of creditors has been called for June 6. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

May 13. We have to-day received the schedules, reference and adjudication in the matter of Joe Victor, Bankrupt No. 4117. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Holland, and his occupation is that of a laborer. The schedule shows assets of \$200 with liabilities of \$4,496.46. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

May 13. We have to-day received the schedules, reference and adjudication in the matter of Ralph Dornbush, Bankrupt No. 4116. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Georgetown township, Ottawa county, and his occupation is that of a receiving clerk. The schedule shows assets of \$332.50 of which the full amount is claimed as exempt, with liabilities of \$1,409.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

May 13. We have to-day received the schedules, reference and adjudication in the matter of Henry Dornbush, Bankrupt No. 4115. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Georgetown township, Ottawa county, and his occupation is that of an automobile salesman. The schedule shows assets of \$320 of which \$250 is claimed as exempt, with liabilities of \$2,366. 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 14. We have to-day received the schedules, reference and adjudication in

the matter of Clarence W. Hoffman, Bankrupt No. 4114. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$896.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

May 14. We have to-day received the schedules, reference and adjudication in the matter of Frank Damico, Bankrupt No. 4118. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a merchant. The schedule shows assets of \$1,650 of which \$350 is claimed as exempt, with liabilities of \$5,514.22. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Sam and Rose Panno, Benton H. \$445.72  
 R. A. Jeffers, Benton Harbor ---- 528.00  
 Associates Investment Co., Ben. H. 159.99  
 Consolidated Cigar Co., So. Bend, Ind. ---- 11.23  
 Packing Co., Chicago ---- 19.50  
 Plough Inc., Memphis ---- 31.20  
 Chase & Sanborn, Chicago ---- 38.92  
 Hills Bros., Inc., Chicago ---- 18.36  
 Thos. J. Webb Co., Chicago ---- 14.00  
 C. Nicholson & Co., Chicago ---- 59.55  
 Michigan Fruit Co., Benton Harbor 87.32  
 Engel Distrib. Co., Benton Harbor 15.22  
 Major Bros. Packing Co., Mishawaka, Ind. ---- 34.60  
 H. J. Heinz Co., Grand Rapids ---- 13.70  
 Palladium Pub. Co., Benton Harbor 36.72  
 Arnold Bros., Chicago ---- 44.66  
 Pillsbury Flour Mills Co., Chicago 18.10  
 Watervliet Milling Co., Watervliet Harbor ---- 14.00  
 K. d. Dater & Price Co., Benton Harbor ---- 23.33

Benton Harbor Wholesale Fruit Market, Benton Harbor ---- 154.01  
 The Schust Co., Saginaw ---- 125.76  
 Vernon L. Arent, St. Joseph ---- 7.76  
 California Fruit & Produce Co., Benton Harbor ---- 13.65  
 Flowaty-Fruit Co., So. Bend ---- 20.12  
 Pure Food Service, Kalamazoo ---- 27.94  
 Radiant Specialty Co., Chicago ---- 20.00  
 K. Vander Molen, Kalamazoo ---- 5.94  
 Kamm & Schellinger Co., Mishawaka, Ind. ---- 2.60  
 Twin City Milling Co., St. Joseph Harbor ---- 22.04  
 Reinhart's Meat Products, Benton Harbor ---- 51.68  
 Steele Wedels Co., Chicago ---- 45.63  
 Van Buren County Canning Co., Hartford ---- 7.21  
 Woodhouse Co., Grand Rapids ---- 3.85  
 G. H. Hammond Co., Chicago ---- 153.64  
 Boehms Feed Store, Benton Harbor 31.02  
 Bickarts Wholesale Market, St. Jos. 29.82  
 General Cigar Co., Chicago ---- 10.06  
 F. K. Klein Noodles Co., Chicago 3.20  
 Merkle Broom Co., Paris, Ill. ---- 20.00  
 Northrup King & Co., Minneapolis 76.00  
 Raymont Bros. Co., Cudahy, Wis. ---- 311.55  
 Ray Montfort, Danville, Ill. ---- 300.11  
 R. A. Jeffers, Benton Harbor ---- 529.28  
 Varco Bros., Chicago ---- 349.21  
 Phillip Damico, Benton Harbor ---- 1,585.00

May 14. We have to-day received the schedules, reference and adjudication in the matter of Dean R. Selby, Bankrupt No. 4119. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Three Rivers, and his occupation is that of a laborer. The schedule shows assets of \$50 of which the full amount is claimed as exempt, with liabilities of \$1,724.86. 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 13. On this day was held the sale of a parcel of real estate in the matter of Miller Markets, Inc., Bankrupt No. 3889. The trustee was present in person. The official auctioneer was present in person. Several bidders were present in person. The matter then adjourned to May 27.

In the matter of Fred W. Van Halst, Bankrupt No. 4070, the adjourned first meeting was held May 12. There were no appearances. The matter then adjourned without date, the bankrupt being advised to make and file his offer of composition and have the same noticed to creditors.

**We Cannot Get Away With Murder.**  
 (Continued from page 20)

goods to consist of groceries, fruits and vegetables; for meats require service?

"I am familiar with the large department store in Rochester which does a big self serve grocery business up stairs, but presumably it is part of the plan to secure other business. In the South, Southwest and California they are successful with self serve stores, even when they pay royalty of 1/2 per cent. to the patentee of the fixtures and store plan," he concludes.

The variation in results noted by Mr. Pillsbury has prevailed for years. It also prevailed between various organizations. Ten years ago, or more, Chaffee, a quite successful operator of limited service stores in the Los Angeles region, failed in the operation of self serve, though neighbors of his made money out of them. Pilferage overcame the advantage of less expense in Chaffee's experience, though others operated without noticing excessive loss from this source.

But here, as elsewhere, changed conditions and times work to upset old notions. The "open work" store of to-day—which, in reality, is a California invention—which is rapidly displacing old line stores filled with counters and other obstructions, operates to lessen the advantage of self-service.

This is because the customers in an open work store wait on themselves to an extent hardly to be anticipated without actual demonstration. Grocers who have been induced to alter their stores over to the new pattern are nearly always surprised to find that they can dispense with one or more clerks while doing as large a business as formerly. And this comes about because customers are now close to the merchandise and help themselves so largely.

My own experience was in line with this, although my last store was opened in 1912. It was open work because I had seen that plan in operation in California. Customers looked about while waiting for service. Having access to the display shelves, they literally sold themselves many items. That saved us lots of time and talk.

It is obvious, it seems to me, that as this new store plan penetrates to new districts—as it is penetrating into New England even now—any advantages inherent in self-serve will be an element in all stores, hence there will be less incentive for customers and merchants to lessen store service.

To know that which around us lies in daily life is the prime wisdom. Therefore, I am not sure that I have answered Brother Pillsbury even partly; but I can say that after having read his letter several times during the many weeks since he sent it to me, this is as good an explanation as I can think of.

May we hear from others?  
 Paul Findlay.

**The Menace of Mergers in the Meat Business.**

(Continued from page 21)  
 great Nation where the present U. S. Standard "medium" grade is called and sold for "good" and "choice," all of which is creating a chaotic condition in distribution of meat food products. This condition is a great disappointment to consumers and producers,

creating through false advertising, deception and misrepresentation, economic losses. This condition can be remedied.

There is no uniformity or uniform standard of grading employed in the industry to-day and as long as the trade is left to its own devices and competition is as keen as at present there will be none. Further, this is reflected in much deception and real loss to producers and consumers.

This condition can only be remedied by legislation and supervision under a directing authority, requiring the use of the same standards in all sections of the country, and throughout the year. Commercial grading of meat is an economic necessity of sufficient importance to warrant National legislation, appropriation and supervision, and could be done at a nominal cost. The economic benefits to be derived would exceed its cost many times over. A law requiring uniform grading without supervision would be impotent. Municipal and state legislation and supervision would be inadequate for obvious reasons. Only National legislation and supervision can provide the stimulus and authority necessary to guarantee uniformity. The consumer and producer have a vital interest in the marketing and sale of meats for what they are. Other links in the chain of distribution have a manufacturing or service charge, and no one need have visionary ideas to appreciate the benefits of National uniform meat grading under supervision. Individual packer brands could be maintained by applying a sticker after Government grading.

**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 might trade for an oil and gas station—a nice clean stock of shoes here. Holly Shoe Store, Holly, Mich. 292

FOR SALE—Live, modern hardware. Sales \$35,000, inventory \$7,500. Population 1,000. Dairy and grain. Address No. 293, c/o Michigan Tradesman. 293

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

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

## LOOKS FISHY.

## Hills Bros. Claim No Discrimination Against Independents.

San Francisco, Calif., May 21—We are in receipt of yours of May 16, claiming discrimination against grocers in Michigan. As a preliminary to our reply we should like to state emphatically that we are not discriminating against any class of retail grocers in the State of Michigan nor elsewhere. And we should like to make clear that the policies which direct our business activities are not dictated by any fear of consequences, but solely by what we consider fair and just to our many distributors. Your information as to our selling price is also incorrect, as you will see by reference to the enclosed folder.

While the first paragraph of your letter protests a claimed discrimination against one class of dealers its concluding paragraph demands that we immediately proceed to discriminate against another group of grocers. This does not seem reasonable, as we cannot be expected to refrain from accepting business from chain store operators when the business is done on identically the same terms which are extended to all retail distributors of grocery products. While we do refuse to sell firms that are not engaged in the retail grocery business, such as drug stores, fruit stands and meat markets, our coffee is offered to all classes of retail grocery dealers whom we consider to be worthy of credit.

We should like to make clear to you that we do not grant price concessions in any form to chain store operators, or even to wholesale grocers, as we adhere strictly to the one price policy, meaning that while there are discounts for quantity purchases, the same terms can be taken advantage of by any buyer, depending upon the volume of business he may be prepared to do with our brand of coffee.

Chain stores and independent merchants alike run sales on products for which there is a definite consumer demand at lower than the regular price, but, as a general rule, these specials last only for a short time. If the chain you refer to is selling Hills Bros. coffee at 42c we are certain that it is for one week only, as the other day our Chicago office advised us that their regular list was 49c.

In discussing price cutting we cannot refrain from informing you that in the days when we were maintaining a minimum resale price on Hills Bros. coffee we had far greater difficulty in keeping the independent grocers from cutting prices than we ever had with the chains. If you are familiar with the history of resale price maintenance you should be aware that we maintained a minimum resale price on Hills Bros. coffee for a period of six years and did not discontinue the plan until ordered to do so by the Federal Trade Commission, after having appealed from their decision to the United States Circuit Court of Appeals and then carried the case to the Supreme Court of the United States.

We devoted a great deal of time and expended a considerable sum of money in fighting the suit which was brought against us by the Federal Trade Commission. Reference to the enclosed, which is a copy of the announcement which appeared in the retail grocery trade papers in July, 1926, will inform you that when the Federal Trade Commission ruled against us we appealed to the United States Circuit of Appeals and the decision of that court, being an adverse one, we protested to the United States Supreme Court for a rehearing and as that Court sustained the order we had no alternative other than to comply with the order of the Federal Trade Commission. Had we won this case, the basic points of which still appear fair

to all and in the public interest, it would be possible for a manufacturer to maintain a fair resale price on any article of branded merchandise.

If you will take the trouble to look into the matter you can readily satisfy yourself that we utilized every means within our power to legalize the right of a manufacturer to establish and maintain a resale on his product for the purpose of restricting pernicious price cutting and we do not think it fair that retail grocers or their organizations should condemn us because we failed to obtain a favorable decision. If grocers' organizations generally were to take the same stand you have and threaten to refuse to handle our product for the reason that it has been sold at a cut price other manufacturers of food products would be deterred rather than encouraged in carrying on the battle of price maintenance.

We have been in business for some fifty-two years and during that time have built up an enviable reputation for fair dealing with the 60,000 or more accounts now upon our books and which you can readily ascertain, so we think you should be more fully assured of your facts before threatening to use your editorial columns for the purpose of injuring our rapidly growing business in the State of Michigan.

Hills Bros.

The price list which accompanies above letter quotes the price of Hills Bros. coffee as follows:

½ lb. can, per lb.	.48
1 lb. can, per lb.	.43
2 lb. can, per lb.	.42

Quantity allowances are stated as follows:

48 lb. purchases	¾c
72 lb. purchases	¾c
120 lb. purchases	1c
180 lb. purchases	1¼c
360 lb. purchases	1½c

The average grocer will purchase 48 lbs. at a time, which makes the cost of the brand 41¼c, plus cartage from the depot to the store. Hills Bros. agree to prepay freight charges to railroad destination.

While the independent merchant is expected to sell the brand at 49c, the A. & P. Co. advertises it at 42c. This precludes the independent merchant from meeting the A. & P. price without losing money on every sale, because figuring 15 per cent. as the cost of doing business, the brand actually costs him 48c. Selling at 49c, affords him only 1c per pound actual profit.

It is possible, of course, that Hills Bros. assume they can retain the trade of regular independent merchants by permitting their brand to be sold by the chain stores at 42c, while the regular dealer is expected to obtain 49c, but we doubt very much their ability to ride two horses at the same time and do the act successfully.

We have no proof to offer that Hills Bros. sell their brand to chain stores at a less price than they offer the regular retailer, but those who are familiar with chain store methods of buying would be hard to convince that the chains pay the same for the brand the independent merchant pays.

## Rather Miss a Meal.

Ludington, May 23—Enclosed find check for \$3 for the best and most valuable trade journal published. I would prefer to miss a meal when hungry than to miss one issue of the Tradesman. Long live Friend Stowe and the Tradesman. David Gibbs.

## Late News From the Metropolis of Michigan.

The recent arrival of warm weather has developed a local campaign for "fewer clothes for men" that had its inception among high school students but has spread to other groups rapidly.

While no abbreviated male costumes have appeared thus far on Detroit streets the move has brought an edict from several high school principals that coats must be worn on certain occasions during the school period and that under no circumstances will omission of neckties be permitted. In making these announcements the school officials point out that there is no need to sacrifice neatness of appearance even in hot weather. The rebellion of students in certain schools against these rules is attracting considerable attention in local newspapers and has resulted in many letters to the newspapers on this subject from students and others, most of which are in commendation of the move for fewer clothes.

This campaign is making special headway in club circles with the result that some innovations in hot weather male dress are promised, it is reported. One of the leaders in the campaign for "fewer clothes for men" here is Harry Nimmo, prominent Detroit editor, who is said to be contemplating special efforts along this line this season.

Food industries of Michigan are advertised in an elaborate window display now being shown by the First National Bank of Detroit in its branch at the new Fisher building. Eleven windows are given over to displays covering the various branches of the State's activities in this field. The display is one of a series of educational exhibits prepared by the bank.

The Peoples Wayne Bank has been elected trustee in involuntary bankruptcy proceedings against Winkler & Dubin, retail dry goods dealers. Liabilities are given as \$5,077, with no assets, in schedules filed. There are no creditors with claims of \$500 or more.

That the Broadway Custom Tailors, in bankruptcy, have been barred from obtaining a discharge by the referee in bankruptcy, is stated in a letter circulated to general creditors by the American Clothing & Furnishings Credit Bureau, Inc., of New York City. This will be confirmed before the U. S. District judge, and the estate immediately closed thereafter, it is further stated in the communication to claims. It is believed that there will probably only be a small dividend for creditors, but at least, the letter states, creditors will have the consolation that the debtor has not received his discharge in bankruptcy and that they can collect from him, if there is anything to collect, in the future. It is said in the letter that Mr. Lamm, of the debtor concern, is now in Cleveland, and is conducting a business there, but it is not known whether he is trading under his own name.

The Metropolitan Trust Co. has been appointed receiver in involuntary proceedings against the Peerless Cap Co. Assets are given as \$1,464 and liabilities as \$2,871 in schedules filed. A

composition offer of 35 per cent. has been made. G. F. Weber, Detroit, \$600, is the only creditor with unsecured claim of \$500 or more.

## Late Business News From Indiana.

Evansville—Pink lemonade in barrel quantities was served at the store of Strouse & Bros., general clothiers and outfitters, the occasion being a three ring circus, featuring straw hats.

Evansville—Lou Siegel, for several years manager of the Chicago Bargain House on Fourth street here, has bought the stock of the Hollywood Shirt Shop at 515 Main street, and has opened for business. The store will be known as Lou's Haberdashery.

Wilton—Emil Seber, of the firm of Seber Brothers meat market, has purchased the interest of L. J. Seber and will continue operations at the old location.

Indianapolis—The United Market Co. has opened a market at 1058 Virginia avenue.

Jasonville—W. E. Lloyd has opened a market in the Jack Morgan grocery.

Butler—W. A. Underhill has opened a market in the Oberlin Grocery.

Brownstown—J. W. Heins, of Seymour, has opened a market here.

Kirklin—Charles Cast, owner of a meat market here, announces the sale of his store to Carl and Frank Hager of Whitestown.

Summitville—Announcement was recently made of the purchase of the Henry Kirkpatrick meat market here, by Nutter Hughes, who has already taken charge.

Jasonville—Glendon Grafton, formerly with the Oakley chain, has accepted the position of meat cutter in the Wilbur Spurgeon market.

Bedford—Ed. Aufenberg has just opened a retail meat market on Seventh street.

Evansville—The Emge and Sons Packing Co., one of the most modern and completely equipped meat packing firms in Southern Indiana, celebrated the sixteenth anniversary of its existence last week.

Marion—When two youths of 18 to 19 years of age entered the meat market of Mark Ihrig, late one night recently, and, presenting guns, ordered the proprietor to hold up his hands and be quiet, Ihrig thought that these two boys were playing a joke on him and instead of obeying started to fight with them. One of the youths fired, the bullet landing in Ihrig's abdomen. Ihrig died later, after describing the gangsters to the police.

Evansville—Lou Berman has announced he is no longer associated with the Hollywood Shirt Shop at 515 Main street, having sold his interest in that business. He is now devoting all his time to the Manhattan Shirt Shop at 11 Southeast Fifth street, this city.

Evansville—George F. Zimmerman, referee in bankruptcy, has appointed H. B. McCoy, cashier of the Lincoln Bank, as trustee of the Famous Store, dealer in dry goods and shoes.

The modern version of the tale of buried cities and buried treasure is the tale of buried booze of the rare old vintage.

STRENGTH

ECONOMY

## THE MILL MUTUALS

Lansing

### AGENCY

Michigan

*Representing the*  
MICHIGAN MILLERS MUTUAL  
FIRE INSURANCE COMPANY  
(MICHIGAN'S LARGEST MUTUAL)  
AND ASSOCIATED COMPANIES



Combined Assets of Group  
\$63,982,428.15

*20% to 40% Savings Made Since Organization*

**FIRE INSURANCE — ALL BRANCHES**

Tornado—Automobile—Plate Glass

## WHEN

You have a customer buying

## SEEDS

He expects you to furnish Seeds that

## GROW

Reliable Seeds will produce more

## PROFITS

“Pine Tree Field Seeds” are reliable

DISTRIBUTED BY

**ALFRED J. BROWN SEED CO.**

25 Campau Ave.

Grand Rapids, Michigan

# Fast Selling Lines

mean rapid turnover of stock — less  
money invested and more profit for  
you. It is to your advantage to push

# K C

# Baking Powder

*Same Price*

*for over 38 years*

*25 ounces for 25c*

The price is on the package and in all  
K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

*Millions of Pounds Used by Our  
Government*

## The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the **RED HEART**  
On The Can

**W. R. ROACH & CO.**

General Offices  
Grand Rapids, Michigan

## Assured goodness

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

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



**PURITY OATS COMPANY**  
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Always Sell

## LILY WHITE FLOUR

"The Flour the best cooks use."

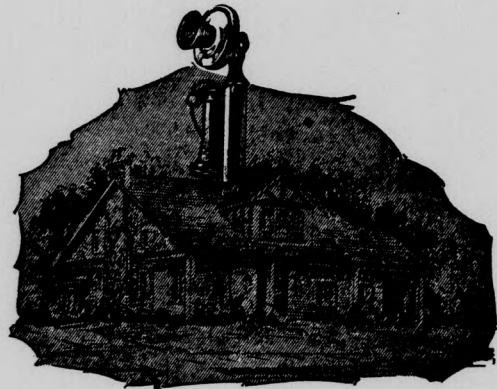
Also our high quality specialties

Rowena Yes Ma'am Graham	Rowena Pancake Flour
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Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.



## Telephone Protection!

At night, your telephone continues available for instant use in case of urgent need. It does not sleep, and should fire, illness or other emergency occur in your home, it will enable you to call for help at once.

The comfort, convenience and safety it affords make your telephone invaluable to you. It is an every-day necessity.



**MICHIGAN BELL TELEPHONE CO.**

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



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