

The Bones of the Human Body

Anonymous

How many bones in the human face?
Fourteen, when they're all in place.
How many bones in the human head?
Eight, my child, as I've often said.
How many bones in the human ear?
Four in each, and they help to hear.
How many bones in the human spine?
Twenty-four, like a climbing vine.
How many bones in the human chest?
Twenty-four ribs, and two of the rest.
How many bones in the human arm?
In each arm one, two in each forearm.
How many bones in the human wrist?
Eight in each, if none are missed.
How many bones in the palm of the hand?
Five in each, with many a band.
How many bones in the fingers ten?
Twenty-eight, and by joints they bend.
How many bones in the human hip?
One in each, like a dish they dip.
How many bones in the human thigh?
One in each, like a dish they lie.
How many bones in the human knees?
One in each, the kneecap, please.
How many bones in the leg from the knee?
Two in each, we can plainly see.
How many bones in the ankle strong?
Seven in each, but none are long.
How many bones in the ball of the foot?
Five in each, as the palms are put.
How many bones in the toes—half a score?
Twenty-eight, and there are no more.

MEETING COMPETITION

Profitable business comes to the progressive merchant—and to be progressive he uses modern ideas in store efficiency.

Terrell's steel display shelving, tables, racks, counters and special fixtures will put YOU in the progressive profit-making class.

The modern, sanitary, lasting, flexible store equipment is called "Terrell's."



— LET US HELP YOU MODERNIZE YOUR STORE —

**TERRELL'S EQUIPMENT
COMPANY**

GRAND RAPIDS, MICHIGAN

THE NEW PACKAGE



Constantly, month after month, millions of people will be asked to buy

MUELLER'S MACARONI PRODUCTS

What we tell them in our extensive advertising will influence many to come to you for these goods. Have one of the counter displays of the new package of

MUELLER'S EGG A. B. C's

for soups, where it will be seen and almost all of your customers will buy, because they are so good for children and so economical.

C. F. MUELLER CO.

JERSEY CITY

NEW JERSEY

More Profit to YOU

by increasing turnover. When you sell goods with an established price which protects your margin of profit — then rapid turnover makes you money. In pushing

K C Baking Powder

Same price for over 38 years

25 ounces for **25¢**

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

with the consistent **quality** and **price** advertising behind it — with the price plainly shown on the label — you can increase turnover and get **more profit** on your baking powder investment.

*Millions of Pounds Used by Our
Government*

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JUNE 18, 1930

Number 2439

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DEVOTED TO the best interests of business men.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Side Lights on a Few U. C. T. Boys.

The Salesmen's Club, which is known as one of the liveliest luncheon clubs in the city, will hold its annual get-together picnic at Morrison Lake Gardens on Sunday, June 22. The sports, aside from golf, will begin soon after 2:30 for which many prizes have been arranged. The games are for both young and old, fat and lean and what have you? A fine chicken dinner will be served at 6:30. Arrangements have been completed whereby the picnic will be held regardless of weather conditions, rain or shine. If the weather will not permit being outdoors, everything will be carried on inside the fine pavilion. Invitations are extended all members, past members and friends of the Club, to be present on this annual occasion. The committee consisting of R. W. Radcliffe, Jack Imonen, Arthur Hare, Loren Benjamin Teal, R. W. Bentley, Raymond Weiss, Carroll Borgman, John Dalton and H. R. Bradfield are working hard to make this a great success.

Edward W. Ryder, who was quite seriously injured in an automobile accident a few weeks ago is slowly recovering and is able to be out, but still is unable to work as yet. This accident was not the fault of Ed's driving, but as is many times the case, another car was the cause of the mix-up.

Frank L. Merrill, formerly in the retail grocery business near Burton Heights and later on connected with the Vinkemulder Co., who sustained a serious accident by falling down the elevator shaft at the Vinkemulder warehouse several months ago, is still unable to work, but is spending a few weeks with relatives at Bethel, Maine.

Lee L. Lozier, who is known as one man who is a glutton for work, received a wire calling him to Indiana for the remainder of the week. While Lee is known as a man with a wonderful tender heart, yet he is selling goods with a very steely nature. He is on the payroll of the Pittsburgh Steel Co.

Clarence C. Myers made another week end stop-over in Grand Rapids,

returning to his field of labors in Chicago Sunday night. Clarence is connected with the Grand Rapids Store Equipment Co. and is building up a nice business for that concern.

Friends of R. W. Radcliffe will be interested in knowing that immediately after the Salesmen's Club picnic, Rad expects to make a trip through Northern Michigan for the benefit of his house. They certainly show great consideration by suggesting that Rad make this trip North during the summer months.

L. V. Pilkington and H. R. Bradfield, delegates to the Supreme Council session of the United Commercial Travelers, which is held in Columbus, Ohio, beginning June 23, expect to leave the city June 22, motoring through. They will pick up Grand Secretary Maurice Heuman and the Grand Boo Pah of Kalamazoo county, "Gene" Welsh, of Kalamazoo. With Gene along as the guiding genius, this will be a well-conducted "pleasure exertion." They will be joined at Columbus by the other delegates, Mike Howarn, Fred Fenski, Mart Brown, John Quincy Adams and the remainder of the delegates at Columbus. They hope and expect to put Vern Pilkington across as Supreme Sentinel at this coming session.

Walter S. Lawton, who was taken seriously ill at the convention at Port Huron, has so far recovered to be out making a portion of his regular trip again. The old saying that you can't keep a good man down seems to fit Walter's case very well.

Seldom Nutty.

Efforts of States To Control Parking.

The seemingly barren pages of statute law presents more graphic sources of history than military, political or literary records.

The actual living conditions of a people sooner or later find expression in their laws. As parking problems loom large in the thoughts of the citizens of the states, so do they in the output of the state legislature.

A recent law of California authorizes cities, towns and counties to permit the use of public property for parking and to construct "driveways, floors, stalls, sheds, fences, buildings or other structures."

Indiana declares that, in order "to prevent the obstruction or incumbrance of any street, alley or other public place with vehicles so as to impede the free use of the same for its proper purposes," cities are authorized to operate municipal parking grounds.

Michigan provides that cities may operate facilities for storage and parking of vehicles, "including the fixing and collection of charges for services and use thereof on a public utility basis."

New York amends a provision of the village law which once provided only for the maintenance of hack stands to include parking places.

A student of the future, deducting that congestion on roads was characteristic of American life to-day, might be misled by the numerous laws providing for municipal airports into assuming that our skies swarm with airplanes seeking for a place to land. But here, too, if he has the gift of reading between the lines, he can tell that these laws represent a rivalry in seeking patronage rather than a condition needing solution, such as the parking laws present.

To those who assume that parking problems are new, however, the records show that a pre-revolutionary merchant of Philadelphia forstalled the modern department store, which bids for trade by providing parking spaces. An advertisement of Aug. 20, 1773, announces that:

"Anthony Fortune, at the Fountain and Three Tuns, Chestnut street between Second and Third streets, Philadelphia, begs leave to inform his friends and customers, in particular, and the public, in general, that he has now opened a large and commodious passage from Chestnut to Market street by way of Elbow-Lane, sufficient for carriages of any kind to drive up into his yard, where he has fitted up commodious stables capable of receiving sixty horses with coaches and chaises. Houses and gates under lock for safety."

Margaret W. Stewart.

Authentic Automobile Information From Detroit.

Automobile production has been slightly on the upgrade during the past week in the majority of the factories, although a few of the factories are not going ahead equally due to the fact that they are making preparations to announce new models in the near future. These new models will make their appearances at the usual time in midsummer, and it is not violating any confidences to say that most of them will be straight eights.

A great deal of study is being given to color schemes, especially as pertains to the exterior finishes of automobiles. Right now there seems to be a great demand for blues. It is especially noted that the flashy color schemes of a year ago are passing rapidly, and a visit to the plants shows that the majority of cars coming from the assembly lines are blues and blacks. Of course, there is some demand for flashy colors, but this is confined almost exclusively to roadsters and phaetons, which are popular among the younger set.

According to word received from several tire manufacturers, we need not

look forward for any further reduction in prices in the near future.

There is a slight lull in the motor truck business at the present time, but this is described as only temporary. The demand for lighter commercial vehicles continues, but there has been a falling off in heavy-duty sales.

The replacement parts business is going ahead at a rapid rate, according to reports from all over the country. This is due, perhaps, to the fact that motorists are not buying so many cars this year but are having their old automobiles fixed up.

Inventories at all the plants are being kept low. There are no heavy stocks of cars at any point in the United States and manufacturers are continuing the practice of making up only the cars ordered by dealers, with the exception, in a few cases of low supplies stored in factory warehouses.

World production of ford cars and trucks, including shipments for foreign assemblies, totaled 191,813 in May. Of this number 165,636 were produced in the United States, exclusive of export.

There will be no midseason model changes in the Graham line of six and eight cylinder cars this Summer, according to announcement made last week at the factory in Detroit.

Fred Kingsbury.

How Webster Cigars Are Handled.

The Webster and Cinco cigars, which are jobbed through Lee & Cady, Grand Rapids, Kalamazoo, Detroit, Bay City and Lansing, are available for the trade at a very attractive figure. The Websterettes and the Cinco, the five cent numbers, list at \$38.50 per thousand. The Webster Cadillac and the Golden Wedding Panetela, the ten cent sizes of Websters, list at \$75 per thousand. The Commodore, the two for a quarter size, lists at \$95 per thousand. The entire line is cellophane wrapped. Special discount consideration is given to dealers who purchase assorted sizes of Websters, Websterettes and Cincos for showcase and top of counter display. Refund may be earned starting at so low a quantity figure that the majority of dealers may take advantage of the offer. For dealers who can buy in larger quantities there is a slight increased discount for showcase and counter display.

Suits of Cotton Sharkskin Shown.

Gingham suits are now recommended for traveling wear in the Best-Twain fashion feature for the present week end. A check alternating solid-narrow stripes with fine lines is colored in black and white, giving the effect of a colored ground. These models are possessive of the nice tailored details characteristic of woolen suits and complemented by pique blouses in white.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 17—The tourist rush has not started at Mackinac Island. The merchants are taking it easy and not doing any extra buying before they are assured that business will warrant same. The outlook is none too bright for this season. The stock market has had a bad effect on many who have been in the habit of spending the summer season at the big hotels, so everybody is figuring accordingly and hoping for the best.

Menominee is to have the only private military school in the State, which will open in September. It will be known as the Michigan Military Academy. Through the activities of the Menominee Chamber of Commerce, a lease of the former Menominee agricultural school plant and grounds has been made to Colonel Clyde R. Terry, head of the Illinois military school at Aledo, Ill. The first year's enrollment is expected to be sixty to seventy-five cadets. The hundred and twelve acres of land in the property will provide adequate drill ground and athletic fields.

The work of the road U S 2 between here and Pickford is speedily progressing. The contractors expect to have it completed by the end of next week, so that the roads in this county should all be in good condition and help to get the tourists headed for the Soo. The camp site is now open. All necessary comforts for the tourist are furnished, so as to make this place attractive and make a good impression on our many visitors.

G. H. Earle, of Hermansville, was elected President of the U. P. Development Bureau at the session held at Escanaba last Thursday. R. P. Zinn, of Ironwood, was elected Vice-President. A. M. Anderson, of Ewen, was re-elected Treasurer. Five Soosites were elected on the board of directors. They are H. E. Fletcher, Mayor E. T. Crisp, J. P. Chandler, S. D. Newton and D. L. McMillan. The membership of the Bureau is near the 1,000 mark. A great deal of good work has been accomplished by the Bureau and a big programme has been arranged for the future. The officers are all live wires, which accounts for the success of the organization.

A man is incomplete until he is married—and then he is finished.

Work of removal of the ruins of the old Zeller block, which was destroyed by fire last winter, has started. Mr. Zeller has decided on constructing a \$20,000 building on the site, which is in the heart of the business section. Whether Mr. Zeller will occupy the building again has not as yet been decided.

Robert J. Wynn returned last week from Detroit, where he has been inspecting the roads. He has been making arrangements to start his new Detroit-Soo bus line, which will be in operation within the next few weeks. Mr. Wynn will put in the best equipment for the service.

Gordon Cameron opened his ice cream and confectionery store at Pickford last week and is ready for the tourist trade, as well as serving local people.

The Tahquamenon boat service was started June 15 with two passenger boats to the big falls of the Tahquamenon river. This is one of the most beautiful sights the Northern country has to offer. Last year over 5,000 passengers were carried by the boats and a 50 per cent. increase is looked for this season.

Tourists who stop in Ishpeming should be advised by local people to make the trip over the Cliffs Drive, one of the finest stretches of scenery to be found anywhere in this North country. Those who travel the route quite frequently are apt to lose sight of some of the beauties of the lakes

and wooded hills, but the outsider viewing all of this for the first time is bound to be thrilled. The Drive is in need of more advertising and it remains for local people to do their part in calling attention to its true worth. In many parts of the country such a drive would be worth millions as a tourist asset, and Ishpeming should not wait to capitalize on what it has right here at its front door. When an outsider asks about places to visit, do not fail to include the Cliffs Drive in your directions.

J. O. Utberg, a resident of Republic for fifty-eight years, died there early Tuesday morning after being ill with pneumonia for five days. He was 77 years of age and a native of Sweden. Mr. Utberg worked in the woods and in the mines for some time after coming to Marquette county and thirty-six years ago opened a grocery and meat market which he continued to operate until his death. He was a director of the Republic State Bank and the second of the bank board to die within two weeks, the other being Charles Hooper. The deceased held membership in the Scandinavian society, the Modern Woodmen of America and the Knights of Pythias. He was a staunch member of the Methodist Episcopal church. Surviving are his widow, three daughters, six sons, two sisters and three brothers.

William G. Tapert.

Eggshell Replaces White in Many Bridal Trousseaux.

To-day's bride consults her own preference before convention, and one result is that she does not always choose the traditional wedding set of pure white lingerie. An important shop which makes a specialty of catering to brides reports a decided liking for eggshell, an eggshell to be sure, so delicate that it is not far removed from white.

New styles in lingerie for brides reverse those of recent years. Most things are of the tailored type. There are few frills. Even in the garments of sheer stuffs the lace is applied flat and in a definite design, avoiding any suggestion of fussiness. Of course, the lace is real, and of course everything is made by hand—on these important points the bride stands firm. Satin is reappearing in fashionable lingerie to the tune of approving murmurs, and the other soft fabrics such as ninon, crepe de chine and triple voile continue to be good.

Specifically, the bride will, of course, want an ample supply of the every day variety of the style she is accustomed to wearing, sets of panties and vestees in crepe, ninon or glove silk, according to her taste and purse; a few sets or single pieces of "best" lace trimmed or appliqued Point Ture fashion; delectable nightgowns that just at present look almost like little frocks; slips that are long and fitted to suit the demands of current dress styles, and certainly one with a low evening back. A corselette or step-in, with nipped waistline, for daytime, a backless one of fine net or lace for evening, and negligees, mules and lounging pajamas for leisure hours at home complete the lingerie trousseau.

The eggshell trend is quite overpoweringly interpreted in a set which several reckless brides have ordered at a leading shop. A tea gown of eggshell moire is fitted over a princess nightgown of triple voile; laid in tiny

pleats and trimmed with hand-run Alencon. A pert little cap is made of the same lace, and the whole outfit is accompanied by a matching set of hand-made French lingerie.

Recent Business News From Ohio.

Lima—W. Wright, proprietor of the Wright Stores, announces the installation in seven of his meat units of new refrigerated display cases.

Brooksville—The City meat market has been purchased by Cliff Ernst.

Cincinnati—Hans Schenk, prominent for many years in the shoe and allied trades, has opened offices in the American building as district representative for Trostel Leather Co., of Milwaukee. Mr. Schenk will also represent the Western Textile Products Co., of St. Louis.

Cincinnati—Dr. Leon Reisenfeld, a well-known dentist of this city, has invented a very novel interchangeable heel for ladies' shoes. One pair of shoes will serve several purposes, he says, by slipping on low heels for walking, spikes for dancing, and red or green or studded for costume wear. Doctor Reisenfeld has been granted a patent on his invention which applies to a tongue and groove arrangement permitting the wearer to slip different heels on and off the shoes, and to a locking device which holds the heel in place while it is being worn.

Cleveland—George Rubinow, trading as Donald Hat Co., retail hats, 10408 Superior avenue, filed a voluntary petition in bankruptcy in the U. S. District Court here, listing assets at \$2,140 and liabilities of \$17,388.

Columbus—The stock and fixtures of George Goodman, against whom involuntary action in bankruptcy was filed in the U. S. District Court by Attorneys Selby and Ingalls, representing Carson, Pirie & Scott, Chicago, \$340; Endicott-Johnson Co., Endicott, N. Y., \$540, and Sweet-Orr Co., New York, \$568, was sold at auction at the place of business last week Monday by Receiver Harry Schwartz. Stock and fixtures are appraised at \$18,000. An effort was made to have the receiver dismissed, and the action is now pending in the Federal Court.

Cleveland Heights—Walter D. Metzger, tailor, 4645 Lee road, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland listing liabilities of \$32,292 and assets of \$612.

Cleveland—Hurdleys, Inc., millinery, 318 Euclid avenue, has filed schedules in U. S. Court here listing liabilities of \$10,584 and nominal assets of \$11,502. There are 150 creditors, with only one having a claim of \$500 or more, Hurdley & Co., Cleveland, \$1,186.

Cleveland—The sum of \$4,295 has been realized from sale of all of the assets in the bankruptcy case of the Weiss Credit Clothing Co., clothiers, 202 Prospect avenue.

Willard—Max Jump has leased a store room in the Masonic Temple building, in which he will open a men's furnishings store about June 25. He was formerly in the Hunter building, but his store room was burned and he was in business temporarily with Wil-

lard Ashley, a retail shoe dealer in another location.

New Lexington—B. I. Lyons is making extensive changes and erecting an addition to his store at Carroll street and Broadway. He deals in men's and boys' clothing and shoes.

Youngstown—The schedules in the case of Morris Averbach, men's and women's clothes, list assets at \$5,359 and liabilities of \$5,341. There are thirty-eight creditors. None with claims in excess of \$500.

Lorain—The schedules in the case of H. Dishman, trading as Ohio Dry Goods Co., list the assets of \$1,700, liabilities at \$6,210. There are forty-eight creditors. The only creditor with a claim in excess of \$500 is the Ohio Dry Goods Co., Cleveland, \$1,500. Milton Friedman is the receiver.

Lockland—A majority of creditors, both in number and amount, have voted to accept the debtor's composition offer of 35 per cent. in the case of Harry Schaengold, general merchandise, according to a report filed in U. S. District Court at Cincinnati by Referee Greve. Following filing of Schaengold's application for confirmation of the composition offer, Judge Nevin fixed June 23 as time for the hearing.

Cincinnati—Ben Schaengold, trading as Ben's Family Store, retail apparel and furnishings goods, 1109 Harrison avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$10,803 and assets of \$4,184. The debtor also filed a composition settlement offer of 35 per cent. cash.

Youngstown—Myron Proser, of this city, trading as U. S. Overall Supply Co., at Erie, Pa., schedules real estate, but it is in the process of foreclosure in State Court. There will be no distribution made to creditors.

Better Call For Window Glass.

An improvement in the demand for window glass is a feature of the week's developments in the flat glass industry. Announcement of new window glass discounts is expected to have a stabilizing influence on the market. The unwieldy discounts previously in effect are materially simplified. The week witnesses comparatively little change in the market for plate glass, with both production and distribution of that product in appreciably smaller volume than at this period a year ago. Recent imports of both plate and window glass into this country have been showing gains.

Detroiters Abandon Straw Price Cut Date.

Detroit, June 17—Efforts to reach an agreement on a date for establishing markdowns on straw hats which had been proposed previously by a group of men's wear retailers and hat stores co-operating under the auspices of the Detroit Retail Merchants' Association have been abandoned due to the unwillingness of several stores to join in this move. Markdowns in straws are expected earlier than usual because of the backward season due largely to uncertain weather conditions. Straw hat sales have experienced a rather decided pickup in most Detroit stores during the recent hot spell.

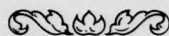
ANNOUNCEMENT

Effective June 16, we announce the establishment of the **Jackson Grocer Co. Division of Symons Bros. & Co.**, temporarily located at 1501 S. Jackson Street, Jackson, Michigan.

In extending our grocery operations into Southern Michigan, we feel fortunate to have been able to associate ourselves with practically the entire sales and executive personnel formerly connected with the jobbing business of the National Grocer Company Jackson branch.

The services of some of these executives date back over a period of twenty, thirty and even forty years to the days of the old Jackson Grocer Company and this arrangement ensures the continuation of this jobbing operation in Jackson with its fine tradition of service. Ellis J. Barnes will be in charge as manager.

In making this announcement, we want to thank our retail friends for the patronage which has made it possible for our business to constantly progress and expand over a period of more than half a century and to remind them that the economies made possible by the new arrangement will enable us to serve them even more efficiently in the future.



SYMONS BROS. & COMPANY

Michigan's "Pioneer" Wholesale Grocers

MOVEMENTS OF MERCHANTS.

Pontiac — Robert Alvin succeeds Alvin & Diamond in the boot and shoe business.

Kalamazoo—Goode's Pastry Shop, 346 South Burdick street, has opened for business.

Amasa—The Amasa Lumber & Supply Co. has changed its name to the Cloverland Supply Co.

Edmore — The Edmore Marketing Association has increased its capital stock from \$3,000 to \$14,000.

Detroit—Grennan Bros. Pie Co., 5845 Russell street, has changed its name to the Orchard Farm Pie Co.

Detroit — The Michigan Jewelers Supply Co., 512 Metropolitan building, has increased its capital stock from \$25,000 to \$35,000.

Howard City—Ivan Franz, of Custer, son-in-law of B. F. Brunke, has purchased the Brunke grain elevator, taking immediate possession.

Grand Junction—Fire caused an approximate loss of \$10,000 to the store building and hardware stock of H. J. Gray June 16. The loss is covered by insurance.

Kalamazoo—August Shikoski, a skilled photographer and camera expert, has engaged in business at 119 West Lovell street, under the style of the State Camera Shop.

Nashville—William D. Featherly has removed his bakery equipment, stock, etc., from Williamston here where he has remodeled and modernized a store building which he will occupy.

Detroit—The Best Made Doughnut Co., 2181 Watson street, has been incorporated with an authorized capital stock of \$3,000, all of which has been subscribed and paid in cash.

Detroit—Bell Tailors, Inc., 1238 Randolph street, has been incorporated to deal in clothing for men with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Grand Rapids—Rex Green, manager of a chain grocery store for more than three years, has opened an independent grocery store at 616 West Fulton street, under the style of Green's Food Market.

Grand Haven—The George D. Rosso Package Co., 7th and Madison streets, has been incorporated to manufacture and deal in boxes, crates and baskets, with an authorized capital stock of \$5,000, \$1,900 being subscribed and paid in.

Detroit—The Rural Products Corporation, 305 Monroe avenue, has been incorporated to deal in fresh and dried meats, eggs, butter, etc., with an authorized capital stock of \$2,500, \$1,000 of which has been subscribed and paid in cash.

Saginaw—The Standard Appliance Co., 706 East Genesee avenue, has been incorporated to deal in electrical appliances and fixtures with an authorized capital stock of \$25,000, \$6,250 of which has been subscribed and \$5,800 paid in cash.

Detroit—The Walker Dishwasher Sales Co., 203 Farwell building, has been incorporated to deal in household appliances, etc., with an authorized capital stock of \$5,000, of which

amount \$1,040 has been subscribed and \$1,000 paid in cash.

Detroit — The Betty Jane Boot Shoppe, 1510 Woodward avenue, has merged its business into a stock company under the style of the Betty Jane Boot Shoppes, Inc., with an authorized capital stock of 5,000 shares at \$8 a share, \$40,000 being subscribed and paid in.

Flint—The General Tire Sales Co., 124 East Court street, has been incorporated to deal in tires and auto accessories at wholesale and retail with an authorized capital stock of \$7,500 common, \$15,000 preferred and 400 shares at \$1 a share, \$15,219 being subscribed and paid in cash.

Ishpeming — S. & J. Lowenstein, dealers in clothing, dry goods, shoes, etc., for the past twenty-five years, have dissolved partnership and the business will be continued by Samuel Lowenstein, who has taken over the interest of his cousin, Joseph Lowenstein, who will make his future home in California.

Highland Park—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Abe S. Goldberg and Leon GoGoldberg, individually and as a co-partnership, trading as Park Clothes Shop, by John McNeill Burns, attorney, representing Epstein Bros., \$200; S. J. Cohen & Bros., \$47; Hyman Tiplitz, \$300.

Detroit—Lee & Cady announced that in the future they will concentrate their entire efforts on the Park & Tilford line of candies. E. L. Milligan, formerly of Lee & Cady, is to have charge of sales in Michigan and will work through Lee & Cady directing the distribution of the Park & Tilford candies. He will be assisted by M. G. Sullivan, who was formerly in the Lee & Cady candy department. Lee & Cady have handled Park & Tilford candies for over nine years. Following the resignation of Mr. Milligan, Ray Watko, manager of the cigar department, took over the supervision of the candy department as well.

Grand Haven—The largest run of whitefish ever experienced on Lake Michigan was in evidence at this port for thirty days, ending Tuesday of this week. The last day of the run the pound net fishermen brought in 10,000 pounds of whitefish. The next day only two whitefish were netted. During the time the run was on no whitefish were netted at Holland, Muskegon, Ludington, Frankfort, Charlevoix or St. Ignace. During Monday night the fish evidently started North to seek cooler water. Grand Haven has never before shipped whitefish to New York and other Eastern cities, but during the past month, these markets were assiduously cultivated. No similar situation has ever before been experienced by Grand Haven fishermen. The fish came close to shore in comparatively shallow water, which is a very unusual occurrence.

Manufacturing Matters.

Detroit—The Detroit Graphite Co., 550 12th street, has changed its name to the Fort Twelfth Corporation.

Detroit—The Electric Brake Sales Corporation, 16573 Kentucky avenue, has been incorporated with an authorized capital stock of \$15,000 preferred and \$5,000 shares at \$1 a share, \$9,000 being subscribed and paid in.

Detroit—The Detroit Graphite Co., 550 12th street, has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, \$1,000 of which has been subscribed and paid in cash.

Detroit — The Chance Processed Steel Co., 300 Whitmore Road, has been incorporated to toughen metal and metal products by secret process, with an authorized capital stock of \$10,000, all of which has been subscribed and \$1,000 paid in.

Detroit—The Vigid Oil Clarifying Co., Inc., 8347 Woodward avenue, has been incorporated to manufacture and deal in oil clarifiers and parts thereof, with an authorized capital stock of \$5,000 common and \$5,000 preferred, \$10,000 being subscribed and \$1,100 paid in.

Detroit—William F. Otto, manufacturer and dealer in saddlery and other leather goods, has merged the business into a stock company under the style of Wm. F. Otto, Inc., 19372 Woodward avenue, with an authorized capital stock of \$50,000, \$25,000 of which has been subscribed and paid in.

Port Huron—The newly organized Port Huron Thresher Co. has purchased the business, stock, patterns, tools and machinery of the defunct Port Huron Thresher and Engine Co., and will soon begin manufacture of threshers, combine harvesters and power corn shellers, E. L. Wilson, former manager for the engine, and thresher company and manager for the new concern, announced. The new organization has leased a building 60x450 feet in area for its factory. The sale marks the passing of a seventy-nine-year-old industry here. The business was started in Battle Creek in 1851 and moved to Port Huron in 1885.

Temptations To Profitless Business.

Most professional studies of business operations find waste due to unnecessary variety in inventories clogged with numerous small lots, and loss arising from insignificant transactions put into red by disproportionate overhead. A typical case is presented by Eldon Wittwer, instructor of marketing in Cornell University. A hardware wholesaler doing a business of about a million dollars in a Middle Atlantic city of moderate size gets its stock from twelve hundred manufacturers, but nine-tenths of the merchandise it sells comes from a fifth of that number and is made up of 48 per cent. of the brands and sizes it carries. In other words, says Mr. Wittwer, 52 per cent. of the brands and sizes this wholesaler deals in, comprising 35 per cent. of his average inventory, could be discontinued with a loss of only 10 per cent. in sales. On the customer side similar conditions were found to prevail. Among a total of 2,086 accounts, 925 (44 per cent.) were credited with only a tenth of the volume of business, practically all of which part was profitless, the loss being estimated by Mr. Wittwer at

five and a half thousand dollars. Very much the most striking thing about discussions of this sort is that there should be need of the disclosures they make, in view of the mass of evidence to the same effect which has been brought to public notice in the last half dozen years. The Department of Commerce publishes numerous circulars on the subject, analyses of the eleven-city census of distribution figures pointed in the same direction, and business leaders make it the burden of many of their public utterances. But the practice of business for the sake of business rather than for profits on money invested remains common.

The Retail Grocer's Window Space.

What is a grocer's window space worth? How can the merchant best realize on it?

A cogent answer is supplied by A. D. S. Palmer, advertising manager for the National Sugar Refining Co. of New Jersey.

"The grocer's window space," Mr. Palmer said, "is best invested when it produces the largest amount of sales for him. The grocer who sells his window space to a wholesaler or distributor may prove himself a good real estate man, but a poor merchant, and it is difficult to be in two businesses at one address.

"We have studied this window problem for many years and the plan we have adopted as standard has been found to be the most productive all around. We pay no rent for window space, but we do furnish the finest talent and material to make it a real sales force.

"Whenever we co-operate with a retail merchant, we do so on a basis of complete mutual interest; we dress his window so effectively that it is bound to increase his sales. We trade our display and window dressing service for his space; the trade is absolutely equal and beneficial all around. It is the best way, the most resultful way."

Self Denial Is No Longer a Virtue.

Says R. W. McNeel, Boston financial analyst: "All the money you really have is what you spend."

In an arresting, peppy statement, Mr. McNeel takes the position that the world has passed beyond the period when self-denial can be deemed a virtue.

At this time, when people are wondering in the business world what is coming next, this business expert makes the statement that from the landing of the Pilgrims until the ending of the World War, self-denial, extreme thrift and saving were inculcated in the minds of American people.

Sound doctrine for a pioneer people! Sound for a country which needed great quantities of capital, for only by this process could anything be created. But no longer.

"Money is not real wealth—money is useful only for what it can provide," says Mr. McNeel. "The countries of the Old World have learned now that the theories of self-denial are the wrong theories to build prosperity upon."

Information — speculation—fluctuation—ruination.

Essential Features of the Grocery Market.

Sugar—Jobbers hold cane granulated at 5.30 and beet granulated at 5.20.

Canned Vegetables—Future tomatoes are offered rather freely at unchanged levels. String beans are bought in a limited way. The Southern early June peas are in good demand, but local interests find it hard to confirm an order at the desired prices, and it is difficult to locate an offering of any size on the desired grades. Only one or two local wholesale grocers have booked future Wisconsin peas in any volume. The Wisconsin situation is devoid of further development this week, but confirmations of serious damage to Alaskas, and slight damage to the crop of sweets have been received. A number of canners are still withdrawn on prices, and those who quote are inclined to ask more money.

Dried Fruits—An improved tone has become apparent in the local dried fruits market this week, and while sales have not shown much increase, prices have been somewhat firmer throughout the list. Spot raisins have been bringing more money in the past few days. There are few large holders of raisins here, and while there are some fair sized shipments on the way from the Coast, they will arrive on a practically bare market and should be disposed of with relative ease. On the Coast, raisins have held steady. The spot market for California prunes exhibits more firmness. Packaged prunes have been moving in comparatively better volume than the bulk. There are few three-district prunes of first quality to be had on the spot. Most of the stock on hand now consists of outside varieties. Peaches are reported to be almost sold out on the Coast. The spot market is close to bare, and the big consuming season for this item is just at hand. Most of the "junk consignments" have been sold, and it is generally thought that the market will soon be bare unless replacements are brought in. Apricots are in surprisingly short position, but no one appears to be greatly concerned. There are no Blenheims available except a few standard, choice and extra choice, and only a small quantity of these. There are some Tiltons and Northern here. Buyers seem to have overlooked the possibilities of apricots, although it must be said that the movement has hardly been exciting enough to boost prices very fast.

Canned Fish—In the fish packs, very little interesting activity took place. There was a slightly better call for red salmon, which has become comparatively scarce on the spot, with the Coast sold out. The tone of the market here was a little firmer. Maine sardine canners advise that an advance of 25c per case would take place some time between June 20 and 25. As there has been very little demand for this article in the last few days, it is hard to tell just what they have been quoting, but it has been intimated by two or three brokers that the advance may not be well received.

Salt Fish—The market here has not really changed to any extent since a week ago. Stocks of small and medium

sized mackerel are still fairly plentiful, considering the generally light demand. There have been some offerings of spring mackerel from Norway, but it is held here that there is none to be had abroad, and that this is only a market "feeler." There are no cured salmon to be had here and the market has been bare for some time. Matjes herring is scarce, though there is a shipment due to arrive next week. Price, of course, will depend on the quality.

Nuts—The enactment of the tariff bill last week was held by importers to be the signal for advances in prices of shelled nuts, and it was thought that throughout the whole list there would be steady gains in values. To begin with, it was pointed out by one importer, nut meats are 5@10c per pound under what they were at this time a year ago, and stocks are materially lighter. Even if the tariff had failed to go through, the trade was looking to higher prices, but now that it has, it is held that these prices are bound to jump and keep on jumping until they are considerably above the prevailing levels. Some items in the unshelled nut list will be affected, too, of course, and stocks are light in that field too. The week under review has been devoid of excitement, barring the tariff passage. Stocks have steadily shrunk on a light routine demand, and the tone has been firm on everything in the list.

Rice—Storm proofs is entirely exhausted. Blue rose is strongly held, with local stocks rather light. Business is generally described as satisfactory in volume, considering the time of year.

Sauerkraut—No improvement in the demand for kraut, either bulk or canned, has appeared in the local trade this week. The tone of the market inclines toward easiness. Futures continue to arouse little interest.

Review of the Produce Market.

Apples—Kent Storage Co. quotes as follows:

Ganos, A Grade\$2.00
Ganos, Commercial 1.50

Asparagus—90c per doz. for home grown.

Bananas—6@6½c per lb.
Beets—75c per doz. bunches for home grown.

Butter—Jobbers hold 1 lb. plain wrapped prints at 33c and 65 lb. tubs at 32c for extras and 31c for firsts.

Cabbage—New white stock from Tennessee is selling at \$2.50 per crate of 100 lbs.

Carrots—90c per doz. bunches or \$4.25 per crate for Calif. grown.

Cantaloupes—Calif. stock is held as follows:

Jumbo, 45s\$4.25
Jumbo, 36s 4.20
Standards, 45s 3.75
Flats, 12 to 15 1.75

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, 90c.

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

Cucumbers—No. 1 home grown hot

house, \$1 per doz.; No. 2, 75c; outdoor grown, \$2.50 per hamper.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$600
Light Red Kidney 6.50
Dark Red Kidney 7.25

Eggs—Local dealers pay 22c for strictly fresh.

Green Corn—50c pr doz. for Florida.

Green Onions—Home grown, 30c per doz.

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

Honey Dew Melons—\$4.25 for 8s and \$4 for 12s.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate\$3.50
Imperial Valley, 5s, per crate 4.00
Hot house grown, leaf, per lb. 6c

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

360 Sunkist\$9.50
300 Sunkist 9.50
360 Red Ball 9.00
300 Red Ball 9.00

Limes—\$1.50 per box.
Mushrooms—70c per lb.

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

126\$8.00
150 8.50
176 8.75
200 8.75
216 8.75
252 8.75
288 8.50
344 8.00

New Potatoes—South Carolina receipts command \$5.75 for No. 1; Texas Triumphs, \$3.50 per 100 lb. bag.

Onions—Texas Bermuda \$2.50 for white and \$2.40 for yellow.

Parsley—50c per doz. bunches.

Peaches—\$4 per 6 basket crate for white varieties from Georgia.

Peppers—Green, 60c per dozen for California.

Plums—\$2.75 for 4 basket crate from Calif. Apricots the same.

Pieplant—\$1 per bu. for home grown.

Potatoes—Home grown scarce at \$1.75 per bu. on the Grand Rapids public market; country buyers are mostly paying \$1.50; 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 19c
Light fowls 16c

Radishes—15c per doz. bunches of outdoor grown.

Spinach—65c per bu.

Strawberries—\$3 per 16 qt. crate for Benton Harbor and Kent county.

String Beans—\$1.10 for Climax basket from Florida.

Summer Squash—8c per lb.

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

Water Melons—50@65c for Georgia.
Wax Beans—\$1.40 for Climax basket for Florida.

Customers Feel at Home.

"We feel that one of the biggest jobs confronting a grocer to-day is the matter of getting customers into the store," said John and Nathan Lurie, owners of a very successful store in Detroit. "That's why we try to make them feel at home here."

The Lurie brothers do not stop with a cheering greeting and helpful suggestion. They give food shows during the year, at which they make special offerings, give samples and even go so far as to develop a party spirit, as they call it. They serve coffee, sandwiches, and ginger ale, inviting the whole neighborhood to come in and see the many delicacies they have to offer.

They make customers feel at home by keeping merchandise within reach. Push-items are tumbled into a basket or box, placed where the customer can examine the weight, size and labels. Counters are so arranged that customers can go around in back and help themselves. They feel that in a very short while all counters will have disappeared from the up-to-date grocery store.

The Lurie brothers' store always has attractive window displays. The owners are great believers in the use of timely ideas in dressing their windows. They even make displays in connection with occasions which are not associated with special food purchasing and find it profitable. "It means," they say, "that we get just one more favorable response to our store. And we believe that this feeling of good will has been one of the greatest reasons for our success."

Seamless Cans May Be Made From Cellulose.

A new transparent cellulose container is being developed by the Hygienic Tube Co. from a synthetic substance called Hyguloid—an odorless, flavorless material which is said to withstand processing. Cans made of Hyguloid are cut from seamless tubes. The ends are of enameled tin plate, crimped in the usual manner by ordinary can-closing machines.

Red Breast's Return.

I surely see our robin back!
Out there upon the tree!
Too cold to sing
And wondering
What may the weather be
But look at that!
How plump and fat
His breast just like a ball
All fiery red
I'm glad he fled
To Dixie after all.
The sparrows welcome red breast back
How close they are to him
But see his eyes—
And oh how wise
He looks upon the limb
Yet no reply—
They chirp, they try
To learn about the south
But silent, proud
No note aloud
He lets escape his mouth.
That surely is our robin back
Why Bobby how are you?
Now you remember
Way last November
You bid us all adieu
To go away
You said to stay
When mocking birds would sing
But here you are
True calendar
Of the return of Spring.
Charles A. Heath.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Jamestown, N. Y., June 10—We are attaching a clipping from a local paper which may be of interest to you.

In the summer of 1928, Montgomery Ward & Co. ran an advertisement in a Western paper offering Crescent wrenches at a price which is about the retail dealers cost. One of our representatives bought one of these wrenches and found it was not a Crescent, but a very cheap imitation.

We protested at the main office in Chicago and on Oct. 30, 1928, their merchandising department issued an order to all branches instructing them to discontinue the use of the name "Crescent" in connection with adjustable wrenches.

Regardless of this, about sixty days ago, advertisements appeared in a number of papers featuring "one 10 in. Crescent wrench and one 10 in. Stillson wrench for \$1." Needless to say, neither of the tools were genuine, both being a cheap grade put up under their private Lakeside brand.

We believe that our dealers and ourselves are entitled to protection from this type of competition. Hence this suit. Crescent Tool Company.

The newspaper item above referred to is as follows:

Buffalo, N. Y., June 9—Claims of fraudulent advertising against Montgomery Ward & Co., of Chicago, mail order and department store chain, are contained in an equity action brought against the company in United States District court of Buffalo by the Crescent Tool Co., of Jamestown, for \$50,000 damages.

Karl Peterson, president of the Crescent Tool Co., through his attorneys, Jackson, Herrick, Durkin & Leet, of Jamestown, alleges infringement on the Crescent trademark as applied to tools produced by the Jamestown manufacturer. The Crescent company, which has been turning out tools for twenty-two years claims Montgomery Ward & Co., agreed to discontinue the alleged fraud Oct. 30, 1928, but in recent sale advertisements it has disregarded the written assurance to stop the alleged infringement.

The Crescent Tool Co. claims that the Crescent tools featured in Montgomery Ward & Co., advertisements were not made by the Jamestown company; that they are cheaply made and so inferior to the Jamestown-made products as to discredit and injure the name of the Crescent company.

It is alleged that this type of advertising not only is a fraud upon the public but deceives purchasers. It is claimed the Jamestown company already has suffered damages to sales exceeding \$50,000. An injunction is asked to prevent the continuation of the alleged fraud, together with an accounting of profits of Montgomery Ward & Co., and damages sustained by the Crescent Tool Co.

Improper use of the words "Manufacturers" or "Factory" in advertising will be discontinued by copartners engaged in the importation of watch movements and in the sale and distribution of watches, according to a stipulation between the company and the Federal Trade Commission.

The respondents agreed to discontinue use in advertising of these words in any way that would imply that the company owns, operates, or controls a factory for the manufacture of its products.

Using the word "Knitting" and

"Mills" as a part of its trade name and using the words "Knitting" and "Mills" or "Manufacturers" in advertisements when it neither owned, operated nor controlled a mill wherein its products were made, a corporation selling and distributing women's sweaters signed a stipulation with the Federal Trade Commission agreeing to discontinue these representations at least until such time as it actually owns and operates a factory.

Disparagement of a competitor's products will be discontinued by a corporation manufacturing a preparation for the home curing of meats, according to a stipulation agreement between the company and the Federal Trade Commission.

The respondent will cease the use in advertising of all statements implying that products of a competitor or competitors are dangerous or poisonous and deleterious to health, and from use of any statements which may deceive the public into believing that these competitors' products are injurious to health, unless such statements warranted and supported in truth and in fact.

The company also agreed to stop using the statement "The impure product made by the destructive distillation of wood known as pyroligneous acid is not suitable for food," purporting to be Food Inspection Decision No. 140 of the United States Department of Agriculture, or of any other citations of the decision which have the capacity to convey an erroneous belief as to the true meaning of this decision.

"Publishers, advertising agencies and radio stations hereafter must be prepared to defend any advertisements they handle."

Coming from W. E. Humphrey of the Federal Trade Commission in an address made recently over the radio at Washington, this statement indicates that the Commission has declared no let-up in its activities against questionable advertising since its initial trade practice conference with periodical publishers held in New York, Oct. 9, 1928. At that time a resolution was adopted asking the National Better Business Bureau to undertake a regular observation of display advertising in periodicals, the investigation of any such advertising which seemed fraudulent, the notification of advertisers and publishers of their findings and, in the event of necessity, laying of such cases formally before the Federal Trade Commission for action. Mr. Humphrey's address follows in part:

"The people of this country are annually robbed of hundreds of millions of dollars by false and misleading advertisements appearing in the newspapers and magazines. I do not refer to those in the twilight zone, but those that are shamelessly and brazenly false on their face—such as those holding out alluring promises of lucrative employment to the unfit; those that are insidiously lewd and indecent; patent medicine advertisements for incurable diseases, frequently injurious, never of any value, that rob the victim not only

Hunt Bros. Canned Fruits

Carefully Selected--Correctly Processed.

Increased sales each year on this wonderful line of California and Oregon Fruits clearly indicates its popularity.

Hunt Bros. Canned Fruit--A line for the Independent Merchant.

LEE & CADY

of his money, but often of life; various methods for correcting bodily deformities; beauty creams and rejuvenating cosmetics—and perhaps the greatest of all just at present—the many anti-fat remedies, appliances, soaps, belts, powders and medicines, all of them fakes and all of them dishonest, and some of them dangerous.

"Fabulous sums are spent for these anti-fat frauds since the female skeleton has become the fashion of this country. But the men are as gullible as the women, as is shown in the matter of hair restorers—one of the worst, most intriguing and aged of frauds. Few men with bald pates seem to be able to withstand the allurements of this ancient and shameless fraud.

"The fat woman and the baldheaded man in stupid faith lead this endless procession of suckers.

"The painted face of to-day is the billboard whereon is shown the greatest display advertising that the world has ever seen. Some of it might be classed as false and misleading, and much of it probably could be said to come within the legal meaning of unfair competition. The painted face furnishes one of the most lucrative businesses in the United States as well as one of the most fruitful fields of fraud, and one of the most insidious means of preying upon the credulous.

"Until recently, many newspapers and magazines were filled with this class of advertisements. I counted 110 in a single issue of a well known publication. Recently the radio has been used to some extent by these fakers. The Department of Justice, the Post Office Department and the Federal Trade Commission have all been trying to put these frauds out of business. But the result has been disappointing. We have accomplished comparatively little.

"Another class of advertising that has been condemned by the Federal Trade Commission is the publication of paid testimonials, unless the advertisement shows conspicuously on its face that the testimonial has been paid for. This is a far-reaching decision and will affect advertising along many lines. The Commission believes that this action is in the interest of the public and will receive public approval, and that it will have the endorsement of the fair advertiser.

"It may be embarrassing to some statesmen to have it published that their praise of certain smokes is inspired by a consideration. It may be disconcerting to certain society celebrities that their enthusiastic praise of certain cosmetics was for cash. It appears that a class of prominent people are not able to earn all the money they desire by either hand or brain, so they are using their complexions and their appetites.

"For three years after I went on the Commission, these advertisements I have heretofore mentioned were constantly flaunted in my face, to remind me that it was the duty of the Federal Trade Commission to suppress such frauds. All of our efforts to suppress them were practically futile.

"I gave notice that thereafter I

would insist that the publisher and the advertising agency that furnished the advertisements, be made parties in all suits to suppress fraudulent advertising.

"I awaited the reaction. I was greatly gratified to find that it was enthusiastically favorable—far beyond what I had expected.

"The result was that a conference was called in New York by the periodical publishers, representing over 6,000 magazines. This conference voluntarily and unanimously adopted a plan that has done more to clean the columns of the press of the country of this shameless advertising than any or all other plans put together that the Government has ever tried.

"The magazines with few exceptions have kept faith and have carried out their promises made at their conference—and are cleaning their own columns of this criminal filth. Many magazines that carried from five to fifty of these advertisements have discarded them all. Many now carry only a few of the less objectionable ones.

"The Commission has created a special board for the express purpose of dealing with this special problem. Within the last six months, the Commission has commenced proceedings against over 500 of these fraudulent advertisers and the publishers, and the advertising agencies that handle their advertisements. This fight will be pushed just as rapidly as the Commission can handle the cases.

"I give you the information to-night that publishers, the advertising agencies, and the radio stations hereafter must be prepared to defend any advertisements they handle, before the Federal Trade Commission and before the bar of public opinion. The law makes them liable for any fraudulent advertisement to which they may help give publicity, and the Commission will make them parties in all actions brought against the advertiser where they have assisted him in his fraudulent scheme.

"In making the publisher a party to a suit to suppress fraudulent advertising, the Commission in no degree is interfering with the freedom of the press. It in no degree attempts to increase the responsibility of the publisher. The law makes the publisher responsible for any fraudulent advertising he may carry in his columns. The publisher, like everyone else, must take the responsibility of conducting his business according to the law."

Memory.

Oh! Living, tender thing
So fearlessly meandering
All through the past; and now
Dost cher'sh still the vow
Of lovers fond and dear
Until draws one so near
I feel her very hand
Her lips I understand;
Her smiles upon her face
Return with added grace
Far lovelier to-day
Than sunbeams at their play
Across the garden bower
Once fairer for her flower.
For there we sat again
In contemplation, then
She vanished ere I spoke
And though no silence broke
A wanderer dreaming still
Kept listening, spellbound till
Awakened by the sun—
For morning has begun.
Charles A. Heath.

Keep Your Will A Living Document

Do Not Permit It To Stagnate With Out-of-Date Provisions

It should change as the needs of your family develop. Provisions which were ideal at one time often prove utterly unsuitable at another. Some grow up and go into business; daughters marry. The family circle grows and shrinks; your circumstances change and so should your Will.

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

Old Master COFFEE

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

SOLD ONLY BY

The Blodgett-Beckley Co.

Toledo, Ohio

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham	Rowena Pancake Flour
Rowena Golden G. Meal	Rowena Buckwheat Compound
Rowena Whole Wheat Flour	

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

REPARATION BONDS.

The German government international bonds, representing the first reparation loan authorized by the Young Plan, are now on the world market. There have for long been talk and discussion of the necessity of commercializing the reparation debt. The first step toward this desired goal has now been successfully taken.

In New York the bonds, offered for subscription at 90 to yield 6.20 per cent., were quickly oversubscribed. The books were closed within two hours, and in subsequent trading on the Stock Exchange the bonds promptly advanced more than a point. In Europe they will undoubtedly be taken up with equal enthusiasm, for it has been known for some time that France is ready to oversubscribe its portion of the issue. Consequently, there will be made immediately available for the stipulated purposes of the loan a total sum of \$300,000,000. Two-thirds of this amount will be allocated to the commercialization of Germany's payments to her creditors and one-third will be reserved by the German government for the services of its railway and postal systems.

The loan stands as the first operation of the new Bank for International Settlements and of what may turn out to be a new era in international finance. It is too much to expect that its much-heralded influence upon European economic conditions will be at once manifest, but it marks a consummation of the tedious efforts of the past year to end the uncertainty which has held back Europe's economic recovery ever since the war. Not only is the reparation debt question settled but the payments which Germany must henceforth make are completely divorced from all political considerations.

With the banking support which has been mustered for the aid of the Young Plan's program there has never been much question as to the success of this bond issue. Nevertheless, its oversubscription can be interpreted in no other way than as an emphatic expression of public approval of the whole reparation settlement.

COMMODITY PRICES SLUMP.

Another spectacular collapse in commodity prices was the chief development of the week from a general business and industrial standpoint. After holding at a fairly steady level for six weeks, there was additional weakness in quite a list of products. The Analyst weekly index fell to 129.7 as a result of abrupt declines in farm and food products and textiles. Only the fuel, chemical and metals group stood firm, but the latter was affected toward the close of the week by another clash in copper.

The most recent figures on commodity stocks disclose the probable basis for this further sagging. While the Department of Commerce index of raw material stocks at the end of April was down to 142 from 152 in the preceding month, it still stood above the 136 registered a year ago, when demand was much heavier than it is now under reduced operations in in-

dustry. The index on stocks of manufactured goods was higher at the end of April and at 128 compared with 122 twelve months before.

This increase in manufactured goods is not a favorable omen, particularly in view of the sharp declines in commodity prices. It means that sooner or later lower raw material prices will have to be reflected in lower quotations on finished goods, and the accumulation of inventories will hasten such action.

It is probably true that not a few producers were encouraged by the optimistic forecast from one quarter or another to proceed less cautiously than was wise in their operations. They looked for a short depression and did not see the need of holding down stocks much under a year ago. The collapse in commodities adds to their difficulties, since competition will no doubt force values down to the new and lower level.

LIMITED PRODUCTION.

Dr. Carl Scholtz, Professor of Economics in the Wharton School of the University of Pennsylvania, has added his voice to the rising chorus which demands limitation or control of commodity productions as a means of industrial stabilization. Here is a subject which, despite the little attention generally given it, holds the kernel of a social and economic problem that soon may prove to be as troublesome to the world in general as any it has ever had to face.

All farm-relief legislation recently attempted by Congress rests on the principle of restricted production of grain. The production of copper is being consistently restricted to maintain what is called a fair scale of prices. Coal production is restricted. Attempts have been made to restrict rubber and coffee at the source.

Only one voice is lifted energetically against this practice, and that is the voice of Henry Ford, who holds defiantly that restriction of commodity production is a way to poverty and not to wealth. Commodities, as Mr. Ford sees them, are wealth. Overproduction of essentials is, therefore, impossible in a well-organized country. Grain, coal, copper, oil, iron and the like are necessities of modern life. Since science is now able to make profitable use of everything taken from the soil, excess production is possible only among people who haven't yet learned to make intelligent use of their opportunities.

In the Ford philosophy the world—and the whole world is now considering the restriction of commodity production—needs more science in industry, better system of marketing and distribution, lower costs and higher wages. Thus every useful gift of the earth could be used, all people could be happy and all nations prosperous.

CROPS ARE THE KEYSTONE.

Just when business conditions will return to normal is still the foremost question in all branches of trade and industry. The general idea of most authoritative observers is that the fall will witness recovery. Some hold a normal level will be reached by that

time, while others contend that it will probably be next spring before the depression is entirely over.

An increasing amount of satisfaction, however, is being taken in the fact that trade totals have been fairly well sustained. Chain store business, if the factor of additional units is eliminated, has been ahead of a year ago and department store volume only 3 per cent. lower to date. The volume of goods going into consumption is very likely somewhat above last year's total. Food sales are also keeping ahead.

Only in automobiles, radio and some other accessories of modern living has there been a slump in consumer demand. And yet the slackened call for these articles, of course, has brought about that decline in employment and purchasing power which, with the slump in export trade, prevents a speedy end to the present reaction.

But over this period of reduced activity, it is clear that stocks are being cleared and potential demand built up to a point where it must soon become operative. A great deal depends upon the income realized from the crops. For the present this must be regarded as the keystone on which the forecast of recovery next fall rests.

TRANSATLANTIC AIR SERVICE.

It has been generally assumed as a result of the remarkably successful flights of the Graf Zeppelin that it would not now be long before a regular transatlantic dirigible service would be inaugurated. But it appears that we are likely to see this development sooner than we had realized. Upon sailing for Germany two or three weeks ago Dr. Eckener stated his belief that two dirigibles would be making weekly trips between Germany and the United States by September, 1931.

It will be necessary to complete construction on the dirigible now being built at Friedrichshafen before this arrangement can be made and also to arrange for a port of call in this country. Lakehurst is a possibility for the Western terminus of the dirigible line, but, according to Dr. Eckener, a port in the neighborhood of Washington or Baltimore might prove more advisable. In any event, the American hangar will be near enough to New York to enable the dirigible service to compete with the steamship service now available here.

Some two years ago no less an authority on aviation than Colonel Lindbergh declared, "The airship has definitely established its present-day superiority over heavier-than-air craft for trans-oceanic travel." As he in most matters dealing with air travel, Colonel Lindbergh was apparently right.

BURNING THE ETHER.

Few persons will feel inclined to criticize the Federal Radio Commission for ordering broadcasting station KVEP of Portland Ore., off the air for "the consistent use of indecent, profane and objectionable language." The language was used by an unsuccessful candidate for the Republican nomination for Congress, and complaint was filed by the Better Business Bureau

and other organizations of the Oregon city. There is here apparent no oppressive censorship, but rather the exercise of ordinary police power to preserve, as the Commission puts it, the decency of American society. The gentleman was privileged to say what he pleased about his opponents, but it has been ruled that it had to be said in a gentlemanly way. His offense lay, as the old cockney song has it, in "not exactly what he said but the blooming way he said it."

THE ENEMY AT HOME.

The Secretary of Agriculture of New Jersey, William B. Duryee, has requested over the radio that Americans spare a moment from their international apprehensions to consider the enemy within our gates.

This enemy is the insect army which attacks all things that grow and particularly those that are useful to man. According to Mr. Duryee, thirty-seven species of these foes came from other countries and have grossly abused our hospitality. Seventy-three are reckoned as serious and a few are rather terrifying in their possibilities of damage.

The Government is constantly at war with this enemy, but needs the citizen's help. Particularly must the plain-clothes army of gardeners and farmers beat back the hosts of beetles with traps, sprays and poisons.

DRY GOODS CONDITIONS.

Weather conditions turned less favorable to retail trade during the past week in many sections of the country and the recent good pace of selling was reduced. Furthermore, there were other adverse influences added in the shape of further sagging in security prices, more widespread anxiety over the effect of the tariff and comment on the unemployment situation which indicated that not much headway has been made in reducing the number of unemployed. These developments were not calculated to improve buying sentiment among consumers. However, a number of seasonal lines were active when the weather encouraged shopping.

When we awake after a sound and refreshing sleep with every organ in tune and at concert pitch, and thank whatever gods we believe in that we are alive, well, young, strong, buoyant and exuberant with animal spirits at the top-notch; when we are full of joy that the world is so beautiful, that we love our dear ones and can throw ourselves into our work with zest and abandon because we like it; when our problems seem not insoluble and the obstacles in our path not insuperable; when we feel our enemies are either beaten or placated; in a word, when we face reality gladly and with a stout heart even if it is grim and painful, and never doubt that it is good at the core and all evil is subordinate to good, that even if we are defeated and overwhelmed in a good cause all is not lost; when we feel that we live for something that we could die for if need be—this is morale.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I fully intended to cover a small chain of interesting cities and towns last Saturday, but when I looked at the thermometer at Allegan and noted that it recorded 86 degrees, I threw my trip sheet and data on the back seat of the car on the theory that no man of my age should persist in calling on customers and friends so long as Old Sol was so prodigal in his effulgence. I should have made for the Lake Shore and returned home via U S 131, but as I coveted a call on a friend at Plainwell I headed East and North, speeded on by the brisk Southwest wind which kept us comfortable so long as we kept in motion.

At Otsego I tarried long enough to exchange a word with Mr. Kohlenstein, the long-time dry goods merchant. He made me acquainted with two of his three children—a frail little lass of perhaps twelve and a rugged lad perhaps two years younger. I undertook to negotiate a purchase of the young lady, but she objected so strenuously to the transfer of ownership that I decided to defer the negotiations until a later date.

That reminds me that I urged Mr. Kohlenstein to bundle his interesting family into the family bus some day and visit the site of the famous Ox Bow dam while it is in process of construction. The locality is easily reached by two or more methods of approach. One is up (or down) U S 131 to Morley, thence West by a good gravel road. Another route is by forty miles of cement from Grand Rapids to Newaygo, thence East to Croton Dam, thence North along the West bank of the Muskegon river. In taking this route the driver can return to Croton, and get a second view of operations on the dam by following a sandy road up the East side of Muskegon river, thence to U S 131 via Morley. If one view of the improvement is thought sufficient, the gravel roads from Croton to Howard City or Sand Lake are always in good condition. I prefer the latter route, because it takes one through the thrifty farming country around Ensley Center. I am told that the things now being done at the dam are especially interesting. Two large forces of men are at work—one during the day and another at night; that the work of construction is proceeding so much more rapidly than was expected that the great undertaking will be accomplished in twenty-two months, instead of thirty-six months, as originally planned. The Morley Mercantile Co. conducts the supply store at the dam and also supervises the feeding of the army of men employed, which affords ample assurance that no one will go to bed hungry.

I do not know who planned the main street through Otsego, but the man who is responsible for this beautiful thoroughfare certainly ought to have a monument. With the lining of

wonderful trees, which are now of commanding size and beauty, the street is one of the most attractive I have ever had the pleasure of navigating.

I undertook to shake hands with the owners of the independent grocery stores at Otsego, but they were all so busy I could not accomplish my purpose. Finding the Kroger store devoid of customers and with every appearance of desolation and gloom I undertook to persuade the manager personally that he ought to take the Tradesman so that when he engages in business for himself, he would be in possession of dependable knowledge on a few things he never could acquire while in the employ of a chain store. I was not successful, which led me to conclude that the manager was still too enamored over the policy of short weights, short count and short measure to see the light. He will see it ultimately, if he happens to be arrested and fined a few times by irate customers who have been swindled.

At Plainwell I was pleased to find George W. Gilkey, Manager of the Michigan Paper Co., in his office and to learn that the mill had run full time on the three tower system ever since Jan. 1. A contract has been awarded for a new power plant which will furnish employment to a considerable number of men for several weeks.

I stopped at Shelbyville long enough to shake hands with one of my oldest friends in the mercantile line—D. D. Harris—who bears his years with becoming dignity.

As I passed through Bradley, I was forcibly reminded of the beautiful memory of Lee Deuel, who handled the mercantile end of the village for many years. I think Mr. Deuel has been dead more than a dozen years, but the memory of his honorable merchandising methods will be preserved as a heritage to the village so long as a single friend or customer of the genial merchant remains this side of the grave.

The same is true of the Pickett brothers at Wayland and E. N. Bates at Moline. These men were stalwart characters who dealt squarely with everyone—creditor and customer alike. Their hands were never soiled by the inordinate love of money. They would probably not be able to cope with the traders of to-day, because they were merchants of the old school, but they did their work well and the world is better for their having lived in it.

I do not believe the pressure which is being brought to bear on Governor Green from so many different directions will cause him to change his mind regarding a third term. He made the people a definite promise when he was a candidate the first time. I do not think all the money in the world could induce Mr. Green to violate that promise. I am sorry he made that promise because if Groesbeck gets in the race again this year—for a fourth

term—Fred Green could be depended upon to beat him to a frazzle. No greater calamity could happen to the people of Michigan than to have another regime of misgovernment such as Groesbeck would surely give us, including the peculating ability of former partner Bailey to use the Security Commission as a vehicle to feather his nest.

One of the peculiar features of Governor Green's administration has been the wonderful record he has made for answering all letters. His mail must have been very heavy, but no one—so far as my knowledge goes—has failed to receive prompt attention to a mail enquiry, no matter how important or how trivial the subject might be. I do not see how it has been possible for our Chief Executive to be so painstaking in this respect. Unfortunately, this admirable quality has not been cultivated with equal eagerness by Mr. Green's administration leaders. It took me thirty days to get an answer to a letter I sent the Attorney General and eighteen days to secure attention from Arthur Wood, Commissioner of Pardons and Paroles. I had to make an appeal to the Governor in the meantime in order to secure attention. Mr. Green wrote me that Mr. Wood was dictating a reply that day, but it required six days for the letter to reach me. When it did reach me it was not a reply at all, because the writer did not touch on the subject I enquired about.

In the talking movie entitled "So This Is London," now being shown in this city, Will Rogers thus discusses his birth with a representative of the passport bureau:

"No, I haven't got any witnesses to my birth. No, sir. You see, in the U. S. when somebody appears before us in person we give him the benefit of the doubt, and take for granted that he was born. My parents were Cherokee Indians. Of course, our people don't claim to have come over on the Mayflower or anything like that, but we met 'em at the dock when they landed." E. A. Stowe.

National Grocer Co. Jackson Branch Bought By Symons.

Saginaw, June 16—A visit to-day with John W. Symons, Jr., President of Symons Brothers & Co., of Saginaw and Alma, disclosed some information that will be of interest to the grocery fraternity of Michigan and I am pleased to pass this information along to you. No local announcement has been made as yet, so the following may be considered as news.

On June 10 arrangements were completed between Mr. Symons and Ellis J. Barnes for the establishing of the Jackson Grocer Co. Division of Symons Brothers & Co., at Jackson. Mr. Barnes has for several years past been the local manager of the National Grocer Co., at Jackson, coming with that company when the National Grocer Co. was organized.

On June 16 the entire personnel, which includes employees of the former Jackson Grocery Co., some of which have been in continuous service for more than thirty-five years, will become associated with the Jackson Grocer Co. Division, with Ellis J. Barnes as local manager. The organization will be known as the Jackson

Grocer Co. Division of Symons Brothers & Co.

This consolidation will in effect bring together two very fine old institutions of more than a half century of wholesale grocery service in Michigan.

This marks a progressive step in the jobbing business and is a distinct tribute to the faith the organization has in the future of the retail and wholesale grocery business.

I am sure that everyone in the trade will be pleased to hear of this announcement because it inspires faith and confidence at a time when it is much needed. P. T. Green.

A Clear Docket.

The Supreme Court of the United States last week Monday held a memorable session, the last of its present term. Handing down decisions in five cases, it cleared its docket for the first time in years. This action even overshadowed the seating of Justice Owen J. Roberts. The clearing of the docket was an achievement that paid silent honor to the late William Howard Taft. When Mr. Taft was named Chief Justice, nine years ago this month, the Supreme Court was almost literally buried in pending cases. The docket had not been clear in the memory of any of the Justices then living. Chief Justice Taft accordingly concentrated on the task of speeding up the work of the court, and with the aid of special legislation which he recommended and Congress passed that work soon was well under way. Had Mr. Taft lived only two months longer he would have seen the fruition of his reforms.

A Business Man's Philosophy.

Some time ago I received a letter from a reader who bitterly criticizes modern manufacturers for producing what he called "worthless goods."

I was interested and wondered whether this was the opinion of other consumers; so I sent a copy of the letter to ten friends asking them to state their opinions.

My conclusion from the answers received was that the vast majority of buyers are grateful that we are living in a machine age. They are certain that we are making progress and that honesty in trade is more common today than it ever was. Junk is made for those who wish to buy it, but the purchasers have ample warning of what they are getting.

William Feather.

See Fall Vogue For China Figures.

A vogue for ornamental figures of dogs, cats and other animals is expected by retail buyers next Fall. Buyers for chain systems and for a few of the larger department stores have been in the market recently placing substantial orders for later delivery. The calls have been chiefly for china and earthenware figures, which can be retailed up to \$20. Dog designs are in best demand, with cats and horses next. Natural form and coloring are desired. The grotesque figures that sold well last year are said to be losing favor. So far importers have had the bulk of the early orders, but domestic manufacturers expect to benefit later in the season.

HITS THE NAIL ON THE HEAD

Advertising Which Cannot Fail To Produce Results.

Ithaca, June 13—I have delayed replying to your letter in order that I might send you the completed set of advertisements bearing on the subject of the chain.

It would not do for me to go after the trade as you can in your paper, for they all have friends and we can get the trade of these friends better by not hurting their feelings.

I was surprised to find the advertisement reproduced in your paper and I am not sending these for any purpose other than to get the opinion of one well able to judge. I try to see the question from the viewpoint of the other fellow, but while one thinks he is doing this often he is far from it.

I often wonder what will be the outcome of this move of the chain stores going into the small towns. In the large cities they do not do as much harm as they do in the small places, for the activities of the cities do not depend upon the contributions of the merchants while in towns like ours it is all they have to depend on. Even the annuals of our graduating classes could not be gotten out were it not for the advertising of the merchants who understand it is not for advertising purpose the money is given, but to help in the local functions.

The people in the cities do not care nor do they know what sugar they are using, whether it is cane or beet. Before the chains came we used very little cane, but pushed the beet which is equal to the cane, because by doing so our farmers were able to help themselves by using up what they raised. As to the oleo it is only within the past few years that we have sold any to any extent. This trade was created by the chains advertising the cheap grade at a low price and our farmers fell for it, with the result the price of milk has gone down and they wonder why. Henry McCormack.

In the issue of May 28 the Tradesman published Mr. McCormack's initial appeal to the public. It covered the tax situation in Ithaca very cleverly, showing how little the chain stores contribute to the growth and upbuilding of the community. Another thoughtful discourse appeared in the Gratiot County Herald of May 22 as follows:

Last week there was something of a tempest in a teapot or tea kettle or wash boiler. Many remarked "What is the matter with your assessor?" There is nothing the matter with our assessor. He is the best we ever had and shows no favors to person or party. What he cannot find he cannot tax. The fault is the system whereby foreign stores are able to evade paying the taxes the local stores pay, throwing that part of the tax burden upon you and others who do pay. What would your tax be if all local stores did the same? Our assessor is unable to correct this or he would. Quoting from the publication of the Chamber of Commerce of U. S., "Our taxation muddle is a combination of many muddles. We are spending about ten million dollars of taxes each working day. Farm taxes range from 20 to 200 per cent. of the net income. Can our taxes continue to go upward? Year in and year out could we devote 20 per cent. of our net income to taxes? No nation ever has and survived." With real estate—your farms included—paying two-thirds of the taxes of Michigan and being only one-third of the wealth it shows that if each one paid his share your tax would be greatly reduced.

May 29 an especially appealing picture was presented to the buying pub-

lic of Ithaca and vicinity, as follows:

This is HMCC again to answer the question in one of the letters this week. "How are you benefited by this advertising?" The answer is, "My desire to promote the prosperity of Ithaca and the surrounding country." A few years ago St. Johns, Ionia, Sturgis were the ideal business cities of Michigan. To-day what? I visited St. Johns last winter when the snow was piled in a high ridge down main street leaving a narrow drive on each side. I asked why. The reply was that the city had no money to spend in carting it away. The business was mostly in the hands of foreign owners who had no interest in spending their money in removing it. Visited Ionia a city formerly proud of its business. "How's business?" I asked. The answer was, "There are not enough business men left in Ionia to make business." How can these things be? The answer to this is the answer to the question I asked the owner of a large number of stores. "Why don't you support the communities in which your stores are located?" His answer was, "What do I care for these towns? When they are milked dry there are other towns waiting for me to come." That is my answer. I love this community. My home is here. My friends are here. It is the finest place in which to live and I want to preserve it for others to enjoy. If you lived in New York would you care the snap of your finger about Ithaca? Only to get the money out of it. After you got that—good-bye.

In the issue of June 5 Mr. McCormack discusses the contributors to a fund which is raised every year to keep the local fair going, as follows:

An interesting letter was received which contained this question: "If you had stores in the cities distant from your home could you afford to contribute to the many local calls which stores in small places are subject to?" The answer to this question would not change the conditions. In the towns and most of the smaller cities the local activities are financed from a portion of the profits of the local merchants. The trouble mentioned last week was caused by the local merchants of St. Johns, Ionia and Sturgis being largely replaced by the foreign owned stores who had no interest in anything local, resulting in the death of all local activities formerly financed by the local merchants. For example: Our county fair is a decided help to the entire county but of what interest is it to the New York stockholders of the foreign stores and how long would an officer retain his position should he contribute from the profits to what they would term as "A little dinky county fair?" Still the subscriptions of your home merchants this year will be well above \$2,000 and it will be interesting to know if any of the wealthy foreign owned stores will contribute \$50 each, as most of your home merchants have done.

The officers of foreign owned stores, to retain their positions must show their stockholders a profit. All they are interested in you is to get your money, of which you will not see a penny again. Then why not keep the community in which you live as it is to-day, a place well worth living in?

In the issue of June 12 Mr. McCormack discusses with great candor the reason why milk has dropped so low in price and also why Michigan merchants should encourage the sale of beet sugar, instead of cane, as follows:

We all want success, but success is not possible when confined to a few. To be successful the community must be successful. This is a farming community and our success depends upon yours. If the market for your crops

is good you are successful. Before the arrival of foreign owned stores, which have no interest in the farmers' success, there was not enough oleo sold to pay for handling. The constant advertising of the cheap grade increased the trade on it but at a heavy cost to every farmer, not only in cutting down the size of his milk check but oleo has no food value. Other substitutes, like peanut butter, have a high food value.

When we sell cane sugar we knock our farm customers who are making their money in raising beets. We have two sugar beet factories in this county. If they cannot sell their sugar our farmers cannot sell beets. According to Government tests there is no difference between "pure beet sugar" and "pure cane sugar" excepting in the success or failure of our farm customers. We are here to give you what you want, but we cannot get around the fact that every time we sell a pound of oleo or a bag of cane sugar we are doing a part in destroying our customers' success.

We realize the financial condition of our farm customers and are making prices barely covering the cost of handling in our desire to bring success to them.

In connection with these preliminary discussions Mr. McCormack quotes prices which ought to prove very attractive to his customers. His argument is always good, his language simple and easily understood, his points well taken and his conclusions irresistible.

Corporations Wound Up.

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

Doyle Transfer Co., Alma.
Gobleville Creamery Co., Gobleville.
Union Commerce Corp., Detroit.
Detroit Saw & Tool Co., Detroit.
Battle Creek Health Resort Co., Battle Creek.
North Western Timber Co., Manistee.
Senate Realty Co., Detroit.
Petot Shoe Corp., Detroit.
Oriental Coffee Co., Detroit.
Kenyon Corporation, Detroit.
Factories Construction Co., Grand Rapids.
Thomson Austin Land Co., Detroit.
Brewer Coal and Lumber Co., Jackson.
Sunny Mfg. Co., Detroit.
Commonwealth Industries, Detroit.
Harry Mack and Leonard Ward, Detroit.
Hamilton Light & Power Co., Hamilton.
Hanford Jewelry Co., Detroit.
Bush & Lane Piano Co., Holland.
Miller Cedar Products Co., Detroit.
Mineralite Products, Inc., Saginaw.
Harley J. Fish Holding Co., Battle Creek.
Peoples National Co., Jackson.
Grand River-Joy Investment Co., Detroit.
Ireland Motor Co., Ionia.
Guy H. Smith, Inc., Detroit.
Cheboygan Publishing Co., Cheboygan.
Lansing Southern Railroad Co., Jackson.
A. Simon & Co., Inc., Detroit.
Martin Krauss, Inc., Detroit.
Paris Merchandise Co., Detroit.
Hanna-Huxford Corp., Detroit.
John D. Mabley Co., Detroit.

New Store and New Stock.

New Troy, June 13—For your information, permit me to say that I have built a store building and have gone into the grocery and meat business here. I conducted a general store in this town eight years and sold out to S. L. Ritchie & Sons. I have hooked up with the I. G. A. proposition and am trying it out. I have done nicely so far. Opened up May 23.

F. R. Maxim.

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

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

A large immediate increase in sales, no drastic mark-downs, and hundreds of new customers at practically a normal advertising cost. That is what a Joseph P. Lynch 10 day sale can do for your store.

Furthermore — a Jos. P. Lynch sale tones up store morale, and actually creates tremendous good will which results in larger future business.

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



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

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

Why Not Trade at Home?

Grandville, June 17—There are many kinks to business management which the general public may not understand. One of these is the oft expressed question, Why doesn't the public patronize the home merchant for all its wants?

There is a reason for this which ought to be known to every village storekeeper in the land. In these days of auto travel a few miles to the city are easily compassed, and when one can step into a city store and purchase a needed article at half the price by his home merchant is it any wonder so many go to the city for what they need?

Another fact that stares a customer in the face is that he cannot find what he wants in his home stores. Strange as it may appear in the matter of stationery there is a lack of variety at home.

There is seldom a time that one can purchase so small a matter as a bunch of envelopes of proper size. On one occasion a lady went to four different stores seeking an ordinary letter size envelope and found only the very small ones. Why should not the village store have more than one sort?

A trip to the city and the customer finds envelopes of any size he may choose and buys, remember this, one hundred per cent. cheaper than the small ones are sold in his own town.

This may seem a small matter but when a villager gets to the city it is natural for him to purchase a few necessary articles for home use and almost invariably at a less price than the home store provides. Are not the small merchants to blame for this loss of trade?

Take for instance the matter of clothing. One has to get to the city for a suit else wear his old rags and then the home merchant wonders why the citizens of his burg do not always trade at home. Speaking of envelopes for letter writing the bunch that costs five cents from the city store is always ten cents at home providing you can get what you want.

Would it not be well for the outside merchant to look this fact squarely in the face and prepare his own counters for a change? Trading at home is of course to be commended, and is usually done in the matter of groceries, yet why should not the home merchant keep what his customer needs for use in the home? If he does not is it a matter for wonder that he loses trade?

There is no reason under heaven why the village merchant cannot sell as cheaply as he of the city. Taxes and rents are lower and he can make purchases as cheaply as can his city competitor. These things should be taken into consideration before the village merchant condemns his neighbors for not trading at home. The simple impossibility of the thing is as plain as a pikestaff.

Impossibilities are not required of any man or woman. Good common sense will show why and wherefore these things that perplex small town merchants exist.

Why should not the villager look for his writing materials at home? Why is it not possible for some bright-brained man to open a clothing store or at least a department devoted to such?

Look at home, Mr. Village merchant before you condemn a citizen for going to town for his supplies. While in the city some things are purchased that might be bought at the home store, but it is hardly to be expected that the customer is going to make two bites of a cherry when he can get all that he requires at one store and that beyond the boundaries of his home.

There are a great many things to take into consideration when one is so often appealed to do his trading at home. That home store should pro-

vide what the customer wants else it is futile to expect the whole of his custom.

Usually small town stores situated a hundred miles or more from the big city keep a better variety of goods than do the suburban merchants. It is certainly for their interest to do so, and the farmer learns that home trading means even cheaper goods than does the distant city.

It is a fact that country villages along our railroads have in a measure gone into the discard. Auto driving has carried the customer far away from his home merchant which in one sense is all wrong.

It is quite necessary for the farming community if it would prosper to keep in touch with his home merchant. Back over twenty years ago firms in distant cities sent their agents to farmers asking their trade, which of course would be at the expense of the small town merchant.

I was on a farm myself at that time but utterly refused to patronize the big outsiders knowing as I did that prosperous villages along the railroads were necessary to the continued prosperity of the farming community.

The same is in a less measure perhaps true to-day. Farming and merchandising are quite dependent upon each other and the fact that each has an equal right to the best in the land must not be lost sight of for a moment.

One of the main reasons why villagers do not trade wholly at home is because, as heretofore stated, the customer cannot obtain his wants at the village store. In the matter of stationery it seems absurd that the home stores do not keep the most necessary kind.

Old Timer.

Capes May Disappear as Quickly as They Came.

It is not so very long since the word went around that capes were to be good. Capes instantly appeared on every conceivable kind of dress, on blouses, on pajama costumes and on scores of coats, not excepting the raincoat. The riding habit seemed to be the only outfit that continued capeless. Women who did not like capes returned from shopping excursions with ruined dispositions.

They may now cheer up. When a fashion receives such immediate and wide acceptance, its smartness suffers and its life is apt to be short. Already there are indications that the cape is going out as fast as it came in. The most significant report comes from Paris, where a handful of notably well-dressed women exert an influence on styles that spreads across the Atlantic and reaches to the Pacific. A number of these women appeared at a smart evening gathering in Paris recently, and not one of them wore a cape, or even a capelet.

Another fact worth noting is that all these women abandoned the swathed hip-line. The skirts of their evening gowns hung in ample folds from the natural waist, or a little below. No skirts trailed on the floor and several were actually less than ankle length. Bodices were more loosely draped, with that apparent carelessness that is the sign of true chic. The great style leaders wear their elegance lightly nowadays, and the more dressed up you are the less dressed up you must look.

If you have lost business on a dollar and cents basis, you must get it back the same way.

A Business School That Is a College of Business Administration

The Davenport-McLachlan Institute is chartered by the State as a class A College and empowered to grant degrees and offers the following courses to high grade men and women.



Collegiate Course in Accountancy and Business Administration.
Collegiate Secretarial Science Course.
Special Secretarial Course.
Business Administration Course.

Civil Service Course.
General Business and Banking Course.
Salesmanship and Advertising.
Gregg Shorthand and Touch Typewriting Course.
The Stenotype.

It is a pleasure to give information.

DAVENPORT-McLACHLAN INSTITUTE

215 Sheldon Ave., S. E.

Grand Rapids, Mich.

MICHIGAN BELL TELEPHONE CO.

Forts and stockades of the Indian days, and many other points of historical interest, help make Michigan a fascinating vacation state.

YOU may be many miles from home on your vacation this summer, yet you can talk each day with those you left behind. Telephoning each day or two will ease your anxiety about affairs at home or office. And Long Distance rates are low. For example—

For **70¢** or less

—you can call the following points and talk for THREE MINUTES for the rates shown. These are day Station-to-Station rates effective 4:30 a.m. to 7:00 p.m. Rates to other points are proportionately low.

From GRAND RAPIDS to:	Day Station-to-Station Rate
FLINT, MICH.	\$.70
MILWAUKEE, WIS.70
MANISTEE, MICH.70
NILES, MICH.65
JACKSON, MICH.65
LUDINGTON, MICH.60
BENTON HARBOR, MICH. ..	.60

It will speed your service if you call by number. If you do not know the number, "Information" will furnish it to you.



SPEND YOUR VACATION IN 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

FINANCIAL

Essential Industries Most Affected By Current Depression.

Apostles of a new bull market who have been trying to keep Wall street's wavering hopes alive by predictions of brighter things in the summer will find food for thought in an analysis of net profits compiled by the Bureau of Business Conditions of the Alexander Hamilton Institute.

This Bureau has analyzed the net profits of over 200 corporations for the first quarter of 1930, making comparisons with the first quarter of 1929, with rather disquieting results. Only 8 lines of business show profits higher this year than in the corresponding period of last year while in 17 lines profits were materially curtailed.

It is significant that the basic industries, those generally considered depression proof, suffered badly while those industries catering to surplus spending power or recreation managed to increase profits. It would be a natural supposition that in time of business depression the so-called luxury industries would decline while the essential industries would hold their own.

In the groups showing an increase in the first quarter of this year over last theaters and motion pictures are prominent with a net increase in income of 100.5 per cent. Makers of beverages and confectionery increased their income by 6.4 per cent. and restaurants by 11.6 per cent. Among the other lines to show increases were food products, paper and paper products, publishing and advertising, railroad equipment and shoe and leather manufacturers.

"The increased business of the theaters and motion picture houses, confectioners, beverage manufacturers and publishers may be attributable to a number of reasons," says the Alexander Hamilton Institute, "all of which offer interesting ground for speculation if not proof. Possibly the average individual has more time for recreation now than formerly. Equally possible is the theory that in times of depression there is a diversion of luxury spending from high cost to low priced amusements. Some of the funds which in more prosperous days would have been spent in hotel restaurants or places of high priced entertainment now are employed in visits to the 'talkies' and in a stop at the soda fountain. It must not be overlooked moreover that in the case of some manufacturers a declining trend in the prices of commodities from which the product is made is also a factor in increasing profits."

The earnings of corporations in the more essential industries present an entirely different picture. The copper group shows a decline in net income of 59.4 per cent., electrical equipment 11.6 per cent., machine manufacturing 20.7 per cent., office equipment 23.5 per cent., steel and iron 15.6 per cent., automobiles 42.8 per cent., chemicals 4.2 per cent., cigars 29.5 per cent., coal 21.8 per cent., oil 49.7 per cent., retail chains 19.4 per cent., silk and rayon 62.2 per cent. and household products 17.1 per cent.

The railroads felt the effect of contraction in the movement of goods from factory to shop and warehouse. Net income of 38 carriers for the winter quarter amounted to \$40,952,000 compared with \$64,557,000 for the same quarter of last year, a decline of 36.6 per cent.

While this analysis presents a rather dark picture the figures probably would be a great deal less discouraging if comparison were made with the first quarter of 1928. It must be borne in mind that at the beginning of 1929 industry was at the peak of a long boom.

F. J. W.

[Copyrighted, 1930.]

Producing Books Below Cost in Price War.

The price war in the publishing business is causing many book firms considerable distress it is brought out in a study of the printing and publishing business made by the Bureau of Business Conditions of the Alexander Hamilton Institute.

Book publishers are dependent upon sales as a source of income. Newspaper and magazine publishers derive more income from advertising than from the sale of their publications. Advertising provides nearly 75 per cent. of the income from newspapers and over 60 per cent. of the income from magazines.

Some publishers have reduced the retail price of current fiction from \$2 a copy to \$1 and for most of them this is below the cost of production. It is estimated that publishers make practically no profit on a first 3,000 copy edition of a cloth bound novel at \$2 a copy. Retailers get a discount of over 40 per cent. which leaves less than \$1.20 a copy for the publisher. The average cost of production, including such items as royalties and the advertising of the book, is \$1.15.

"The present price war among book publishers," says the Alexander Hamilton Institute, "is the result of over-expansion. The number of copies of books and pamphlets published in 1929 exceeded half a billion. This was double the output of ten years ago. The number published in 1919 was 252,000,000."

Newspaper and magazine publication, this study shows, has shown a substantial expansion during the past decade but it has not kept pace with the increase in book publication. Copies of newspapers circulated daily, excluding Sunday, exceeded 45,000,000 in 1929 as against 33,000,000 in 1919, an increase of 36.4 per cent.

Copies of magazines circulated monthly in 1929 totaled approximately 130,000,000 as against 92,000,000 in 1919, an increase of 41.3 per cent.

The total quantity of newspapers and magazines absorbed by the American people in the course of a year is stupendous. Copies of newspapers and magazines published in 1929 totaled approximately 21,000,000 or an average of 750 copies for each family.

The printing and publishing industry from the standpoint of size ranks close to the automobile and steel industries. It gives employment to nearly half a million people and the total value of its production in 1929

The Measure of a Bank

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

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



**OLD
KENT
BANK**

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

was approximately \$2,750,000,000. Expansion during the past decade has been noteworthy with a gain of 79 per cent. The value of production in 1919 was \$1,536,000,000. F. J. W.

[Copyrighted, 1930.]

Preferred Stocks Seem More Popular Than Bonds.

Although bonds have failed thus far to regain the degree of popularity they held in previous periods of declining money rates, another class of fixed-income securities, preferred stocks, has attracted capital in recent months.

Of the new high records for the year recorded from day to day in recent quiet sessions of the market, a large proportion have been in senior stock issues. Whether or not this trend reflects a prejudice against corporate obligations or is merely a coincidence market observers are unable to decide.

The fact remains that many seasoned preferred stocks have been selling recently to give a return of 6 per cent. or more, which is regarded as satisfactory by many investors in these days of low money rates. In the railroad group, the preferred stock of the St. Louis-San Francisco Railway is representative of a senior issue yielding about 6 per cent.

Frisco preferred stock is outstanding in the amount of \$49,157,100, being preceded by a funded debt of about \$280,600,000 and being followed by about \$65,500,000 of common stock. It is entitled to preferred dividends at the rate of 6 per cent. annually and is redeemable at \$115 a share.

Prospects are considered bright for eventual consolidation of the road with the Chicago, Rock Island & Pacific, in which Frisco has a substantial interest. In the event of a merger it would be reasonable to expect senior shareholders would benefit by a rearrangement of the capital structure.

Retirement of relatively high coupon bonds through issuance of preferred stock and 4½ per cent. consolidated mortgage bonds has improved the roads capital structure. Funded debt was reduced more than \$26,000,000 and fixed charges were reduced by a sum approximately sufficient to cover preferred dividend requirements.

Earnings for the last nine years have been sufficient on the average to cover dividend requirements almost three times and were equivalent last year to nearly three and one-half times the requirements. Dividends for this year already have been declared. Traffic in the region served by the road has held up better this year than the general average for the country.

Dividends have been paid on the common stock for the last five years and are being paid currently at the rate of \$8 a share annually. Book value of the combined preferred and common stocks is placed at more than \$120 a share.

William Russell White.

[Copyrighted, 1930.]

Revision of Standards For Measuring Values Under Way.

The question that is puzzling the market now relates not only to prospects for a business upturn but to the basis likely to be accepted as the fu-

ture measure for evaluating stocks. Will we return to former standards or will investors the world over continue a willingness to pay dearly for American stocks?

Here is a question apart from considerations of recovery in business, politics and foreign relations that must be answered satisfactorily by those contemplating purchases of stock for a long pull. Competent talent will be found on both sides. There are those who contend that 1930 is introducing no new basis for evaluating stocks at all, and that once a revival comes definitely onto the horizon the market will gradually take on its old popularity. Then there are those who entertain doubts. To these it seems reasonable to forecast the possibility of a changing basis in stock yield. Instead of multiplying the annual earnings by twenty to find the worth of a stock they insist that earnings in the future once more will call for a multiplier of around ten.

Now in this connection it is interesting to note the fluctuations in stock yields that recent years have brought more particularly with relation to bond yields. No very large yield is available in the present market to those who buy the accepted leaders. Listed common stocks of the variety that figure in the averages sell to yield 3.97 per cent., as against a yield of 4.53 available in bonds. Up to early 1928 stocks in this country sold consistently on levels offering a larger yield to investors than bonds. With the spirited 1928-1929 rise in stocks, yields fell rapidly. And with the falling market in bonds, yields from these descriptions simultaneously rose. The gap in yields widened steadily until last November when for a moment the disparity disappeared.

Even in the present market the average yield of 3.97 per cent. for common stocks presents a wide variety of market positions. For it represents a general market condition. Industrial stocks sell to yield 4.36, rails 5.08 and the public utilities 2.45. What the financial district needs now is some intelligent study on this whole matter of yields, and the future market relationship of stocks to bonds, rather than so much superficial guess work.

Paul Willard Garrett.

[Copyrighted, 1930.]

New Vegetable Hydrator Offered.

A new type of ice box hydrator or vegetable pan described as possessing several unique features is being placed on the market. This device is so constructed that the top hooks onto the wire shelving of the ice box, with the vegetable container taking the form of a drawer which may be easily pulled out. This feature was asserted to save labor on the part of the housewife. In addition, the pan is made of rustless steel, which is covered with a stainless enamel, described as impervious to vegetable acids. The item is priced to retail at about \$2.50.

Mrs. Wm. Palmer, of the Palmer Quality Shoppe, at Otsego, renews her subscription to the Tradesman and says the Tradesman is a paper that can help any merchant who reads it.

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank



L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

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Amplly secured by First Mortgages on Greater Muskegon Real Estate conservatively appraised at at least twice the amount of the mortgage. These certificates are readily marketable and are available in denominations of \$100.00, \$500.00, and \$1,000.00.

BANKERS TRUST COMPANY OF MUSKEGON

In Leasing Business Premises Be Very Specific.

Where a retail merchant leases a business location he should for his own protection see that the lease properly states all rights acquired thereunder. Especially is this of importance where the space leased constitutes a part of a building or location, and is in any manner dependent on other parts of the premises for lights, water, entrance or other facilities.

This is true because if the landlord should thereafter decide to remodel, or make other changes in the premises that would interfere with the merchant, a dispute might easily arise over the terms of the lease. In such a situation then, the merchant would, as a general rule, be bound by the terms of the lease, and, so long as the changes made by the landlord did not impair the beneficial use of the leased space, the merchant would be in no position to enforce his objections to the changes.

Of course each case of this kind must be decided in the light of its facts and circumstances, and for this reason the subject cannot be covered by the statement of a hard and fast rule. However, as an illustration of the possible danger to a merchant in a situation of this kind a brief review of a case which arose in a Western state may prove of interest and profit.

In this case the plaintiffs leased a certain room for a period of five years. The leased premises adjoined a hotel, and were described in the lease as "the room known as the Valencia Cafe." This appears to have been the only description given in the lease.

Now, when the lease was entered into there was a door, and passageway leading from the leased room into the other building that gave access to a toilet and lavatory. Thereafter the owner of the building sought to close this door and passageway in the course of remodeling the building. The plaintiffs objected since this would cut off their use of the toilet and lavatory, and the dispute that followed culminated in the plaintiff filing an action in court to prevent the change being made.

Upon the trial of the cause, the evidence showed that the leased room had its own toilet and lavatory facilities, and the trial court determined that the closing of the doorway would not injure the plaintiffs in their business. The court further found that the point was not covered by the lease and that on the facts as stated there was no implied right of the plaintiff to have the continued use of the doorway and washroom. From a judgment to this effect the plaintiff appealed to the higher court, and here in affirming this judgment the court, among other things, said:

"The use of the door, passageway, and toilet facilities was not expressly included, nor even alluded to in the lease. Nothing whatever is mentioned but 'the room known' as the 'Valencia Cafe.' Did the right to use the door, passageway and toilet facilities pass to the appellants (plaintiffs) with the room known as the Valencia Cafe by necessary implication?

"It is very clear from the findings

of the trial court, which we think are amply supported by the evidence, that the use of the door, passageway, and toilet facilities in connection with appellants' business was merely a convenience, but is not necessary to the beneficial use of the property. The door, passageway, and toilet facilities are therefore not appurtenant to the restaurant premises, and there is no implied reason which will prevent the respondent (owner) from closing the same.

The foregoing case illustrates the importance of having rights acquired by a lease clearly stated therein. In this case it seems probable that the plaintiffs when they leased the room thought they would always have the use of the door, passageway and toilet facilities. True these may have been but conveniences, since they had other facilities of the kind, as found by the court, yet these conveniences must have been valued by them or they would not have gone to the trouble and expense of engaging in a law-suit over them.

In the light of which, it is obvious that the time to guard against costly disputes over questions of this kind is when a lease is being entered into. For regardless of what a merchant may think he is acquiring, or the landlord may think he is leasing, the written description will usually be the deciding factor in a dispute of this kind. It follows, if after disputes are to be guarded against, the description of rights acquired by a lease should appear in clear language in the writing.

Leslie Childs.

Copper Products Sales Decline.

Despite the fact that the prices on copper and brass products are 25 per cent. below the corresponding month of last year, sales have dropped off considerably. The sales of several houses have declined from five to 35 per cent. The depression in building activities throughout the country has resulted in a lessened demand for copper products. Copper boilers, however, are being used more extensively and are replacing the galvanized ones, it was said. Due to the price cut in the raw material, copper products are selling at 1/2 cent less and brass products at 3/4 cent below the previous levels.

Peak Trade For Men's Sport Shoes.


The continued demand for men's sport shoes is expected to result in the largest business this branch of the shoe industry has ever experienced. The most popular style is the white buckskin shoe trimmed with black calf. Reduced activity is reported in other branches of the men's footwear trade, however, and sales are considerably below those of last year. Dealers are covering only their immediate requirements. Prices have declined. The outlook is somewhat uncertain, it was stated, until the tariff bill, with its duty on shoes and hides, is definitely disposed of.

Special Caps.

A progressive retailer in discussing his specials, says, "It is true that we do not make a great deal of profit in the specials we advertise, but when

you consider that it is the specials that bring new faces into our store, and when we make it a point to sell something else with every special asked for, then the specials are indeed profitable. Some time ago we had a special on marmalade. We sold 13 cases on that day and our total sales for the day were the largest we had had in the year."

One of the greatest wastes in business is the failure to co-operate with the sources of supply.



The
**AMERICAN
NATIONAL
BANK**

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

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

GUARANTEED

5 1/2% and 6%


	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.	5 1/2%	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

Associated with
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Bank of Michigan
Grand Rapids,
Michigan

Resources over
\$5,600,000.



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Barron—for so many years editor and publisher of Wall Street Journal—said: "Neither Frick nor anyone else I ever heard of were successful speculators"—That's why so many intelligent people employ the services of this Investment Banking House.



POTATO CHIPS

Wholesome, delicious, convenient.
STA-CRISP POTATO CHIPS
Grand Rapids Potato Chip Co.
912 Division Ave., South

MUTUAL FIRE INSURANCE

Some of the More Common Causes of Fire.

In a recent issue of one of our exchanges is a long list of unusual causes of fire, and in it the following are given:

Sunlight; dust, emery wheel sparks; steam pipes (rarely cause fire); liquid glass; molten metal, bursting cylinders; electric sparks from static electricity; non-electric sparks from buzzing machinery; box of matches on which something has fallen; ornamental liquid container in drug store window; air bubble in glass window acting as burning glass; amateur dry cleaning, swishing silks and furs in gasoline.

The Vermont flood caused some fires in farm barns—heat generated in the wet bottom layers of hay piles. Strange blazes have occurred in sugar refineries, starting in the center of bags of granulated sugar. This has never been explained.

There are also numerous examples of spontaneous combustion in oil rags, and as an illustration, the following is a personal experience.

On April 9 the Secretary stood, with two other gentlemen, in a vacant room of a building being refinished for a furniture store. The painters were completing their work, and canvasses and rags they had used were lying around on the new hardwood floor.

One of the men spoke up and said, "What is this smoke floating around in the room?" Then we all noticed it, and we found that the painters had been hunting for ten minutes to find where the smoke came from. Everyone took a hand, and finally shook out one of their regular canvasses—perhaps twelve feet square—and in the middle of it were three little fires burning very vigorously. They were whipped out, and the canvas remained with three quite large holes in it.

It gave us all a very vivid demonstration of spontaneous combustion in oily rags—or, as in this case, in a canvas that had been simply used to spread over floors to catch paint drippings. Needless to say, all the oily rags were immediately gathered up and put into the furnace, and the canvas was spread out where it could not heat.

For Safer Highways.

The problem of street and highway safety, which has been so greatly complicated by the automobile factor, is now being considered by the third National conference on the subject which was opened last week with an address by President Hoover at Washington. As Secretary of Commerce Mr. Hoover was instrumental in summoning the first conference, and he took an active part in the proceedings that resulted in the standard code for regulation of motor traffic which popularly bears his name. It has been adopted as a model for the new traffic code of several states.

As Mr. Hoover said, this is both a humanitarian and an economic problem. The steady increase in the rate of fatalities—those in which automobiles were concerned exceeded 31,000 last year—does not suggest the hopelessness of preventive efforts but the

need to make them more intensive. And encouragement is provided by the fact, which Mr. Hoover emphasizes, that "where remedies have been actively applied the accident increase has been curbed."

It is not too much to hope that "the application of massed intelligence"—to employ the President's phrase—will find more effective means than have yet been devised for solving this problem, which may well engage the best minds of the country.

Science in the Forest.

When President Hoover signed the Department of Agriculture Appropriation Bill he set under way one of the most modern conservation plans. The bill carried the first \$100,000 of an authorized \$900,000 for a new Forest Products Laboratory building at Madison, Wis., and soon eight new laboratories will be at work on methods of preserving present timber lands from destructive lumbering, from natural enemies and from industrial waste.

Among the pieces of work to be done in the new research department are studies of forests by-products, ranging all the way from artificial silk to wood alcohol; studies of types of wood required for certain uses and possible substitution of fast-growing woods for the slower growing.

All this is looking toward the day of scientific tree-farming. If it is possible to reforest denuded watersheds with trees of high commercial value, the planting can be done by stages so that continual lumbering can be done without materially lessening the efficiency of the forest in flood prevention. If rapid-growth wood can replace slow-growth wood in industry, land of slight agricultural value can be reclaimed for forest-cropping, with a material increase in the National income.

Glorify the Customer.

Some very fine co-operative advertising is seen these days, but rarely is any advertising so good that it cannot be improved. All merchants agree to that, and so do the advertising agency experts.

The tendency in co-operative advertising is to glorify the store and the voluntary chain or group. That is good. But also glorify the customer.

Some years ago a manufacturer made a great hit with grocers by sending to them a series of sketches picturing the grocery clerk's day. One grocer started to duplicate these pictures for his advertising to customers. Then he changed his mind. He got up some sketches picturing the busy housekeeper's day. His advertisement was the talk of the town.

The point here is plain. We often glorify our own business most when we glorify the customer. Notice how the best National advertising of foods pictures women and children.

Disarranges Neatly Stacked Piles.

In a large grocery store in New England the owner daily makes a tour of the store and actually disarranges the piles of goods displayed on the counters. He says that if goods are too neatly arranged customers will not

handle them. Of course he does not believe in jumbling everything into disorderly heaps on the counters and tables, but they should appear as though they were wanted, not merely a museum exhibit.

Flashing Sign Sells Meat.

A retail meat dealer in Villa Park, Ill., has a simple but effective sign that

gets over a thought and message at the same time. When not lighted, and when the flasher is not operating, the sign reads "Meats." When the flasher is operating the message is "Eat—Meats." On the first flash the letters M and S are darkened, leaving the word "Eat." On the second flash the entire word "Meats" is illuminated.

OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

THRIFTY PEOPLE

who insist on getting the most for their money place their fire insurance with the Finnish Mutual Fire Insurance Company of Calumet, Michigan.

WHY?

Because this company furnishes them with insurance at cost. This is done by paying the policy holders a rebate of 40% of the paid premium when the policy expires, thereby reducing the cost of the fire insurance to only 60% of what it would cost in any stock company. You're welcome to join us too, and save money.

THE FINNISH MUTUAL FIRE INSURANCE COMPANY
444 Pine Street Phone 358
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Insuring Mercantile property and dwellings
Present rate of dividend to policy holders 30%

THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

GRIDDLES — BUN STEAMERS — URNS
Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

Report to National Association of Retail Grocers.

Michigan State Association of Retail Grocers and Meat Dealers are happy to report a marked improvement in the morale and membership for 1930.

Three new local associations have been organized this year. One in Saginaw with fifty members, one in Ann Arbor with fifty members and one in Pontiac with fifty-seven members.

This year will find the largest delegation ever recorded for Michigan in this National convention, with nine delegates and alternates, also one State officer, entitling Michigan to ten votes. Unfortunately, our State President, Mr. VanderHooning, has been unable to attend, due to his wife's physical condition, although he had planned for months on being with us.

Michigan, like many other states, has found it rather difficult to retain interest in Association activities due to the distraction of collective buying groups which is being gradually overcome and with our present officers, who are keen and active, should continue to progress. Another year, no doubt, will find Michigan among the high ranking states in this worthy Association.

There has been a remarkable stride for improvement in the stores throughout our State and retailers are adopting modern merchandising methods and applying themselves as they have never done before which, no doubt, will continue and will in the course of due time stabilize the independent retail grocery business.

The Henderson movement has done much to create a receptive consumers acceptance, although from all indications interest has been on the wane.

In the Western part of Michigan, particularly Grand Rapids, we have been blessed with a broadcasting campaign of a different type. More sound and appealing, sponsored by Winfield H. Caslow, who terms himself the Main Street Crusader, offering nothing for sale, with no organization as sponsors and is being supported by voluntary contributions.

The money received is budgeted and handled by a reliable local business man who is serving as treasurer without compensation and an accounting rendered at intervals to the donors.

Mr. Caslow, who happens to be without financial means, has been antagonistic to the syndicate chains for several years as a matter of principle and at one time edited a community newspaper, but while his experience was continually broadening, his efforts were not effective until he was able to reach the public over the microphone.

Michigan State Association

unanimously passed a resolution concurring in the invitation extended to the National Association by the Grand Rapids Local Association, to meet in Grand Rapids in 1931.

Herman Hanson, Sec'y.

Live News From Michigan's Metropolis.

The Public Relations Department of the Detroit Union Produce Terminal has developed its daily broadcasts over WWJ, WJR and WGHP into more of a contact proposition with the public by offering to send to each of the 10,000 first hearers who wrote for them a fruit and vegetable paring knife. The offer was made to draw from the public letters regarding the broadcasts and suggestions as to ways to improve them. Last week a great deal of attention was paid to potatoes, one complete broadcast being devoted to this vegetable, with a history of the potato and a suggestion as to how best to cook it. The next day's broadcast covered cabbage, and late in the week an explanation was made of the present high market on oranges, with an outline of the fact that the bulk of the oranges is marketed through co-operative organization.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Nathan Cohen, retail dry goods dealer at 6404 Chene street, by Irwin I. Cohn, attorney, representing M. Starr Co., \$247; Rice & Ash, \$248; Wetsman & Shatzer, \$671.

Julius Klein, tailor, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$2,679 and no assets.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Fred Friedman, retail shoe dealer, by Fixel & Fixel, attorneys, representing Diamond Shoe Co., \$732; International Shoe Co., \$594; Axman Weiss Co., \$174.

Harry Newmark, retail men's wear, 13511 Woodward avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$8,582 and nominal assets of \$19,103.

The Outlet Co., retail furniture, 8819 VanDyke, has had involuntary bankruptcy proceedings filed against it in the U. S. District Court here by Lawhead & Kenney, attorneys, representing Belding-Hall Co., \$275; Ted Hotan, \$167; Stetson China Co., \$143.

The Summer weather evidently has had the desired effect on the motor car industry because the last week has shown a decided upward trend in demand for cars. Of course, the increase has not been great, but it has been heartening to the industry. Although the low priced cars have been in the greatest demand, the last seven days has seen an increased call for high priced automobiles and the trend is continuing upward in these classes. At least 75 per cent. of the cars produced this year have sold for less than \$800 a unit.

At the present time the average output is approximately 100,000 cars a week. This is 30 per cent. below the production last year at this time. In-

Investment Securities

E. H. Rollins & Sons

Founded 1876

Phone 4745

4th Floor Grand Rapids Savings Bldg.

GRAND RAPIDS

Boston

New York
San Francisco

Philadelphia
Los Angeles

Chicago
London

Denver



RESULTS

Read What This Grocer Says About The MONARCH Way

See It in Glass—Buy It in Tin

W. W. Fiscus, Groceries and Meats, 735 Warren Ave., Apollo, Pa., writes: "I felt I had a wonderful store and enjoyed a business that anyone could be proud of. When I decided to make some changes, I did a complete job, and the changes I made were like coming out of darkness into daylight, for I now have a modern store—The Monarch Way."

Monarch Foods are nationally advertised and sold only through independent merchants. Write for particulars.

REID, MURDOCH & CO., P. O. Drawer RM, Chicago, Ill.

MONARCH FOOD PRODUCTS

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

25-29 Campau Ave., N. W.

GRAND RAPIDS, MICHIGAN

dications right now are that the output of cars for the year will be between 4,000,000 and 4,500,000.

Several new models of automobiles will be announced during the month of June. They are expected to cause a great deal of interest among the motoring public. Others will follow during July and August.

Reports from a considerable number of cities scattered throughout the United States, with a population of 50,000 or less, indicate that there is a plentiful supply of used cars on hand. The supply is not considered excessive at any point, but there are plenty of good used units to be had. In the larger centers of population, used car stocks are low at several points, and considerable attention is being given to junking plans which will get unsafe cars off the streets.

Demand for automobile tires has increased in the last month. Most of the tire factories are working full time and some of them are on a twenty-four hour basis. Of course, the demand for original equipment is not great, but replacement sales are heavy at the present time.

Dallas Sullivan is now operating a grocery and meat market at 12232 Grand River avenue. H. Baker was formerly the owner of the store at this address.

Frank Goodwill has moved his drug store from 9742 to 9707 Jos. Campau avenue. Mr. Goodwill, it is reported, is dropping all lines except drugs and medicines, and will run a strictly pharmaceutical store.

E. W. Glass, who recently purchased the drug store at 8201 Twelfth street, has moved the stock and equipment from that location to 13632 Gratiot avenue, near the Six Mile road. Mr. Glass now owns four stores, the others being at 7905 Vernor highway, West, 8701 Vernor highway West, and 1684 Fort street, Lincoln Park.

The McKinney-Hoffman Drug Co. has purchased the stock and fixtures of the Hazelhurst Pharmacy, in Ferndale, and has moved them to Rosedale Farms, on Plymouth road. James L. Buckrell is the former owner of the Hazelhurst Pharmacy.

The Becker-Moore Roofing Co., 7961 Van Dyke avenue, has opened a new branch office and display room at 8040 Harper avenue.

Alfred J. Mayer, president of Gregory, Mayer & Thom Co., is making an extended trip through Europe with his wife.

W. E. Heyn has purchased the drug store formerly known as the Alexander Pharmacy at Seven Mile road and Van Dyke avenue.

C. M. Buszek has recently opened a new drug store at 8500 Mt. Elliott avenue.

Fred L. Bryson has recently purchased the drug store which was formerly conducted by N. J. Burley at 6718 Warren avenue, West.

Alfred J. DeGuise, who for several years was connected with the Neuhoff Drug Co., has purchased from Roscoe Norton the drug store located at 16210 Grand River avenue.

The Amourian Pharmacy, 3000 Six Mile road, East, was recently purchased by S. O. Kerian, who formerly

conducted the Kerian Pharmacy at 105 LaBelle avenue.

Roscoe C. Henry, formerly with McKesson—Farrand—Williams Co., wholesale druggists, has taken over the Brawley and Williams Pharmacy, located at 12921 Woodward avenue. It will operate as Henry's Pharmacy.

M. D. Widdis, formerly with Liggett's Drug Stores, has opened the Widdis Pharmacy at 12312 Hamilton avenue.

C. P. Lane has acquired the drug store located at 10736 Fullerton avenue, formerly known as Levin Pharmacy. The new name is Lane's Pharmacy.

A. H. Gaba has acquired the Jansen-Farrell Drug Co., 6234 Vernor highway, West. Mr. Gaba was formerly with Peoples' Cut Rate Pharmacy.

Ivo DeJaeger has recently opened a hardware, paint and wallpaper store at 11714 Harper avenue.

Joseph Winokur is now conducting his tool and hardware business, 7335 Jos. Campau avenue, under his own name. The store was formerly known as the Reliable Tool & Hardware Co.

Frank A. Stebbins, for more than nine years with the E. A. Wing Pharmacy at Campbell avenue and Fort street, West, has taken over the Frank and Fred Drug store located at 1201 Artillery avenue.

A. L. Turner has acquired the Johnson Pharmacy at 10200 Charlevoix avenue. He will continue to operate his other store located at 3210 Mack avenue.

William Sutton has taken over the Service Drug Co., located at 14700 Jefferson avenue East. This brings the total of Sutton's Drug Stores up to three in this neighborhood.

The Kinsel Drug Co. has opened its second drug store at Griswold and Grand River avenue. The largest crowd ever seen in Kinsels pushed its way around the new store, according to R. H. Danz, vice-president and general manager. The business which the new store is doing at the present time exceeds the amount of business expected two years hence, while the soda fountain, is doing business in excess of the expectation 10 years hence, Mr. Danz said. The business done the opening day equalled that done in the old store, and the old store suffered no drop.

Pink Mirrors Used For Display.

Pink surfaced mirrors rather than the usual silvered types are a feature of new accessory stands intended for Fall display purposes. The marked spread of ensemble selling of related merchandise has brought forth these new types of stands, it was explained. They are of simplified modernistic design and have places in ascending order for shoes, millinery, hosiery and gloves. The items of merchandise rest on the pink mirror surfaces, this color being held far more effective for effective display, than the silvered effects. The stands are of maple or ebony and polished nickel.

The only man who can get up in the world and look down on other people with pleasure is the man who climbs a hill.



104 Turnovers a Year LARGER PROFITS

CHASE & SANBORN'S Seal Brand DATED Coffee

*The Standard of Quality for
over 65 Years*

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

STANDARD BRANDS INCORPORATED

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



HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



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.

Associated Knitting Mills Outlet Co. Changes Name.

Lansing, June 16—Late in the summer of 1928 certain persons connected with mercantile associations in Michigan made a complaint to the Federal Trade Commission regarding the method of advertising the Associated Knitting Mills Outlet Co., Inc., with headquarters in Bay City. Representatives of the Federal Trade Commission have made investigations and several months have elapsed and no definite report has come to us regarding their decision.

Certain stipulations made by the Federal Trade Commission regarding the alleged misleading advertising of Knitting Mills Outlet Stores have been received from the headquarters of the Federal Trade Commission at Washington. We do not know which one of these stipulations, if any, applied to the Bay City organization.

We are now informed by advertisements which have appeared in Michigan dailies that the name of the Knitting Mills Stores has been changed to Pearce Knitwear Stores. We quote the reasons given in these advertisements:

"The broadened service of this store, the added stocks of wearing apparels, including many articles not made in knitting mills, have outgrown the name 'Knitting Mills Store,' which was adopted when the business was started and when we sold only knitting mills products."

We are giving this item as a matter of information and not to assume that the Michigan Retail Dry Goods Association or other Associations co-operating with them are entitled to the credit. Our members have for some time felt that the advertising was deceptive and misleading and, no doubt will be gratified that the company has assumed the name that is more appropriate to the business that they conduct.

See Act No. 319, Michigan Laws of 1925 for penalty for deceptive and misleading advertising. This office has compiled a pamphlet on the laws of the State relating to transient merchants, hawkers, peddlers, itinerant vendors, collection agencies, false advertising and fraudulent sales. Copy may be had by application writing to us. No charge.

We have received from one of our members a little folder mailed by a citizen of Florida regarding the sales tax which has been proposed for that State. We do not know the provisions of the bill which will be introduced there, but we have studied somewhat the sales tax laws which have been passed in Kentucky and Georgia and we suppose that the Florida tax will be similar. We are giving it without a statement of our opinion favorable or otherwise. Read it through and do your own thinking. You will hear more about the sales tax when the next Legislature of Michigan convenes.

A Sales Tax Would Mean
 Higher prices for your food.
 Higher prices for your clothes.
 Higher prices for all the necessities of life.

It would mean disaster to the business enterprises of Florida
 Because mail order houses would be preferred.

Because purchases would be made across the state line.

Because sales made at a loss would be taxed.

It would mean disaster to the people of Florida

Because the poor man, the unemployed, the widow, the orphan and the sick would have to pay.

Because the burden would fall heaviest on those least able to pay, it would be an upside-down income tax, taxing the poor more than the rich.

Because the man of large family would suffer most.

It would mean disaster to the State of Florida

Because business enterprises would leave the state for fields free of such burden.

Because new business enterprises would not come into the state.

Because a huge political machine would be built up under the guise of enforcing the act.

Because it would encourage even more extravagance, and prevent thrift and economy in our government.

It has been proposed and is being championed by certain owners of millions of acres of lands, some of whom are not even residents of Florida, for the purpose of escaping taxation.

It will benefit the wealthy land owners who do not live in Florida but speculate in Florida lands.

We recently received copies of an Ithaca paper giving the advertisements run by one of our directors, Henry McCormack. We wrote Mr. McCormack hoping that the copy of the advertisement was still in type and could be secured for enclosure with our bulletin. We were too late, however, but one of his advertisements was published on page 2 of the May 28 number of the Michigan Tradesman. Naturally the best part of the advertisement would be the acquaintance with local persons mentioned therein. Those who have access to the Tradesman should read this advertisement and possibly prepare similar advertising for local papers.

We are interested in the announcement recently made in the Detroit papers that our President, Joseph B. Mills, was elected President of the Detroit Rotary Club for the ensuing year. The members of this Association congratulate Mr. Mills on the honor thus accorded him and with equal propriety we congratulate the Club on the choice of so efficient a president.

Jason E. Hammond,
 Mgr. Mich. Retail Dry Goods Ass'n.

Device Shows "Depth" Pictures.

A new advertising device featuring a picture in three dimensions—depth as well as height and width—has been placed on the market. The realistic effect is obtained through a special method of photography involving the employment of a fine-line vertical screen. While yielding a picture of stereoscopic quality, no viewing apparatus is required. To obtain the result about seventy-five pictures are taken on a single plate, the angles of the camera changing during the exposure. The picture is reproduced for display by means of a shadow box lighted by a 100 watt bulb. The device is available to manufacturers and wholesalers.

Institute Issues Fabric Index.

A brochure containing representative samples of women's wear woollens and worsteds for Fall was issued by the Wool Institute. The book is intended to furnish cutters-up and ready-to-wear buyers an index of the proper fabric for formal, semi-formal and informal wearing apparel, according to Elizabeth Hallam Bohn, stylist of the institute, who supervised its preparation. Close to one hundred samples are displayed in the volume, the clothings being the output of the

leading women's wear mills of the country. Wool or cashmere velvets or velours, suedes, broadcloths and tweeds are the outstanding types depicted.

Meet on Camel's Hair Labeling.

Regulations to govern the labeling of fabrics containing camel's hair or allied fibers were discussed last week by manufacturers and distributors of these cloths at a meeting held under the auspices of the American Wool Institute. Views dealing with the proper designation of the percentage of camel's hair in a fabric were presented and these, together with answers to a questionnaire to be sent to the trade for further comment, will be made the basis for a formal resolution to the Federal Trade Commission. It is expected that the resolution to the commission will be presented within the next two weeks.

Silk Putting Rayon on Defensive.

Poor merchandising, over-production and lack of foresight have been responsible for much of the failure to maintain standards of rayon thus far, as many converters view the recent experiences. Two elements now make a reform extremely necessary, says one of the best known of converters. First of all, debasement of fabrics has

reached a point where rayon is in danger of reacquiring disrepute among consumers. Secondly, the new low prices of raw silk create a competitive condition under which everything must be done to promote rayons and to keep rayon qualities high.

Fall Neckwear Opening July 1.

Starting July 1, manufacturers will display their Fall line of men's neckwear. Business is holding up fairly well and the outlook for sales during the Summer is promising, market reports add. The trend has been toward flamboyant colors and novelty patterns. Bow and batwing ties are selling more steadily. In the Fall displays important items will be mufflers, both the square reefer effect and the cricket club scarf. The latter style was featured last year and proved to be a volume seller. It is expected to be popular again in the Autumn. There will be no variation in prices.

Erecting a New Brick Block.

Mt. Pleasant, June 13—Gover Bros. are erecting a brick block, 64 x 120, at the corner of Michigan and Main streets. They expect to consolidate the stocks of groceries, dry goods, clothing, shoes, etc., in this one large building. They expect to occupy this building about August 1.

N. D. Gover.



WITH EVERYTHING IN THEIR FAVOR

Price, style, color, comfort, workmanship, a good name known to American families for generations and finally facilities which insure you speedy delivery, small stocks, fast investment turn-over and small overhead. Let us tell you more about it.

We are prepared to meet every man's summertime request for athletic underwear with the following Bodyguard styles:



Utica Rayon Athletic Shirts
 Utica Summer Ribbed Suits
 U.K.C. Flexible Ribbed Balbriggan Shirts and Drawers
 U.K.C. Running Pants
 U.K.C. Athletic Union Suits

Distributed by

PAUL STEKETEE & SONS

GRAND RAPIDS

MICHIGAN

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.

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.

Shall the Small Factory Continue?

"To merge, or not to merge, that is the question; whether it is better to be merged or to be submerged. I have finally come to the conclusion that the best thing we can all do in the steel industry would be to emerge." So says James A. Farrell, president of the United States Steel Corporation, in a most surprising address before the American Iron and Steel Institute. Read on:

"America does not want to see the elimination of small manufacturing plants—this country was built up on small companies. The corporation that I am connected with has a potential capacity to-day of 25,000,000 tons of steel. And so it goes all through the industry. Everything runs big.

"Now the question in my mind is that perhaps things are going too big. You all know that a small manufacturer to-day is not received very enthusiastically in the banks if he wants to borrow \$15,000, or \$20,000 or \$25,000 to run his business.

"We have got to give some thought to the recrudescence of the smaller manufacturer in this country, or we are all going to get so big that after a while there will be only half a dozen concerns or half a dozen utilities to do the business with each other. That is a phase of this question that might be given careful thought from the economic side of things."

The bloom is evidently off the rose in the merger business. The time, thought and strategy that have been put into the business of merging companies is now being directed to the operation and management of individual businesses. Men are giving their undivided attention to their businesses. No longer can you find "big sums of money out on call." What is that money now doing? It is working in plants and stores and creating new energy and new wealth and, best of all, new buying capacity.

This is right in line with the best economic thinking of the moment. We are seeing a similar common-sense in shoe business. Every man engaged in the shoe business is interested in pair by pair sale of shoes over the fitting stool. The merchant's mind is in the store.

Our industry might well take the advice given by Mr. Farrell in encouraging efficient, small sources of supply. Almost daily we receive letters from merchants who find a positive need for a factory source for some one specialty. Usually some financial accident has happened to the original source and a store finds itself in a predicament until it can locate some other manufacturer who can fill the vacancy. In one case it was necessary for the retail merchant to write to a dozen other stores and ask them if they would consolidate their orders for this specialty, so as to make it interesting for another factory to continue

supplying a very necessary line of shoes.

When a store has built up a reputation for itself around a certain shoe it is indeed greatly interested in the success and progress of the factory that has been building that necessary number. Big institutions tend to standardization and in the arts of footwear we still see the need for individuality.

Certain tricks in craftsmanship should not be permitted to pass out of the picture because the small manufacturer has not been able to get as wide-flung distribution for his product as it deserves. Ours is an industry built around individuals—men who are craftsmen and technicians. Slowly but surely they are learning the necessary arts of merchandising but under present conditions they are having difficulty in weathering the economic storm.

Mr. Farrell's opinion carries weight with the banks of America. We hope that we may see a continuation of the craftsmanship that has been so much a part of small factory operation. Let us hope that the economic consequences of the present financial situation do not result in the loss of craftsmanship that goes into making footwear an article of utility and beauty and not merely a unit of price.—Boot and Shoe Recorder.

Cooking As It Should Be.

"The middle classes of England are at the mercy of the Good Plain Cook, who has neither imagination, nor knowledge, nor cooking sense." This downright statement is made by Francis Colchester-Wemyss in an article in the Nineteenth Century entitled "The Horrors of Good Plain Cooking." In most European countries, he observes, if a traveler is stranded in the most out-of-the-way spot at any awkward moment he is reasonably certain of being able to sit down "in an incredibly short time to a quite delightful repast," as thus: "There will be a perfect omelette, very probably preceded by a bowl of excellent soup from the standing stock-pot, very good bread and butter and a piece of local cheese, all helped down with a local wine and a cup of good coffee, although it must be confessed that coffee is not as invariably good as it used to be."

But suppose that your car breaks down "at the back of beyond" in England. What will you get? "Quite possibly you may find literally nothing. If there is an inn there may be forthcoming a lump of tough cold beef, a stale loaf and a slab of American Cheddar: at the very best there may be fried eggs and bacon, the bacon almost certainly being impossibly nasty."

It is a depressing picture. Can anything be done about it? Mr. Colchester-Wemyss hopes so. He appeals to girls who will some day be housewives and he offers them some suggestions. His fundamental principle is that successful cooking is largely a matter of intelligence. This is a rather startling contradiction of the common notion that cooking is largely a matter of instinct and luck, but let that pass. There are born cooks, he admits.

usually housemaids discovered as cooks by accident who shortly afterward marry the chauffeur, but he insists that an ordinarily intelligent person can accomplish quite a lot.

That being admitted, he lays down four principles: Have everything in the kitchen and in the dining room clean to the smallest detail; have everything that should be hot really hot and what should be cold really cold; see that frying is mostly done in deep fat or oil and that use is made of a frying basket—"What most Englishwomen mean by frying," he says bitterly, "is frizzling in a frying pan"; and, finally, treat all meat that is cooked so that the outside surface is sealed in order to retain the juices and make it tender.

With these plain directions before them, we trust that the future housewives of Great Britain will be cooks of such excellence that the only "horror" in connection with their activities will be one's inability to eat all one wants.

To Test Higher Priced Cake Boxes.

With popular price cake and bread boxes enjoying an outstanding consumer demand in kitchenware lines at present, a number of stores are experimenting with the sale of higher priced items. The greatest volume now is being done in boxes which can be retailed at from \$1.25 to \$3 and stores believe they can attract profitable business on lines selling around \$8 and \$9. A few orders for limited quantities of the better grade boxes have been placed by buyers who promise to order liberally if their experiments prove satisfactory. Boxes in solid colors of green, blue and yellow are wanted.

Plated Silverware Inactive.

Continued inactivity in the plated silverware field has compelled selling agents during the last two weeks to

force business in many cases by creating special values to tempt buyers. Concessions are asked by buyers in both flat and hollow ware. Recently the only items which have moved at a normal pace are special cups and trophies ordered by jewelers for prizes in seasonal athletic events. Cups which can be retailed at from \$7.50 to \$20 are in the greatest demand.

"MADE IN MICHIGAN"



THE TORSON ARCH SHOE

is building a repeat business for many merchants.

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

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

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

Style 903—Brown Kid Blucher Shoe.

Widths A to EEE
In Stock.

Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66

Saved to Policyholders

Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooning, Grand Rapids.

First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

Wants To Know Low-Down on Margin Computation.

George Andrykovitch, dealer in meats and groceries, Beaverdale, Pennsylvania, asks me to work out prices at 20, 25 and 32 per cent. on "peas or any other article that cost \$1.90, \$2, \$2.50 and \$9.50 per dozen. He wants these examples worked in detail because he "doesn't quite get the trick."

I am specially interested in this enquiry because it seems to come from a "foreigner," as our present foolish expression has it—foolish because there are, in fact, no foreigners in America in the sense implied. A man in our country succeeds in business if he is able, intelligent and industrious. He fails only if he is none of these things, and it may be noted by anyone who looks about him that there are plenty of failures among native born Americans who supposedly enjoy all the advantages denied recent arrivals. These do enjoy such advantages except—and the exception should be scrutinized carefully—the will to work hard. In this regard the new arrivals often put it all over us and succeed because their will to pay the price in hard labor, physical and mental.

It is a particular pleasure, therefore, to answer George's question in detail.

The rule is, as often stated: Take the margin you wish to make from one hundred, divide your cost by the remainder and your answer is your selling price.

Twenty per cent. wanted. Take twenty from one hundred and you have eighty. Shorten that to eight, because noughts do not count. Divide \$1.90 by 8, thus:

2375

8)190

16

30

24

60

56

40

40

That answer, properly interpreted, reads \$2.37½; hence the sale price is \$2.38 per dozen; 20c each, six for \$1.19. Figured at 25 per cent. we take 75 as our divisor—100 less 25—thus:

25333

75)190

150

400

375

250

225

Here we find our answer runs indefinitely into 3s. This means \$2.53½. So the price is obviously \$2.54 per dozen; 22c each, 6 for \$1.27.

On a 32 per cent. margin, we divide by 68, thus:

2794

68)190

136

540

476

640

612

280

272

That answer is, plainly, \$2.794 plus. So our price must be \$2.80; 24c each, 3 for 70c.

Notice now that not only are these figures exact, but to follow out this system results in prices for singles and assortments which are psychologically attractive. If you offer items at three for 70c, you will see an increased sale of 3s, though the actual reduction to the consumer is only two cents; and similar advantages accrue through the other prices I indicate. It is an important element in increasing sales to make a price 24c when that is indicated by our computations and not make it 25c just because that is a usual price. The same reasoning lies behind the half dozen and dozen sales at figures shown.

I omit the \$2 cost computation because if George digests these other illustrations, he can work that readily enough. The \$2.50 cost works thus on 20 per cent.:

3125

8)250

24

10

8

20

16

40

40

Result is \$3.13 per dozen since we cannot use 312½. This is 27c each, 2 for 53c, 3 for 79c. At 25 per cent. we get:

3333

75)250

225

250

225

250

225

showing a sale price of \$3.33½, which must give us \$3.34 per dozen, 28c each and \$1.17 for six.

You will work such a sum only a few times before you learn to read the answer at once. You will know at a glance that 250 divided by 75 will always yield 333½, because 225 is as near to 250 as division will get you and that always leaves 25, which again gives you 250 for the next division—and so on as long as you care to write

(Continued on page 31)

The Toledo Plate & Window Glass Company

Glass and Metal Store Fronts

GRAND RAPIDS

-:-

-:-

MICHIGAN

EGGS - EGGS - EGGS

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

Wire or Phone for our quotations.

KENT STORAGE COMPANY

GRAND RAPIDS, MICHIGAN

VEGETABLES

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

If a man makes a better bread than his neighbor he should tell the world about it. We do—both.

AN ATTRACTIVE DISPLAY STAND

FREE

WITH 12 BOXES (1 Doz. Each)

SANITARY HANDY PACKAGE CANDIES

24 VARIETIES

A FINE ITEM FOR YOUR RESORT TRADE. ORDER AN ASSORTMENT TODAY.

PUTNAM FACTORY

NATIONAL CANDY CO.

GRAND RAPIDS, MICH.



MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

How To Buy Fresh Meats.

The problem of making a profit in each of the three outstanding classes of meat markets differs somewhat. However, in every case, there is the imperative need for a satisfactory volume of sales. Any retail meat dealer can make a profit if he can sell enough meat at a price high enough to yield a margin containing a profit. The amount of sales necessary for producing this desirable result depends upon the markup. The quality markets do not need as much sales volume as the other two kinds, for their margins usually are large.

Of course, in each kind of market the amount of sales necessary for making a profit depends upon the total expenses to be paid, the size of the shop being the big factor—a one-man shop not needing so much volume as a four or eight man shop—and the amount of service, including delivery and credit, being another large factor.

Getting the total of sales necessary for making a profit means that the market must attract the right number of customers to buy there in preference to going to some other market at which they could buy just as conveniently. As will be realized, there are three fundamentally different kinds of customers to be considered when the general problem of attracting customers is under consideration; so the means to be used for attracting customers depends upon which of these three classes of trade is being sought. Every retail meat dealer knows that, before he can make a profit, he must attract enough customers to give a certain total of sales, that he must have the right quality of meat for a certain class of customers, and that he must manage his shop so as to give his customers what they want for the price they will pay for it.

Part of a retail meat dealer's problem seems to center in buying the kind of meats satisfactory to his trade. A dealer in fresh meats must make his profit on the meat he buys. Unless he buys the kind of meat many customers want, he will not sell enough of it at a price which will leave a profit. In other words, the dealer who wants to increase his sales so as to get enough volume of trade to give him a profit must know how to buy the kind of meat his trade will be glad to buy from him.

Buying fresh meat requires a knowledge of

1. How to determine the kind and quality of meat satisfactory to the trade of a shop.
2. How to select or pick out sides or cuts of the particular quality he wants.
3. How to determine the exact quantity needed for a quick turnover.
4. How to get the quality and quantity he needs at the lowest price possible.

Zanesville Council Declares Against Chain Stores.

The Zanesville, Ohio, City Council has taken cognizance of the chain store situation in order to assist in relieving the unemployment by adopting a resolution calling upon all city employees as well as the general public, to patronize home merchants first and Ohio merchants and industries when unable to secure their needs locally. The chains tried to prevent this action, but unsuccessfully. The resolution is as follows:

Whereas—The city of Zanesville has already been noted for its varied industries and its products are generally established; and

Whereas—It has been the proud boast of Ohio that the Buckeye State could live within her own borders; therefore, to stimulate employment for the unemployed of Zanesville and vicinity and assist our local merchants and manufacturers; therefore be it

Resolved—That all city employees be, and they are hereby requested, to buy first from home merchants and industries; and when unable to supply their wants locally that they patronize Ohio merchants, industries and labor; and that all citizens of Zanesville are urged to co-operate with the Council in this "trade at home" movement, to the end that their tax money shall benefit, so far as possible, Zanesville and Ohio, and the city's own wage earners shall receive the benefits.

The chain stores retained counsel and fought this on the ground that the Council had no right to pass the measure, but so far they haven't gotten anywhere.

Gives Weekly Prizes For Meat Recipes

A clever scheme for stimulating trade used by an Iowa meat dealer is the offering of a free roast, steak or other meat cut every week to the customer submitting the best meat recipe accompanied by a statement of the cost of the dish per person.

The meat dealer writes the recipe and the costs of the various ingredients on a blackboard in his market, and customers look for it every week and get suggestions for varying their menus.

Changing Date on Check.

In a case involving Armour & Co. and the St. Charles Mercantile Co., it was held recently by the Supreme Court of South Carolina that the payee of a post-dated check who changes the date and presents the check for payment before it is due, at a time when the maker has not sufficient funds in the bank to cover the amount, is liable to the maker for damages to his credit standing and business reputation.

Pill Diet Is Now Here For Poultry.

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

GRAND RAPIDS PAPER BOX CO.

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

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M. J. DARK & SONS

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SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

Fleischmann's Yeast Increases Your Sales

Millions of people buy Fleischmann's Yeast daily from their grocers. National advertising is increasing this demand every day.

Supply this demand—bring these people into your store. Fleischmann's Yeast display material reminds them that you sell this popular health food. They come in daily for a fresh supply—then sell them other foods too, increase your profits.

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SERVICE

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Grand Rapids, Michigan

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Distributors Fresh Fruits and Vegetables

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

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The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

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Phone 93401 108 Market Av. Grand Rapids, Mich.

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

ABE SCHEFMAN & CO.

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

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.

The Salesman's Attitude Helps—Or Hurts.

The salesman's attitude toward the customer is an important factor in business. I don't mean his physical attitude, but rather his mental attitude.

I vividly recall one incident I observed some years ago. I happened to be in a hardware store when in came a customer who enquired regarding a certain line of flat wall tint.

"Yep, we've got it here," answered the clerk, almost belligerently. "D'you want some?"

"I was thinking—"

"What color d'you want?" put in the clerk, briskly, without waiting for the customer to finish.

"Cream and buff."

"We've got buff, but we ain't got no cream. It's all out. We'll have it in a day or two. Anything else?"

"No, thank you."

And out went the customer.

"That's the way to handle them," observed the clerk. "Rush things along—be brisk."

Briskness was his little, private hobby. He believed in handling business with a rush. According to his philosophy, time was money. If he could wait on twenty customers in half an hour, that was a lot better than wasting the same half hour on one or two. He'd got rid of this fellow in a couple of minutes, and had twenty-eight minutes left for the other five.

As for me, I wondered what the customer was thinking. And, as luck would have it, I was able to find out. I met the man a few days later, and referred to the incident.

"Yes," he said, "I'm doing some interior decorating. The wife kind of favored wall paper, and I argued her into wall tint. We'd heard about Delectatone and decided to get that, or, at least, see what it was like. And I wanted to tell that chap, without committing myself, that I was thinking of doing one room, and if it looked all right, I'd do the entire house."

"Well, after he shot me out, I went down to Pete Carew's. You know old Pete. He's the slowest mortal alive, I think. I asked him if he handled Delectatone. 'You're thinking of doing some interior decorating?' he said. 'Sit down and let's talk it over.' And when I sat down, 'No, we don't handle Delectatone but we do handle Dekotint. Delectatone is good and Dekotint is just a little better. Would you like to see a sample of the work?'"

"And with that he showed me samples, and then asked what rooms I wanted to decorate, and got out a book showing suggested color schemes for various rooms. And he told me all about how to put the stuff on. He must have taken fifteen or twenty minutes but he took the time as if he had all the time there was."

The upshot, anyway, was that the customer switched to Dekotint, and placed an order running around \$35. Pete Carew was fairly well paid for his twenty minutes of unhurried salesmanship.

And the other clerk would have been well paid to have taken time to find out what the man was thinking of; or, knowing that cream was out of stock, to have suggested alternative color combinations. A little extra time spent in this way would have made a sale; where as it was, too much briskness lost a customer.

It is good in most cases to transact business in a businesslike way. But the thing can be overdone. It is not good business to hurry a customer, or to interrupt him. His opinions may be quite valueless to you; but when it comes to selling him something, those opinions indicate pretty well your best method of approach. They afford a clue to the character and prejudices of the individual with whom you are dealing. Then, it becomes your job to adapt your approach to his mental peculiarities.

There are, here and there, dogmatic, opinionated salesmen who lay down the law as to what constitutes good salesmanship. They have one pet rule which they want to apply to every transaction. One salesman insists that briskness of manner and self-confidence are the vital essentials. Another lays great store by his ability to tell the customer everything about the goods. A third asserts that the main thing in selling is to have price quotations at your finger-tips. A fourth will declare that the important thing isn't knowledge of goods or prices, but the ability to greet the customer by name and enquire after all his children individually.

Dogmatic insistence of this sort on some one point ignores the important fact, that no two individuals are identical in their mental outlook, nor are any two sales identical in every respect. The customer in a hurry will appreciate brisk, quick service and getting exactly what he wants. But another customer may resent being hurried.

Nor can all salesmen succeed by adopting identical selling methods. The act of selling represents the coming to gether of two distinct and very different individualities. It is always worth while for the salesman to find some common ground of sympathy and understanding upon which he can meet his customer. But that common ground of sympathy is not the same with all customers. One man may appreciate familiarity and sympathetic interest in his private affairs. Another may resent this sort of thing and regard it as intrusive and impertinent curiosity.

It is up to the salesman to "get a line" on his individual customer. This in turn means that the salesman's attitude toward the individual customer should be receptive at the beginning, and then responsive. He should let the customer at the outset take the lead in order that he may be able, later, to adapt himself to the situation.

Old Pete Carew is a case in point. He is a farmer turned hardware dealer. He turned about the year 1902. At that time a mercantile agency gave him six months to survive as a factor in the hardware business in Carisford. Twenty-eight years ago, that was; and yesterday Old Pete was still dawdling

about his hardware store in Carisford, transacting business and making a comfortable living.

He is the drowsiest man I ever saw, but he knows two things—people and hardware. If a man comes in for a package of tacks, Pete gossips with him, finds out that his wife needs a new carpet beater, and ends by sending up a vacuum cleaner on approval. His attitude for the first five or ten minutes is that of a sympathetic listener. He just listens, interpolates occasional questions, listens to the answers—never makes a suggestion. Then, having pumped the customer dry without apparent effort, Pete has everything in shape to clinch the sale. And he does it.

The customer more or less consciously reflects: "Here's a man who understands what I want"—because Pete, far from working out any pet theory of his own, has given five or ten minutes to the task of finding out what interested or troubled or bothered that particular customer.

I once asked Pete his recipe for good salesmanship.

"I haven't any," he said. "I don't know anything about salesmanship."

He has no theories on the subject. He just sells. Good salesmanship is second nature with him. The inborn knack of handling men and women, plus thorough knowledge of the hardware business, has kept him going.

Yet, though Pete Carew has no theories, the average young clerk in a hurry can learn a lot by watching Pete sell.

It pays the hardware salesman to

adopt a receptive attitude to customers, to take time to locate his customer mentally, to feel him out; to tactfully sound him, and find out what he wants and why he wants it. It is not enough to say, briskly, "Good morning, sir. What can I do for you?" and hurry the customer from that point to the stage where he buys or refuses to buy. No, the great thing is to get some notion as to what is actually going on in the back of the customer's mind.

If you haven't got the knack of doing this, you can learn; but learning takes time. Remember, that it is out of raw, inexperienced, blundering juniors that most of our crackerjack salesmen have evolved. Merchants often expect too much of inexperienced helpers; and beginners too often lack faith in their own ability to ultimately become first class salesmen. Time is needed to develop them; and continued, steady effort toward improvement; and refusal to be cast down by temporary defeat. And much study of customers, which is even more important than study of goods and price quotations.

Victor Lauriston.

They Turn To the Right.

Ever notice which way most people look and turn on entering the store?

Most of them look and turn to the right.

Observe this for a few days and convince yourself.

When you are arranging your displays of profitable goods, the kind you want customers to buy, display them to the right.

Do that and watch the results.

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
 Goods and
 FISHING TACKLE

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Will Villages Vanish?

What would statisticians do if it weren't for trends? If data are insufficient to afford a sound basis for flat assertion the statistician usually can see a trend. He detects a trend in incomplete or fragmentary data as readily and naturally as a congressman views with alarm or points with pride.

At the moment analysts of incomplete American census returns are seeing a trend toward the disappearance of the country villages. More people proportionately live in urban centers and fewer in the country in 1930 than in 1920. And the trend the statisticians see is a double-barreled one: There is a drift of population from the country to the city and from the villages to the 'towns.' A 'town' apparently is a grown-up village; even 'towns' of 2,500 are classified as urban in the present census. Beware, villages! The trend will get you if you don't watch out.

It is not only the advantages of city life which lure country dwellers away, but the automobile. If you have a car or two you can still farm the old homestead but live in town and drive back and forth night and morning. And as long as you are driving, you don't stop at a crossroads village with its grocery store, schoolhouse and church but no movies—you drive a few miles farther and live in 'town.' The trend shows that these rural-urban 'towns' whose population still depends largely on the nearby farms, are growing at the expense of the villages.

But wait until the full analyzed and commented upon returns are all in—not just the census figures. Wait until we hear from some of the men whom country villages have sent to the city to occupy the seats of the mighty. Ask John D. Rockefeller, formerly of Richford, Tioga county, N. Y., whether he—or the country—will stand for a trend that would erase the country villages from the map! Or Herbert Hoover, once of West Beach, Ia.; Owen D. Young, originally of Vanhorneville, N. Y.; Calvin Coolidge, of Plymouth, Vt.; Franklin D. Roosevelt, of Hyde Park, N. Y.; Henry Ford, of Greenfield, Mich.; Thomas A. Edison, of Milan, Ohio; William E. Borah, of Fairfield, Ill.; Elihu Root, of Clinton, N. Y.; Ray Lyman Wilbur, of Boonesboro, Ia.; Will Rogers, of Oalagah, Okla.; Frank E. Gannett, of Bristol, N. Y., and a few hundred thousand more country-bred men whose names are now in 'Who's Who' or the 'Director of Directors.'

Even the farmers cannot exist without villages. They are measurably self-sustaining so far as physical necessities are concerned, but not in a social, spiritual or community sense. The city produces wealth; the country produces wealth—and men.—Christian Science Monitor.

Paramount Importance of Clean Hands

Which one of us looking back on his childhood has not a vivid recollection of receiving the command: "Go and wash your hands!"

Usually it was at some inconvenient time—perhaps just as we were about to sit down to dinner or supper. It always seemed entirely unreasonable,

What harm did a little dirt do, anyway?

And, after all the scrubbing, our fingernails were still "in mourning," because tar and ink and that sort of stuff just wouldn't come off. Perhaps we didn't dare say it, but we thought, "Oh, what's the use?"

By the time we have grown up—if we ever have—most of us have become convinced at least of the desirability of keeping our hands and fingernails as free from visible dirt as possible. But how many ever stop to think that most of the visible dirt is more or less harmless, and that the really dangerous dirt is that which is not apparent to the naked eye?

Let's see how this works out. One of your friends had a "sniffy" cold. You happened along; he put his wet handkerchief in his pocket and shook hands with you. Then, without washing your hands, you ate lunch. A little later you, too, had a cold. Now it is at least a fair possibility that it was the "invisible" but germ-laden dirt on your hands that was responsible.

A "typhoid carrier" is a person who, having had typhoid fever, an intestinal disease, recovers but continues to breed typhoid germs, perhaps for years. The germs are discharged, and it is remarkable how easy it is to get them on his hands.

There is nothing that you can see with the naked eye. But if the carrier, without taking the simple and necessary precaution of washing his hands at the right time, handles other people's food, there may be mysterious cases of typhoid fever to account for.

Washing one's hands frequently with soap and water is a sanitary measure the importance of which is easily underestimated.

Did you ever happen to be in the room with a doctor who was visiting a case of communicable disease? You perhaps noticed that if he touched the patient he washed his hands immediately afterward. By taking that simple precaution he protected himself as well as others.

When we have been handling things, as we do every day, that "Tom, Dick and Harry" have been handling, there are all sorts of possibilities in the way of picking up 'invisible' but dangerous dirt.

Of course you can't avoid touching things, even if it were necessary, but it is not. However, by the simple use of soap and water before you leave a toilet room, or after you have shaken hands with anyone who has a cold or other disease, and particularly before you eat, you can do something to protect your health.

It is just plain common sense to accept the advice to "wash your hands!"
Dr. Paul B. Brooks.

Late Business News.

The Capper-Kelly resale price maintenance bill was brought before the House of Representatives last week under a special rule. This clears the way for action, which it is now believed in Washington may be taken this week.

Department stores quite generally are showing a disposition to follow the example of the Cincinnati stores

in renouncing what are known as profit-killing mid-summer sales.

The head of a chain of New York hotels is out with a movement for a New York state law to forbid sale of foodstuffs by drug stores on the assumption that there is danger in contact of food with drugs.

Tire manufacturers generally made an average cut of 5 per cent. last week on the consumer list prices of their products. The spread between retail and trade prices was somewhat increased, giving the dealers a better working margin, but as their inventories are large this advantage will hardly add to their profits unless sales are extraordinarily large. In some quarters this action is ascribed to the recent break in crude rubber, but well-informed authorities believe it is due to intense competition. Its effect has been demoralizing both to manufacturers and to dealers. The cut comes at a season when demand is urgent and for that reason seems untimely.

The Jewel Tea Co., Barrington, Ill., will acquire the Van Camp Packing Co., of Indianapolis, executives of the Jewel company announced last week. It is understood that Van Camp will issue \$2,500,000 in preferred stock, all of which will be taken by Jewell. The name of the Van Camp Packing Co., widely known in connection with food products, will continue to be used on its products. Jewel Tea operates in nearly every large city in the United States. It imports tea, coffee, spices and other products. Its retail operations principally are by wagons. Cities are divided into 1,300 routes and wagons cover these routes weekly, selling a variety of products.

The Nashua Manufacturing Co. will sell direct to the trade, instead of through the sales agency of Amory, Browne & Co., beginning October 1. The mill will have its own sales office in New York under Charles V. Ryer, sales manager.

Springs Used in Pajamas.

A new type of "rubberless elastic" employing three small brass springs is being featured by a local firm for men's shorts and pajamas. The springs are sewed into the backs of the garments and are said to provide an unvarying elasticity that is not affected by laundry processes or normal wear. The springs are of slight thickness and occasion no discomfort. They are utilized with the French front shorts and pajamas in broadcloth and other materials.

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.
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JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
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Corduroy Tires

Sidewall
Protection

Made in
Grand Rapids

Sold
Through
Dealers
Only.



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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

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

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

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Grand Rapids, June 17—At Milwaukee, in addition to operating Hotel Plaza, which he controls by lease, Milton Magel has taken over the management of Hotel Knickerbocker, Milwaukee's latest addition to the list of residential hotels. The hotel is just being completed and is the last word in accomplishments in that line.

Harlan W. Davies, 57, for some time operator of Hotel Muskegon, Muskegon, passed away last week. Mr. Davies, who was a Michigan product, was an artist and musician by profession, took possession of the hotel some time ago and it is understood that his widow will continue the operation of the same.

It was a genuine pleasure to catch up with Mr. and Mrs. George Woodcock, who have been warm friends of mine for many years. As is well known, they operated Hotel Muskegon for several years before it was partially destroyed by fire, and they have a host of friends everywhere. They are now managing the Muskegon Country Club, are ideally located and I have no doubt of their scoring a wonderful success in this field.

The Mann Hotel, Galien, a 90 year old landmark, has succumbed to the trend of civilization, and has been razed to make room for residences. The solid black walnut and white oak timbers and the knotless pine lumber that in its time sheltered numberless wayfarers have been torn apart. The old building came into possession of the late Dr. David Mann fifty-five years ago and until his death thirty-five years ago, was utilized as a combination office and residence. Afterward it was converted into a hotel. Among the relics retained by members of the family is the old-time dinner bell.

News comes to me of the sudden death of Mrs. Ernie Piper, wife of President Piper, of the Michigan Hotel Association, which occurred last week in Detroit. An interesting and deserving woman gone to her final reward.

In a sense a hotel is a sort of financial clearing house for its regular guests, and when paper such as bank drafts and possibly employers' checks are offered there is some justification in cashing them especially if they are in payment for hotel charges, but I very much doubt if any sensible person could resent the refusal of hotel operators to cash personal checks to any considerable amount. There have been many marked instances where old patrons of hotels have suddenly closed their connections with houses with which they have been connected for years and, taking advantage of the fact that such cessation of relations was unknown to hotel men, have left a trail of worthless checks behind them, but this feature is not comparable with the practice of people in all walks of life who ask the operator to take the place of the banker in the handling of commercial paper. It is reported that in one day a prominent hotel in Chicago cashed \$53,000 worth of such paper, taking a heavy risk, and not one of the checks was in payment of a hotel bill. In a limited way it might be all right but this seems to have been a case where enough was plenty.

Publication of a booklet setting forth the points of interest in Detroit and surrounding territory in a light and humorous vein, with humorous black and white drawings in place of

the usual photographs, to be issued under the imprint of the Detroit Hotel Association and to be distributed to guests throughout the tourist season, with a view to prolonging their stay in the city for a longer period, is contemplated by the Detroit organization. Any form of advertising has its merits. Some possess them to a much larger degree than others. In most cases where pamphlets are used there is the one and important question of distribution. It is not enough to give them out to visitors, and the Detroit association will do well if they follow up the distribution by making it easy for the guest to mail them to interested but less fortunate friends back home. For this purpose, in producing the publication, consideration should be given to the matter of postage as well as production.

Among the provisions of an ordinance recently passed by the Detroit legislative body is one providing that a license to operate may not be secured until plans for the restaurant have been submitted to the commissioner of health and approved by him, after having been left with him for ten days, and the application for license may only be made with the approval of the police department, thus preventing an undesirable element from embarking in the business. An initial fee of \$25 is charged for the first year and \$15 for renewals. Strict sanitary provisions are incorporated in the ordinance, including the necessity for maintaining separate toilets. Such regulations should be adopted by the state authorities as well. There are already in existence too many places, sometimes known as "dumps" which clutter up the roadsides, and which are, to say the least, not meritorious.

E. H. (Ted) Beecher, of the Grand Rapids Convention Bureau and the publicity departments of the Pantlind and Morton hotels, during his administration as president of Western Michigan Charter of Greeters, is responsible for the upbuilding of his organization to the extent that he has increased its membership from seventy-six to 112 paid members during his past year of incumbency. After its struggles in infancy the organization finally came into its own and to-day is one of the most prosperous of the many units of same in the Nation. One who understands knows very well that the only organization which succeeds in the long run is that which shows an increased membership each year. Mr. Beecher has this same notion and is applying it.

Since the purchase of the Carling Hotel interests in Jacksonville, Florida, by E. S. Richardson, of Hotel Kerns, Lansing, an organization known as the Richardson Hotel Co. has been formed with 2,000 shares of no par value, for the purpose of operating the two establishments. The Kerns has been an outstanding success ever since Mr. Richardson took it over and no doubt satisfactory showings will develop from the Florida proposition.

The Hooper Hotel, at Eastport, six miles from Central Lake, was destroyed by fire last week.

It may interest some of the individuals who were familiar with Cedar Springs Lodge, on Glen Lake, which was formerly owned and operated by the writer and disposed of three years ago, is now the object of a development unparalleled in Michigan history. Fully a quarter of a million dollars has already been disbursed in developing same by the Charles Mitchell interests and very shortly it will be placed on the market in the shape of so-called estates, with restrictions as to building and otherwise improving the individual holdings. There is already in full swing a beautiful golf course and

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.



Warm Friend Tavern

Holland, Mich.

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

Free private parking space.

E. L. LELAND, Mgr.

The LaVerne Hotel

Moderately priced.
Rates \$1.50 up.

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

HOTEL 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

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

HERKIMER HOTEL

EUROPEAN

Rates \$1.25 to \$2.50

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

"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

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

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300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
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Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWART R. SWETT, Mgr.
Muskegon -- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

CHARLES RENNER HOTELS

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

"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.

a magnificent club house is in contemplation. There will be no hotel development, the property being reserved for residential purposes only.

Perhaps these plans for increasing the earning power of hotels by the introduction of soda fountains and commercial tiddle-de-winks will work out in the long run, but I trust the hotel men will not go so far as to find themselves in the same dilemma as the druggists who have so far extended the scope as to have forgotten that originally they were supposed to cater to the sick instead of the gastronomers.

The summer hotels are not enthusing particularly over the weather so far supplied by the weather man, but there is always hope for improvement and, I might say, room also. The Middle States have a happy faculty of taking on enthusiasm over a few delightful days in February, but quite frequently end up with "croup" before the season fairly begins.

My Los Angeles newspaper imparts the information that a new 500 room hotel of magnificent possibilities is to be built there forthwith. I enjoy this news more from a distance because I am not compelled to share the intimate griefs of my friends out there who are trying to make an honest living on a forty per cent. occupancy. A padded cell should be arranged for any individual who even talks about another hotel in the City of the Angels for the next dozen years.

William Moore, formerly of Mackinaw City, has taken a lease of Hotel Wisler, Mancelona. This proposition ought to work out all right. Mr. Moore brings a good record of accomplishment with him, the location is good, and there are no unsavory past records to overcome.

The Point of Pines Hotel, at Port Austin, has been leased by William Dorney, who formerly conducted a restaurant at Bad Axe. Many of us remember with a somewhat sentimental feeling, this particular resort hotel, which was for some years operated by our old friend "Billy" Schultz, who passed away last year. It is a comprehensive establishment and with a favorable season has great possibilities.

Maybe I will be pardoned if I make mention of the fact that through the good offices of my good friend, H. L. Lawson, I have "crashed the gates" of the Hotel Review, New York, and have been accorded a very highly complimentary mention as to past achievements and future possibilities. One cannot help appreciating the fact that he is having bestowed upon himself especial courtesies, more especially when he realizes the world is full of individuals who show an inclination to belittle past accomplishments. Thank you, H. L.

Mrs. Edward R. Swett, wife of the proprietor of Hotel Occidental, Muskegon, embarks on an extensive trip to Europe this month. I am pleased that she should have this trip, for the triple reason that she deserves it, is observing and appreciative. She will surely enjoy it.

When I reached Muskegon the other night I called upon Milton Steindler of the Steindler Paper Co., and demanded to see his father, the senior member of that institution. Much to my surprise I learned the Senior was stricken in California with a hemorrhage and, while recovering, was still in a Santa Monica hospital. Mr. Steindler was one of my Los Angeles playmates last winter and when we parted it was with the understanding

that we were to meet in Muskegon early in June. Now I will have to go back to the Golden State and look after him. But he is well worth the trouble, if you can call it such.

W. E. Hutchens, general manager of the Michigan Home Telephone Co., with headquarters at Muskegon, always draws a visit from me whenever I am in that city. The present instance was no exception to the rule. We spent several delightful moments reminiscing over little affairs which happened in Pentwater during that period, years ago, when I was operating on the basis of two per day for bed and three squares. I always liked him, notwithstanding he was the direct representative of a bloodless corporation. Mrs. Hutchens is now enjoying a visit to the Pacific Coast, with her daughters.

Years ago when Edward R. Swett, Jr., was starting on his career as a hotelier, I made a few predictions concerning this exceptionally well-balanced young man, winding up my comments with the statement that he would "bear watching." I knew what I was talking about and it pleases me to add a statement at this time to the effect that as a horoscoper I am not really so slow. To-day he is assistant manager of Hotel Occidental and is still going. Just now he is bringing out an invention which it is predicted will revolutionize the whole system of fire alarm signals, in that it speeds up the handling of fire alarms, reduces the possibilities of errors in communication between stations and promotes economy in expenditures for fire equipment. The Muskegon fire department has already adopted the system and other larger cities are negotiating for same. Edward is still a real hotel man, even if he possesses Edisonian tendencies.

Perhaps no Michigan hotel man was more familiar with the minutiae of the Muskegon Occidental, for a period of fifteen years or more, than was the writer. Intimate association with its manager, Edward R. Swett, during that period, and expression of desires for the future, made it natural for me to visualize just what the future offerings of that institution might be. When I arrived there last week, after an absence of three years, and an advance warning of various surprises in store for me, I thought I was prepared for the emergency. But I guessed wrong. As a result I was overwhelmed. The lobby, which has been transferred from the old Western avenue approach to Third street, was my first introduction. I am not going into technical details, but its effect on first acquaintance was delightful, roomy and radiated hominess. It gave me the impression that here the human heart throbbed was depicted in the very extreme and was real. Nowhere have I seen such artistic and, to be more exact, sensible application of artistic details. Personality plus was reflected by my finding old time employes who have in the past performed their part in the building up of this magnificent hotel property. I always used to feel that Mr. Swett spent much of his existence in planning hurdle-jumping propositions for the future, but he inevitably reached his goal, and each recurring visit to his institution impressed me with the idea that wisdom had dominated in the preparation of his program for improving his hotel. "Good enough" never meant to him what it does for the ordinary individual. He always wanted it "Better." And he has had his way. His colleagues have never questioned his sagacity, and to-day he is managing director of one of the most complete hotels in the Middle West, the improvement of which has been accomplished in the last decade, with the finished touches applied with-

in the last two years. Now all these changes have been made without inconvenience to his patrons at any time, although many new rooms have been added, an entire new lobby constructed, vast enlargement of kitchen capacity, complete installment of a new main dining room, banquet rooms, one of the most artistic ball rooms I have ever seen. Also the cafeteria, which was a pronounced success from the time of its installation several years ago, has been doubled in capacity. The kitchen particularly is acknowledged to be the very acme of completeness, and the furnishings in all the public rooms as well as the guest chambers are the very last word in hotel equipment. Furthermore a new battery of rapid running passenger elevators, new boilers, electric refrigeration and various mechanical devices to save labor and enhance service are in full operation. The ensemble is an interesting demonstration of what can be done by wise and experienced management, without interference with the regular business of the hotel. That hotels must keep up with the procession of events is known to all who are at all versed in the business of creating a home for the wayfarer. Seldom, however, has the management of hotels of our smaller cities been willing to provide the enlarged facilities and greater luxuries in public rooms and public service in advance of compelling necessities as has Mr. Swett. Already are he and his colleagues planning to rebuild the Western avenue frontage to correspond in design and elegance the already finished product. As before stated this genial individual I have claimed as a friend for many years. He has always preserved, unruffled, that genial personality which endears him to everyone. As an entertainer he is a veritable prince. He has surrounded himself with a corps of loyal assistants who have carried out his ideas of practical hotel operation, and he has succeeded far beyond the predictions of his most enthusiastic admirers.

It was my pleasure during the term of my visit with the Swetts to come in contact with Frank D. Long, who, with his estimable wife, were paying a visit to the Occidental. Mr. Long is what might be technically the "layout" superintendent of the Holabird & Root Co., of Chicago, who have constructed oodles of the finest hotels in the country and he had intimate personal knowledge of every improvement which the Occidental has undergone in the past. He is still busying himself with devising further improvements and conveniences to be applied in construction of the contemplated new section of the establishment. It is said that Mr. Long has planned more hotels than any other individual in the world and might add that he is still going strong. It was a genuine pleasure to add his name to my list of worth while acquaintances.

Met Carl Montgomery at the Occidental Hotel, Muskegon, the other night. Claimed he was on his way to the Upper Peninsula to take a rest. When that boy takes a rest it will be while he is under the influence of chloroform. He is one of those individuals who actually thrives when he is busy, but is continually claiming that he has nothing to do.

Now Charley Renner advises me that he has acquired another hotel, the Rumely and Annex, at LaPorte, Ind. I accused Ernie Richardson of trying to absorb all the money in the world, but here is a competitor who, according to the best information I can obtain, proposes to beat him to it by annexing all the hotels. The Rumely, however, is a "find"—a most desirable proposition, and I will tell Tradesman readers all about it as soon as I have

given it an official inspection. Inspecting hotels, or at least the culinary end of them, is about my best bet these days.

Last Saturday evening, the new half-million dollar W. K. Kellogg Hotel, at Battle Creek, was opened with a formal dinner and dance. It is a four-story structure, with a hundred rooms, and naturally is fitted with every modern appliance known in hotel construction. Some time next week I expect to see it, and will possibly say a lot about it.

Hotel Macatawa, the hotel annex and other properties controlled by the Macatawa Company, Central Trust Co. and Western Michigan Holding Co., will be put on the auction block at an early day, to satisfy the demands of creditors, which amount to \$87,312. Hotel Macatawa was for many years popular and was profitably operated, but has been going slow for some time, because of the trend of tourists toward points higher up in Michigan. It will be sold as one parcel, so if you contemplate buying be sure and carry an ample supply of coin with you. Date of sale has not yet been announced.

This man Dave Reid, who assured me positively that the activities of life would scarcely interest him hereafter, went up to Hancock, the other day, in attendance at the State convention of Elks, and before he got through with them had captured that function for South Haven for 1931. Looks to me as though he has given up all idea of retiring permanently from the country hotel field. Also confirms my claim, frequently made, that he usually gets what he goes after.

Frank S. Verbeck.

Hepatica.

Has some bit of baby blue
Fallen sky-born upon you
Scarcely ere she snows away
Or returns the month of May.
Thus enraptured you unfold
All your stamens tipped with gold
Delicate, and wouldst impart
Secrets from some fairy's heart.
Fairy art thou, that we know
And is why we love you so.

Lovely, dear, Hepaticas

How my woodland ever was
Beautiful beyond its hour
As you opened first your flower:
Where your Springtime loveliness
Holds me spellbound, for you bless
All the round of my desire
In your tinted, soft attire
Till I linger there to sup
Beauty from your squirrel cup.
Charles A. Heath.

Flanders Brothers, grocers at Fennville, write as follows: "We surely enjoy, and always find time to read the Tradesman. Wouldn't know hardly how to run business without it. Hope we will be able to read it a good many years more with you at the wheel."



HOTEL BROWNING

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

DRUGS

Michigan Board of Pharmacy.
 President—J. Edward Richardson, Detroit.
 Vice-Pres.—Orville Hoxie, Grand Rapids.
 Director—Garfield M. Benedict, Sandusky.
 Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

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

Pharmacy Graduates in Numerous Activities.

The common belief, particularly today, is that practically all, if not all the graduates of colleges of pharmacy go directly into retail drug stores and stay there the rest of their lives.

To get the actual facts on the occupations which pharmacy graduates really do follow, a special tabulation was made of fifteen classes of the Philadelphia College of Pharmacy and Science. The fifteen classes were divided into three five-year groups to get the facts about graduates at various ages. The first group includes the graduates from 1891 to 1895 inclusive—men who had been out of college thirty-five to forty years. The second group included the graduates of the class from 1901 to 1905—men out of college from twenty-five to thirty years. In the third group—the class from 1911 to 1915 inclusive—were men who have been out of college fifteen to twenty years.

The analysis of occupations of the Philadelphia College graduates from 1891 to 1895 shows them to-day to be engaged in twenty-six distinct lines of activity. The group from 1901 to 1905 whose present addresses and occupations are known, are in twenty-seven different occupations. And in the third group, the men who left college fifteen to twenty years ago, whose present addresses and occupations are known—the classes 1911 to 1915—are to-day engaged in twenty-five different occupations.

Undoubtedly this list would be swelled considerably if the addresses and employments of all graduates were available.

In all three groups of these graduates those engaged in retail pharmacy are, of course, most numerous. Practically all of them operate stores of their own. In the classes from 1891 to 1895 the next most numerous group is physicians. The other occupations and professions into which graduates have gone in the order of their importance are as follows:

Manufacturing chemists.
 Public office.
 Salesmen for pharmaceutical manufacturers.
 Executives in manufacturing enterprises.
 Teaching.
 Pharmacists in hospitals and other institutions.
 Other occupations in which numerous graduates of these classes have gone include banking, the wholesale

drug trade, pharmaceutical journalism, the military services and farming. Two are ministers, one is a dentist, another an optometrist, one is an undertaker and three are in the wholesale grocery business. Four are in the United States Government Civil Service in professional positions.

As mentioned, the occupations of the graduates of the classes of 1901 to 1905 are equally varied although about half the class is engaged to-day in retail pharmacy, usually as store proprietors. The other graduates are employed in such varied activities as the management of an advertising agency, the practice of veterinary medicine, real estate brokerage, investment banking and insurance underwriting.

Second position as the most popular occupation with this group of graduates has shifted from medicine to technical positions with pharmaceutical manufacturers. Physicians, however, rank third in numbers, followed in order by salesmen for pharmaceutical manufacturers, public officers, institutional pharmacists, teachers, and wholesale druggists.

Two graduates are full time secretaries of pharmaceutical associations and five are in the Government service. One is a dentist, two are authors, and eight are executives in pharmaceutical manufacturing houses.

In the most recent group of graduates, the graduates who left the Philadelphia College in the past fifteen to twenty years, those engaged in retailing to-day number again a little more than 50 per cent. of the total. Second place is occupied again by chemists and pharmacists in manufacturing establishments. This time third place goes to salesmen and detail men of pharmaceutical manufacturers, closely followed by physicians, in fourth place. The other occupations in which numbers of graduates are engaged are, in order:

Institutional pharmacists.
 Teaching.
 Executives of pharmaceutical manufacturing houses.

The wholesale drug trade.
 Just as varied as the numerous occupations in which pharmacists graduated from the Philadelphia College are engaged are the localities in which they now reside. Of the group of graduates in the classes from 1891 to 1895, twenty-nine states and four foreign countries now claim them as residents. It is natural that Pennsylvania should lead the list followed by New Jersey, but every other section of the country is represented by several graduates from these classes. The same thing is true of the classes from 1901 to 1905. They now reside in thirty-four different states from coast to coast and in several foreign countries.

The graduates who left the Philadelphia College in the past fifteen to twenty years also are now scattered throughout the United States. Thirty-three states claim them as residents, in addition to four foreign countries. In fact from these three classes alone forty-four states and the District of Columbia as well as eight foreign countries claim Philadelphia College

graduates as residents. Undoubtedly this total would be raised to a much higher figure if the present addresses of all graduates were known. It is natural that the graduates whose present activities are least known would be scattered further from their alma mater.

Paul C. Olsen.

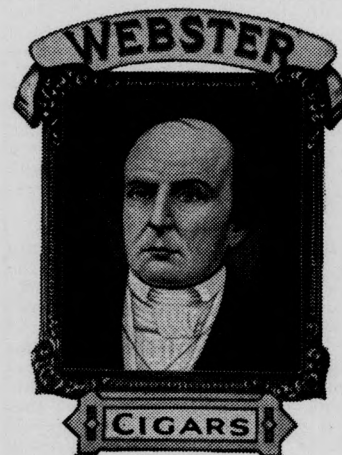
Programme For the Saginaw Convention.

The following programme has been prepared for the annual convention of the Michigan State Pharmaceutical Association, to be held in Saginaw next week:

- Tuesday, June 24—Registration.
 9 a. m.—Opening of the Registration Headquarters, Bancroft. It will be necessary for each person attending to be registered. Fee \$3.50 each. This fee includes all noon day lunches, banquets, dinners, theater party and all entertainment features.
 10:45 a. m.—Formal opening of convention by President Claude Jones. Announcements.
 Reading of correspondence.
 Appointment of Resolutions Committee.
 12 Noon—Mixed luncheon, Bancroft Hotel.
 Welcome addresses.
 2 p. m.—Baseball game for men, Hoyt Park, M. S. P. A. vs. M. P. T. A.
 Bridge party for ladies, Bancroft Hotel.
 6:30 p. m.—Dinner dance, Bancroft Hotel.
 Wednesday, June 25—10 A. M.
 10 a. m.—President's address, Claude Jones.

- Secretary's report, R. A. Turrell.
 Treasurer's report, Purl Harding.
 Report of Standing Committees.
 Executive Committee, J. M. Ciechanowsky.
 Legislative Committee, D. G. Look.
 Membership Committee, R. A. Turrell.
 Trade Interests, Fred Bellemore.
 Speaker, Dr. Edward Spease, of the Western Reserve University, "New Pharmacy."
 Dr. Leonard A. Seltzer, "Raising the Standards of Pharmacy."
 W. H. Blome, Frederick Stearns & Co., "Insulin and Its Manufacture," accompanied by moving pictures.
 Walter Kramer, Eastman Kodak Co., "Three Call Film."
 10:30 a. m.—Ladies' trip through Schust Baking Co.
 12 Noon—Luncheon for men at Bancroft.
 Luncheon for ladies' followed by bridge party, at ? ? ? ?
 2 p. m.—Business session for men.
 5 p. m.—Beginning of mysterious night programme.
 12 noon—Mixed Luncheon, Hotel Bancroft.
 Speaker, Dean Edward H. Kraus, Dean of College of Pharmacy, University of Michigan, "Tendencies in Pharmaceutical Education."
 Bernard Keene, Indianapolis, Representing N. A. R. D.
 Toastmaster, Harry Cecil.
 2 p. m.—Third business session.
 Unfinished business.
 Reports, Prescott Memorial, by Charles H. Stocking.

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



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

**Distributed Throughout
 Michigan by
 Lee & Cady**

GROCERY PRICE CURRENT

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

ADVANCED

Smoked Hams
Bacon

DECLINED

Beef
Pork

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



MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-31 oz., doz.	2 15
Quaker, 12-33 oz., doz.	2 35

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. doz.	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 60

K. C. Brand

Per case	
10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 30
50c size, 2 doz.	8 80
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER

Lizette, 16 oz., 12s	2 15
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BLUING

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

Perfumed Bluing

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

BEANS AND PEAS

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

Ohl. Lacquer, 1 gross	16
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BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Pen 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 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans

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

Post Brands

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand

Apples	
No. 10	5 75

Blackberries

No. 2	3 75
Pride of Michigan	3 25

Cherries

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

Gooseberries

No. 10	8 00
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Pears

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

Plums

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

Black Raspberries

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

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, Kless	4 75
Salmon, Red Alaska	3 25
Salmon, Med. Alaska	3 50
Salmon, Pink, Alaska	1 95
Sardines, 1m., ea.	10¢
Sardines, 1m., ea.	2¢
Sardines, Cal., 1 1/2 oz.	2 25
Tuna, 1/2, Curtis, doz.	2 00
Tuna, 1/2, Curtis, doz.	2 00
Tuna, 1/2 Blue Fin,	2 00
Tuna, 1/2 Blue Fin, doz.	7 25

Sage	
East India	10
Tapoca	
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	
Kitchen Gold	7 00

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 16
Half gallon	12 15

Ideal Glass Top	
Half pint	9 00
One pint	9 50
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

SURESET PRODUCTS	
Made in Grand Rapids	
and Home Owned	



Sureset Gelatin Des-	
sert, 4 doz.	3 20
Sureset Gelatin Des-	
sert, 26 oz., 1 doz.	5 00
Sureset Ice Cream	
Powder, 4 doz.	3 20
Finest Pudding	
Powder, 1 doz. Coun-	
ter Display, 4 to case	3 20
Finest Pure Fruit	
Orangeade & Lemon-	
ade, 2 doz. Ass't	
Counter Display	1 80
Finest Fruit Punch,	
Envelope Style, 3 doz.	
carton, ass't flavors	2 10

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

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

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

Safety Matches	
Quaker, 5 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	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27@29
Hickory	07

Salted Peanuts	
Fancy, No. 1	14

Shelled	
Almonds Salted	95
Peanuts, Spanish	
125 lb. bags	12
Filberts	32
Pecans Salted	82
Walnuts Burdo	62

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 15
10 oz. Jar, Plain, doz.	2 25
14 oz. Jar, Plain, doz.	4 75
Pint Jars, Plain, doz.	2 75
Quart Jars, Plain, doz.	5 00
1 Gal. Glass Jugs, Pla.	1 80
5 Gal. Kegs, each	7 50
3 1/2 oz. Jar, Stuff, doz.	1 35
6 oz. Jar, Stuff, doz.	2 25
9 1/2 oz. Jar, Stuff, doz.	3 75
1 Gal. Jugs, Stuff, dz.	2 70

PARIS GREEN	
1/4 lb.	34
1 lb.	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.	8 3
Parowax, 40, 1 lb.	8 55
Parowax, 20, 1 lb.	8 8



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
16 Gallon, 2250	27 00
5 Gallon, 750	9 75

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS

Beef	
Top Steers & Heif.	20
Good Str's & H'f 15 1/2@18	
Med. Steers & Heif.	15
Com. Steers & Heif.	15

Veal	
Top	18
Good	14
Medium	11

Lamb	
Spring Lamb	21
Good	18
Medium	15
Poor	13

Mutton	
Good	13
Medium	12
Poor	10

Pork	
Loin, med.	22
Butts	20
Shoulders	16 1/2
Spareribs	14
Neck bones	07
Trimnings	13

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

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

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

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@27
Hams, Cert., Skinned	
16-18 lb.	@27
Ham, dried beef	
Knuckles	@42
California Hams	@17 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@39
Minced Hams	@20
Bacon 4/6 Cert.	24 @32

Beef	
Boneless, rump	28 00@35 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

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

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

White Fish	
Med. Fancv. 100 lb.	13 00
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

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

SALT	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	8
Butter Salt, 280 lb. bbl.	21
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



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

BORAX	
Twenty Mule Team	
24, 1 lb. packages	3 35
18, 10 oz. packages	4 40
96, 1/2 oz. packages	4 00

SOAP	
Am. Family, 100 box	6 30
Crystal White, 100	3 85
Big Jack, 60s	4 75
Fels Naptha, 100 box	5 50
Flake White, 10 box	3 70
Grdma White Na. 10s	3 75
Jap Rose, 100 box	7 85
Fairy, 100 box	4 00
Palm Olive, 144 box	10 50
Lava, 100 box	4 00
Octagon, 120	5 00
Pumilo, 100 box	4 85
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 30
Trilby Soap, 100, 10c	7 25
Williams Barber Bar, 9s	40
Williams Mug, per doz.	48

CLEANSERS	
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80 can cases, \$4.80 per case	
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WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 82 1/2
Brillo -----	85
Climaline 4 doz	4 20

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 3.—We have to-day received the schedules, reference and adjudication in the matter of Harry Bulthuis, Bankrupt No. 4136. 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 \$150 of which the full amount is claimed as exempt, with liabilities of \$1,179.25. 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.

June 9. We have to-day received the schedules, reference and adjudication in the matter of Bryan P. Thomas, Bankrupt No. 4137. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a salesman. The schedule shows assets of \$2,815 of which \$2,410 is claimed as exempt, with liabilities of \$5,017.96. 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.

June 4. On this day was held the first meeting of creditors in the matter of Ceznau G. Brayman, Bankrupt No. 4127. The bankrupt was present in person and represented by attorney Robert H. Burns. The creditors were represented by attorney Horace T. Barnaby and certain of them appeared in person. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

June 4. We have to-day received the schedules, reference and adjudication in the matter of Taylor Radio Co., Bankrupt No. 4135. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedule shows assets of \$7,440.07 with liabilities of \$10,010.53. The first meeting of creditors will be called promptly, note of which will be made herein. The list of creditors of said bankrupt is as follows:

General Motors Acceptance Corp.,	\$8.00
Grand Rapids	
Old Kent Bank, Grand Rapids	621.74
National Cash Register Co., G. R.	72.00
Abbie & Imbrie Fishing Tackle Co.,	
New York	503.02
Bixby Office Supply Co., G. R.	18.63
Burroughs Adding Machine Co.,	
Grand Rapids	5.00
Burton Heights Record, Grand R.	31.07
Cummings Brothers, Grand Rapids	2,182.71
General Distributing Co., Grand R.	8.87
Herald, Grand Rapids	167.35
H. Leonard & Sons, Grand Rapids	127.05
C. J. Litscher Elec. Co., Grand R.	1,640.14
Hugh McMillan, Grand Rapids	10.00
Ralph Ralston Co., Grand Rapids	1,091.85
Reliable Tire & Accessory Co.,	
Grand Rapids	628.06
Republic Radio Co., Grand Rapids	1,644.00
Stewart Warner Corp., Chicago	659.07
Shakespeare Co., Kalamazoo	337.46
Timmer & Tipper, Grand Rapids	87.04
Edward K. Tryon Co., Philadelphia	42.00
B. H. Tire Service Sta., Grand R.	7.50
G. R. Merchants Service Bureau,	
Grand Rapids	8.00
G. R. Lumber Co., Grand Rapids	6.76
Press, Grand Rapids	unknown
Colonial Oil Co., Grand Rapids	unknown

June 4. We have to-day received the schedules, reference and adjudication in the matter of Elizabeth Hayes, doing business as Martha Washington Candy Shop, Bankrupt No. 4140. 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 \$3,800 of which \$2,000 is claimed as exempt, with liabilities of \$5,094.41. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

G. R. Mutual Bldg. & Loan Ass'n.,	
Grand Rapids	\$1,769.00
Martha Washington Candies Co.,	
Chicago	942.50
Pantlind Hotel Co., Grand Rapids	316.52
G. R. National Bank, Grand Rap.	2,000.00
Martha Washington Candies Co.,	
Baltimore	2.55
Martha Washington Candies Co.,	
San Francisco, Calif.	2.40
W. H. Thompson, Inc., Merden,	
Conn.	34.67
Ryskamp Bros., Grand Rapids	19.04
Michigan Bell Telephone Co., G. R.	7.73

June 5. We have to-day received the schedules, reference and adjudication in the matter of Carroll W. McConnell, Bankrupt No. 4139. 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 \$400 of which the full amount is claimed as exempt, with liabilities of \$779.58. 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.

June 5. We have to-day received the schedules, reference and adjudication in the matter of Joseph C. Stehouwer, Bank-

rupt No. 4143. 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 building contractor. The schedule shows assets of none with liabilities of \$7,297.98. 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.

June 5. We have to-day received the schedules, reference and adjudication in the matter of Elmer H. Sheldon, Bankrupt No. 4142. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grant township, Mecosta county, and his occupation is that of a farmer. The schedule shows assets of \$1,030 of which \$572 is claimed as exempt, with liabilities of \$984.68. 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.

June 5. We have to-day received the schedules, reference and adjudication in the matter of S. Anna Sheldon, Bankrupt No. 4141. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grant township, Mecosta county. The schedule shows assets of \$100 with liabilities of \$775.25. 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 Oscar F. Goldman, Bankrupt No. 4936. The final meeting of creditors has been called for June 20. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Horace D. Crandall, Bankrupt No. 3321. The final meeting of creditors has been called for June 20. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Otis F. Cook, Bankrupt No. 3339. The final meeting of creditors has been called for June 20. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Chris Nastos, Bankrupt No. 3322. The final meeting of creditors has been called for June 20. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of the Proudfit Loose Leaf Co., Bankrupt No. 3823, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held May 6. The trustee was present and represented by attorneys Wicks, Fuller & Starr. No creditors were present or represented. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. No objections were made to the discharge of the bankrupt. An order was made for the payment of expenses of administration, and for the declaration and payment of a first and final dividend to creditors of 18.8 per cent. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

June 9. We have to-day received the schedules, reference and adjudication in the matter of Frank G. Hittson, Bankrupt No. 4146. 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 \$300 of which the full amount is claimed as exempt, with liabilities of \$1,146.98. 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.

June 7. In the matter of Lee Shopper, Bankrupt No. 4110, the first meeting of creditors was held this day. The bankrupt was present in person and represented by attorney Morton H. Steinberg. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

June 9. On this day was held the first meeting of creditors in the matter of Joseph Jennings, Bankrupt No. 4059. The bankrupt was present in person and represented by attorney L. D. Averill. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Harry Wait, Bankrupt No. 4130. The funds have been received and the first meeting of creditors has been called for June 28.

In the matter of Taylor Radio Co., Bankrupt No. 4138. The first meeting of creditors has been called for June 27.

In the matter of Elizabeth Hayes, doing business as Martha Washington Candy Shop, Bankrupt No. 4140. The first meeting of creditors has been called for June 27.

received and the first meeting of creditors has been called for June 26.

In the matter of Floyd Tuttle, Bankrupt No. 4100. The funds have been received and the first meeting of creditors has been called for June 26.

In the matter of Garrett Wiersma, Bankrupt No. 4090. The funds have been received and the first meeting of creditors has been called for June 26.

In the matter of William D. McNamara, individually and as former partner of Jefferson Service Station, Bankrupt No. 4131. The funds have been received and the first meeting of creditors has been called for June 26.

In the matter of Glen R. Spencer, individually and as former partner of Jefferson Service Station, Bankrupt No. 4132. The funds have been received and the first meeting of creditors has been called for June 26.

June 9. On this day was held the first meeting of creditors in the matter of Dean R. Selby, Bankrupt No. 4119. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date. The case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Walter Fisher, Bankrupt No. 4106. The bankrupt was present in person and represented by attorney Irving H. Smith. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Orville Passmore, Bankrupt No. 4102. The bankrupt was present in person and represented by attorney Arthur R. Sherk. One claim was proved and allowed. No trustee was appointed. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

On this day also was held the first meeting of creditors in the matter of Calvin E. Wenger, doing business as Wenger Bowling Alleys, Bankrupt No. 4112. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Creditors were present in person and represented by Central Adjustment Association. One claim was proved. The bankrupt was sworn and examined without a reporter. The referee appointed, C. W. Moore, trustee, and placed his bond at \$100. The first meeting then adjourned to June 30, for further proceedings.

Profit Margins.

A good deal of attention has been given to the recent announcement of a Chicago department store that it had made an all-round cut in prices with a view to establishing a new buying level which, by inducing renewed consumer demand, would be of advantage to producers and distributors as well as to the public. The theory behind this move is that, on account of the large decline in commodity prices which has taken place in the last half-dozen months or more, stocks can be replenished at lower levels than formerly and that the way to stimulate larger consumption of goods is to pass on to customers a full share of this saving. In all periods of readjustment, especially where prices are materially affected, this is a factor with which business has to deal. The first result of rapid deflation is of course a serious deterioration of inventory values, thereby entailing losses that put the average business man in a mood to raise prices rather than to cut them down. Later, when stocks have been renewed under more nearly current conditions, the reason for not readjusting the price structure is the natural desire to make good the deprecations inflicted by a falling market. Thereafter the only question is one of business policy—whether to keep intact a satisfactory margin of profit or to

take advantage of the conditions to widen the margin on an established retail price level. Where volume is lessened, as in the automobile industry notably, a disproportionate rise in overhead costs may urge, if it does not seem to compel, this course. In the long run, however, and in the face of fierce competition, there may be danger in damming the quantity flow of consumption.

When On Your Way, See Onaway.

Onaway, June 17.—One more achievement had been added to the credit of the good roads committee when on Thursday the big road-see completed South Lynn street by graveling and re-surfacing, thus transforming a beautiful shaded street, formerly impassable during wet weather, into the principal pleasure street of the city. Again "Good Roads" Tran has completed his job, doing it thoroughly, all with contributed labor and material and presented to the city without cost his fourth good street. Co-operation, civic pride, combined with a community spirit, has adopted the slogan, "A street each year until all completed."

The Bell Telephone Co. is busy stringing the long distance wires on the new line from Onaway to Petoskey. The men are registered at Hotel Clark.

Prof. Elmer H. Wilds delivered the address at the graduating exercises Thursday evening at the high school.

Numerous tourists are stopping at the Metropole Hotel this week.

Supt. Glen Schonhals and wife have departed by auto to spend their summer vacation in the West.

Principal George Wilson and family left Saturday for Mason, where they will spend the Summer.

L. B. Karr and family left by auto Friday for Holland and other points, to be gone several weeks.

The resort cottages at Black Lake are filling up rapidly, the weather being fine, fishing good and prospects favorable for a prosperous season.

Mr. Murphy is building an addition to his summer cottage, corner of East State and Seventh streets.

The Schlienz restaurant has added extra help to take care of the increasing resort trade.

Ed. M. Everling is re-decorating the interior of his office and sales room.

The garment factory is running full force and shipping immense quantities of aprons.

Squire Signal.

A Candy Contest.

Frank Graven is responsible for this stunt, which brought him a lot of candy sales. He displayed a huge pile of chocolates in box form and in bulk in his window. He offered a ten pound turkey to the customer who guessed the nearest to how many pounds of the brand of chocolates featured would be sold during the period of the sale. The candy went so fast that Mr. Graven could hardly keep track of it, he says.

Letters Pay.

The practice of calling on prospective customers with the idea of getting them to trade at your store is a good scheme, but it takes up entirely too much time. I find that letters accomplish a whole lot more and require less effort. Also letters can be read at the prospect's convenience, whereas if you make a personal call, you are apt to break in just when the folks are tidying up for company or getting ready to go to a movie.

Wants To Know Low-Down on Margin Computation.

(Continued from page 20)

figures. For $\frac{1}{3}$ and similar fractions can never be evenly worked out decimally.

At 32 per cent. the \$2.50 cost item results in a price of \$3.52 plus, hence \$3.53 per dozen. This is 30c each, 3 for 89c.

I leave George and others to work out details on the \$9.50 item, merely remarking that this is exactly the same as if the cost were 95c. All one has to do is to raise the ante to get up to tens or hundreds. The process is simplicity itself once you get the hang of it. Do not be afraid of figures, and do not let a few noughts faze you; noughts, you know, being simply rings around nothing.

At 20 per cent. the article that costs \$9.50 per dozen, sells for \$11.89 per dozen, \$1 each, 2 for \$1.99. At 25 per cent. you get \$12.67 per dozen, \$1.06 each, 3 for \$3.17. At 32 per cent. you have \$13.98 per dozen, \$1.17 each and 2 for \$2.33.

Check any of these figures and your own computations by the other rule I have often given. It is this: When you know cost and price and want to learn the margin, take cost from price and divide difference by price.

A price of \$13.98 with cost of \$9.50 shows \$4.48 spread. Divide 448, therefore, by 1398, thus:

32

1398)4480

4194

2860

2796

64

Here we get 32 plus. This is because exact computation resulted in \$13.97 plus and we have had to take a price of \$13.98 because we cannot split cents into fractions. Try out the others that same way and you will soon "get the trick." Best of this is, that when once you get the idea in your system it will be yours as long as you live. It becomes a part of your education—a possession nobody can rob you of.

Paul Findlay.

Findlay Returns To California.

Answering a ring one day last week, your State Secretary was quite surprised to hear the familiar voice of Paul Findlay. Paul gave his news in detail that day as our luncheon guest in company with Frank Tissier, San Francisco Secretary, and former State Secretary, George Morrow; to the effect that he has definitely retired from strenuous work, though he expects to continue his interest in and writings to grocers as long as he can punch a typewriter.

During the fourteen months from Dec. 1, 1928, to Feb. 28, 1930, Paul traveled pretty continuously as retail trade emissary for the National League of Commission Merchants. He covered just short of 30,000 miles by train, steamboat, stage and trolley over the states East of the Mississippi, touching the producing regions from the Florida celery fields, through the

tomato and root sections of Mississippi and the garden and fruit regions of Georgia to New York. In all his travels he followed his familiar system of talking to grocers' meetings with his blackboard demonstrations.

"Now that I have traveled and worked in every state in the Union, all principal cities of Canada and portions of Mexico in this line of work," said he, "and having grown grey in the food business in all its ramifications, I feel that I can serve the trade as well from my desk as in constant travel. Moreover, I want to have some fun—just plain play—during the next few years; and I expect that Mrs. Findlay and I will travel a good deal hereafter together. But I cannot imagine myself debarred from contact with the food business.

"As for the perennial question: What's going to happen to the retailer—in any line?—I can say, and am ready to prove beyond any question that the retailer who knows his business and is willing to work need have no apprehension for the future," he concluded.

Because Paul has gathered a world of valuable information for the individual retail grocer during the many years of his travels, your Secretary has arranged to have him present as a guest of the California Association during our convention at Del Monte in September to give our members one of his well-known, highly informative talks.—San Francisco Retail Grocers Advocate.

Late Business News From Indiana.

New Castle—Compton & Nicholson have sold their meat market on East Main street to Frank Faerber, of this city.

Madison—The market formerly operated by the late Champ Kahn has been leased by G. H. Tomlin.

Auburn—According to a report filed in Circuit Court here by C. B. Hayes, receiver for Herbin E. Reeves, his creditors will receive about 22½ cents on the dollar. Hayes reports receipts of \$3,150 and expenditures of \$289. His petition for authority to pay \$500 receivers and attorneys fees was granted. The balance remaining for distribution will pay on verified claims aggregating \$9,045.

Fort Wayne—A twenty-year lease has been taken by the F. W. Woolworth Co. for the building at 722 South Calhoun street, where they have been doing business for several years. The lease, which runs from Feb. 1, 1930, to April 30, 1950, specified a rental of \$15,000 a year until 1941, after which it will be \$18,000 yearly.

Indianapolis—The Indianapolis Retail Shoe Dealers' Association by unanimous action have joined with the Indianapolis Merchants' Association in the campaign to reduce abuse of the return of merchandise privilege. At a recent meeting of the Shoe Dealers' Association, the action of the Merchants' Association was endorsed. It has been the experience of practically every shoe merchant that customers make wholly unreasonable requests in asking that they accept in return shoes that have been bought out of season,

or shoes that have been worn by the customer, or that cash be refunded or their account credited on shoes purchased by them the value of which has been depreciated. Obviously, no shoe dealer can without serious loss, comply with these requests as the worn shoe has no resale value whatever. To accept such merchandise would be a violation by the merchant of the health ordinance due to the unsanitary feature connected with the transaction. Shoe merchants also have been made to sustain material losses by customers who have ordered shoes especially made and then refuse to accept them. Such shoes cannot be sold in the regular course of business and must be materially reduced in order to find a buyer. The losses sustained by the shoe merchants, not to mention the trouble to which they are put, have amounted to a material sum, which losses the merchants are determined shall end.

Fort Branch—A new cooling plant is under construction for the Emge & Sons packing plant. The building is about 60 by 60 feet and is four stories high. The completed structure will be insulated, including the concrete loading dock where shipments will be handled, and will cost about \$50,000.

Indianapolis—Harry Levinson, operator of a chain of Indianapolis hat stores, died in Methodist Hospital Saturday night, following an apoplectic stroke on June 5, while attending a baseball game. Mr. Levinson was born Oct. 16, 1867, at Noblesville, the son of Mr. and Mrs. Newman D. Levinson. He attended Noblesville public schools and then became associated with his father in the men's furnishings and clothing business, known as N. D. Levinson & Son. He conducted the store after his father's death, until 1905. He then came to Indianapolis and opened a men's hat store at 37 North Pennsylvania street, and later established branch stores at 101 North Illinois street and 17 South Illinois street. He married Miss Nettie Kenney in 1892 and has two sons, Frank Levinson, of Indianapolis, and Norman Levinson, of New York. He has one brother, Salmon Levinson, Chicago lawyer and authority on world peace problems, and one sister, Mrs. Daisy Harrison, Los Angeles. He was a member of Noblesville Masonic Lodge, Elks Club and Columbia Club of Indianapolis. On May 24, he and his brother presented the family homestead in Noblesville to the Red Cross Chapter there, as a memorial to their parents.

It is not the high cost of doing business that hurts. It is the high cost of not doing business.

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

Getting Ahead.

A clerk's best chance of getting ahead is to put himself in his boss's shoes. In other words, he ought to figure out just what the manager expects of him.

For example: Every boss wants his clerks to keep up on the latest ideas in foods. I read quite a few of the papers having to do with groceries, and I follow the newspaper and magazine advertising pretty closely.

The boss wants clerks who have a good personality. I realize that a broad smile is 90 per cent. of personality and remember that from morning until closing time.

He wants me to give him ideas occasionally. I watch the other stores—write down little thoughts that I get from newspaper stories.

The boss is watching my sales from week to week. I try to improve as a salesman, suggest related articles, push the specials.

The boss figures that he's paying me a salary to work for his store. In that sense I am a partner with him. The more he makes the more I make. That's why I'm so anxious to put myself in his shoes and find out what it's all about.

Michigan Bean Jobbers Consider Adopting Federal Grades.

Saginaw, June 17—Members of the Michigan Bean Jobbers' Association, Inc., will take up for consideration the adoption of Federal grades and Federal inspection for Michigan beans at their next meeting, which is to be held June 25, according to word given out by A. E. Walcott of this city, secretary.

Many people would rather be misled than led.

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—Grocery stock and fixtures in town of 1,000. Good reason for selling. Box 174, Lakeview, Mich. 297

For Sale Or Trade—Forty-five room hotel, all modern conveniences. Front door on U. S. 131, back on Lake Michigan harbor. Best location on Great Lakes. Beautiful parlors, lobby, dining rooms and guest rooms. Best possible conditions and doing fine year-round business. Must be seen to be appreciated. Price low. Address No. 298, c/o Michigan Tradesman. 298

FOR RENT—Modern double front on the best corner in Central Michigan. Splendid mercantile location, in Mt. Pleasant, the "oil town." Possession September 1st. Myers, Cooper & Watson, Mt. Pleasant, Mich. 299

Wanted—a good ten-foot meat display case, preferably with coils. Paul Gezon, Wyoming Park, Grand Rapids, Mich. 300

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

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

Rewards of Courtesy To Tourists.

There is scarcely anything that is so beneficial to a community as courtesy shown to the visiting motorist.

It is from the persons he meets more than in any other way that the tourist obtains his impression of a town or city in which he finds himself for the first time. Unless their treatment of him is friendly, he is very likely to go away with the hope that he will not have to return.

Consideration of the out-of-town motorist is the community's best bid for his favor. It may supply his wants efficiently, provide him with quarters in a fine hotel, offer him tasty meals and place at his disposal the various commercial establishments which are its pride; but, after all, he is entitled to what he is paying for.

If they are merely given in return for the price he pays, that town is just another stopping place in his travels. He will either not remember it or, if some untoward incident occurs, he will leave with a bad taste in his mouth.

But, if, on the other hand, his wants are served with a gracious endeavor to make him feel at home, as if he were not a stranger who was merely trading in what the city has to sell, the visitor will receive a lasting impression of the community that will be favorable enough to lead him to lengthen his stay, perhaps, or to return with the anticipation of another pleasant experience.

By the adoption of such an attitude, no town or city stands to lose in the least. In fact, there is only the possibility of considerable profit. Viewed economically, it is a policy that will pay handsomely in the good-will trade of the visitor.

In this day of rapid transportation which brings communities so much closer in time and distance, one need stay no longer anywhere than is absolutely necessary. So that if a man has business to transact in one town, he can easily go to the next if he feels that he will be given better treatment. As a result, the situation is really one of competitive bidding between communities and the one that offers the best service, given efficiently and wholeheartedly, will get the business.

There is no question that trade benefits from travel. The man or woman who travels by motor car must have a place to sleep and to eat. There are many personal wants which will call for the patronage of local merchants.

Theaters and other places of amusement or recreation will benefit from the visitor's need for diversion. In short, the entire town is but a show window, which, if it impresses the out-of-town motorist, will result in a substantial volume of trade.

My thought is that consideration for the visiting motorist might well begin with the town or city officials themselves. And of those charged with the duty of law enforcement, the police department ranks first in the directness of its relationship with the motorist.

The policeman frequently is the first individual a driver meets as he enters a community. On that policeman's attitude may depend the visitor's impression of the whole town.

If the policeman acts as a friend and shows a reasonable consideration for the motorist's lack of knowledge of the law, the town gains a friend immediately. The violation may be one of pure thoughtlessness and a well-tempered warning will serve the purpose of preventing its repetition.

Such a course does not mean laxity in enforcement, but rather a discretion between a person who has acted unthinkingly and a criminal. It will breed a far greater respect for law than a bullying attitude that is entirely unnecessary and ineffective.

So, however, one views it, just as honesty is the best policy, courtesy is a practice that pays, and pays well.

Harold G. Hoffman.

Trailing the Past.

One quest which the world pursues with an enthusiasm equal to that with which it seeks the discovery of new lands is the search for relics of old and forgotten civilizations. The archeologist is as zealous as the explorer. He digs beneath the sands of Egypt, treks through the jungles of Central America, seeks out forgotten valleys in the heart of Africa or travels the length and breadth of Asia for the sake of any clue which may help to reconstruct the picture of how man lived in prehistoric times.

One of the most recent of archeological discoveries is that of a series of tombs in Nubia, near the Assuan dam, some of which contain relics of the Meoritic civilization. But even more mysterious and romantic are the researches which are being made into the legendary kingdom of Zimbabwe is a still more remote part of Africa. There have been brought together in the British Museum various stone carvings, ornaments and precious metals which have been found in that valley of ruins in Southern Rhodesia which tradition says was once the home of a strange civilization and where romantics profess to believe that King Solomon had his elusive gold mines.

Where traces of older cultures are still retained by the modern descendants of prehistoric tomb and temple builders, it is far easier to reconstruct the past than where ruined monuments are the sole evidence of a forgotten civilization. The amazing temples of Angkor, for example, pose questions as to the origin and fate of the mysterious Khmers which probably can never be answered. So it is with Zimbabwe. There is little in the native life of to-day in Southern Rhodesia to suggest any possible origin for the great granite moundss and massive stone structures which are found in its valley of ruins.

So little gold has been discovered at the site of these monuments, however, that only the most zealous champions of Zimbabwe's past still cling to the theory that Solomon sent there for his gold. The location of those mines remains one of the great mysteries of history and, with scholars so far apart in their guesses of where Ophir may have been as Rhodesia and Sumatra, there is little likelihood of our learning the source of his wealth.

Gabby Gleanings From Grand Rapids.

Information from outside sources is to the effect that the Jackson branch of the National Grocer Co. has been purchased by Symons Bros. & Co., of Saginaw, who will continue the business at the same location; that all of the regular traveling salesmen at the Traverse City branch have been laid off; that all but one salesman has been dispensed with at Grand Rapids and all but four have been dismissed at Detroit. No calls are made on the grocery trade by the remaining salesmen, who devote their entire time to restaurants and hotels. This statement is not confirmed by any officer of the National Grocer Co., which refuses to give out any information regarding the policy of the company in its present predicament.

It seems strange that in a city like Grand Rapids Flag Day should be observed by so few of its residents to the extent of decorating their houses with the National emblem. Sometimes many blocks of residences were observed without a single flag. School children are taught the meaning of the day. But they naturally depend upon their elders to display the flag. Too many families likewise depend upon their neighbors to make the display. Our city should be a mass of red, white and blue on every Flag Day in future years.

Reports reached this market Wednesday that the Warner Stores had sold its Lansing stores to the J. A. Byerly Co., chain store dealer of Owosso. Mr. Warner pronounces the rumor unfounded, adding that he is not negotiating with anyone regarding the sale of any of his properties.

Gay W. Perkins, Sr., founder of Grand Rapids' greatest industry, which is now known as the American Seating Co., is spending a few days in the city as the guest of his son, G. W., Jr. He will remain here until about July 1, when he will occupy his cottage at Northport Point for the summer.

The Five O'clock Table.

Every dealer knows the last minute shopper. The one who rushes in, just as the store is closing, and once inside the door takes ten or fifteen minutes to decide what to buy.

If the dealer is a jump ahead, this type of customer can be changed from a liability to an asset. Institute a Five O'clock Table—a display of ready-prepared and quickly-prepared foods that will instantly appeal to the woman who has to toss together a dinner in a hurry. Her thinking is all done for her, and she will be delighted with the new suggestions which this table can offer from time to time.

Instead of holding the doors open ten minutes longer at the end of a long day for one or two customers, you will find an increasing volume of trade between five and five-thirty that can be quickly taken care of. You will also find that you are getting a lot of the trade that formerly sought prepared foods at the delicatessens.

Here are some attractive suggestions for your Five O'clock Table: a variety of soups, bouillons and chowders; canned meats, such as beef stew, chicken tamales, ham loaf, Irish stew, beef-

steak with onions, mutton roast, sausage with sauerkraut, roast beef; ready prepared dinners, such as Italian, Chinese and Mexican; delicacies among canned vegetables, such as corn kernelettes, baby limas, diced beets, canned new potatoes, carrots and peas mixed, asparagus tips, vegetables for salad and vegetable surprise; fruit for salad, pitted cherries and other delicious fruits and berries; olives, gherkins, potato chips, pan rolls, cakes in tin and cardboard containers, and a tray of small cans, or bags of after-dinner mints.

A menu quickly made up from this table will win the approbation of the household and a steady customer for your store.

Intelligence Test.

What might be called an intelligence test for motorists was instituted by the Baltimore & Ohio Railroad some years ago. Its results are set forth in an address by Charles W. Galloway, a vice-president of the road. The officials making the test thought it fair to expect that a driver approaching a railway crossing should reduce the speed of his car, look to see whether or not a train was in sight and listen for the sound of one which might not be visible.

During the time in which this test has been applied 3,000,000 observations have been made of which nearly 400,000 showed the motorist apparently indifferent to possible danger. These figures indicate that eighty-seven persons out of a hundred were careful and that thirteen were not. The comparison while strongly in favor of the average motorist may easily be misleading for, although nearly seven times as many drivers looked and listened as failed to do so, thirteen careless motorists in every hundred are quite enough to cause a terrible toll of fatal accidents, as they only too evidently do.

One would suppose that a license to drive would be required everywhere, but only seventeen of the forty-eight states make this requirement. Ohio, which does not make it, has the largest number of grade crossing accidents in the country. A railroad management which allowed an inexperienced man to drive a locomotive would be regarded a criminal, and yet a locomotive runs on rails and is regulated by a system of signals. On the highway the driver of an automobile does his own regulating. To allow a person to operate a motor car without proving his qualifications is simply to invite accidents.

Six New Readers of the Tradesman.

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

Guy Lockwood, Alma.

Dr. Allison H. Edwards, Grand Rapids.

C. E. Wilson, Allegan.

Jackson Grocer Co., Jackson.

Charles A. Sweet, Grand Rapids.

Forbes Stamp Co., Grand Rapids.

Store space is only an opportunity to sell goods.

You can't fill your job unless your job fills you.

The Searching Finger of Fire



Who wouldn't like to have his name on the front page of the home-town paper and those of the surrounding towns, woven into a story of some big, worthwhile accomplishment?

But suppose the story told of a disastrous fire—a fire which spread to other homes, perhaps made families homeless, some of them penniless, with helpless children clinging to despairing parents, wondering what it is all about.

In the above picture you see the accusing scar of a previous rubbish fire in the rear of a retail store and in spite of it a second pile, awaiting the searching finger of fire, the stray spark, the discarded match or cigarette.

Rubbish and litter is not only a serious fire hazard. It is an offense against public welfare with which no good citizen wants to be charged; because neglect of duty along these lines frequently leads to a disastrous conflagration, bringing great loss to a community.



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)

and its associated companies

COMBINED ASSETS OF GROUP

\$63,982,428.15

COMBINED SURPLUS OF GROUP

\$24,219,478.93

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**