

TREES

In the Garden of Eden, planted by God,
There were goodly trees in the springing sod—
Trees of beauty and height and grace,
To stand in splendor before His face.

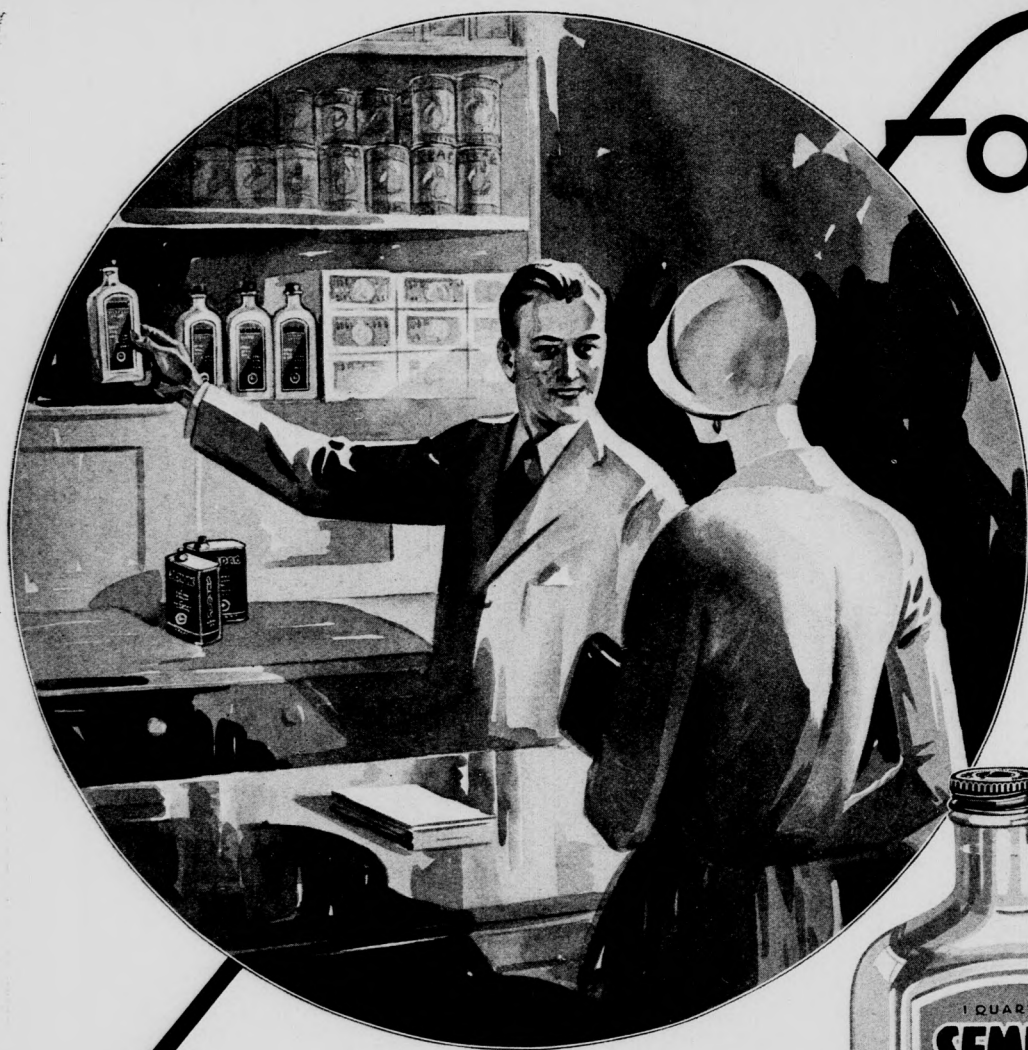
Apple and hickory, ash and pear,
Oak and beech and the tulip rare.
The trembling aspen, the noble pine,
The sweeping elm by the river line;

Trees for the birds to build and sing,
And the lilac tree for a joy in the Spring;
Trees to turn at the frosty call
And carpet the ground for their Lord's footfall;

Trees for fruitage and fire and shade,
Trees for the cunning builder's trade;
Wood for the bow, the spear and the flail,
The keel and the mast of the daring sail;

He made them of every grain and girth
For the use of man in the garden of Earth.
Then lest the soul should not lift her eyes
From the gifts of the Giver of Paradise,
On the crown of the hill for all to see,
God planted a scarlet maple tree.

Bliss Carman.

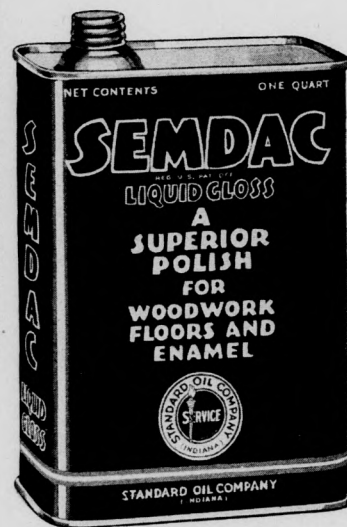


for
easy
sales

THOUSANDS of women consider Semdac as a household necessity. For years Semdac Liquid Gloss has been a standard polish in homes throughout the Middle West. With the combination of Semdac Liquid Gloss and Semdac Furniture Dressing you can make two sales where you formerly made one.

Stock these products . . . display them . . . watch the ease with which they sell.

STANDARD OIL COMPANY (Indiana)
General Offices: 910 South Michigan Ave., Chicago, Ill.



SEMDAC

FURNITURE
DRESSING
LIQUID
GLOSS

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JUNE 25, 1930

Number 2440

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Selling the Customer All He Needs.

There's more than one plum in a pudding—and more than one sale that may be made to a customer, even though one purchase is all that customer had intended to make. The salespeople of greatest value to any store are those who aren't satisfied merely to meet customer's requests; they go a step farther and suggest things for her to buy which possibly she hadn't even considered.

The situation is something like that of the combination jewelry and optical store in Baltimore which discovered that few jewelry customers were buying glasses from their optical department. Thereafter, the salespeople mentioned the optical service to all jewelry customers and conducted them to the department. Optical sales increased 50 per cent.

Or, in another instance, a furniture store found its furniture and rug customers were, strangely enough, two separate groups of people. Those who bought from one department seldom bought from the other. Yet they were in the market for both lines at some time or other. Customers in the rug department were given literature describing the furniture; customers in the furniture department were given literature on rugs—all of which was furnished by the manufacturer. The business in both departments increased enormously and was due directly to this co-operation between the salespeople.

In this way, salespeople who are intent on performing their work to the best of their ability, have found it possible to pull a great many more plums out of the "customer's needs" pudding than ever before.

After a customer has completed her purchases in the grocery and vegetable department it is the simplest thing in the world for the salesman to take this customer over to the meat department, thereby completing her purchases and at the same time stopping her from going into another market to buy her meat and perhaps other products,

A time may come when she might go to the other market first for her meat and be lured to the grocery and vegetable departments. This would be a different story.

Co-operate with all your departments and sell the customer all she needs.

Gabby Gleanings From Grand Rapids.

Wilson Hutchins and J. C. Dykema are in Saginaw this week, attending the annual convention of the Michigan State Pharmaceutical Association. They bear credentials from the Grand Rapids Pharmaceutical Association, authorizing them to invite the organization to hold its next annual convention in this city.

There are two survivors of the graduating class of 1870 of the Agricultural College. One is Charles W. Garfield, of Grand Rapids. The other is County Surveyor Reynolds, of Cassopolis. The latter was unable to attend the sixtieth anniversary of the class at East Lansing last week, but Mr. and Mrs. Garfield both were present and report a most enjoyable occasion.

The Western Michigan Grocer Co. has opened for business at 17 and 19 South Ionia avenue under the personal management of W. A. Gilleland, formerly manager of the Worden Grocer Co. Mr. Gilleland has a wide and varied experience as a wholesale food purveyor and will, undoubtedly, score the same measure of success which has attended him in the past.

C. L. Baker has engaged in the grocery business at 1551 Lake Drive. The stock was furnished by the Rademaker & Dooce Co.

Fred Vos has been employed by the National Grocer Co. to close out the stock of the Traverse City branch. Howard Muselman, manager, is too ill to give the business active attention.

The United States Circuit Court of Appeals affirmed the verdict of Worden Grocer Co. vs the Great A. & P. Co., handed down a few months ago by the District Court. The case is for infringement of trade mark, the Worden Company holding that the use of Quaker Maid on staple goods infringes the use of Quaker, originated and owned by the Worden Company. The United States Patent Office sustained this contention. The A. & P. appealed to the District Court and was defeated. Now the Court of Appeals sustains the findings of the District Court, which will probably end the litigations. The Quaker trade mark is now owned by Lee & Cady, who are, very naturally, happy over the outcome.

James A. Burt has erected an \$18,000 pavilion at Bostwick Lake and will open a grocery store therein about July 4. The Rademaker & Dooce Co. has the order for the stock.

Effects Still Hiding Causes.

By common consent business in this country is marking time. Bright spots are to be found and there are plenty of dark spots in evidence. But distinctive signs of definite change affecting the whole economic body are still below the horizon. Security markets reflect this state of affairs, the currents in them drifting listlessly and not too flatteringly as the days pass without clear assurance that the turn has come or is imminent. Partly this is due to the dull season, partly to the human tendency to see the ills we have rather than to contemplate their causes and the evidence that these causes are disappearing. Basically the country is better off than it was when the sun of prosperity was shining brightly. It was then that the gaudy structure was being undermined. While we look with misgivings at the ruins of columns toppled by forces loosed in the frenzy of success, let us not forget that the pains of healthy readjustment are generally proportioned to the adequacy of its remedial effect. The test will come in the fall when, with more to do, we learn whether we have learned our lesson. The position will be clearer when commodity prices reach a stable basis. Confusion and discouragement have been caused by their protracted decline in the face of confident assurances that the ebbing movement was over. These assurances failed to take note of the historic background of price movements—the steady deflation which inevitably follows inflation caused by war.

The Swindle Sheet.

Calling the expense account the "swindle sheet" is one of those gruesome and tragic bits of humor that has crept into business parlance, for reasons that should be more or less obvious to men who sit in the business watch towers.

And yet what are you going to do about it when a sales manager issues a bulletin to his salesmen criticizing their expense accounts because of the all too frequent appearance of an item which reads "Room and Bath," this sales manager observing in his communique that it seems to him quite unnecessary that the house should be subjected day in and day out to the price of a bath which, in his judgment, few of the salesmen would by any chance use more frequently than twice a week!

Such a bulletin undoubtedly raised a tremendous hullabaloo among the men on the road, tended to break down their morale and aroused no end of adverse criticism in the home office, especially among those who are familiar with hotel conditions.

To one like myself who has traveled

in every state of the union, my sympathy is very largely with the salesman who sits down on an evening to make out an expense account, for I have never returned from a trip on the road without my own personal finances getting a shade the worst of it.

William Dailey.

Standardization.

The American Standards Year Book for 1930, with a foreword by George B. Cortelyou, is the record of an interesting achievement.

Years ago it was realized that there was much wasted effort in trade because buyer and seller did not always speak the same technical language. Names and definitions varied in specifications and contracts; the number of types, sizes and grades of manufactured products was beyond all reason; worse than that, size numbers meant different things to different manufacturers. There was no certainty that you could get what you wanted simply by mentioning the name and style of the thing you wished to duplicate.

This weakness has largely been overcome by the efforts of the American Standards Association, a federation of forty-three technical societies, and also by the work of the Federal Government. President Hoover did a vast deal in this direction when Secretary of Commerce.

Standardization has immense sociological and economic implications. Undeniably it is an important step toward stabilizing industry and minimizing unemployment, since it permits the continuous production of products and parts during periods of slackened buying in anticipation of future demand. And it does not imply sameness.

Smaller Bosom For Dress Shirts.

Due to the increasing favor shown the short vest with narrow vent for evening wear, a manufacturer has introduced an innovation in dress shirts in which the starched bosom is considerably smaller than the standard one, measuring 7½ by 14 inches. Incidentally, this manufacturer, whose lines retail at \$3.50 to \$5, has given the preference for the Fall season to French bosoms instead of the British type. The open back shirt is expected to be very popular, with the two-stud front in demand in the city here, and the one-stud style being favored out of town.

W. J. Kehoe, dealer in general merchandise at Louds Spur, Eben Junction, writes the Tradesman: "It is the merchant's best \$3 value on the market to-day."

Establish the worth of an article in the customer's mind before talking price. A sense of value makes buying easy.

Hanson's Opinion of National Convention.

On Monday, June 16, the thirty-third annual convention of the National Retail Grocers convened in Dayton, Ohio, and sixteen members of the Michigan Retail Grocers and Meat Dealers Association were in attendance and represented Michigan, which is the largest number from Michigan ever recorded, as Michigan has not given proper attention to National Association activities in the past.

The writer has endeavored for a number of years to have the retailers realize the importance of not only association activities, but State and National as well, all three branches being equally important in the accomplishment of results. While Michigan retailers have been steadily developing association consciousness, we have but scratched the surface and the messages carried back by the Michigan delegates should do much to inspire and be productive of much good.

Tuesday noon, June 17, the Michigan delegation met in the Shrine Club rooms in Dayton and had dinner together, the following being present: William Schultz, Leigh Thomas, A. Lemble, E. Schneeberger, of Ann Arbor; D. L. Davis, of Ypsilanti; J. O. Berglund, J. M. Hodson, of Muskegon; B. G. Sheets and Paul Schmidt, of Lansing; Albert Johnson, of Milford; L. V. Eberhard, Richard Montgomery, Peter Dykstra, W. L. George, John Berghage and Herman Hanson, of Grand Rapids.

The convention lasted four full days, with morning and afternoon sessions each day. Banquets were given on Monday and Wednesday evenings and a special meeting Tuesday evening in Memorial hall, where the model store in full size was on exhibition. At the Wednesday evening banquet, 1,400 were in attendance and were served at one time in the dining rooms of the National Cash Register Co.

All of the business sessions were stenographically reported and will be published in a special edition by the National Association Secretary and may be obtained by applying to the State Secretary's office, accompanied by 25 cents, 100 copies having been ordered.

I have never attended any convention which was handled in a more businesslike manner and every session was very instructive. It would be impossible to relate all that would be worthy of note, without referring to the stenographic reports, but the proceedings of the convention is bound to reflect in the conduct of every member in attendance on his return and unquestionably benefit every community represented by a delegation.

Milwaukee was selected as the next convention city, very convenient for Michigan retailers. All retailers with ambition to progress should plan on devoting seven days during the next year for instruction in convention; three days in the State convention and four days at the National convention. The three day State convention, no doubt, will be some time in April of 1931 at Ann Arbor and the National convention four days in June of 1931.

Here are a few of the big things which happened at the convention: A story has been written entitled "The Romance of Jimmie and Betty" and has been made up in fifteen minute record programs for radio broadcasting purposes, one program each week for the year; the introduction and closing of each program carries clean, constructive advertising announcements for the independent retail grocers, entirely different from any other radio program which has been carried on the past few months, and should be acceptable to all broadcasting stations. The service will be inexpensive, interesting and very effective. The first program was reproduced at the convention and everybody went wild over it.

In addition to the radio programs, two movie reels are being produced, one reel being a talkie and the other for smaller machines. The model grocery exhibited at Dayton convention will be shown and the principals "Jimmie and Betty" of the radio program are to be featured in connection with the model store reels.

A closed meeting was held Wednesday morning and admittance was by card only, issued by the National Secretary upon application of representatives of the various delegations.

At this meeting the National officers were instructed to adopt a more militant policy and to assist in exposing the unsound, uneconomical, and destructive policies and systems employed by the syndicate chains.

About twenty resolutions were adopted, which will be published later; some with reference to proposed legislation and some with reference to manufacturers' business policies. They should be read carefully by every retailer, as the resolutions help to guide our business thinking and we develop ourselves along the lines we do our thinking.

Herman Hanson, Sec'y.

Use Window Display To Best Possible Extent.

If concrete proof were ever needed to emphasize the truism that good window displays are a vital asset to business, the change in window displays to-day, as compared to the yesterday, are supplying that proof.

Grocery, drug and meat windows in the not far distant past were usually "horrible examples," along the com-

mercial highways of life. The few exceptions but proved the rule.

Fruits, canned goods, preserves, vari-colored packages of cereals, canned meats, pickled meats, bacon and hams permit the merchant with any ability at all the most versatile channels with which to attract passersby into the store. The increased use of price tags has won over many to a realization that the paramount thought as a man or woman stands before any display of merchandise, whether food-stuffs, furniture or automobiles, is, "I wonder what that costs?"

A clerk suggests price, as does the salesman in any line. Why expect the show windows to execute their full quota of sales results, if you ignore the first requisite of good salesmanship?

Based on practical merchandising experience for a period of years, assisting in developing sales volume in all lines of merchandise, window display has become a basic fact. I say without fear of successful contradiction that any display window, well located, where the traffic is fair to good, will pay all of the overhead of any business establishment, large or small.

A hardware store stocked a new line of speeders for kiddies. The only sales aid used was a window display, priced. Saturday sales were twenty-nine of those new speeders.

A grocery had a new coffee. The grocer roasted some within the door, trimmed the window nicely, named the price. The aroma blew out and assailed the nostrils of passersby—hundreds of pounds went over the counter. No need to enumerate such instances. They are legion. Stereotyped window displays are to be avoided. Constant change, new ideas, "stunts" are demanded to-day as never before. Magazines, newspapers, the radio, place selling, advertising on a higher plane. But the display window is your own individual connecting link with the trade. It works days and nights, or should. It asks no salary, except the work involved in arranging it, and a small per cent. of the rental.

Experience proves that a moving object, a living window has super attraction power. One of the windows I recall in a drug store was backed by cigar posters for a solid background and the floor was simply covered with purple crepe paper. At each end of the window was piled cigar boxes. Behind these at one end was an electric fan. Fifty balloons of all colors and sizes were placed in the window, the center space being clear, of course. When the fan was turned on, that cascading, tumbling, whirling mass of color, the odd gyrations of the balloons caused a never ending blockade before the window. The night effect was enhanced by the use of colored electric lights. Simple? Certainly, designed to advertise the cigars, but they sold eight gross of balloons during the time that window was on the job.

Another little stunt, just a pot of precipitated chalk, the entire window painted solid white. In the center, on the level of a person's head, about five feet five inches, was a round spot

cleaned of chalk, twelve inches across. On the glass was a painted sign, just below the round peek-hole. "Who is this?" Did folks peer into that hole? They certainly did and saw themselves. A mirror was placed on a support three feet back from the window. This house furnishing store had a shelf under the mirror and on it a new brand of scouring powder; three for the price of two. That was simple, but it moved that scouring powder in a hurry.

Sometimes the merchant is actually afraid of his windows. He does not seem to sense their sales appeal. He shoves in odds and ends of all manner of merchandise and seems to say, "There you are, folks, take it or leave it."

With the huge metropolitan display windows employing artists, scene shifters, experts in pen and ink, those exquisite bizarre effects are merely a stronger development of the ideas which the man on the corner can emulate. There is always the manufacturer of various commodities keen about helping you display his goods. I once heard a merchant say, "Oh, that toilet goods fellow thinks I'm going to let him use my whole window for nothing. Just his own display; I should say not, I need it for my own goods."

"You sell his perfumes, soaps and creams, don't you?" I asked him. He nodded.

"They pay as much profit or more than the majority of staples you put in that window and the display he has for you was prepared at large expense by the best artists in their line in New York City. You couldn't duplicate his attractive display, secure more sales attention if you tried a week. The manufacturer who provides these novel and beautiful window displays merit your co-operation, not your cold-shoulder attitude."

He capitulated and the entire toilet goods department took on a new lease of life that week. Using your own initiative, planning and working out your displays merits your co-operation, worth while. Co-operating with those who bring you legitimate window selling aids is also worth while. You must look upon your windows in the light of a vital sales asset if you intend to cash in on every possible angle of your store investment.

Hugh King Harris.

Men's Sportswear Orders Up.

An extraordinary demand for men's sportswear is appearing, reports a manufacturer, who states that he is unable to keep up with the orders. Buyers from all over the country are pressing for deliveries. Tropical worsteds are said to be moving in excellent volume and pastel toned flannels are also meeting an encouraging response. The anticipated vogue for colored linen suits has not materialized to any extent and this branch is doing only a fair business, it was said. Palm Beach suits are holding up fairly well, with lessened attention being given to the pastel shades.

A man may meet price and yet fail; to succeed, he must meet competition.

WESTERN MICHIGAN GROCER COMPANY

WHOLESALE GROCERS

17-19 IONIA AVE., S.W.
GRAND RAPIDS, MICHIGAN

TO OUR FRIENDS:

For sixty years the Worden Grocer Company was engaged in the wholesale grocery business in Western Michigan, during which time a large business was established; but by reason of certain circumstances which in no way reflected on the organization or the operation of the grocery business, it was necessary to have a receiver appointed on February 9, 1926. However, encumbered by large parcels of real estate and extraordinary and non-recurrent expenses of the administration of the estate by the receiver, it was necessary to liquidate the business, so that a payment might be made on the claims of the creditors.

By order of the Federal Court the estate, which included the grocery business, was offered at public auction and the grocery business was finally sold to a competitive wholesale grocery company, thereby winding up the old established company.

The organizers of this company believe that Grand Rapids and Western Michigan need a home-owned wholesale distributor to fill the place of the Worden Grocer Company. We have full confidence that the disclosure of the methods used by the chain stores and the effort being put forth to promote buying from home-owned distributors, both wholesale and retail, is having not only far-reaching but a lasting effect. We are confident we will receive the support of those of our old friends who have not only their own interest but the interests of Western Michigan as a whole at heart.

This Company, except in name, cannot be looked upon as a new company, as every employee in the organization is a former employe of the Worden Grocery Company. We know the requirements of the trade and the sources from which such requirements can be advantageously purchased. The majority of the controlled or franchised brands of merchandise formerly distributed by the Worden Grocer Company have either been secured or are available, which information we believe will be very gratifying to our retail friends. We have leased the building at 17-19 Ionia Avenue, S. W., which building will amply meet our requirements, and being centrally located in the wholesale district will be convenient for our friends to call upon us.

We will be open to do business next Monday, June 30, and trust we may be favored with your telephone or mail orders next week, as our sales force will not begin to call upon the trade until Monday, July 7, as we will follow the general rule by which all salesmen in the wholesale grocery and allied lines take their annual vacation next week. Call us, phone 4236.

Our policies are clearly defined and we intend to build this business on just one word and that word is confidence. We have confidence in the retail merchants, and as heretofore, the confidence placed in us will be carefully safe-guarded, and nothing will be left undone to assist our friends and promote their interests.

We anticipate that it will be several weeks before we get things running smoothly and it will be impossible for our salesmen to call upon all our old friends during the first few weeks. Therefore we invite the merchants to visit us at our office and renew old acquaintances and friendships which have been established for many years.

You may rest assured that we intend to supply you with the best quality merchandise which can be secured at the lowest possible prices, quick and dependable service, by which method of operation, together with courteous and friendly treatment, we hope to be favored with a portion of your business.

WESTERN MICHIGAN GROCER COMPANY.

PRESIDENT—W. A. Gilleland
SECRETARY—E. M. Meech

VICE-PRESIDENT—W. E. Gibson
TREASURER—W. E. Slater

DIRECTORS—W. A. Gilleland, W. E. Gibson, W. E. Slater, W. W. Hubbard, Jr., L. H. Berles,
Alvah Loughery.

MOVEMENTS OF MERCHANTS.

Wyandotte—Albert P. Block, dealer in boots and shoes, has filed a petition in bankruptcy.

Mt. Clemens—The Rose Chemical Co. has decreased its capitalization from \$100,000 to \$10,000.

Flint—Feldman & Schechet, boots and shoes, are offering to compromise with creditors at 40 per cent.

Fennville—The Fennville Hardware & Implement Co. has decreased its capital stock from \$20,000 to \$15,400.

Caro—The Huston-Arms Co., undertakers, have changed the name of its company to the Huston-Collon Co., Inc.

Bangor—The Karsten Drug Co. is now occupying its modern new location, four doors West of its former store.

Detroit—Harry Newmark, dealer in boots and shoes at 13511 Woodward avenue, has filed a petition in bankruptcy.

Wyandotte—The Peoples State Bank of Wyandotte has changed its name to the Peoples Wayne County Bank of Wyandotte.

Marquette—Elmer Dagenais, formerly of Dagenais Bros., grocery and meat dealers, has engaged in the grocery business under his own name on North Third street.

Bad Axe—The Rapson Hardware Co., R. R. 6, has been incorporated with an authorized capital stock of \$2,500, all of which has been subscribed and paid in.

Hamtramck—The Hamtramck State Bank has changed its name to the Peoples Wayne County Bank of Hamtramck and increased its capital stock from \$200,000 to \$400,000.

Detroit—The Paramount Laboratories, Inc., 3436 East Jefferson avenue, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and \$2,500 paid in in property.

Grand Rapids—Hodges-Norris, Inc., 40 Ionia avenue, has been incorporated to deal in sporting equipment and athletic goods with an authorized capital stock of \$25,000, \$11,000 being subscribed and \$10,000 paid in.

Battle Creek—Woodruff, Inc., Ward Bldg., has been incorporated to deal in electrical refrigeration, radios, etc., with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Samuel R. Greenbaum has been elected trustee in involuntary bankruptcy proceedings against J. Saks & Sons, retail dry goods dealers at 5656 West Warren street. Order for sale of assets has been filed.

Detroit—Ruby's Clothes Shop, Inc., 5442 Michigan avenue, has been incorporated to deal in men's and boys' clothing with an authorized capital stock of \$1,000, all of which has been subscribed and \$250 paid in in cash.

Allegan—D. C. Holt & Son have taken possession of the H. H. Cook jewelry store which they recently purchased. Another son will remain in Sturgis and continue the jewelry and silverware business established years ago by his father.

Detroit—The Grand Boulevard Market, Inc., Grand River and Grand

Blvd., has been incorporated to deal in groceries, meats, fruits and vegetables, with an authorized capital stock of \$5,000, all of which has been subscribed and paid in.

Detroit—Sale of assets of Frank E. Pouliot, men's furnishings, 8322 Gratiot avenue, has been confirmed by the United States Court for \$1,536. The Union Guardian Trust Co. has been elected trustee. Assets are given as \$5,000 and liabilities as \$5,956 in schedules filed.

Ann Arbor—An involuntary petition in bankruptcy has been filed against Alfred S. Schmidt, retail furniture dealer, by Lawhead & Kenney, representing Mersman Bros. Corp., \$306; Brandt's Furniture Co., \$500; Pennsylvania Carpet Corp., \$651; Crowley, Milner & Co., \$21.

Highland Park—The H. W. Harding Lumber Co., 15853 Hamilton Blvd., has merged its business into a stock company under the style of the Harding Lumber Co., with an authorized capitalization of 10,000 shares at \$10 a share, \$100,000 being subscribed and \$2,000 paid in in cash.

Bear Lake—Mrs. Eda O'Rourke has leased the Collins store building and is having it fitted up with modern shelving, counters and fixtures and will occupy it with her stock of general merchandise about July 1. Mrs. O'Rourke has occupied her present location for nearly thirteen years.

Muskegon Heights—The Muskegon Heights Co-Operative Dairy has merged its business into a stock company under the style of the Muskegon Heights Dairy, 1326 Maffett street, with an authorized capital stock of 2,500 shares at \$10 a share, \$5,000 being subscribed and paid in in cash.

Ann Arbor—Alton R. W. Hewett, 539 East Liberty street, dealer in wall paper, paints, oils, varnishes, etc., has merged the business into a stock company under the style of the Hewett-Jewell Paint Co., with an authorized capital stock of \$10,000, \$4,000 of which has been subscribed and paid in.

Detroit—Scholnick's, Inc., 1400 Washington Blvd., dealer in imported goods and clothes for men and women, has merged the business into a stock company under the style of Scholnick's Importers-Clothiers, with an authorized capital stock of \$100,000, \$5,000 of which has been subscribed and paid in in cash.

Cadillac—Joseph D. Widgren, proprietor of the Provision Market, at Mitchell and Pine streets, has opened another grocery store and meat market located at 110 North Mitchell street. The grocery department will be under the management of Andrew Lindstrom and the meat market under the management of James McKernan.

Ludington—A. V. W. Carpenter, manager of the Ludington branch of the Hume Grocer Co. for the past ten years, was elected a director and vice-president at the annual meeting of the corporation. Mr. Carpenter has acquired the interest in the company formerly held by John O. Hume who has resigned to give his attention to other interests. The Hume Grocer Co. has shown a steady growth the ten years it has been in business in

this city. It is now employing two outside salesmen covering the territory from Pentwater to Frankfort and as far East as Baldwin. Five persons are employed in the warehouse. Rapidly expanding business has made it necessary to take over the former Ludington Garment Co. building on East Dowland street. This building contains 18,000 square feet of floor space.

Detroit—The Oregon City Woolen Mills have closed their Detroit store, opened nine months ago at 1236 Griswold street, and have disposed of the entire clothing stock to Crowley, Milner & Co.

Manufacturing Matters.

Flint—The Fynd Products Co., has changed its name to the Production Parts.

Detroit—The Du More Tap & Tool Co., 1800 Penobscot Bldg., has changed its name to the Detroit Tap & Tool Co.

Bay City—The Evenknot Hosiery Mills, 108 North Walnut street, has increased its capital stock from \$150,000 to \$300,000.

Battle Creek—The Battle Creek Special Auto Body Co., 97 Liberty street, has changed its name to the Battle Creek Auto Body Co.

Detroit—The Montreal Ginger Ale Co., 728 Penobscot Bldg., has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$2,000 paid in in cash.

Flint—The Flint Stamping & Tool Co., 5802 South Dort Highway, has been incorporated with an authorized capital stock of \$25,000, all of which has been subscribed and \$10,660 paid in.

Ludington—The Handy Things Manufacturing Co., is building an addition to its plant which will give it greater floor space and with the new equipment which will be installed many employees will be added to the force.

Flint—The General Cement Products Corporation, Davison Road and Belt Line, has been incorporated with an authorized capital stock of \$60,000 preferred and 10,000 shares at \$1 a share, \$65,000 being subscribed and paid in.

Detroit—Alfred E. Lee, Inc., 2941 East Jefferson avenue, has been incorporated to manufacture and deal in motor boats, yachts, etc., with an authorized capital stock of 450,000 shares at 90c a share, \$68,500 being subscribed and paid in.

Clare—Thayer Bros., who conduct a creamery at Mt. Pleasant, have purchased the plant of the Ann Arbor Dairy Co., West Fourth street. The manufacture of ice cream and butter will be started immediately under the management of Rance Thayer.

Detroit—The Gratiot Lingerie Manufacturing Co., Inc., 507 Gratiot avenue, has been incorporated to manufacture and deal in linens, under garments, dresses and hosiery at wholesale and retail with an authorized capital stock of \$32,000, all of which has been subscribed and paid in.

Enquiring little Johnny wants to know where the bedbugs slept before there were any beds,

Price Legislation Again.

Now that the Capper-Kelly resale price maintenance bill is before Congress for action, the old debate is on again in full force. Retailers, speaking through Channing E. Sweitzer, managing director of the National Retail Dry Goods Association, trot out the familiar arguments against the measure. By giving manufacturers the right to enter into price agreements with distributors, in the form of contracts enforceable at law, the bill puts retailers at their mercy, ignores the interest of the consumer in low prices and so threatens to raise the cost of living. For these reasons, Mr. Sweitzer tells us, the women's clubs as well as farm, dairy and labor groups have joined the retailers in opposition. These statements, it is hardly necessary to say, pay no attention to the main purpose of the proposed legislation, namely, to stabilize trade on a fair basis. Competition among manufacturers is in no way lessened. Unreasonable profits are just as certain as ever to lead to failure. The only safeguard provided for industry is such assurance as is afforded by civil action that good-will built up by hard effort and large investment will not be frittered away in price-cutting orgies which are of no lasting benefit to consumers, and are more likely to produce the sort of demoralization from which every interest, private and public, is sure to suffer. Mr. Sweitzer does not touch either on the settled conviction that steady, good pay, whether in wages or business returns, makes for general prosperity by keeping buying and hiring power intact. He naturally looks at only one side of the shield. But both sides must be studied and probably will be before decisive action is taken. Snap legislation on a matter of so much consequence is neither desirable nor likely.

Glass Trade Continues Quiet.

The demand for window, plate and other flat glass products is holding along quiet lines, with no change for the better noted during the past week. Little change was found in the plate glass market and conditions are expected to remain quiet until operations in the automobile, as well as other consuming industries, are on a more active basis. Figures covering the production of polished plate glass last month were announced during the week by the Plate Glass Manufacturers of America. Total production was 12,571,414 square feet, an increase of approximately 1,141,000 square feet over the April output.

G. A. Hawley & Co., hardware dealers at Breedsville, renew their subscription to the Tradesman and write: "We have taken the Tradesman for a number of years and do not wish to be without it as it has saved many dollars for us."

E. E. Kobe, dealer in general merchandise at Scottville, renews his subscription to the Tradesman and writes: "Your paper is fine. If some of the dailies would print such articles as you do, perhaps we would get somewhere."

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.40 and beet granulated at 5.30.

Canned Fruits—Prices on 1930 pack 8 ounce California fruits came out this week, but prices on other sizes have not yet been decided on, and are not expected for a couple of weeks. Porto Rican grapefruit futures will be quoted this week by the three important local handlers of this line. Practically all packers of Florida grapefruit have made future prices.

Canned Vegetables—Trading in canned vegetables is moderate this week. Tomatoes are unchanged, with standard 2s still rather easy. Standard cut string beans were offered yesterday from Maryland. The chief item of interest in the vegetables was peas. Southern pack was scarce, and a fair volume of business in future Wisconsin was booked.

Dried Fruits—The market for dried prunes has been quiet, both here and on the Coast this week. There has been little change in the price structure. Movement has been of seasonable proportion, which is light. The spot raisin situation has been devoid of spectacular developments, but prices have been well maintained, and some scarcities have been noted. Choice bulk Thompsons are scarce. Some types of Sun-Maid bulk raisins have been cleaned up on the spot. Baby-puffed and regular puffed are nearly gone, and there is a good unfilled demand. Tentative prices on future apricots were named by two important Coast factors this week. They place extra choice Blenheims at 15½c a pound, the lowest opening price on this item in some years. The trade prefers to wait until later on when prices are more generally named, before placing orders, although it is held that the price on extra choice Blenheims is low, and might be a good speculation. Suggestive prices on future peaches have also been named, with extra choice at 9½c and choice at 8½c. The trade thinks that while this is not high, the outlook for a tremendous crop in California this year warrants a much lower opening. Peaches were cleaning up well on the spot this week. The market here was fully maintained, and a gradually increasing demand was in evidence, though there was no important activity.

Canned Fish—This week's market for canned fish is featured by the reduction in the Coast price on pink salmon to a basis of \$1.25 per dozen of the talls. Some of the most important factors in the salmon packing industry dropped their quotations to this basis, and it is understood that the others have followed suit. It is further heard that one Coast broker is even underquoting this price, although it is not known definitely that any sales have been made at less. On Japanese crab meat no future prices have been heard, except on early or "land" pack, which is considered of rather poor quality. According to reports issued by packers, Maine sardines undergo a 25c per case advance to-day. Little improvement in local

demand for this item has developed, but canners say that they are finding a much better call from other distributing centers.

Salt Fish—Spring production of mackerel on the Eastern Shore has proven very disappointing, and this has created a slightly firmer feeling in the trade here, although prices have not been revised since a week ago. Quotations on all varieties of salt and cured fish remain the same. The pack of mackerel in Europe this season has been a complete failure because packers were so discouraged that they did not do any curing, prices in this country being far from tempting. Business locally has been very slow this week, but this is usual for the time of year. The big dealers find that their volume of business is about the same as a year ago at this date.

Nuts—A number of items in the imported shelled nut list were advanced in price this week, the new higher duties going into effect. Almonds, walnuts, pignolias, filberts and brazils were among those affected. Trading was not generally heavy, since many buyers had already covered what they wanted to in anticipation of the higher tariff. However, activity was normal for the time of year. There was a moderate volume of business in shelled walnuts. The market was firm and slightly higher. Bordeaux pieces were hard to locate. Among the domestic nuts, the spot market was generally in active, but prices were fully maintained. A fair volume of future business was reported in Georgia pecans in the shell. The Schley variety, a big seller here, was reported to have been much affected by the "case borer," and it is thought that this year's output of that variety will be small. Brazil nuts in the shell were purchased in a limited way for early fall requirements. It is generally thought that Brazils are a good buy at present prices, although the future prospects of the market are uncertain. Spot Brazils could be bought this week at the same levels as a week ago, in spite of the higher duties.

Pickles—No improvement is to be noted in the local market for pickles. Demand is showing the usual increase in bottled goods, but there is no rush to cover needs ahead. Bulk pickles are moving slowly, with the market well maintained, and showing little changes since last week. Bookings of future pickles continue slow. Prices on futures have not varied.

Sauerkraut—Sales continue steady. Very little change in prices. There is a falling off in sales of bulk kraut in certain classes of trade. On the other hand, sales of canned kraut show an increase.

Vinegar—Sales of vinegar up to this time have been below the average according to local factors in the trade. The market has consequently been quiet, with prices low. Should there be a large crop of cucumbers this year there will be a greatly increased vinegar business, especially in cider vinegar.

There are two sides to every question, so be sure you're not wrong on both of them.

Review of the Produce Market.

Apples—Transparent stock from Southern Michigan commands \$3.75 per bu.—the highest price ever recorded on harvest apples in this market.

Asparagus—85c per doz. for home grown.

Bananas—5½@6c per lb.

Beets—50c 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—Home grown commands \$1.25 per bu.

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

Cantaloupes—Calif. stock is held as follows:

Jumbo, 45s	-----	\$5.00
Jumbo, 36s	-----	5.25
Standards, 45s	-----	4.50
Flats, 12 to 15	-----	2.00
Cauliflower	-----	\$2 per crate for home grown.

Celery—Florida stock, \$5.25 for either 4s or 5s. Bunch stock, 60c for home grown.

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	-----	\$6.00
Light Red Kidney	-----	6.50
Dark Red Kidney	-----	7.25

Eggs—Local jobbers pay 22c for strictly fresh.

Green Corn—50c per doz. for Florida.

Green Onions—Home grown, 30c per doz.

Green Peas—\$2.50 per bu. for home grown.

Honey Dew Melons—\$3.50 for Jumbos and \$2 for Flats.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	-----	\$3.50
Imperial Valley, 5s, per crate	-----	3.50
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	-----	8.00
176	-----	8.00
200	-----	8.00
216	-----	8.00
252	-----	8.00
288	-----	8.00
344	-----	8.00

New Potatoes—South Carolina receipts command \$5 for No. 1; Texas Triumphs, \$3 per 100 lb. bag.

Onions—Texas Bermuda \$2.50 for white and \$2.25 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—\$2.25 for 4 basket crate from Calif. Apricots, \$2.75.

Pieplant—\$1 per bu. for home grown. 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—\$4 per 16 qt. crate for home grown.

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

Summer Squash—6c 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	-----	15c
Good	-----	13c
Medium	-----	11c
Poor	-----	10c

Water Melons—50@65c for Georgia.

Wax Beans—\$1.10 for Climax basket for Florida.

New and Larger Markets.

The population census figures thus far published afford basis for confident assurances by competent authorities that the movement toward the cities, gathering force in the last decade, has in that period added 5,000,000 to our urban at the expense of rural communities. The whole population gain of the country in the ten years is put at something like 15,350,000, bringing us up to 121,700,000 or more. Assuming, to be conservative, that rural population is the same as it was in 1920—51,400,000—then urban population is now upwards of 70,000,000, or 57.6 per cent. of the total, compared with 51.4 per cent. when the previous census was taken. The big cities, those with 100,000 people or over, have increased in number from sixty-eight to at least eighty-nine, and it is likely that others will qualify for the big class when all the returns are in, since eight still to be heard from are known to have been knocking at the door. The smaller cities have not lagged. In the group between 50,000 and 100,000 gains have been numerous and in many cases very large, and this is true also of cities or towns on a still lower population scale. Economic reasons are generally given for this persistent drift toward the cities. More interesting to merchandisers of goods is the economic significance to them of the new lineup of markets thereby created. Problems of distribution are simplified as population is concentrated. At the same time, however, their solutions call for more careful study. The difficulty is increased by the sheer number of good markets now available, but the rewards open to intelligent efforts to size them up and take full advantage of the opportunities they offer should more than make up for the trouble and expense involved.

Mr. George Potts, dealer in dry goods at 1002 North Main street, Royal Oak, writes us when sending in his renewal: "I like the magazine very much and would not want to be without it."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Jackson, June 19—We represent the M. R. Hulliberger Co., of this city, which has recently had some business dealings with Sterling Materials Co., Ltd., 1860 Broadway, New York. C. J. Watts, of Smith-Winchester Co., this city, has suggested to our client that you might have some information regarding the Sterling Materials Co., Ltd., and at Mr. Watt's suggestion we are writing you.

The transaction with our client relates to certain roofing material and trade acceptances with respect thereto. Recent developments have indicated that misrepresentations were made to our client in this matter and we would appreciate it if you could give us, for our client, any information regarding the company in question and its business methods.

Whiting & Kleinstiver.

Grand Rapids, June 20—Replying to your enquiry of June 19, I beg leave to state that I was successful in getting action on the company you enquire about. After having sold a Grand Rapids house a carload of goods, shipment was made free, but was afterwards reduced to half a carload in consideration of the purchaser signing and handing over to seller trade acceptances covering the billing price of a half carload of goods. A condition of the trade acceptances was that a representative of the manufacturer would be sent here to place the goods with the retail trade. This promise was not made good within the time agreed on.

When the matter was brought to my attention, I instructed the purchaser to ignore the trade acceptances. In the meantime I wrote the house to send a man here immediately with the trade acceptances, turn them over to the makers and take back the goods, which was promptly done. The man who came here promised to make a similar adjustment with Smith-Winchester Co., but I understand this has never been done.

All you have to do is to stand firm and you will bring these people to time. Under no circumstances permit your client to pay any attention to the trade acceptances. E. A. Stowe.

Kalamazoo, June 20—A couple of years ago you helped me when I was caught in a scrape with a concern who belongs in the Realm of Rascality. I thought I would not be caught again, but here I am asking what you think I had better do in the following case. February 19 a salesman called with electric lighting fixtures. His lights were better than my old ones, and I asked him what size bulbs they had. He said 100 watts. So he figured out for me if I took two of his 100 watt lights, I would have more light than my three 75 watt lamps and save one cent and a fraction per k. w. hour, every hour I burned the light, because it was saving 25 watts per hour. The price seemed high for the lights, \$15.50 each, but I figured the saving would offset it; so I signed the contract and he at once installed the lights; but the next morning I noticed one light was not hung just right, so I went to fix it and discovered the bulbs were 150s, instead of 100 watts or 100 more than he said. Instead of saving 25 k. w., I would be burning 75 k. w. more, so the lamps were misrepresented to me. Three times a collector has been here to collect and just begged to have me pay, if only a little, and the last one offered quite a discount if I could pay some, but I refused. To-day I received the enclosed letter from an adjuster. What had I better do? I wrote the company some time ago and enclosed a copy, also the contract and

correspondence. I will appreciate your advice. Lee & Cady's salesman told me merchants all over town were taken in, and I know two in my own neighborhood who have refused to pay and even ordered the collectors out of their stores. I think it a crooked bunch. Steven Schreur.

Mr. Schreur recently wrote the following letter to the company which undertook to swindle him through a crafty salesman:

Kalamazoo, April 1—In reply to yours of March 29, will say the lamps were misrepresented to me. The salesman told me the bulbs in the lamps were 100 watt each and I would save 1 cent and a fraction every hour over my old lights and though the price of the lamps was outrageous I figured the saving would offset the cost. But one of the lamps was not hung right and when I went to fix it I discovered I was not burning 100 watt, but 150 watt bulbs being a cost of nearly k. w. b. 4c per hour over my old lights.

Any light burning 150 watts would give more light than 100, as I was given to understand these were. So I am willing to pay, but not for the stated amount, as I am losing every hour, instead of saving, and I have legal advice that under Michigan laws bills for goods misrepresented to a customer cannot be collected.

S. Schreur.

The architect of Realm has written Mr. Schreur that all he need do is to sit tight and pay no attention to the importunities of the Chicago crooks. Whenever they return him the \$2.80 he paid in advance, they can have their lighting fixtures back.

A corporation manufacturing small pleasure boats will discontinue using the words "Mahogany" and "Philippine Mahogany" as trade names so as to imply that its products are made of wood derived from the trees of the mahogany family, when such is not the fact.

The company will also not use the word "Mahogany" in connection with the word "Philippine" or with any other words in a way which may deceive the public into believing that the products are made of wood derived from mahogany trees, when such is not the fact.

A stipulation agreement to the foregoing effect was entered into by the company with the Federal Trade Commission.

Because of lack of jurisdiction the Federal Trade Commission has dismissed its complaint charging the Portland Cement Association, its board of directors, officers and members with practicing unfair methods of competition.

It had been charged that this association, composed of close to 100 manufacturers who make and sell about ninety-five per cent. of the cement produced in this country, circulated statements disparaging to the Vibrolithic method of road construction.

The association has its headquarters in Chicago.

The Federal Trade Commission has dismissed its complaint of alleged unfair practices against Auburndale Mills, Inc., New York. Dismissal was be-

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

cause the charges were not sustained by the evidence.

A complaint charging V. T. Bolin, trading under the name V. T. Bolin Company, Fort Worth, Texas, with unfair methods of competition in the sale of shares in oil leases, has been dismissed by the Federal Trade Commission on the ground that the respondent has been prosecuted and convicted for violation of the statute prohibiting misuse of the mails upon substantially the same set of facts as disclosed in the Commission's file.

The Commission's complaint charged that false representations of the respondent tended to deceive the public into believing that purchase of "shares" or "interests" advertised was a safe investment; that the respondent owned productive oil property and intended to drill for oil in territory under conditions assuring production of large quantities of oil.

A corporation manufacturing toy airplanes signed a stipulation with the Federal Trade Commission agreeing to cease and desist from publishing advertisements not accurately representing the products offered for sale and the results obtained thereby.

A distributor of paper box board and box makers' supplies will no longer use in his advertising matter part of a trade name which would imply that his products are made by a competing company, when such is not the fact, according to a stipulation between this individual and the Federal Trade Commission.

Manufacturers of mop sticks will hold a trade practice conference with the Federal Trade Commission in the near future to draw up rules for the elimination of unfair methods of competition in business. No date has been determined but it is likely the meeting will take place in Washington.

The mop stick makers have about a dozen plants situated in such parts of the country as Illinois, Indiana, Ohio, Pennsylvania, New York, New Jersey and California.

Applicants for the trade practice conference represent seventy per cent. of the industry based on both production and numbers.

Among trade practices to be taken up at the meeting are listed the following: Price discrimination, deception, imitation of trade marks, defamation of a competitor, inducing breach of contract, and deviation from standards.

Health Conditions in Schoolhouses.

Looking back over the half century in which health work in schools has received state-wide recognition, it is evident that there has been unquestioned acceptance of physiology and hygiene as a part of the curriculum, at least in elementary schools, and quite specific directions have been given as to what should be done in these schools. There is rather general neglect of these subjects, however, in the period of senior high school life.

The way for the more active methods of teaching hygiene known as

"health education" was prepared legally long ago in the laws which require the teaching of "hygiene and physiology." Also many of the physical education laws specify the teaching of information in regard to factors affecting health while the teaching of "health habits" is mentioned in many of them.

Suggested 80 years ago by the Boston school examiners, the "health habit" idea has been generally adopted and 45 states in their courses of study outline in more or less detail methods of health-habit teaching. In grades beyond the seventh or eighth there is little systematic teaching of physiology and hygiene. It is covered in a brief better-than-nothing way in the course in general science or in the course in biology, but these are usually studied by comparatively few high-school students.

Shouldered as this "most important of all subjects" is by many things required for college entrance, we are a long way from what would seem to be adequate instruction along this line in the higher grades such as might be brought about by a course in general science in the ninth grade, a demonstration course in elementary biology in the tenth, a thoroughgoing course in physiology and hygiene in the eleventh and practical teaching of home and community health in the twelfth.

Time was, and not long ago, when physical education included instruction in hygiene and sanitation—"health education." That their divorce was largely one of words is indicated by the inclusion of hygiene in most "physical education" laws and by the fact that most State directors of "physical education" are also "directors of hygiene."

The following states now have either directors of "health," of "physical education" or of "health and physical education:" Alabama, California, Connecticut, Delaware, Florida, Illinois, Maryland, Massachusetts, Michigan, Minnesota, Missouri, New Hampshire, New Jersey, New York, Ohio, Pennsylvania, Virginia, West Virginia.

As regards physical education there is a similar widespread recognition, but both the laws and the courses of study reflect the transition from the old gymnastic period, considered sufficient in itself, to the instructional period in these latter activities, and provision by the school, or other civic agency, of opportunity after school and on Saturday for the unhampered practice of these activities is far from generally made.

James Frederick Rogers, M. D.

Delay Art Calendar Buying.

Distributors of imported art calendars and domestic producers as well are complaining of the lack of interest exhibited by art and gift shops in the new lines. Few of the stores which ordinarily place orders at this time of year have sent buyers into the Eastern market or placed orders with salesmen. The majority indicate they will not be ready to buy until late Summer or early Fall. Pictures of animals and of garden scenes are prominent in the new lines. Ships are rapidly losing favor as picture subjects for calendars.



Business Methods Change

Modern business methods change almost overnight these days. Improvement follows improvement and only the most alert keep pace today.

In no field has progress been greater than in the business of personal trusts. The individual executor is passing. Insurance payable in a lump sum is out of date. More and more estates are being conserved through voluntary and testamentary trusts. Inheritance taxes are being provided for beforehand. All of these and many other questions are being solved with practical, safe and economical plans developed through modern trust service. You owe it to yourself and to your family to investigate. The Officers in our Trust Department are at your service.

THE MICHIGAN TRUST CO.

GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

SPLENDID ECONOMY POLICY.

It remained for Owen D. Young in a speech before the National Electric Light Association last week to set forth a political policy in international affairs which President Hoover might have pronounced as a most appropriate statement to accompany a veto of the tariff bill. Such a statement would have won universal support and acclaim in this country and throughout the world. Instead, we have a new tariff law, a limping defense of its unjust rates and a request to place our faith once more in the flexible provisions which have failed so miserably for eight years—the same provisions which for fifteen months have been available for use to the Executive to no purpose.

Mr. Young's address went to the heart of our present economic problem—surpluses. He divided them into agricultural, raw material, industrial, service and earnings surpluses; all of them related to a tariff policy, not a bill, he emphasized. To dispose of these surpluses Mr. Young dwelt on the necessity of cultivating potential buyers by seeking their good-will, extending credit and exchanging goods.

"When our political policy in international affairs," Mr. Young concluded, "becomes co-operative in spirit, which need not involve us in entanglements or alliances; when our economic policy looks to the economic development of the world as a whole and the improvement of living conditions everywhere, when our tariffs and our treaties are made to evidence this spirit (because we are under suspicion now), then we may hope for effective plans for farm relief, for reduction of our surplus of raw materials and manufactured goods, for relief of unemployment and for—what is most important of all—a better spirit of all nations toward us and toward each other.

That concise paragraphs stand out in contrast, indeed, to our muddled farm relief program, our treaty bickering and the tariff mess which has only started.

REPLACEMENT COSTS.

Announcement by the Penney stores that prices will be put on a replacement cost basis is a development of prime importance in the retail field. A few smaller organizations made public such a policy earlier, but the majority of stores have followed a different course. By a vote at the meeting of merchandise managers, held in New York last week, it was found that the largest number were maintaining prices but adding to qualities.

While this plan of meeting the decline in prices at wholesale has good features, it is doubtful whether retailers are altogether right in holding to their price lines. With conditions what they are, there is not only a larger demand for cheaper goods from those who either are unemployed or only on part-time schedules, but even those whose wages or salaries are the same as ever are inclined to be more thrifty.

In short, a brief reaction in business might have warranted holding to prices and making up differences in

costs with more quality, but a longer spell of depression, such as now seems promised, counsels a readjustment. In this readjustment there is only an inventory loss, since many articles can now be replaced at lower prices. Unless a business is to be liquidated, an inventory loss should not cause much concern. It is the profit of turnover that counts.

The adjustment of retail prices to a replacement basis should stimulate consumer purchasing and, in turn, accelerate manufacturing operations. This speeding up of production ought to overcome the present burden of increased overhead due to slackness and mean a more general adoption of the lower costs incident to the commodity decline.

UNFAVORABLE FACTORS.

Summer is ushered in with a slackness in business and industry that points to a very low level of activity to be endured before the busier fall season brings along improvement. Almost everything on the unfavorable side that could be imagined was bunched in the week. The tariff was signed, the stock market slumped critically, the foreign trade figures disclosed further large losses, commodity prices broke badly again, and unemployment in May was shown to have been the worst in seven years.

Some of these were no new developments, but, to emphasize them, operations in all the key industries subsided further. Steel activities dropped and automobile production sank lower. Building contract awards continued a little ahead of those last month, but the total to date stands some 13 per cent. under the daily average for June, 1929.

The decline in commodities was again pronounced. The *Annalist* weekly index now stands at 127.4, a new post-war low. The drop in two weeks has been 4.2 per cent., and prices are now 12.1 per cent. under a year ago. Only the list of miscellaneous commodities disclosed a small advance in the week and the fuel and building material groups were unchanged. The other classifications went down as steeply as though just starting their descent.

Of special significance, of course, has been the collapse in farm products, which points to an agricultural condition likely to be a severe handicap rather than a help to business progress in the fall. There is little sign of succor from this quarter at present for trade recovery. Quite the opposite, in fact.

THE STRUGGLE OF MONEY.

There was question raised among authorities last week whether the reduction of the New York rediscount rate to 2½ per cent., the lowest ever made by the system, would accomplish any useful purpose. While it was put forward that the cut might have been decided upon for foreign exchange reasons, no doubt the main purpose was to see what even cheaper money could do toward mending the trade situation.

One view of business developments

since the major decline last fall has emphasized the struggle between declining commodity prices and easy credit, the theory being that in the end a plentiful supply of funds would sooner or later check the slump in prices. So far there has been little evidence of success for cheap credit either in this or in other countries where the collapse of commodities has been as precipitous or more so than our own.

With supplies of goods in closer relation to demand than they are, the effect of cheap money would probably assert itself quickly enough. The difficulty is that in many products, chiefly raw or semi-finished materials, surpluses are still quite heavy. Productive capacity in finished goods is so much beyond consumptive needs that an immediate check is placed on price advances.

As far as the effect on sentiment is concerned, it is highly doubtful whether the rate reduction will be judged as offering encouragement. In fact, to most business men it only stresses how slack conditions actually are.

GERMANY CUTS PRICES.

Many nations are having unemployment troubles and facing them very differently. France has developed the plan of short weeks and working hours to the point where only 1,000 are reported actually out of work. England appears to be pursuing the traditional policy of "muddling through," and her unemployment problem grows worse rather than better. Germany has lately published figures showing 2,800,000 out of work and is now reported to be considering a daring remedy.

This is described as a 10 per cent. cut in export prices, attained by lowering wages and by releasing an overstock of coal in the Ruhr at cut rates. It hopes to build new markets in this fashion and to carry industrial Germany through its present crisis to comparative stability. What damage may be done to business in general by such an international price war is apparently considered to be secondary to Germany's immediate needs at home.

If this plan matures, it will challenge an outstanding theory of modern American business. Many economists consider that our prosperity depends on the maintenance of high wage levels, but Germany proposes to invite prosperity by a general wage cut, to which the workers in some major industries are said to have agreed. The conditions, of course, are different. Germany is looking abroad for business; most of American manufacture goes into the home market. But the threat of cheaper goods made in Germany is important to American trade.

DRY GOODS CONDITIONS.

Holding fairly well to the reduced level introduced recently by uncertain weather, retail trade for the week, nevertheless, was reported under the volume of a year ago. While a number of seasonal articles were quite active, consumer buying was not broad enough to mean satisfactory totals. Probably a real spurt in sales will not be in evidence before next week, when the holiday should stimulate purchasing.

Since trade has wavered, and the month has one less Saturday, it is likely that sales will fall short of those enjoyed last year. It is doubtful whether the comparison will be as good as it was last month.

Many store executives are now convinced that the proper policy under the trying conditions which have prevailed so far this year is to be content with a smaller volume, directing their principal attention to the reduction of expense. By eliminating waste wherever possible they see a way to approximate their usual profits on reduced turnover.

Clearance sales that will soon be launched on an extensive scale now claim attention in both retail and wholesale quarters. Despite depressed conditions in business, the supply of stocks for such purposes is not large. The stores are not over-burdened with inventories and manufacturers and wholesalers have only slight surpluses for the most part. Specially priced lots are being made up to meet the demand.

GENTLE ART OF LOAFING.

Mrs. Olivia Johnson, of St. Paul, says that until women learn to quit work and play golf they will never be able to compete with men in the big jobs. They must learn the art of loafing and how to delegate authority instead of keeping their noses to the grindstone and worrying over details. It is curious how a commonplace will sometimes masquerade as an epigram; how a plain statement of fact will sometimes have all the air of a discovery. The man who can go away and play golf knowing that his business is running smoothly in the meantime has already accomplished something. The art of exerting authority by delegating authority is something more than a gift; it is the result of prayerful thought and constructive experience. It is doubtless true, as Mrs. Johnson declares, that men holding good positions would be "perfectly helpless" without their secretaries, but think how helpless the secretaries might be without the men holding good positions!

MOTOR-CAR DENSITY.

We are accustomed to the statement that there is an automobile for every family in this country. But in some states the ratio of cars to families is even higher than that. In California there are two cars for every five persons, while in Iowa and Kansas there are two cars for every seven persons. New York, with a car for every six persons, averages rather less than one car to a family. The fewest cars in proportion to population are in Alabama and Georgia, where there is a car to every ten or eleven persons; that is, one car to two families. The first ten states in order of number of cars to persons are in the West. Surprisingly enough, the first Eastern state to appear in the list is Vermont, which has one car to every four persons, or more nearly accurately, five cars to every twenty-one persons. The Eastern state with the fewest cars in proportion to population is Pennsylvania, which has one car to seven inhabitants.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

This is the first Out Around for 1930 committed to paper at the writer's summer home at Lamont. Seated at the little kidney desk before the expansive windows which command an entrancing view up and down Grand river, with hundreds of trees bending to the stiff breeze, with grass, grain and foliage showing no sign of brown or yellow or gold, which they will assume a little later in the season, the scene is so inspiring that it deserves the pen of an artist to do the situation justice. I regret my inability to describe it with any degree of thoroughness.

With the thermometer registering 80 and threatening to go still higher—which it did—we headed last Saturday for the broad open spaces along M 37, believing that the brisk Northwest wind would tone down the heat and make it bearable. Our expectations were fully realized, so long as we kept going between towns and remained on the shady side of the street when we stopped.

Sparta is very happy over the material prosperity which has come to her through the constant expansion of the piston ring factory and has begun putting on city airs. Among the manifestation is a modern band stand, located on the vacant lot across the street from the Sparta State Bank and adjoining the jail. It will probably be used for the first time on July 4. Sparta maintains an excellent band through the medium of a mill tax.

Writing the word jail reminds me of one of the best stories I ever read. A prisoner stood at the barred windows of a jail, playing checkers with his nose. A boy playing in the street was accosted by the prisoner with the enquiry:

"Boy, what time is it?"

"What difference does it make to you what time it is? You ain't going anywhere," was the reply.

I was told that the Roach cannery, at Kent City, had finished canning strawberries and would start this week on gooseberries.

At Grant I found Alex. J. McKinley very happy over the receipt of a new ambulance which was delivered to him the day before. He is kept pretty busy nowadays in handling both the quick and the dead, due to frequent automobile accidents.

The merchants I called on at Grant are confident they will have a satisfactory summer business.

At Newaygo I found H. R. Johnson had changed locations, having taken possession of the large room which was originally used as a bar-room by the Valley Inn. His stock includes clothing, men's furnishings, shoes and luggage equipment. He has it well arranged and attractively displayed. Mr.

Johnson has catered to the exacting demands of Newaygo people for twenty-six years. Prior to going to Newaygo he spent two years at Cedar Springs and one year at Grand Rapids.

Lanlord Hedler, of the Valley Inn, states that he is receiving a handsome patronage from the visitors to the Ox-bow dam, which is now at the most interesting period of its construction.

The foliage on the hills which surround Newaygo and which line the banks of the Muskegon river was never more beautiful than it is now.

When I was in Fremont last year I made a mental reservation that I would not visit that city again until I could go on cement all the way from Newaygo to Fremont. One reason for this conclusion was that I somehow got on the wrong detour and had to navigate some pretty tough roads. I had to forget my promise this time, because a short distance out of Newaygo I was informed by a sign that the cement was still under construction and that a detour was inevitable. I found the latter in such good condition and the country through which it led me so interesting that I fully forgave the road builders for their apparent slowness.

I visit a good many cities and towns in the course of a year where I find sore spots and local divisions and bitterness functioning to the nth degree. Sometimes the dividing line is a river, sometimes a railroad track, sometimes a main street. Sometimes the division is due to racial lines, religious prejudices or bank competition. Practically every one in town joins one or the other faction and proceeds on the assumption that all the good is on one side and the other side is all bad. The result is that the town stagnates instead of growing, as it should do. I have been going to Fremont a good many years and some of the best friends I have are residents of that city, but I have never detected any division of thought, sentiment or action to speak of in that thrifty locality. It is what I call a "friendly town," where every business man is on good terms with his neighbor in trade and where a depositor of one bank is not ostracised by the officers of the other bank. Because of this beautiful atmosphere and charming background a visit to Fremont is always a delight to me. I wish I could say the same of every community I find it convenient to include on my pleasure and business trips.

I was disappointed in finding four men I especially desired to see absent. Manager Senf, of the Mutual Insurance Company, had gone to Grand Rapids. Fortunately, I had the good fortune to find his brother at the post of duty. The Gerbers—father and son—of the canning factory, were both away. The genial owner of the Pioneer drug store was on a trip to New York, accompanied by wife, daughter and grandchildren. I found the cannery operating

to capacity to finish packing a large crop of spinach before the annual pea pack starts. Approximately 300 men and women are employed. Spinach growers have realized as high as \$200 per acre. Prospects are for a good crop of peas. The yield will be unusually heavy and the quality will be above normal. The company has completed a new warehouse in which the canned peas will be stored. The interior of the factory has been remodeled and the baby food department built. The new office building is of three stories and will be ready for occupancy about July 15.

William DeKuiper, who traveled many years for the Worden Grocer Company, is recovering his health and begins to look like himself again. He is now employed as manager of the new bakery recently opened in the corner store formerly occupied by Jake Mulder. Mr. Mulder, by the way, has recently developed into a successful automobile salesman.

The leading dry goods merchants of Fremont—F. C. Reber and C. E. Pearson—both assured me that their volume of sales thus far in 1930 exceeds their sales for the same period last year.

I always enjoy the eleven mile stretch from Fremont to Holton. The fields are broad, the farmers prosperous, the farm buildings in keeping with the situation. Of course, much of the prosperity of the farmers in the vicinity of Fremont is due to the assured market the cannery furnishes them for profitable crops. They make their contracts months in advance of planting, so they can figure on what their income will be with a reasonable degree of certainty.

H. A. Connor, who has conducted a drug store at Holton for about a quarter of a century, has suffered a physical setback, in consequence of which he has sold his stock to Prof. S. S. Rogers, who has been principal of the junior high school of Holton for the past six years. Mr. Rogers has signed up for another year with the school board. He will employ a regular pharmacist in the store.

I received a call one day last week from a man I had not seen for over twenty years—L. E. Slusser, who conducted a weekly newspaper at Mancelona for about a quarter of a century. He was probate judge of Antrim county for sixteen years and always first and foremost in every movement for the good of his town, county or Northern Michigan. For about a dozen years he has resided in Ann Arbor, where he owns a large home with sixteen sleeping apartments which he rents to students of the University.

Mr. Slusser had a most wonderful friend in the person of the late David Ward, whose holdings of cork and white pine were the largest and choicest of any timber operator in Michigan. Mr. Slusser was regarded as the

personal representative of that distinguished millionaire and obtained many concessions from Mr. Ward because of his long-time relation with that eccentric gentleman, who kept on such good terms with the supervisors of those townships in which his precious pine possessions were located that he was never overtaxed. He always dined with the supervisors on his inspection trips to his timber and invariably handed the supervisor's wife a \$20 bill for two meals and lodging. The children of the household also came in for gifts of money. Mr. Ward had a regular schedule he always observed on the occasion of these visits, so there was never any disappointment as the result of his benefactions. These acts, gracefully bestowed because of his ardent admiration for the housewife's cookery and the children's good behavior, made him a very popular man with the taxing officers.

About forty years ago there was a Poo Bah at Bellaire by the name of George W. Albrecht. He started in life as a banker, subsequently engaged in the manufacture of panaceas for the ill and finally landed in the newspaper business. In no line of business did he achieve a brilliant success. He finally decided to make a ten strike by attacking David Ward and wrote a most interesting article on the inequalities of taxation, citing Ward as an instance of favoritism which created unnecessary hardships for those who owned little homesteads which were not assessed on the same basis as David Ward's pine land holdings. He wrote a long article on the subject, had it set in type and sent a proof to Mr. Ward for his inspection. The recipient of the advance editorial expression lost no time in getting to Mancelona on the next train. Slusser was on good terms with Albrecht and Ward realized that Slusser could make a better bargain than he could. He showed Slusser the newspaper article and handed him a draft for \$5,000 with the injunction to get Albrecht out of the country at the earliest possible moment. Slusser knew how to proceed because he was familiar with Albrecht's condition and circumstances, so he had the draft cashed, handed his wife \$2,500 and put \$2,500 in \$1 bills in an old gripsack. The printing equipment at Bellaire was worth about \$150. On being approached by Slusser, Albrecht said he would not sell out for less than \$5,000. Slusser opened the gripsack, with the remark that it contained all he was prepared to pay for the property. Albrecht counted the money very carefully, found that it amounted to \$2,500 and said to Slusser: "The newspaper is yours. I will be out of the State inside of three days."

Slusser then returned to Mancelona, put the \$2,500 which had been in the custody of his wife in the gripsack and started for Pontiac to report the transaction and return the remainder of the money to Ward, who threw the container under his desk. Slusser remained at the Ward home as an honored guest about a week. On leaving

Ward remarked, "You better take your grip home with you. If you find anything in it, it is yours." Slusser opened the grip as soon as he boarded the train and found the \$2,500 there, just as he had deposited it.

The next year Ward sent Slusser a check for \$1,000 and told him to take a trip to Europe, which he did. Ward continued making his Mancelona friend yearly presents as long as he lived.

Albrecht went immediately to Middlesboro, Kentucky, where he purchased the Middlesboro Printery. He sold out a few months later and has never been heard from since.

E. A. Stowe.

Report of Secretary Turrel at Saginaw Convention.

Once again the Clan of the Mortar and Pestle have assembled to break bread and eat salt-in Oasis of Saginaw with as live a bunch of pill rollers as the tribes of the earth have ever discovered. Once again the time has arrived for the officers of the M.S.P.A. to give an accounting of their stewardship for the past year.

This year has been peculiar in some respects. The gathering of dues and new members has been a hard pull. Some of us have been busy trying to find cash enough to pay the rent, let alone dues. However, the appended report will show that the activities of your association have not been at a standstill.

There being no legislative matters this year, about all that could be accomplished was to keep the ear to the ground and watch for signs of the future. That there will be much work for us all to do in the coming year seems to be without question. Your President's address gives many suggestions which should have careful, special attention.

In the matter of National legislation, we have been closely connected with the National Association of Retail Druggists. The Parker bill, giving registered pharmacists the same standing in the Army and Navy as members of the medical and other professions, has been passed and signed. This bill is one which was urged by the National and State Associations for several years. Last year it was given particular stress in the address of President Ciechanowsky and we all feel that his recommendation and our work has not been in vain. Several bills detrimental to your interests have been opposed. The Capper-Kelly bill, which has been before Congress for several years, seems to be nearer passage at this time than ever before. If it does not pass it will not be from lack of effort and work by your officials and those of the N.A.R.D. There are a few congressmen in Michigan, who, we think, have not been wholeheartedly with us on this fair trade bill. We do not think that this will be a cure-all; but we do think it is a step far in the right direction, and we believe that the time has come when we can very reasonably and with

definiteness, ask candidates for Congress just where they stand in regard to the business of the independent retailer, not alone druggists but all retailers. We should get his definite answer before we pledge him our support.

Another matter which is of special interest to all druggists in Michigan is the cigarette tax referendum which will be on the ballots at the next fall election. We feel that this tax is unjust, a reincarnation of the old-time nuisance tax, and if passed will be an entering wedge for all sorts of fool taxes.

The matter of collection of dues and the problems of the membership committee should be remedied and I am confident the suggestions of your President will be given careful consideration and worked out in the near future. Your Secretary has made an exhaustive study of the laws of other states regarding matters pharmaceutical and, to say the least the study has been very interesting.

The members of your committee have been busy all year. It is surprising the number of things which can confront your committeemen even during what we call an off year. I am sure the reports from your committee chairmen will be interesting.

This year we have been fortunate in being represented at the N. A. R. D. convention by President Claude Jones and Ben Bialk. At the A. Ph. A. convention we were again represented by Ben Bialk. Our delegates to the convention for the revision of the Pharmacopeia were Dr. Wilbur Scoville and Leonard Siltzer. It is interesting to note that both of these gentlemen are on the permanent committee for the next revision. Michigan supplies five men on this important committee and three men on the committee for the revision of the National Formulary. This number of representatives, I believe, is not surpassed, if indeed it is equaled, by any other state. Michigan will, therefore, be an important factor in the revision of these two official books.

Since my connection with the N.A. R.D. as Secretary, I have thought that each succeeding year brought officials which were the best to work with and this year has been no exception. Your President, executive committee, committee chairmen and members have been extremely cordial, helpful and hard working. I believe the M. S. P. A. has been represented this year by a most efficient personnel.

I cannot close this report without paying special tribute to the members of the Saginaw Retail Drug Club and all their associates. The enthusiasm with which they have tackled the work of preparing for this convention has been marvelous and I am sure they have left nothing undone for our comfort and the success of this convention. We owe them our hearty thanks. I must also pay tribute to Ben Bialk who has so efficiently managed the affairs of the program committee. The outlined program is a good one and I am confident that the average member does not recognize the amount of work

A TWO-IN-ONE SALE

With every sale of fruit suggest a package of Kellogg's Corn Flakes. The combination is a treat your customers will like. And it means more business for you! Two sales in place of one!

Kellogg's Corn Flakes are the largest selling ready-to-eat cereal in the world! Extensively advertised in newspapers and magazines. Intensively merchandised. Put them on display. Be sure you have a large supply. Warm weather brings peak demand.



Kellogg's
CORN
FLAKES

If You Leave No Will What Then?



GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

connected with such an undertaking. Ben, I take my hat off to you.

Finally, this convention will be a success, just so far as you men endeavor to make it so. Let us work while we work and play when we play. Strict attention at the business sessions. Each member taking part in the discussions will make this one of the most outstanding conventions in our history.

Summary of Finances.

Secretary's Account.
August 1, 1929, balance on hand\$ 49.25
Nov. 20, M.P.T.A. refund 50.00
June 15, total dues collected 1,524.00 \$1,623.25

Disbursements.
Checks No. 1 to 12 inclusive, to Treasurer 1,600.25
June 15, 1930, bal. on hand 23.00
\$1,623.25 \$1,623.25

Treasurer's Account.
Aug. 1, 1929, bal. on hand \$1,641.93
Cash from secretary 1,600.25
Interest 43.09 3,285.27

Disbursements.
June 15, 1930, orders 1 to 62 inclusive 2,289.14
June 15, bal. on hand 996.13
\$3,285.27 \$3,285.27

Secretary's Petty Cash.
Aug. 1, 1929, balance on hand\$ 4.88
Cash from treasurer 60.00 \$64.88
June 15, 1930, cash paid out 64.46
Balance on hand42
\$64.88 \$64.88

Recapitulation.
June 15, Balance on hand, Secretary\$23.00
Petty cash42
Treasurer 996.13
Total cash on hand\$1,019.55

Membership Aug. 1, 1929 1133
Membership lost by death 9
New members 23
Total membership June 15 1147

Says Stores Should Push Sausage Sales.

In the belief that retail food merchants should make special efforts to increase their sales during the warm weather months, Chester R. Rettberg is advising his students, in the educational department of the Southern California Retail Grocers' Association, which he directs, to turn their attention to sausages and the items that may be merchandised with this item.

"The popularity of sausage," says Mr. Rettberg, "is ever increasing because the homemaker knows from experience that good grade sausage carrying the name of a reliable manufacturer or producer offers one of the most economical forms of meat. Sausage is usually in a ready-to-eat form, which means no waste, and no expenditure of time nor labor required for preparation. In order to further assist the homemaker many of the foremost producers are now putting the sausage up in three-quarter-pound to one-pound pieces, the sizes found most convenient to the homemaker.

"Bologna sausage has always been a household favorite, made from Government inspected beef and pork, finely ground, delicately seasoned, smoked and cooked. It now comes to the market, not only in the long piece, but in a pound ring, just the right size for the family. The ring bologna may be sliced and served with other cold cuts or heated with vegetables.

"Liver cheese may now be purchased in what I call 'kitchenette size' or one-pound loaf, for those who are now particularly fond of this tasty sausage.

Because of its high liver content it offers the anemic person a delightful variation in the restricted 'liver diet.'

"Frankfurters are popular the year round, but in the spring and summer months they not only assist in adding variety to the meals served at home, but also for the picnic or camp. Served sizzling hot between a buttered soft roll, spread with mustard, we have a true picnic treat. Potato salad or cold slaw and frankfurters are a happy combination. As produced by one of the most reliable manufacturers the frankfurters are made from choice pork and selected boneless beef very finely chopped and ground together to give the finished product a firm, smooth texture. Frankfurters are very lightly seasoned in order to bring out the natural flavor of the meat. They come to the market packed in bundles of one pound. The homemaker should know that the frankfurter links in the sheep or narrow casings are usually about 4 inches long. They come 8 to 12 to the pound. Those put up in the hog casings are thicker and usually about 4 inches long. They come 8 to 10 to the pound.

"Meat loaf as juicy and tender as that prepared in the home kitchen. It is made from fancy selected pork with a small amount of beef added, attractively but delicately spiced to bring out the tasty meat flavor. This product is put up in one pound loaves, wrapped in cellophane paper and may be served hot or cold. Directions for serving are found on the wrapper.

"Jellied pigs' feet have always been considered a delicacy, but what a job it is to prepare them at home, and why do so when you can find this spicy, tasty meat made from the same meat products as used in the home on the market in one pound cellophane wrapped loaves. Boneless jellied pigs' feet are prepared by cooking until the meat is ready to fall off the bones. Then the bones are carefully preserved to avoid breaking the shape of the foot. They are packed into molds and a tasty gelatin jelly is then poured over all. When the jelly is firmly set the meat is unmolded and wrapped in cellophane paper."

A. & P. Accused of Selling Bad Meat.

Seven suits asking a total of \$50,000 damages were filed against the Great Atlantic and Pacific Tea Co. in Baltimore, Md., during the week by members of the Bangert family. The suits claimed \$25,000 damages for the death of Marie, ten year old daughter of Mr. and Mrs. Joseph H. Bangert, while each of the parents and their three other children, Catherine, Irene and George, claim \$5,000 damages, as the result of eating a ham alleged to have been in improper condition for food bought from the company.

Entertainment.

Lady: I'll give you a nickel, not because I think you deserve it, but because it pleases me.

Beggar: Thank you, good woman, but why don't you give me a quarter and have a real good time?

A wise man never regrets his mistakes. They have made him wise.

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

MICHIGAN BELL TELEPHONE CO.

Beautiful scenery, fine highways, easily accessible lakes and rivers make Michigan an ideal vacation land

WHILE on your vacation this summer, you can keep in close touch with home and office by Long Distance telephone. Wherever you go, you will find a telephone from which you can make a Long Distance call. Telephone back home each day or two. The rates are low. For example—

For **90^c** 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	Day Station-to-Station Rate
Grand Rapids to:	
ELK RAPIDS, MICH.	\$.90
WAYNE, MICH.90
PONTIAC, MICH.85
TOLEDO, OHIO80
TRAVERSE CITY, MICH. ..	.80
LAPEER, MICH.85

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

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.	Civil Service Course.
Collegiate Secretarial Science Course.	General Business and Banking Course.
Special Secretarial Course.	Salesmanship and Advertising.
Business Administration Course.	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.

FINANCIAL

MONTHLY BUSINESS REVIEW.

Events of Considerable Economic Significance Have Occurred.

The recent decline in stock prices ended an advance predicated largely on the belief that general business would return to normal at the latest by midyear. The utter failure of business to follow such forecasts has indeed been an important factor in inducing the recent liquidation in stocks. Many people are even beginning to doubt that normal business will have been achieved by autumn. The speculative group, at any rate, appears now to have reconciled itself to the possibility of low 1930 earnings for many companies, and is discounting the future on the basis of these lower earnings.

While the over-subscription of the German loan in almost all of the countries in which it was offered is in itself an important sign, greater significance should perhaps be attached to the fact that it brings to a close over ten years of economic uncertainty both in Germany and elsewhere.

With regard to the new tariff, little need be said except that, now it is a law, business men are free, after fifteen months of uncertainty, to go ahead in the matter of adjusting their operations to the new schedules.

The summer season is normally a dull period in trade and industry and business men usually attach no significance to declining activity at this time of year. When such a decline is accompanied, however, by continuously falling prices the matter is considered in a different light. Although the present recession in wholesale commodity prices got under way nearly eleven months ago, it did not receive recognition as a major movement until recently. Retail prices have not participated in the decline to nearly the extent that wholesale prices have, and one of the reasons for this is to be found, no doubt, in the widely advertised notion that the business recession would be of short duration. Thus, retailers encouraged in the belief that the recession would not be prolonged, decided in many cases to carry their inventories through the slump rather than liquidate at price concessions. One way in which purchasing power, now reduced by widespread unemployment, may be brought more nearly into line with current production is by a reduction in the prices of the goods which consumers purchase.

Activity in the steel industry has continued to decline in recent weeks, the drop in May being nearly three times as great as the normal seasonal decline. Operations at present are 69 per cent. of capacity. Some further decline is expected in the industry, but within thirty to sixty days an upturn is predicted, which may bring the industry to an operating rate of 75 to 80 per cent. of capacity by October. The main support of the industry at present is found in the large orders for line pipe.

Building has shown some increased activity in the last fortnight but the total value of building contracts re-

ported to date this year is still about 16 per cent. below totals for the same period of 1929. Residential construction showed a slight upturn in May, but this group of building projects is still greatly under the levels of previous years.

Carloadings in the first five months of 1930 were 8.6 per cent. below those of the similar period of 1929, but only 4.8 per cent. below the corresponding 1928 period. Loadings later in the year should make a better comparison with corresponding 1929 periods not only because some improvement in business will probably occur but also because they will be compared with months in the period of depression rather than in the period of exceptional activity.


Both wholesale and retail trade in recent weeks has been slow. Caution governs the retailer in his buying. Inclement weather and reduced purchasing power are curtailing his volume of sales. Unemployment in May was reported to be as large as in January and only 2 per cent. below the peak. The number of unemployed in the country as a whole was estimated at more than 3½ million.

Credit conditions continue easy. Call money dropped to 2½ per cent. last week, the lowest rate since March 20. Rediscounts at Federal Reserve banks are also at March levels.

In general Michigan business in May was little different than business in the country as a whole. Automobile production during the month amounted to only 433,328 cars, a decrease of 7 per cent. from April and of 32 per cent., compared with May last year. For the first five months the output totals 1,970,849 units, a decrease of 31 per cent. from output in the first five months of 1929. Out of ten reports received from Chambers of Commerce in cities throughout the Southeastern part of the State where the automobile industry is concentrated, seven indicated manufacturing activity as below normal. Furthermore, five out of the ten reported decreasing employment. The attitude of business men in this area, probably typical of that throughout the country, is rather well put in the statement "Everyone is out after all there is right now." Reports from more than a dozen bankers in this section show little variation from reports referred to above. At Midland both employment and manufacturing are reported normal and at Port Huron manufacturing is said to be normal and employment increasing.

Bank clearings in the principal cities in Southwestern Michigan show declines of from 8.7 per cent. to 49.3 per cent. in May, 1930 as compared with May, 1929. Similar comparisons using first five month totals show variations from 13 per cent. to 32.9 per cent. Bank debits in these cities likewise show large declines for May, 1930, as compared with May, a year ago.

Building operations in Southwestern Michigan cities, as indicated in the value of building permits issued, show even greater variation than bank clearings or bank debits. In Royal Oak and Bay City, the May totals

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



**OLD
KENT
BANK**

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

The Measure of a Bank

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

this year were over 60 per cent. above the May, 1929 totals, while in the other cities this year's May totals averaged about 50 per cent. under those of May, 1929. Retail trade in Detroit as reflected in department store sales is running about 18 per cent. below last year's sales totals.

Business conditions in Southwestern Michigan are very spotty. Reports from Battle Creek indicate normal manufacturing operations and employment increasing. At Kalamazoo, manufacturing is also reported normal with no change occurring in employment. Grand Rapids reports give still another picture, with manufacturing below normal but employment showing a slight increase. Taken as a whole, May building permits issued in this section were about 35 per cent. less than the total for May, 1929, and bank clearings declined by 17 per cent. Bank debits decreased by 8 per cent. at Kalamazoo but at St. Joseph an increase of 23 per cent. was reported.

In many sections of Northern Michigan business in the past month has reflected the prospective increase in tourist trade during the summer months. Dr. Julius Klein, Assistant Secretary of Commerce, recently estimated that in the United States between 45,000,000 and 50,000,000 vacation tourists will take the road in motor cars during the summer. The contribution these and other vacationists will make to business places the vacation "industry" well up in the field of importance, ranking with the steel and iron industries, and above the oil business and the meat packing industry. That a fair proportion of the tourist business of the United States will be attracted to Michigan goes without saying for with its excellent roads, beautiful lakes, well kept tourist camps, and excellent summer climate, it has much to offer the vacationer.

Out of nine reports received from banks in the Northern counties, seven indicated normal employment and two of them increasing employment. Conditions at Hart are still slow but, since this is one of the principal canning centers of the State, its business may be expected to expand seasonally with the commencement of the canning season.

In the Upper Peninsula a more than seasonal slackness is evident. Lumber mills are running day and night, it is true, but principally because the logs must be cut in spite of the poor market for lumber. A 10 per cent. decrease in wages, effective July 1, has been announced by two of the largest copper companies, and with both prices and the demand for copper declining as it has in recent trading periods, output may likewise be curtailed. Although note of optimism is found in the reports received from bankers in this area on summer tourist trade, in the main, Upper Peninsula bankers are prepared to experience slow business throughout the summer months.

Crops in general look good throughout the State, rains in many sections during the early part of June having proven very beneficial. In the Saginaw Bay area, the crop outlook is excep-

tionally good but the price situation leaves much to be desired. A short hay crop is reported in the vicinity of Albion but the condition of other crops is normal or better. In the truck crop area South of Grand Rapids, some frost damage was incurred in May. Reports from Traverse City state that the cherry crop is very good. Cold weather has retarded crop developments in the Upper Peninsula to some extent.

The estimated value of building permits issued in 23 important cities of Michigan during May totaled \$8,688,164, compared with \$8,078,243 in April and \$20,235,691 in May, 1929. Outstanding gains during May were shown in the totals reported for Flint, Saginaw, Royal Oak, Hamtramck and Ironwood.

Electric power consumption as reported by three large power companies in Lower Michigan increased 1 per cent during May but was nearly 20 per cent. below the total reported in May, 1929.

Upper Peninsula and Northern Michigan bankers in nearly all cases report sufficient money to care for local needs. In the Southern counties of the State about half of the reports indicated a scarcity of loanable capital and half indicated a sufficient quantity to meet local demands.

During the next few months the danger of too great pessimism may be as real as was the danger inherent in the optimism which existed a few months ago. Conservative economists believe that some improvement in business should be noted by autumn but that full recovery will not be realized until the spring of 1931. Business men may well adjust their operations over the next few months on the basis of such predictions.

Ralph E. Badger, Vice-President,
Carl F. Behrens, Economist,
Union Guardian Trust Co.

Gradual Rise in Bonds Seen.

If the average cost of capital continues to decline as it has done for the last year, bond prices may be expected to advance gradually. Some authorities look for a continuation of this trend for several years.

There is a relative scarcity of available long-term capital all over the world, in spite of the abundance of short-term funds, in the opinion of Moody's Investors service, and this organization foresees a moderately downward trend in the price of capital for the next several years.

A weighted average of yields on new issues indicated a cost for long-term capital in the first quarter this year of 5.54 per cent., compared with 5.69 per cent. in the final quarter of last year and with 5.61 per cent. in the first quarter of 1929. The yield for April and May averaged 5.49 per cent.

Despite the cheapness of short-term credits, notably in the large world financial centers, recent figures do not show any substantial easing in long-term rates and suggest that the current notion that capital is very cheap is largely erroneous, according to Moody.

The slowness with which rates for long-term capital follow short-term rates has been demonstrated several



L. A. GEISTERT & CO.

Investment Securities

GRAND RAPIDS—MICHIGAN

506-511 GRAND RAPIDS TRUST BUILDING

Telephone 8-1201

TITLE INSURANCE

should be a part of every real estate transaction.

When buying land or loaning money on real estate in Muskegon and Oceana Counties,

REMEMBER US.

We write Title Insurance and make Abstracts of Title on lands in both counties.

BANKERS ABSTRACT & TITLE COMPANY

owned by

Bankers Trust Company of Muskegon

GRAND RAPIDS NATIONAL BANK



Established 1860—Incorporated 1865 — Nine Community Branches

GRAND RAPIDS NATIONAL COMPANY

Investment Securities

Affiliated with Grand Rapids National Bank

times in the past. The peak price of capital usually occurs some time after money rates have reached a peak, and the easing of capital rates takes a considerably longer time than the fall of money rates. The main reason for this discrepancy, Moody's finds, is the difficulty of the capital market to absorb new issues in times of industrial recession. It is not easy to obtain funds at low rates through flotation of new securities, for these are ultimately financed out of savings which in dull times are greatly curtailed.

The average of the price of capital since the beginning of this century, according to Moody's, was 5.4 per cent., as compared with an average of 4.6 per cent. for a composite of money rates at New York. At the present moment the respective averages are 5.5 per cent. and 3.3 per cent.

Movements in money rates are compared by Moody's to ocean waves which never depart permanently from a certain level, but fluctuations in capital prices are characterized by broader and seemingly more permanent cyclical swings.

These wider movements, it is contended, coincide roughly with the wide cyclical swings of commodity prices. The correlation is not accidental, for the same fundamental causes which create over-capacity of plant, and thereby reduce the level of commodity prices, also the demand for new plant and thus eventually tend to lower the prices of long-term capital.

William Russell White.
[Copyrighted, 1930.]

Less Electricity Used in May.

Electrical output is becoming an increasingly popular rod for measuring the flow of industrial activity in this country, though the power industry's underlying growth perhaps helps to keep the picture bright, and the Electrical World's index for May shows a 1 per cent. drop for the month and a 13.1 decline from a year ago.

What this index of industrial activity reveals is that the decline last month was greater than the normal seasonal slump, and that the volume of business now is back at its level for two years ago. If we may judge operations by the amount of electricity consumed in 3,800 manufacturing plants scattered over the country, industrial activity in the first five months this year has varied no more than 2 per cent. from the average for that period. Operations for the January-May period ran 11.4 per cent. under the corresponding time last year, which is not far away from the April showing, and the January-May average like April ran along on a level with 1928.

Geographically speaking there were variations. While all sections of the country report manufacturing activity materially under last year, the South, North-Central and Western territories did better in May than in April.

The only three industrial groups that did better in May than in April, taking the country as a whole, were food products which lead with a gain of 15.8 per cent., chemical products 4.7 per cent. and paper and pulp 4.4 per cent. These three industries likewise were the only ones in the country as

a whole that were more active in May than a year ago.

Similarly the automobile industry with a drop of 34.6 per cent. holds the banner for the largest decline from a year ago. Leather products fell 30.4 per cent. Textiles, 26.1 per cent. Steel 21.6 per cent. Metal working plants 19.3 per cent.

It will be interesting to see how this index based on the consumption of electrical energy in various industries compares with other indexes on production for May still to be computed.

Paul Willard Garrett.

[Copyrighted, 1930.]

Pasteur Treatment as Preventive of Rabies.

Contrary to general belief, rabies in animals, especially dogs, is not prevalent in the Summer time to the exclusion of other seasons. However, opportunities for the exposure of humans to animals afflicted with rabies are more plentiful during the Summer months.

All persons who come in contact with rabid animals even remotely should avail themselves of the Pasteur treatment. This treatment can be used only for prophylaxis; that is, it is only a means of preventing the occurrence of the disease, for once the symptoms of rabies have made their appearance, death is inevitable.

The virus of rabies is contained in the saliva of the animal afflicted. It is also contained in the milk of cows which have the disease. Hence it is considered that persons who care for animals, especially dogs, by way of administering medicine, by petting or attempting to feed them are exposed.

The virus may gain entrance to the body through minute abrasions of the skin, even those too small to be noticeable. The incubation period, i. e., the time which elapses from the date of exposure by bite or otherwise, may vary from two or three weeks to a whole year.

The virus has special predilection for nerve tissue and works its way along the nerve trunks until it reaches the brain. Hence the nearer to the brain is the site of the entrance of the virus, the shorter the incubation period. Lacerations of the head, face and neck are often fatal in spite of prompt administration of anti-rabic treatment.

All dogs suspected of having rabies should be securely chained and observed for ten days. If infected, definite symptoms will appear in that time.

If symptoms appear the dog should not be killed at once, but should be allowed to die, the head should be cut off, packed in ice and sent to the laboratory for examination. Care should be taken that the head is not mutilated, for this interferes with successful examination.

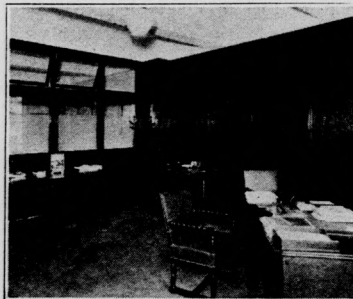
Treatment of the persons bitten should, however, be instituted at once.

When a rabid dog is known to have run at large, it should be required that all other dogs be restrained and kept on leash. This restriction should be kept in force for at least six months. Persons exposed to known rabid animals should begin the anti-rabic treatment immediately.

D. C. Steelsmith, M. D.

What the closed shop unionist means is that no one shall work who does not pay dues to his union.

Now we think of it, no weather forecaster ever ran for President. They know better.



CIRCLE "A" PARTITIONS
for Banks, Offices, Shops, and Industrial Plants. Folding and Rolling Partitions, School Wardrobes with grouper pair operating doors.

Write or phone

ASSOCIATED MATERIAL & SUPPLY CO.
Grand Rapids, Mich.

1222 Burton, S. E.

Phone 3-2851



A
CAPACITY
TO
SERVE
THAT
WINS
EVERLASTING
CONFIDENCE

**PETTER,
CURTIS &
PETTER
INC.**

Investment Bankers and Brokers

— PHONE 4774 —

Grand Rapids

Muskegon

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

**Fenton
Davis
&
Boyle**

Investment Bankers

Detroit
Grand Rapids
Chicago

"Straight thinking" folks are finding out from their investment banker what IS "new"—exactly as they do with regard to all other important factors in modern life. This banking house can serve you.



POTATO CHIPS

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

GUARANTEED

5½% 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. ... 5½% 1938		
Guaranteed by National Surety Company		
\$11,000 Union Mortgage Company ... 6% 1932		
Guaranteed by Southern Surety Company		
\$25,000 Illinois Standard Mortgage Corporation ... 6% Serial		
Guaranteed by Metropolitan Casualty Insurance Company of New York		
\$10,000 National Union Mortgage Company 6% 1946		
Guaranteed by National Surety Company		

The
Industrial Company
Associated with
**Union
Bank of Michigan**
Grand Rapids,
Michigan

Resources over
\$5,600,000.

MUTUAL FIRE INSURANCE

Work of Credit Men Along Fire Prevention Lines.

The National Association of Credit Men was identified with the first organized effort to interest the public generally in fire protection. In 1910 Charles E. Meek, then the executive head of the N. A. C. M., organized a tour for a fire prevention speaker before local credit men's associations and before the spring of 1911 fire prevention meetings had been held by practically every local credit men's association in the country with much attendant newspaper publicity. This campaign tied in the credit men very intimately with the activities of the National Fire Protection Association and each local credit men's association became the point of contact for fire prevention effort in the state or city in which it was located.

While the speaking tour of 1910-1911 attracted national attention the constant subsequent work of the credit men has been a local or individual contribution made without much publicity. The contributions of time and service have been made on different subjects at different times, but the activity of the credit men has been continuous in some form since they first rallied to the help of our cause in 1910. During the last twenty years the office of fire marshal has been created in a great many of the states which previously had no such official and had in consequence been a refuge for fire-bugs from other states. In all our campaigns for the establishment of this office the local credit men have been conspicuous helpers.

In the development of our field engineering service, which contemplates the creation in every city of a fire prevention committee, usually under the auspices of the Chamber of Commerce, we have never failed to secure the appointment of a prominent and influential credit man as a member of this committee. In our campaign to establish fire prevention day, which has now developed into fire prevention week, we have had the steady and enthusiastic support of the local credit men throughout the country; and in the campaign in which we are now engaged to standardize the arson laws of the country, we have received constant help, not only from the National office of the credit men, but from the local credit executives who are called upon to assist.

Our model arson law has, during the past three years, been adopted in twenty-seven of the states, a remarkable accomplishment made possible only by the co-operation of our influential organization members having local branches or chapters. The old statutes aimed at the crime of arson covered only the man who "burns the property of another." Our model law extends the offense of arson with its penalties to the man who burns his own property. Previously, when such burning did not constitute arson, the culprit could only be proceeded against as a defrauder of fire insurance companies. In twenty years the country has been

slowly coming to understand the economic significance of the fire waste. The task of public awakening would have been doubly hard had the credit men not come to our aid at the start with its splendid organization throughout the country. It co-operated in giving the first impulse to our educational work and incidentally made friends for our cause in every state and every large city. Through these contacts our educational activities have continued to reach the public. There is much yet to be done and in the work now projected we know that the credit executives will continue to play their originally important and influential part.

Insurance Indispensable To Credit.

Mr. Neal Bassett, President of the Fireman's Fund Insurance Company of Newark, recently said: "It is not too much to say that the credit of the financial world is based upon insurance. The farmer and other producers cannot obtain credit without insurance; the retailer cannot obtain credit without insurance; the wholesaler cannot obtain credit without insurance; the manufacturer cannot obtain credit without insurance; and in fact no owner of produced property, in contradistinction to (simply) land owner can obtain credit based upon property without insurance."

Insurance is the bulwark of the Nation's credit. A knowledge of its economic significances as well as its technicalities is imperative to the successful credit executive.

"Little Accident."

Whenever a prospect says he never has accidents tell him about Terry Sullivan, of Templeton, Calif. While Terry was perched on a ladder painting the eaves of a house the ladder fell. He clung to the rain gutter and when the gutter gave away slowly seized a limb of a nearby tree. The limb proved dry and broke, plunging Terry twelve feet to the ground. Having had time to regain his balance before the fall he was unhurt. However, a gallon paint can which had been fastened to the gutter came down a second later and struck Terry on the head. He was stunned and staggered against a garden wall, upsetting a heavy flower pot. This fell upon his leg, breaking his ankle. Overcome by the pain, Terry fainted, and as he collapsed cut a deep gash in his forehead by hitting the steel hooks of the fallen ladder.

New Pocket Color Card.

The new pocket color card featuring the ten basic colors for fall selected by the color co-ordination committee of the National Retail Dry Goods Association in co-operation with the Textile Color Card Association made its appearance last week. The shades are shown both silks and woolsens. They comprise Manila, bison and Salvador browns; rubytone and winetone reds, cricket and marble greens, admiralty and "bluglory" blues and copperglo, a red-brown shade. The card, the first of its kind sponsored by retailers, is for the guidance of buyers, purchasing offices and merchandising executives and department heads.

Hit Price Emphasis in Glassware.

Price concessions which glassware manufacturers claim they are forced to make to obtain orders are depriving them of even a small profit in an active season. One manufacturer points out that he booked his greatest volume this Spring, but has no profit to show for his work. Independent and chain

stores are placing Fall orders in good volume at this time, he said, but demand prices even lower than the Spring levels. Two-tone effects are wanted in glasses purchased for Fall. Combinations of ruby and crystal and green and crystal lead in color choices. The black and white combination is said to be losing popularity.

Have You Received Full Value For Your Money?

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

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

THE FINNISH MUTUAL FIRE INSURANCE COMPANY
CALUMET, MICHIGAN

444 Pine Street

Phone 358

Affiliated with

The Michigan Retail Dry Goods Association

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.

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

CONSERVE DIETARY VALUE.

Sterilizing Methods of California Which Retain Vitamins.

While the preservation of foods in closed containers was discovered many years ago, it is only during comparatively recent years that canned foods have been placed upon the market in large quantities.

Among some uninformed persons an unwarranted prejudice against the use of canned foods in the diet still exists. Very few people, however, have this mistaken idea and it is generally recognized by most people that canned food has a distinct and definite place in the diet.

The nutritious value of such foods is not destroyed in the canning process. The valuable vitamins which are in the fresh products are not destroyed by the sterilization methods now used.

Canned foods yield energy, provide body heat and help to regulate the body processes. Any food product which can fulfill these functions should by all means be incorporated in the diet.

The essential factor in the canning process is the application of sufficient heat to insure the preservation of the canned product. The temperature must be sufficiently high to destroy all possibility of any harmful bacteria to escape destruction.

A large amount of research work has been involved in determining the necessary degree of heat to be used in the packing of various food products which may vary greatly in their density and composition. The length of time that food products shall be subjected to the required temperatures is also a matter of importance in the proper canning of food products.

Upon the completion of exhaustive investigations along these lines, which were carried out under the California State department of public health, that department drew up regulations for the canning of vegetables and fish products. These regulations are now most rigidly enforced in all California canneries where such products are packed.

The cooking process, as outlined in these regulations, does not destroy the nutritive value of the foods and it does not destroy the life-giving vitamins which are found in vegetable and fish products in their natural state. The proper cooking process, however, does insure the safety of such canned products and is a guarantee of their wholesomeness and purity.

Every cannery in the State which uses sterilizing equipment is required by law to secure a license from the State board of health. Such licenses are issued only after a complete and detailed inspection of the premises is made.

Each can of foodstuffs carries a code number by which the can may be identified, regardless of the label that may be placed upon it. By means of the code number the temperature at which the can was cooked and the length of time that it was cooked can be checked, at any time, upon the records.

Twenty-six inspectors, besides a chief inspector, are employed, constant-

ly, in the division of cannery inspection, together with additional employees during the rush seasons when perishable products are packed in enormous quantities during short periods of time. These inspectors are on duty nights, days, Sundays and holidays whenever the canneries are operating.

One of the great conveniences to the housewife, in the use of canned vegetables and similar products, lies in the saving of time which is required to prepare fresh vegetables and fish for home cooking. The elimination of waste is another important convenience which affects the family budget materially.

The ability to take advantage of these great saving conveniences without in any way lowering the food values of the products considered is one of the greatest advances in domestic science. The saving of time and the elimination of waste are two great objectives of modern industry, and these remarkable accomplishments of industry are passed on to the benefit of the housewife, who is able to use them to the great advantage of the family budget, enabling her to have more time available for her own recreation.

Asparagus, spinach, pumpkin, tomatoes, olives, vegetable salads, string beans, beets, carrots, cauliflower, celery, soup, sardines, mackerel, abalone, tuna and other fish products which are packed in California canneries are produced under the sanitary supervision of the California department of public health. Consumers of these products, in any part of the world that they may be eaten, may have full assurance not only of their safety in so far as health is concerned, but they may also be assured that such products are of great food value and that they retain full content of most of the vitamins that are essential to life.

This does not mean that any individual should live on canned foods alone. Milk, eggs, butter and fresh meat should also be included in the diet of every family, for such products also contain vitamins which are not found in either cooked or raw vegetables. Both canned and fresh vegetables, dairy and meat products, are of the utmost necessity in the diet of every individual.

Canned vegetables and fish have a distinct place in the family diet and are full of those food attributes which build muscle fiber, tissue and blood. Their mineral content is equivalent to the mineral content of similar fresh products, and when used in conjunction with other articles of diet they provide every essential factor that is needed in the growth and development of the body. Walter M. Dickie,

Director of Public Health State of California.

Special Delivery.

Salvation Lassy (to miserly old man): Won't you please give something for the Lord?

M. O. M.: How old are you?

Salvation Lassy: Just sixteen, Sir.

M. O. M.: I am sixty-five and since I'll be seeing Him long before you do, I'll just hand it to Him myself.

Uncle Jake Says

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

KVP DELICATESSEN PAPER

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

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

KALAMAZOO VEGETABLE PARCHMENT CO.
KALAMAZOO, MICHIGAN

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

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

In the Days of King Boot.

Grandville, June 24—It is a far cry from the days of fine boots and rubberless feet to the present hour when wet feet are regarded with suspicion by health officials. Pneumonia they had in that day over two generations ago, but it was known then as plain lung fever from which many of the early settlers died.

Most of the diseases afflicting humanity in early days still exist but under another name. Doctors are even more mysterious in their diagnosis to-day than in the ancient times.

And footwear was less artistic then than now. Children of pioneer parents had no rubbers to cover their feet in damp weather; instead they wore heavy top boots with a heavy coating of tallow to keep out the wet. Notwithstanding this very few pioneer youngsters came to the home fire in the box stove with dry feet.

Were there more illnesses in those days than now? Not likely. There are modern physicians who disclaim a belief in the danger to health of wet feet. The common animals go about unshod, why should the human biped be more likely to "catch his death of cold" from exposure to moisture?

The covering of the feet was quite as important in early days as now, and even the wildest woodsman usually had a pair of fine boots to don when Sunday or a holiday came.

Fine boots for the men, morocco or cloth gaiters for the gentler sex. Women wore heelless shoes until the time came when heels were added, and which were viewed with a doubtful expression on the part of Miss Nancy.

The idea of heels for women's shoes was horrifying, and yet these soon superseded the old heelless shoes and women have never seemed to regret the change. Some of the more cultured dames of the woods adopted for Sunday wear the neat beaded moccasins made by the Ottawa squaws, colored black and really an ornamental footpiece.

Different conditions in life have wrought a change in many things, more especially in the feet of men and women, or should we say gentlemen and ladies? At the woods dances the men in attendance were usually addressed by the caller off as "Gents." For instance, at the conclusion of a quadrille, "Gents to the right and ladies take their seats."

The having of a small foot was a matter of considerable pride to the pioneer men and women of seventy years ago. Surprising as it may seem there were many husky log-cutters who wore number six fine boots, oft times squeezing their feet into so close-fitting a leather prison as to cause pain and later the forming of corns.

Three styles of boots were worn, those denominated cowhide, hipskin and calfskin, the latter being the dress boot for all holiday occasions. Children, both sexes, wore hip boots with copper toes.

I do not recall the date of the advent of the rubber foot covering. It came as a relief from the moisture which common leather refused to repel.

A French settler remarked to the amusement of his hearers that, "My daughter Della have a very small foot; she wears a number seven shoe." This created no end of amusement to the lumber boys who sometimes beamed said daughter to dancing parties, since number seven was considered a monstrous size for a woman's foot. The belles of the backwoods all aspired to the wearing of a two and a half to number three shoe.

It must be confessed that some of the ladies overdid the matter and by the practice of wearing tight shoes bred a crop of corns for their dainty toes.

Women folks of to-day are less proud of displaying a small foot,

which is as it should be. A small body should have feet to correspond, although in the backwoods this was seldom taken into consideration.

A big boss on the drive wore number six boots when out in company, although for every day wear, and for comfort two sizes larger were far more comfortable and were generally worn.

Going without stockings became something of a fad with some of the lads of the camp, one having read that feet would be warmer in winter with no socks. Even the writer of this tried the experiment as a youth, riding twenty miles on a cold winter's day with no socks on his feet. It may be of interest to state that the fashion petered out at the conclusion of that one experiment.

Another fad that hit a few young fellows who were growing bald was that of going about hatless. A learned doctor came to the woods on a lecture tour and preached that the cause of so many bald men was from the fact that they smothered the roots of the thatch, and that air and sunlight was necessary for keeping a good head of hair.

One young fellow who was losing his head thatch went hatless for a long time, through storm and shine. In the end he blistered his head and unfortunately did not regain his lost hair.

There were many wise ones among the lumberjacks, and when the advent of shoes for men came in some of these refused to be convinced that it could ever be the proper caper for men to become effeminate by wearing shoes. Their wisdom, however, had no power to prevent the loss of legs on man's footwear. To-day a man wearing boots such as existed in the long ago would be considered a moron.

Times change. Fashions change. At the last hour we shall all change, and perhaps wonder why the angels don't wear boots.

Old Timer.

Has It Come To This?

A local demonstration of the Chain System tactics has been exemplified in our neighboring city of Santa Ana. The individual grocers there planned and put into execution a local radio program for the purpose of advertising their problems to the surrounding community. Unfortunately, the station used is owned by a newspaper, and in said newspaper are advertising facilities used to a certain extent by chain stores. As the radio programs outlined many truths concerning the individual merchants. Chain representatives carried advertising contracts to the offices of the newspapers and issued an ultimatum that, unless the individually sponsored radio programs ceased, all chain advertising contracts would be cancelled forthwith! Thus, we may vision the methods of the chain systems at close quarters. Wherever it is possible to exert the power of might over right they can be depended upon to bring pressure. Truth hurts, and it hurts chain systems at the present writing more than they will admit in public. At Santa Ana one chain representative made the remark in the newspaper office that "the programs are distasteful to us." If we are any judge of the reports from coast to coast, until chain methods and policies are altered to meet community conditions for prosperity via the payment of living wages, chain executives will be carrying the well-known "dark brown" taste for some time!—Los Angeles Grocers Journal.

GOODNESS

in the milling

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

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



PURITY OATS COMPANY
KEOKUK, IOWA

The Brand You Know by HART

Fancy

Fruits



Quality

Vegetables

Look for the RED HEART
On The Can

W. R. ROACH & CO.

General Offices
Grand Rapids, Michigan

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.

Capper-Kelly Bill Headed Toward a Vote.

Lansing, June 23—The Capper-Kelly price maintenance bill, after having been held up for ten years in the Interstate Commerce Committee, was reported out a few months ago. Then it was referred to the Rules Committee, where it was expected to die. The unexpected has happened again. Last week the Committee gave the measure a preferential status which insures its early consideration by the House. The chances seem still to be against its passage.

Incidentally, in the pressure put behind the Capper-Kelly bill by National advertisers of trade marked articles, retailers are said to be finding another reason for that swing toward private brands which is seriously worrying several industries. Retailers have asserted that they are shifting to private brands to maintain their independence. If their shift is to be accelerated by passage of the Capper-Kelly bill, the measure's success might do National advertisers more harm than good.

Our good old pal and business associate, John DeHoog, Secretary of the Grand Rapids Merchants Mutual Fire Insurance Co., is in St. Mary's Hospital, Cherry and Lafayette streets, Grand Rapids for surgical treatment and rest. We were very sorry to learn of this interruption in Mr. DeHoog's method of living. He has made a wonderful record as manager of our insurance company, enjoys the respect of all those with whom he has done business and all wish for him a speedy recovery. The business in the company's office is in able hands The Assistant Secretary, Miss Eleanor DeHoog, is a capable young woman, well trained in the details of the work.

Since sending out News Letter No. 15 mentioning the change of name of the Associated Knitting Mills Outlet Co., we have had several calls for the pamphlet relating to transient merchants, peddlers, false advertising and fraudulent sales. We repeat in this bulletin that we have a quantity of these on hand compiled from Michigan laws in 1925. They should be in the hands of our members who are struggling against dishonest competition. The last three or four sessions of the Michigan Legislature made very few changes, although some changes were made in the garnishment law. By taking a copy of this pamphlet to a nearby law office you can easily check up the changes which have been made since the pamphlet was printed. Call upon us for more if you need them.

Members of our Association who happen to be driving around through the State this summer should call at the store of E. O. Shorno, in Woodland, near Hastings. Mr. Shorno has a combined grocery and dry goods store. He has joined the Independent Grocers Association and representatives of that organization have been helping Mr. Shorno to remodel his grocery department. He has surely brought about a revolution.

Mr. Shorno is an enterprising man and would make improvements on his own account. Antiquated rubbish, such as old heavy counters, have disappeared. The store has been equipped with neat, well-made shelves. The merchandise is all within reach and he is doing a larger volume of business on a smaller stock than heretofore. The influence of his work in the grocery department is now extending to the dry goods department and something is already happening on that side. In-

stead of worrying about chain stores, go and see how one of your own number is helping to keep chain stores from coming to his town.

On the same day we visited Otis Miner's store in Lake Odessa. Mr. Miner is a good merchant and his store is neat and well kept. He is not gloomy over his prospects although he admits business might be better.

A proprietor of a store who has been in our membership a couple of years but who was not enterprising enough to attend a district meeting when held in his city gives as his reason for cancelling membership that my advice to him to live up strictly to the terms of his contract with his pattern company cost him expense in settlement.

We had read the contract made several years ago with the pattern company which renewed itself by default because this merchant had not sent the required termination notice. His pattern stock was increasing. He had not been thorough in sending back the discards. We had promised to help him make settlement but apparently made a mistake in advising him to keep his part of the contract. The usual jokers appeared in the pattern contract and had been pointed out to him. He stared at me reproachfully and gave this as his reason for dropping membership. I bade him a courteous and silent goodbye.

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

Trend To Three-Button Coat Seen.

Fall styles in men's clothing are expected to develop a tendency to the three-button, peaked lapel coat, which is the prevalent fashion in England. Of course, the two-button coat will be the leading seller, but some inroads into its popularity by the first mentioned style is anticipated. Worsteds will be the most favored fabric. In colors, the blue-gray tones are expected to predominate, with some favor shown the gayish browns. This has been a long-drawn-out purchasing season, due to cautious commitments on the part of retailers, but it is expected that most buying will be completed by the early part of July. The half-belted overcoat will meet with a greater response in the fall, it is thought.

Bathing Suit Trade Holds Up.

Unseasonable weather has retarded the sale of men's bathing suits, but, despite inclement conditions, a good volume of orders is appearing. One manufacturer, who has a patent pending on the crossed-strap style of swimming suit, is enjoying a good business in this suit, although it was announced somewhat late in the season, after a great number of commitments had been made. Black and light blue continue to be the predominating colors, with some favor shown sun-tan. Lightweight mohair sweaters with the vee neck and sleeveless slippers of the same material, in reddish browns, light greens and light blues are meeting with a very favorable response.

Straw Hat Group Adopts Code.

Official adoption by its straw hat group of a code of ethics and the establishment of an unfair competition bureau was announced last week by the Hat Institute, Inc. The code of ethics, comprising eleven separate provisions, is designed to prevent fraud upon the purchasing public as to qual-

ity of goods sold and protect customers against some of the practices which result in illegal discrimination, substitution, misrepresentation and other unfair methods of competition. The unfair competition bureau, under the direction of Warren Smith, institute secretary, will investigate all complaints charging unfair methods of competition on the part of any one in the industry.

New Type Overall Offered.

A new overall for which a number of advantages are claimed has been invented and is now being offered in the market. It is similar to the one-piece garment, but the coat and trousers are divided all around the waist by a patented fastener. This gives a drop seat and permits the trousers, which receive the greatest wear, to be replaced when necessary. A shirt or sleeveless top can be used in summer or a different colored coat. The garment, in addition, has approved safety features, such as the lack of flaps and tails. Patent is pending on the new overall and the idea applies to all garments of the one-piece type.

Garden Ornaments Sales Ahead.

Heavy re-orders on all types of garden ornaments including pottery, gazing globes, sun dials and similar articles reached the local market this week. Buyers for retail stores now in the market report that such articles are the most active of their garden goods stocks. The buying trend for ornaments did not develop its full strength until recently, and sales should continue brisk until well into

the summer. Retail sales of arbors, rustic furniture and plant frames have been disappointing during the last month. Several buyers expressed the opinion that the vogue for the garden furniture and arbors has run its course.

Browns Dominate Fall Colors.

Three ranges of browns feature the Fall color card of the Textile Color Card Association, which has just been issued. The card portrays eighty new shades. The outstanding browns include rose and mahogany shades. Reds are accorded considerable importance, especially in a group of four hues ranging from a rose to a deep wine tone. Greens are expected to repeat their popularity and are shown with blue and yellow undertones. In the novelty colors possessing special style significance are rosy copper effects. Twenty-two shades for evening wear and blouses have been titled "Directoire" colors.

Lamp Shades Sought For Sales.

Lamp shade buyers at present are in search of specially priced merchandise which can be offered in special sales this month. Most of the orders have been for chintz shades in empire shapes for bridge and junior lamps. They are wanted to retail around \$2.95. Odd-shaped shades, which were popular earlier in the season, are now desired only in the lowest retail ranges. A small but consistent demand is reported for silk shades in colors of green or gold to retail from \$5 up. Parchment styles in popular priced ranges are most popular in conical shapes.



You Don't Stock "Utica-Knit" Underwear —YOU SELL IT

Stock has no time to accumulate. A small stock to start and then pyramided as volume mounts higher . . . A legion of "Utica-Knit" friends as your first customers followed by everyone who compares values and wants quality for their money . . . Many of our customers carry only "Utica-Knit" Bodygard Underwear. We are prepared to meet every man's summertime request for athletic underwear with the following Bodygard 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

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, 901 Transportation Bldg., Detroit.

Gymnasium Exercise Creates Demand For Special Footwear.

There is nothing so cheap or so priceless as health. In this machine age where youth must be shut in factories in order to earn its daily bread, there is naturally a demand for more exercise. Swimming schools and golf clubs have increased their membership to an amazing degree, and now public schools give a new importance to the gymnasium. In the gymnasium great attention is paid to gum shoes, which are assuming a new importance throughout the country.

Gym footwear is pretty well standardized all over the world, and the rubber companies have agreed that the same basic pattern may be used even though trims and details are a bit varied and different. Most colleges and camps feature a white shoe or tie, with certain accepted requirements of drill duck or canvas for the uppers dried out and the usual innersole. Now however, there are new synthetic innersoles being marketed which resist perspiration and water and have all the wearing qualities of the former ones. Linings also have been experimented with and it is found that besides saving a neat profit on each pair of shoes, a lighter weight shoe may be constructed.

How can the shoe merchant make the most of this increasing market for shoes for indoor and outdoor exercise, footwear which lies somewhat outside of the ordinary classifications of sport shoes. Since there is not a great variety of types and styles, and one pair renders service over a considerable period of time, the volume and profit possibilities for the retailer are somewhat limited unless he devotes considerable thought and energy to sales promotion.

Here lies the opportunity for particular merchants to take advantage of the fact that the majority of stores probably do not attach the importance they really deserve to these specialized types of shoes. This leaves the field clear for a particular store, whose location may be favorable, to call the attention of the school students or gymnasium clientele to the fact that it is prepared to supply such footwear. Window displays, advertising through the mail to selected lists of students, Y. M. C. A. or athletic club members, advertising in school and college papers and similar publicity will help to establish the fact that a store is headquarters for gymnasium shoes. It may pay to add a small stock of gym and athletic suits and other accessories. Once a reputation has been established, it is relatively an easy matter to keep the business coming.

There is a disposition on the part of most shoe stores to take these special types of shoes very much for granted, and the retailers who make a real effort to merchandise them intensively are few. At the present time, however, there is need of energetic sales

promotion to develop business on all classes of shoes. When even the most prosaic and every-day kinds of merchandise are being advertised to the limit, it is a mistake to suppose that any kind of footwear can be relied upon to sell without effort. It is just as much of a mistake to assume that there is just a certain amount of business to be had on a certain type of shoe and that it cannot be increased with the right kind of effort.

Persistent, well-planned advertising, window displays and salesmanship produce business.—Boot and Shoe Recorder

Hold Off Your Sale Until August.

It has been suggested that instead of having your midsummer clearance sale in July, as most stores do, that you wait until August. If you will consider the question you will see that there are many advantages.

Of the two months August is more likely to be a hard month to get business than July. You need a special event in August more than July to keep your sales up where they belong.

But, you say, all my competitors will hold their sales in July! What of it? A little careful planning for July, with the judicious use of good bargains and a series of little events such as have been suggested will enable you to get through the month very satisfactorily.

The advertising of your competitors, and of stores in other lines will bring people downtown to buy during July. If you give more than average attention to your windows, changing them often, and see that they have a "sale" appearance at all times, you will get your share of the business from the shoppers brought out by the other fellow's advertising.

And in your own advertising, don't be satisfied with ordinary, colorless advertisements during July. Remember the papers will be filled with SALE! SALE! SALE! and your advertisement must be sprightly enough to stand up and demand its share of attention in competition with this sale advertising.

If you plan carefully you will come to the end of July with the realization that you have had a good month without a sale, and have probably netted considerably more on the business done than you would have done with a sale, and instead of August's long stretch of days to dismay you there is the prospect of a brisk clearance sale to keep things moving.

Story of a Fashion Inspired By Thrift.

The dull hosiery the shops have been screaming about for months are past the flash fashion stage. Whether or not they are with us forever (a very elastic word in the fashion vocabulary) is something else. One prophet declares they will be the only kind made within two or three years. Another predicts they will be good only as long as the vogue for shiny accessories persists. In any case, they are good now, and, for the benefit of those who tried the very earliest ones and found they did not wear well, it may be added that constructions have been improved.

The low-down on this particular fashion is as follows: Thrift, if you please, is the soil from which it grew. You do not hear much commotion about dull hose on Fifty-seventh street, for the good reason that the expensive sheer ingrain hose sold there are naturally quite dull. It is the army of women who pay around \$2 for a pair of stockings that the dull finish attracts. Why? Because it is prettier? Because it makes the ankles look more slender? Maybe. But just possibly the fact that it makes a cheap stocking look like an expensive stocking has something to do with the case.

The discovery was first made by some clever girl, name unknown, who found she could give her evening stockings a nice, dull, expensive look by the simple method of wearing them inside out. Word got about, all the young things began to do it, and a fad was born. A stylist, forever on the lookout for infant fads that may grow up into full-fledged fashions, realized here was an idea, and before long there appeared, for \$2 or a little less, stockings that were dull as dull, thanks to some twist of the thread or chemical process. Several types are now

on the market. The development of this fashion has been hindered by some patent mixup, but once it is straightened out you may expect to hear a good deal more about dull hosiery.

Stockings will be darker in the Fall, according to reports from Paris. At present the varying brownish shades are worn with light Summer costumes. For evening it is still smart to wear stockings the exact color of the flesh.

White Vogue Notably Strong.

The strength of the current interest in white has proved a surprise. In sports wear, summer apparel and silks, white is now in the lead by a considerable margin, with the indications being that its favor will continue until well into the summer. As popularity of this kind is usually followed by a sharp reversal, predictions are made that the fall will see a revival of strong interest in black and dull surfaced materials. Eggshell, pinks, aquatone and blues, in the order named, are the colors now in strongest favor, aside from white.

There is no such thing as business by divine right.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$425,396.21

for
Information write to

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

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.

Here And There in Groceries.

"I have a mortal horror of such an organization as the Canadian Credit Men's Association, terribly afraid of some day finishing up in the poor house—and yet I can't say no."

Successful operation of retail credit, which is one of the most profitable activities any merchant can engage in, must necessarily be founded on rules. Those rules must be thought out in advance. Then they must be adhered to as inflexibly as the recurrence of the morning.

It is one of the outstanding enigmas of ordinary retailing that men do not grasp this fundamental. A grocer who would not think of loaning two dollars to a certain customer will hand him out endless supplies of foods over weeks and months of time, literally supporting that man's family, and he will not only do this without plan or system, but in face of his own reasonably sound knowledge that this customer will never pay him. That is the kind of "cannot say no" which gives reality to poorhouse outlooks to plenty of retailers.

Why? I ask you. If you can answer, you are smarter than I am. For these same men—in fact, this very present correspondent—will be scrupulously exact about opening their stores at a given time each morning. Other business rules will be followed out exactly, but parting with their goods—for which they have paid money—that goes on with no rule or system.

I am always reminded of George Ralphs. We stood overlooking his store—the founder of Ralphs never had but one, as I recall it—and I asked some questions of practice. I have forgotten the question but not his answer. Nor do I care how often I quote it, for it is the statement of one of the great grocers of my generation. He said: "But you see, Mr. Findlay, our rules do not permit us to do that."

"Our rules," understand? Yet George was the whole thing in his firm. He could have broken any rule with impunity. But it was precisely because he made rules which set the exact limits on his character of business and then observed those rules as scrupulously as he would expect anyone to do that he was so markedly successful.

Credit is a good servant. It is one of the best servants a merchant can employ. But in the management of any servant the boss must dominate. He must be master or he sinks below the servant and becomes a slave. Credit is a gold mine to the merchant who knows how to work it. Let him but think out his rules and limitations in advance, then work by those rules and success and added profit will be his.

Exactly in line with the foregoing is the price maintenance bill which I see is now out of committee in Washington. Because the price maintenance law of California, Oregon and Washington resulted from an act of my own in 1906, I feel I ought to know something about them.

Since 1909, when that legislation was confirmed by the California Supreme Court, it has been any manufacturer's right to set absolute minimum limits on the resale prices of his goods, regardless of the channels through which they travel on their journey to the consumer. That applies to intrastate commerce in those three states now.

Is it enforced? Are those laws operated? No is the answer to both questions. Why? Because retailers promptly deserted brands backed by limited price regulations and pushed the sale of non-protected items. If you ask why they did this, I'll say it was the old habit of not thinking out a problem to its logical conclusion. And it must be noted that to enact a law is one thing, to enforce it another, and enforcement calls for backbone more than wishbone.

The fact is that men strong enough to cope with natural business limitations do not need such outside aid as that of price maintenance, and such aid will be ineffectual with men not strong in their own characters.

Now, I believe in price maintenance. I feel that this should be the right of every manufacturer. I have told why many times. But I feel that the retail trade should realize that it is expecting from such a law more than any law will provide. The enactment of it will be only the beginning—only the awarding of the right. The implementing of that right will always be up to the trade itself.

Let grocers devote themselves to the internal improvement of their own business in line with advancement to be observed on every hand in every town and city. Let them learn how to extend credit properly. Let them grasp the real fundamentals of service and render it in proper measure. Men who do this are not worried by any trade winds that blow, now or in the past, and will not be in the future.

It is to be noted that an advocate always sees one side more clearly than the other. Grocers who have gone into the "fight" against the chains overstate their own case. So does Henderson. Thereby they harm their cause more than they help it. In fact, they'd help more if they said nothing. But the other side errs in the same way.

For I have just read a story in Chain Store Manager captioned "Chains Have No Fight With Small Grocer," wherein figures are quoted which not only do not but need not hold water in any particular case.

It is contended therein that "the average small grocer does less than \$50 a day and \$100 on Saturday which in the month approximates \$1,500. Computing a 20 per cent. margin (which is high) this merchandise costs \$1,200, leaving him a gross of \$300." Follows analysis of expenses, which includes

(Continued on page 31)

EGGS - EGGS - EGGS

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

Wire or Phone for our quotations.

KENT STORAGE COMPANY
GRAND RAPIDS, MICHIGAN

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

**SANCTUM BAKORIUM
NEWS**

Despite the modern trend to abolish kitchen drudgery, HOLSUM could never have achieved its supremacy without the merit of quality.

Putnam's

"SEE-MOR" Display Box

THE MODERN
WAY TO
DISPENSE
BULK
CANDY



Size
16x11 1/2x4

A TRANSPARENT DISPLAY COVER WITH EACH BOX.

Ask about our Display Stand Offer

National Candy Co., Inc., PUTNAM FACTORY, Grand Rapids, Mich.

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

GRAND RAPIDS

MICHIGAN

MEAT DEALER

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

"Are We Meat Minded."

In a recent issue of one of our prominent agricultural magazines there appeared an article which called attention to the fact that many, if not most, of the retailers of meat are not meat-minded. It was claimed that the consumption of meat is handicapped by this lack of appreciation on the part of the retailer. Since this is a serious charge against our industry, it may be well to enquire how many of us, who are connected with the livestock and meat industry, are meat-minded?

The livestock producer, in many instances, has but little or no knowledge of the demands of the meat trade. Witness the large number of finished, heavy cattle, of large, overfat hogs, and of over-weight lambs which appear on the markets in such volume as to bring ruinous prices.

The sheep men seem to have a better idea of the demands of their trade than either the cattle men or hog men. At any rate, the fat, heavy wether has almost completely disappeared from the market.

Another mistake of the cattle feeder is to put a high and expensive finish upon cattle of low quality which would never make high grade beef, regardless of their finish. Of course, there is a large and constant demand for beef of the low and medium grades, but the consumer of "tiger meat" does not demand and will not pay a high price for a few extra gobs of tallow on the outside of his beef.

Until the producers of the country appreciate and supply the demands of the meat trade, we cannot say that they are "meat-minded."

Judging from the rapid expansion of the big packers in the dairy business and their expressed desire to enter the wholesale grocery business and other allied lines (which is prohibited by the famous or infamous Consent Decree, depending upon the viewpoint), one might assume that the packers are not meat-minded. This is not true. The meat end of their business has not been as profitable recently as the dairy end. Consequently, they have expanded the latter in an effort to pay dividends or interest, as the case may be. They desire to enter the wholesale grocery business because they believe they can market groceries more efficiently than the present agencies.

We can make one serious criticism of the packers for lack of meat-mindedness. This is the matter of lard. This commodity has regularly decreased in price until it often sells at retail for a price below its cost to the packer. Its wholesale price is often below the price of live hogs, and usually below its cost to the packers. This is not due to a decreased consumption of lard. Statistics show that the per capita consumption of lard in this country has not decreased, in spite of the fact that the pie is an almost

unknown article of diet on many of our tables. As a matter of fact, a considerable amount of this lard is put on the face in the form of cold cream rather than in the face in the form of pie.

In many of our kitchens lard has been replaced largely or entirely by vegetable shortenings which sell at a higher price than lard and often leave a distinct flavor of cottonseed or corn oil in the mouth of the consumer. Many of our housewives use butter as a partial substitute for the much cheaper lard. What has brought about this condition? The answer is simple. Advertising, and lard of poor quality. As I write this, I have before me the current issues of two of the most widely circulated and influential women's magazines, the Ladies' Home Journal and McCall's. The former has three full pages of advertisements of vegetable shortening and none of lard. The latter has three pages of advertisements for vegetable shortening and one page for a lard advertisement. In fact, it is only recently that packers have advertised lard to any particular degree. Cod liver oil and yeast are advertised much more than lard. I wonder what effect Rudy Vallee would have upon the lard business?

Perhaps an advertising campaign to popularize lard would be too expensive for the farmers to finance. If so, it should be made at the expense of the entire livestock and meat industry. The fact remains that many housewives do not like lard. They complain about the color, flavor, softness or grain and then pay more for a vegetable compound. There is no doubt in my mind but the packers can improve the quality of their lard materially. In fact, several packers are now putting out special brands of lard which, to my notion, are vastly superior to our ordinary shortenings. Unfortunately, these high-grade lards are not advertised. Naturally, a better product costs more but the person who can afford Crisco can afford a high grade shortening made from pork fat. As long as the present situation exists, the producer receives less for his hogs and the consumer pays more for his pork than they would if lard paid its own way.

The retailer of meats is lacking in meat-mindedness in many, if not in the majority, of cases. This statement does not hold true for most of my listeners. You know enough about your business to understand the value of co-operation, to hold membership in your state and National organization, and to attend meetings of this sort.

It seems to me that the lack of meat-mindedness on the part of your competitors offers you a splendid opportunity to supply a service to your customers which the grocery clerk and the soda-jerker cannot give. You can give the customer information regarding the quality, the cut and the method of cooking meat for her different requirements. Of course, to insure repeat orders, this information must be honest and correct. You have a knowledge of meats which many of your

(Continued on page 31)

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

Direct carload receivers of
UNIFRUIT BANANAS
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.

FLEISCHMANN'S YEAST
SERVICE

VINKEMULDER COMPANY

Grand Rapids, Michigan
BRANCH AT PETOSKEY, MICH.

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

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line
of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av. Grand Rapids, Mich.

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

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

HARDWARE

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

The Use of Contests For Advertising Purposes.

The man who recharges my car battery from time to time and fills my tires with free air has a jar of beans in his show window. He is offering a sedan, free, to the customer who guesses nearest the number of beans in the jar. Every dollar spent in the shop entitles you to a guess. Some day, the contest will be closed, the jar opened, the beans counted, and the sedan awarded.

That is one typical form of contest advertising. Stunts of that sort are always cropping up. Though the bean contest is perhaps the original form, endless variations are constantly being devised by ingenious merchants. The prizes they offer, some great, others a great deal smaller, appeal to the desire of mankind to secure something for nothing, or, at the most, in exchange for a little mental effort.

The weakness of the contest type of advertising is that too often it ignores an important fact, that successful merchandising is founded on good goods and good store service. The most profitable advertising is that based on the merits of the goods themselves.

In many businesses, though, the advertising contest may serve a useful purpose in attracting attention to good goods and splendid store service. Moreover, there are some forms of the contest which have an immediate effect in boosting business; and other forms which do considerable to actually advertise the store and educate the public regarding the goods handled there.

The bean guessing contest is probably the oldest stunt of its kind, and the most general form of contest still, and, from an advertising point of view, probably the least effective. It is easy to put on. All the dealer needs is a jar, a stock of white beans, a show card and a prize of some kind. Its weakness is that it has no relation to the goods the merchant offers; no educative value in regard to store or stock or service. The stipulation that so much must be spent to entitle a customer to a guess may stimulate sales for the time being; but the customer is apt to take the view that he is spending his money on the chance of getting the prize, and to lose sight of the intrinsic value of the goods he purchases.

A customer who buys for the purpose of getting value, and does get value, is a better asset to the store than a customer who buys in the hope of getting a prize and doesn't get it. In most instances the latter type of customer can be retained only by continuing the process. The customer who, on the other hand, is looking for actual values and finds he gets them in your store will for that very reason stay with you.

The bean guessing contest has many variations. Hardware dealers fill their jars with tacks or nails. In one case

a hardware merchant used coffee beans, though such a stunt would be more suitable for a grocer. The use of some line regularly handled in the store will give the guessing contest an educative value it does not acquire where the subject of the guess is not a part of the regular stock.

One merchant placed in a jar the actual prize money—an assortment of bills, gold, silver and copper. The competitor guessing nearest the amount received the "pot." The same idea has run through endless variations. A country clergyman in one instance secured a fine ham by guessing nearest its weight.

A Western dealer at one time conducted weekly candle burning contests; each week a candle, the sizes varying from week to week, was placed in the window and each 50 cent purchaser had the right to guess how long it would burn. At the end of a certain time the candle was lit and the contest decided. Meanwhile, next week's candle was on exhibition and next week's guessing contest was under way. The contest closed each Saturday afternoon, when the official time was posted in the window.

"When will the clock run down?" is another familiar guessing contest. In one store, on Monday of each week, a six day clock was wound up and placed in the window. After being in plain view for a short time the face of the clock was covered; and during the week every 50 cent purchaser was given a small card bearing the imprint of a clock dial, no two cards showing the same time. At 3 o'clock on Saturday the dealer uncovered the clock face and as the clock had run down before that time, the hands pointed to a definite hour and minute. The person holding the nearest corresponding dial was awarded the prize.

In other cases the clock contest is a guessing contest pure and simple; the purchaser guesses the exact hour and minute when the clock will run down.

A photo supply house placed in its window display a large revolving cylinder, on which were displayed several hundred photographic views. Ten prizes were offered to the customers who made the ten nearest estimates of the number of views shown. A moving device of this sort attracts notice to a window display, quite apart from its contest aspect.

A hardware dealer advertising refrigerators put one in the window with a 100 pound cake of ice. He invited guesses as to the exact time required to melt the ice. Over 2,000 guesses were registered, and 105 hours and 18 minutes was the winning answer.

An English merchant put on an appraising contest. Customers were required to estimate the value of the goods on exhibition in the window.

These are only a few instances to show that, in the guessing contest alone, the ingenious merchant isn't restricted to the old, familiar jar of beans.

The voting contest was extensively used by newspapers some years ago to stimulate circulation, and its general outline is quite familiar to mer-

chants. Coupons are issued to the face value of all cash purchases, or back accounts paid. Each coupon counts for so many votes, which may be recorded in behalf of any contestant. In newspaper contests, votes are generously awarded for subscriptions, so that the contestant in the small town popularity contest may score more votes than a presidential candidate. Often the rule "one cent, one vote" is adopted by merchants taking hold of the scheme. Difficulty is usually experienced in getting candidates enlisted. With a string of good candidates, in the old days, such a contest stimulated business and helped to clean up the back accounts. But, to secure good candidates, liberal prizes had to be offered. One small town department store offered 41 prizes in a contest of this sort. The after effect of a "popularity contest," however, is not always beneficial to a store.

Some forms of contest advertising less frequently met have more to commend them. A merchant offered small prizes to the boy or girl collecting the largest number of newspaper advertisements of his store. Children are hustling contestants; they are allured by prizes that would not interest their elders; in this instance the contest directed attention very pointedly to the store's advertising.

The "Mysterious Man" was a very popular form of contest some years ago. Anyone could compete. Newspapers, circulars and advertising cards showed a view of the back of the Mysterious Man's head and shoulders. From this the contestant had to iden-

tify him, and then had to address him in certain specific words: "You are the man advertising Johnston's tinsmithing department." Thus addressed, the "Mysterious Man owned up; if the correct formula were not used, he passed on, unrecognizing. Naturally, a good many people incorrectly identified had Johnston's tinsmithing department called to their attention.

Bona fide contests, wherein success or failure is determined, not by chance or guessing skill but by the contestant's own intelligent effort, have been frequently used. A merchant in a country town offered \$10 prize for the best ear of corn; and shrewdly left the decision to independent experts. A hardware and general merchant offered prizes to the ten customers bringing in the largest number of eggs between May 1 and November 1. Prizes have been offered for the biggest egg, the largest pumpkin or potato, the tallest cornstalk, the most attractive display of cut flowers—these contests, which appeal particularly to country customers, generally culminating in the fall fair, where the merchant exhibits the winning offerings in connection with his own display of goods.

The essay contest is an old favorite, appealing particularly to school children. In one instance a new store offered three prizes of \$10, \$5 and \$2.50 for the best advertising write-ups of the store. A time limit was set for contributions, three prominent citizens were named as judges, and advertising and newspaper men were excluded. Elaborate precautions were taken to ensure absolute fairness in the de-

BROWN & SEHLER COMPANY

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

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

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

cision. Each write-up was to be handed in with the writer's name on a separate slip of paper; the MSS and slips were numbered, only the former going to the judges, while the store people held the latter until the winning numbers were announced. Meanwhile, a cordial invitation was extended to intending competitors to visit the store, ask questions, and look at the stock and equipment. The store was thus brought directly before the buying public and its staff introduced to them.

Another device, appealing particularly to children, was the offer of a \$1 doll for the best description by a school girl of what she considered the most appropriate present for some particular friend, the present to be selected from the store. Naturally, school girls, accompanied by older relatives eager to help, had a pretty good look at the stock in the early days of the Christmas season.

Similarly, prizes have been offered for the best store name or the most appropriate title for a store paper. In one case prizes were offered for poems regarding goods in stock, the poems, prize winning and otherwise, being printed in the local paper.

As a general rule, it is best to offer a number of prizes; the added chance of "winning something" proves more attractive than were the entire amount concentrated in a single prize. Even children have some conception of the law of probabilities. Moreover, a variety of prizes will appeal to a larger number of contestants. Many merchants make a practice of giving small souvenirs of one sort and another to all contestants.

Contest advertising can never take the place of quality and service; but it may be usefully employed in specific instances to attract attention to the store. Judgment should be used, however; the contest, used too frequently, loses its pulling power. Occasionally, too, contests are attempted which run foul of the laws respecting lotteries.

The best contest is that which utilizes the intelligence rather than the guessing proclivities of the contestant, and which, in its subject matter has some relation to the line of goods handled in your store.

Victor Lauriston.

Our Cowardly and Imbecile Congress.
Grandville, June 24—What do the American people think of their Congress?

It is a plain question plainly put and means something more than a mere wish to gratify idle curiosity. Not since the first Congress assembled behind the walls of the Capitol has there been such an aggregation of nitwits and low down makeshifts for statesmen.

It is high time we Americans awoke to the true conditions confronting the country and began a dusting out of the dirty corners of the capital. Michigan will soon elect another Senator and it is up to the Michiganders to seek out a man of brains and honesty of purpose as the one to represent the interests of the people.

We may not find any Daniel Websters or Henry Clays, yet in a population so large as ours there ought to be an honest man who will not knuckle to the jade politics and go down on his knees to lick up the spewings of some of the blatherheads now consti-

tuting our National assembly at Washington.

Vandenberg, who was to lead us out of the wilderness, has brutally blundered. Not necessarily that, but he has pandered to the lowest element in the community when the selection of a member of the Supreme Court was at issue. We shall distrust him forever from now on.

For many months the Senate dawdled over a tariff bill, finally passing one which may or may not meet the requirements of the hour. In any event it should have been enacted months ago and perhaps thus saved the country from its present panicky condition. It certainly could have been no worse and might have been beneficial.

Playing politics is the present curse of this Nation. No man so far who has entered public life within the past decade but has knelt to the idol of opportunity, which means a chance to better his own fortunes at the expense of the general public.

There has been a suggestion that Chase Osborn will be candidate for Senator. Doubtless there will be others. In any event it is hardly supposable that Michigan cares to again take up the Soo solon for a guide in National affairs.

Why not go out among the common people and pick a candidate, one who has the peoples interests wholly at heart and not a desire to build his own personal fortunes at the expense of fair dealing with the people?

For a Nation of more than a hundred million people our Congress at Washington is a sad comment on the carelessness of the people in their selection of law makers. Never was a congress so feeble minded and inert. Consuming months of time over a single question that the veriest schoolboy could answer.

We need virile legislation on important questions which the present aggregation at Washington seems unable to comprehend. Such a hair-brained mass of ignorance was never before congregated behind the walls of the National Capitol.

Shades of Chandler and Cass!

Whenever a new senator is selected let it be done in a manner that will add brains and sagacity rather than a continuation of the present feeble-minded, wind-jamming assembly at the National capital.

Why is it that the more populous our country becomes the less competent are our legislators? Certainly there must be men of brains and common sense in sufficient numbers from which to select our law-making body.

After months of frivolous confab a tariff measure has been agreed upon, and the sooner it becomes the law of the land the sooner we shall know of its virtues or its frailties.

It is not only surprising but amazing to find men in public life so unfitted for their duties as are the members of our present benighted congress. It seems to me that the State of Michigan alone ought to be able to furnish more statesmanship than has the whole United States during the past few years.

Who for senator? is the question that will soon confront Michigan citizens. It will be well not to jump for the first candidate who offers, since it is well known that those most incompetent are the ones who, filled with an inapt self conceit, offer themselves.

The people themselves are in a measure to blame for the selection of such a crude, undigested mass of ignorance as to-day fills the halls of the American Congress.

Get out and bestir yourself, Mr. Common Citizen, and see what you can do toward improving the sad condition now existing at Washington. The sooner the most of the members of the present feeble minded congress are

excused the better for the general public.

In the early days of the republic we had some giants among our congressmen—giants intellectually—fearless for the right when demagogues threatened the safety of our republican institutions.

It is not believable that a great Nation like ours has not sufficient virile, honest, able men from which to select a few hundred law-makers. We refuse to believe it and believe that if from now on, as the official lives of old members expire, we go after first-class men to fill their positions we shall in time get together a Congress for which honest Americans will be unashamed.

Old Timer.

Corporations Wound Up.

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

Swarthour-Moblo Oil Co., Inc., Lansing.

Petty Hardware Co., Detroit.

Down River State Bank, Ecorse.

Clark and Jones Manufacturing Co., Detroit.

Detroit Building Repair, Highland Park.

Palmetto Building Corp., Detroit.

Directo Lamp Co., Grand Rapids.

Robert Grieve Tire Co., Lansing.

The Meterbill Co., Mt Clemens.

Interchangeable Sign Co., Flint.

Goodwin, Inc., Detroit.

Building Improvement Co., Detroit.

Garterless Hose Offered.

A local hosiery manufacturer has introduced a new self-supporting hose for men and expects that by July 1 sufficient stocks will be on hand to permit wholesale deliveries. The sock is about four inches longer than the average hose, with a flat, unribbed top, and an elastic sewed into the hem which eliminates the necessity of garters. The rubber in the elastic is specially manufactured and is guaranteed to outlast the sock. The manufacturers feel that it is a revolutionary movement in men's hosiery. The sock is made in prevailing patterns and color and will sell at the same price.

Good Demand For Leather Sandals.

Despite the general apathetic condition of the shoe industry, the braided leather sandal, which is marketed under various trade names and is imported from Europe, particularly from Czechoslovakia, is meeting with an excellent response this year. This type of slipper was first introduced here about seven years ago and its popularity has increased each season. Importers cannot forecast as yet exactly what effect the new tariff with its 20 per cent. duty on foreign footwear will have on this trade.

Fiber and Grass Rug Sales Up.

In direct contrast to the slow conditions prevailing in both hard and soft surfaced floor coverings lines, manufacturers of Summer specialty rugs of grass and fiber have enjoyed one of the most profitable seasons in years, it was reported in the trade. Wholesale buying, which is expected to end within the next two weeks, has cleaned out fiber rug stocks and has given grass rug manufacturers a volume almost as great. Fiber rugs have been most popular in the retail ranges of \$10 and \$15 for the 9 by 12 sizes.

Many a man has bought an auto-

mobile who would not be considered a good credit risk for a gallon of gas.

Corduroy Tires

Sidewall
Protection

Made in
Grand Rapids

Sold
Through
Dealers
Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.

Jennings' Pure Extracts

Vanilla, Lemon, Almond, Orange,
Raspberry, Wintergreen.

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

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

Nucoa

KRAFT  CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

NEW ERA
LIFE ASSOCIATION
Grand Rapids.

SOUND COMPANY, SOUNDLY
MANAGED BY SOUND MEN.

Phone 61966
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

Sand Lime Brick

Nothing as Durable

Nothing as Fireproof

Makes Structure Beautiful

No Painting

No Cost for Repairs

Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Pontiac, June 23—The lobby of Hotel Rowe has been most wonderfully improved in the matter of decorations, which are in green and gold. In fact, it is one of the most attractive I know of anywhere, and as I explained to Manager Neir, looks like "ready money." This, however, is only one of many changes being made in this popular hotel. The dining room is also being redecorated, new furniture is being provided for the lobby and several thousand yards of new carpet are being laid in the halls and guest rooms. Under the management of Mr. Neir the Rowe has finally come into its own and is making a very satisfactory showing.

While on the subject of spring house cleaning I am reminded that Raymond Reid, the new manager of Hotel Herkimer, Grand Rapids, is applying paint, paper and elbow grease to his entire establishment in such a manner that it shows it to the very best advantage. Many of the rooms and apartments have been completely renovated, and new furnishings are being provided. Also, the institution is doing a most satisfactory business which, in these days of depression, is a matter for congratulations. I am indebted to Mr. Reid and his charming wife, for many courtesies shown during my visit there.

The many friends of Dr. Blumenthal, who has been convalescing in Butterworth Hospital, after a very serious operation, will be glad to know he has practically recovered. According to his plans he is presumably back at his apartments in the Pantlind by this time.

The Browns, of the Browning, were busy making preparations for the marriage of their delightful daughter, Virginia, which was carded for last Saturday. My visit with them was a brief, but I lingered long enough to discover that the Browning is also taking on many improvements at the hands of the decorators. Tiffany finish is being applied to the walls of many of the rooms and other changes are contemplated. Popular priced meals are being served in the cafe, which is under the direct management of the hotel, and the patronage in this department is quite satisfactory.

At the Browning I ran across a very good friend of mine, Miss Gladys Snauble, who used to teach the young ideas of Pentwater how to shoot, as it were, some years ago. She is now employed in the educational field at Grand Rapids, and I am positive giving 100 per cent. service. As a guest at my hotel at Pentwater, this charming little woman radiated friendliness and good will and naturally was popular with everyone. I like her very much.

Everything cheerful was going on around the Morton Hotel. I like to loaf around the lobby of this clean-cut institution I always meet a lot of traveling men I know, and then there are Arthur Frost and Eddie Moran to help you take up the slack when time is hanging heavily on one's hands. The Morton seems to be gaining ground all the time and it ought to. It is always spick and span.

Now while I was hanging around Grand Rapids wondering what I should do next, I received a wire from H. F. Heldenbrand, of the "Hildy" gang, who demanded my presence at Lansing, en route to Pontiac, making me all sorts of inducements in the shape of cheap travel, reduced rates at

his hotel and—well, here I am, and no one knows when I will get away, if ever. At Lansing there were a lot of my old friends to call upon, and I actually did get to see the Murrys, at the Kerns, Charley Kontas, at the Detroit, and lunched at George Crocker's Olds, but laws me, this man Heldenbrand was so cheery over the recent acquirement of a model "f", of some make or other, that he speeded me away to a lot of places, which, were it not for my card index, would bewilder me.

A. W. Heldenbrand, who made such a good record at the Kimbark Inn, Fremont (the town should have bought the hotel and given it to him, in simple acknowledgment of what he did for them), has the former Arcadia Hotel, at Alma. It is being transformed into what everything is which a "Hildy" touches—a wonderful stopping place of say forty rooms—and when he gets through with them they will be some rooms. No attempt will be made to serve meals, which will be a disappointment to many, for they know exactly how to do it, but Mr. and Mrs. Heldenbrand will devote all their time to looking after a satisfied sleeping clientele. All the rooms, both public and private, in the entire establishment, are being renovated, decorated, and, in addition thereto, new springs and mattresses of the latest type are being placed in these rooms. All the homey features of the Fremont institution have been transferred to the "Hildy Inn," as it is now called. In addition to a pleasant and cheerful lobby, there are provisions made for a lounge or card room, which I feel sure will please the road boys, knowing what they thought of such things at the old place. To be brief, "Hildy service"—if you know what that means—will prevail.

Now, at St. Johns, I used to have a lot of good things to say about the Grand Trunk Railroad. Their agent there, a few years ago (he ought to have a superintendency by this time, if he was accorded what he deserved) kept the neatest station I ever saw—barring none. And A. C. Martin, who runs Hotel Steel there, had the same ailment. Will he ever have any competition in his field? I should say not. Why, that lad, after he has spent a perfect day in serving some of the tastiest meals I ever ate anywhere; after tucking the traveling men in their little beds, would sit up the remainder of the night trying to think of some scheme to make his patrons love him a little better. Since I last saw him, he has spent a fortune—\$25,000 at least—improving what was already a good hotel, and it shines out from every nook and corner. He doesn't sit down at the end of the day, count up his day's profits and crawl away to sleep, but he studies hotel authorities, goes to hotel conventions, and when he hears of a good thing, he goes ahead and applies it in his business. All right, A. C., I didn't have much time to visit with you, but here is a mouthful just the same.

Ray Reynolds has some hotel on his hands—the Owosso, at Owosso. Serves him right. He used to do the right thing by everybody when he was running the Wildermuth. It would still be the only hotel in Owosso, if some of the high financiers over there had borne down on Mr. Reynolds, because he was giving the traveling public exactly what they wanted, and they knew it, and told others about it. But he now has this wonderful new hotel, which would be a source of much pride in any larger city, and he has the town people behind him. My chauffeur, who was doing some sort of a marathon stunt, didn't give me half a chance to look over this property, but I saw that the approach to it



"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.

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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

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 Superior—Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

was highly satisfactory, and I am going back and do the rest of it. But, please remember that Mr. Reynolds always did and always will look good to me and I shall never fail to express myself fully on the subject.

Over at the Harrington, Port Huron, I had another surprise handed to me. We hotel men always used to say of "Jack" Anderson, that he would always make it decidedly hard for hotel promoters to get in their insidious work there, for the reason that he kept so far ahead of them in improvements that the town's people never had an excuse for something "better." Anderson always beat them to it. Why, when he announced to his colleagues at Detroit (Statler) that he had taken over the Harrington, they gave him the merry "ha ha." Now he could give them all better jobs than they ever had. He has made money and spent oodles of it in reconstruction such as I never believed was possible. And he has the results to show for it. New decorations, new bath rooms—a lot of them—new furnishings, carpets, the cleverest coffee shop I know of anywhere. Why the "huckleberry" system could never provide for any community what "Jack" has done for Port Huron. With massive rooms, such as one seldom finds nowadays, but which are always pleasing, he gives them everything modern. Not only that, but this surprising young fellow has identified himself with the industrial, commercial and social interests of Port Huron and with the co-operation of one of the best little women I know of, he is "sitting pretty."

A few years ago, Mrs. Myrtle Lindsey was making a struggle to establish a business at Imlay City, which became a reality, and continued for a long time. Conditions not being favorable for transient trade, she acquired the former Cadillac Hotel, at St. Clair, and proceeded to run it "Lindsey" fashion, which had worked out satisfactorily at the old stand. She has succeeded wonderfully, and sure deserves every blessing which comes to her. At hotel meetings, she is ever popular, has ideas which are worth while, and possesses the best wishes of the writer for continued prosperity.

Down at Rochester is the St. James Hotel, and at the St. James Hotel are Mr. and Mrs. James W. Smith, who have been operating it so long I doubt very much if they could tell me. Now, everyone who ever attended the Michigan hotel conventions up to three years ago, will remember the judicial looking outstanding individual who looked like and to whom we gave the appellation of William Howard Taft. Well, that was Mr. Smith, who has just celebrated his 83rd birthday, but who has not been able to attend hotel meetings recently because of the loss of one of his lower limbs. But he likes to talk about hotels and association affairs, and it was a pleasure having the opportunity of once more meeting him, and the faithful wife who has watched over him so carefully through his affliction, and has been his helpmeet for a lifetime.

The Manistique House, a landmark in Escanaba for over seventy years, is being torn down and the site will be used for a business block.

The latest report is to the effect that E. S. Richardson, of Hotel Kerns, Lansing, who recently acquired the Hotel Carling, Jacksonville, Florida, has further aspirations and designs to acquire a chain of hotels in that and other Southern states.

John A. Golden, formerly owner of the Golden Hotel, Howard City, passed away at that place last week. He had

large interests in local commercial affairs.

W. L. Cartwright, who has conducted Ramona Park Hotel, Harbor Springs, for the past five seasons, will have charge of same again this year. Mr. Cartwright ranks as one of the most efficient resort hotel managers in the entire country and has made a success of Ramona Park. He has a hotel of his own in Florida, which demands his attention every winter. He was formerly manager of Hotel Perry, Petoskey.

Forest Beach Inn, Harbor Springs, will be conducted this year by W. M. Hill, of Saginaw. Many improvements have been made and Mr. Hill announces that this year a sharp reduction in rates will be made.

Frank S. Verbeck.

Camp Leases in National Forests.

What is your idea of a vacation? Is it a quiet nap under a shady tree? or the thrilling exertion of a bear hunt?

In either case, there is every facility and opportunity for realizing it. With the exception of a few small areas, which are managed as game refuges, all of the National forests are open to visitors for hunting and fishing, subject only to State game laws.

Streams are periodically and adequately stocked with fish. All forms of wild life are so protected and managed as to render the greatest good to the greatest number of the sportsmen who visit the forests.

Visitors may camp on the National forests and stay as long as they like. Dead wood for fuel is plentiful and free. Sanitary measures are enforced to protect the purity of the waters.

In most of the forests tourist camps have been improved along the principal traveled highways. Here are pure drinking water, camping facilities, fireplaces, sanitary provisions and registry booths for the convenience of the tourist.

These camps are free. The only requirement is that the visitor observe the Golden Rule of leaving his camp clean, and obey the directions for care with his camp fires.

In the National forests of the West the Forest Service policy of leasing to the individual or community or civic group a little bit of National forest land for exclusive use and occupancy as a Summer home has been long established. This same policy has been adopted by the National forests in the East and South, and a similar opportunity is offered to the massed millions in our great Eastern centers of population.

In these Summer home sites or colonies, lots will be rented or leased to individuals desiring to construct Summer homes, under annually renewable permits, at rates as low as \$15 per year. Where the residents' investment will be heavy or some other circumstance makes it desirable, a 15-year term lease can be granted as low as \$20 per year.

Permits for Boy Scout, Y. M. C. A. or other semi-public camps are granted on annual or term bases at nominal rates.

The Summer home permittee will be expected to erect, in the first and second years of occupancy, an appropriate cabin. No standard designs are pre-

scribed, but the plans of the permittee must be approved by the forest supervisor before construction is begun.

The whole purpose of the Forest Service in this feature is to secure developments harmonious with the surroundings. Strictly sanitary disposal of all wastes, garbage or wash waters is required.

Of course it is not necessary to build your own home in the forest. There are good hotels and boarding houses within or very near practically all of the forests, particularly in the Eastern district.

The entire forest is open for your tents. You may enjoy this kind of life, camping first one place, then another, and perhaps in this way find the location best suited to your needs for a Summer home. H. M. Sears.

Report of the Michigan Board of Pharmacy.

Lansing, June 23—Complying with your request of June 19, I enclose herewith copy of our financial report for eleven months. Of course, this report will be read at the convention in Saginaw this week. It is not the complete report for the fiscal year ending June 30.

I might state that we will have from seven to ten thousand dollars to add to our receipts at the end of June, which will make our report look a lot better. If the convention had been held in July we would have had a complete report.

I wouldn't care to have you print the report for eleven months unless you make a statement that it is only eleven months, and not a complete statement for the whole year.

G. M. Benedict,
Director Mich. Board of Pharmacy.

Receipts and Disbursements From July 1, 1929, to May 31, 1930, Inclusive.

Apprentice Certificates	\$ 545.00
Registered Pharmacist	
First Examination	1,395.00
Certificates	4,185.00
Re-examination	1,218.00
Reciprocal Registration, from other states	870.00
Reg. Assistant Pharmacist	
First Examination	760.00
Certificates	960.00
Re-examination	512.00
Itinerant Vendor Licenses	10,475.00
Drug Store Licenses, one year	2,658.00
Drug Store Licenses, one-half year	144.00
Other fees (including):	
Temporary Permit	\$21.00
Duplicate Cert.	28.00
Grades Reciprocal	19.00
Reinstatement fee	39.00
Rebate on Tr. Bill	6.99
	113.99

Total receipts from all sources \$23,635.99

Disbursements Classified.	
Personal Service	\$17,365.37
Supplies, Material, Contractual	
Service	11,387.24
Equipment	59.75

Total Disbursements \$28,812.36

Disbursements in excess of receipts \$5,176.37

Report of Activities.

	Total No.
Applications for	
Apprentice Certificates	545
Reg. Pharmacist First Exam.	93
Reg. Pharmacist Re-exam.	406
Reg. Pharmacists Certificates issued	279
Registered by Reciprocity from other states	29
Applications for Reg. Asst. Pharm.	
First Exam.	76
Re-exam.	156
Reg. Asst. Pharmacist Certificates issued	96
Drug Store Licenses issued, one year	886
one-half year	96
Vendors Licenses issued	419
Temporary Permits issued	7
Duplicate Certificates issued	28
Registration Reports for Reciprocal Candidates	19
Registered Pharmacists Reinstated	2
New Drug Store Licenses	125
Warrants issued for Violation of Pharmacy Law	6
Convicted	6

Acquitted 0
The total number of drug stores in Michigan 2542

Paris Hints About Fur Coats.

Turn on the electric fan, sip an ice-cold lemonade and hearken to the fur coat news from Paris. First of all, styling is stressed above everything else in the 1930 fur coats. The dress-maker influence has brought about darted waistlines, larger collars, flared treatments and longer lengths—from four to five inches below the back bend of the knee. All but the swagger sports types are slightly fitted. Tie and leather belts often mark the natural waistline. That slender look will be retained through deft manipulations of the fur pelt.

Fur fashions that are on the way: the three-quarters length fur coat; the short fur jacket for street wear; the fitted fur cape for evening; the elbow sleeve ermine jacket for evening.

Furs that will have outstanding fashion importance: caracul, kidskin, dyed ermines, mink (including mink paws), lapin, beaver, Persian lamb, some leopard and seal. Squirrel is preparing to stage a come-back.

Since the silhouette has had such radical influence on sleeves, a similar tendency will be noted in an even more elaborately cut sleeve for fur coats.

Our Day.

The day is done!
Compelling till its sun
Is sinking in the West;
As though
It too would rest
When tender shadows fall
So quietly—on all
The earth—
Because the day is done.

Nor thrill
Like when the morn
Returned again!
The waking chanticleer
Instinctively did hear
Aurora speeding on—
To run her marathon
Of worth
And quicken sons of men.

The dawn, the eve
Are creeds
All men believe—
Conformists of the day
And its majestic sway.
Yet homeward turn anew
At spectators falling through
The veil
Which twilights only weave.

The day has won
Another crown
Upon
Its weathered brow
Ere night
Did fall athwart the light!
Yet—falling proved the test
Of quietness and rest
Again.
Until the morrow's sun.
Charles A. Heath.

RAMONA PARK HOTEL HARBOR SPRINGS, MICH.

On Little Traverse Bay
Large, modern hotel, elevator and every convenience. Excellent cuisine. Indoor and outdoor golf, tennis, riding academy and all outdoor sports. For further information, address W. L. Cartwright, Harbor Springs, Mich.

Hotel Hermitage

European

Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

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, Croswell.
 Treasurer—P. W. Harding, Yale.

FIVE IMPORTANT CHANGES

Recommended By President Jones To Michigan Druggists.

Another year has rolled around and we are again assembled in convention to help place pharmacy on a higher professional plane and to discuss ways and means to improve our business conditions. Before considering the work to be done let us review briefly the past year in Michigan pharmaceutical history.

We have had a great loss since we last met. I refer especially to the death of Herb Hoffman last fall. It was my privilege to be rather intimately associated with him for the six years preceding that time and I know of no one who had the best interests of pharmacy more at heart than he or of anyone who worked harder to bring about a better condition for pharmacy. When the Board of Pharmacy was made a separate department of our State government, largely through the influence of Mr. Hoffman and the governor at the time, Mr. Groesbeck, Mr. Hoffman organized the department and was its first director. Of his work there everyone knows and none better than those of us who were privileged to work with him. He was equally well thought of by his fellow citizens of Sandusky. This was evidenced at his funeral. All places of business and the schools were closed and all flags were at half mast. Thus the entire town showed its deep regret for one who had for years been one of its prominent druggists. No greater tribute could have been paid to the president of the United States than Sandusky paid to Herbert H. Hoffman.

Another loss to the Michigan State

Pharmaceutical Association was the death of Charlie Frantz, of Bay City, a former member of our executive committee. I was not so well acquainted with him as I was with Mr. Hoffman, but I do know of the esteem in which he was held by his fellow druggists and all who knew him. Others among our members have probably been called to the Great Beyond during this period, but these two were the only ones to whom my attention has been called officially.

As to the accomplishments of the past year—this being an off year with no legislative session—there is not much to report. However, we did accomplish something for the people of the State and those druggists who hold liquor licenses. This accomplishment is of interest to all of us because it shows the value and necessity of organization, and also the efficiency of the officers and the attorney of the N. A. R. D. In less than two weeks after our complaint the matter was rectified, which is some speed in United States Government matters. Perhaps the best way to tell you just what happened is to read the correspondence.

On May 12 I received a letter from the Prohibition Department at Detroit, stating that a retail druggist had no right to fill prescriptions for alcohol because the regulations stated that all distilled spirits must be sold in original containers. I replied as follows, sending a copy to Mr. Brockmeyer:

We are in receipt of your ruling prohibiting the sale of bulk alcohol on physician's prescription. Inasmuch as alcohol is not obtainable in original eight ounce sealed containers, the effect of this ruling is to deprive the sick of the use of pure grain alcohol, a deprivation which was not intended by the eighteenth amendment nor by the Volstead act.

As president of the Michigan State Pharmaceutical Association, the writer is forwarding to our attorney at Washington, a formal protest against such regulation with a request that he take the matter up directly with the Department to secure a modification of the ruling.

Dear Mr. Brockmeyer: I am enclosing a letter received to-day from our Prohibition Administrator, together with my reply, which is partly self-explanatory.

Upon receipt of this letter, I telephoned the U. S. Industrial Alcohol Co. at Detroit to find out whether alcohol is obtainable in small sealed containers. They told me that they did not have it that way and knew of no

one who had. They also telephoned the Prohibition Administrator to discover if he knew where such could be obtained and were informed that he did not know of any place. I also learned from them that similar letters to ours had been mailed to all druggists in this State holding liquor licenses, hence my action as representative of the M. S. P. A.

In Michigan, eight ounces are allowed every five days instead of sixteen ounces every ten days, as our State law supersedes the National law.

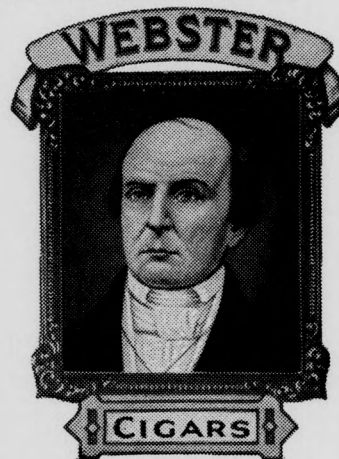
To me, the situation calls for immediate action as no one in Michigan can now legally proceed to procure alcohol for medicinal use, although our State law expressly provides for such, until the Detroit administrator's action is over-ruled. Personally, I think that the interpretation of Section 1607, Reg. 20, is purely local. We might add that we have been filling alcohol prescriptions for nearly ten years without

adverse comment, as have other druggists in the State.

Washington, May 15—Upon receipt of your letter of the 12th instant, I communicated with the legal and administrative officers of the Prohibition Bureau in the Treasury Department, after which I addressed the enclosed letter to Commissioner Doran. This was done after a conference with Chairman Reimenschneider, of the Executive Committee, and Secretary Henry, of the N. A. R. D., who considered the matter from every angle.

To-morrow I shall press for the issuance of the telegraphic instructions to your Administrator requested. We must allow the Department time in which to pass upon the issue raised. It was admitted over at the Department to-day that it has never been called upon to decide this point. As soon as I obtain a decision from the Department I shall be pleased to advise you further. E. C. Brockmeyer.

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



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

**Distributed Throughout
Michigan by
Lee & Cady**



**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
 GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS
SHOWCASE CO.**

Succeeding



**WELCH-WILMARTH
CORPORATION**

**DRUG
STORE
PLANNING**
*Recommendations to fit
individual conditions.*

**DRUG STORE
FIXTURES**
*Planned to make every
foot of store into
sales space.*

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

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



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

APPLE BUTTER	
Quaker, 24-21 oz., doz.	2 15
Quaker, 12-38 oz., doz.	2 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.	25 40
Calumet, 4 oz. doz.	95
Calumet, 8 oz. doz.	1 85
Calumet, 16 oz. doz.	3 25
Calumet, 5 lb. doz.	12 10
Calumet, 10 lb. doz.	18 60
Rumford, 10c. per doz.	95
Rumford, 8 oz. doz.	1 85
Rumford, 12 oz. doz.	2 40
Rumford, 5 lb. doz.	12 50

K. C. Brand	
10c size, 4 doz.	2 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

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	
Obl. lacquer, 1 gross	16

BREAKFAST FOODS	
Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Do. No. 224	2 70
Pep. No. 202	2 70
Krumbles, No. 424	2 70
Brn Flakes, No. 624	2 45
Brn 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 45
Post Toasties, 24s	2 45
Post Bran, 24s	2 0
Mills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats, bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 55
Triscuit, 24s	1 70
Wheatena, 18s	3 70

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

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

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

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	5 75

Blackberries	
No. 2	3 75
Pride of Michigan	3 25

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

Gooseberries	
No. 10	8 00

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

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

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

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

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

CANNED FISH	
Clam 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 00
Shrimp, 1 wet	2 90
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, K'less	4 75
Salmon, Red Alaska	3 25
Salmon, Med. Alaska	2 50
Salmon, Pink, Alaska	1 95
Sardines, Im. 1/4, ea.	10@22
Sardines, Im. 1/2, ea.	25
Sardines, Cal. 1/4, ea.	35@25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/2, Curtis, doz.	2 20
Tuna, 3/4, Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

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

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

CANNED VEGETABLES	
Hart Brand	

Baked Beans	
Medium, Plain or Sau.	90
No. 10, Sauce	6 50

Lima Beans	
Little Dot, No. 2	3 10
Little Quaker, No. 10-14	00
Little Quaker, No. 1	1 95
Baby, No. 2	2 80
Baby, No. 1	1 95
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

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

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

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

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

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

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

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

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

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

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

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

Squash	
Boston, No. 3	1 80

Succotash	
Golden Bantam, No. 2	2 75
Little Dot, No. 2	2 55
Little Quaker	2 40
Pride of Michigan	2 15

Tomatoes	
No. 10	6 50
No. 2 1/2	2 35
No. 2	1 65
Pride of Mich., No. 2 1/2	2 25
Pride of Mich., No. 2	1 50

CATSUP	
Beech-Nut, small	1 65
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Galon Glass	12 50
Quaker, Gallon Tin	8 50

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 10
Half gallon	12 10

Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	
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., Ass't, 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 20
Ohio Red Label, 144 bx	4 00
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 gro. 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	50
Pecans, Mammoth	27@29
Walnuts, Cal.	07
Hickory	

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, Stuffed, doz.	2 25
9 1/2 oz. Jar, Stuff., doz.	3 75
1 Gal. Jugs, Stuff., dz.	2 70

PARIS GREEN	
1/2 lb.	34
1 lb.	22
2 1/2 and 5 lb.	40

PEANUT BUTTER

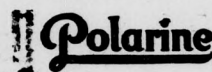


Bel Car-Mo Brand	
24 1 lb. Tins	4 70
8 oz., 2 doz. in case	2 90
15 lb. pails	
25 lb. pails	

PETROLEUM PRODUCTS	
From Tank Wagon	
Red Crown Gasoline	19 7
Red Crown Ethyl	22 7
Solite Gasoline	22 7

In Iron Barrels	
Perfection Kerosene	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 "K"	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 St'rs & 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.	20
Butts	19 1/2
Shoulders	16
Spare ribs	13
Neck bones	6 5
Trimnings	12

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

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

Lard	
Pure in tierces	11
50 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	1/4
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	@1 1/2
Picnic Boiled	
Hams	20 @25
Boiled Hams	@39
Minc'd Hams	@20
Bacon 4/6 Cert. 24	@32

Beef	
Boneless, rump 28 00@36 00	
Rump, new	29 00@35 00

Liver	
Beef	17
Calf	35
Pork	10

RICE	
Fancy Blue Rose	5 65
Fancy Head	0.

RUSKS	
Dutch Tea Rusk Co. Brand.	
36 rolls, per case	4 25
12 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. Fancy, 100 lb.	13 00
Milkers, bbls.	18 50
K K K K Norway	15 00
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	
Blackex, per doz.	1 35
Black Silk Liquid, dz.	1 35
Black Silk Paste, doz.	1 35
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, 100 lb. bbl.	2 50
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.	2 1
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
30, 3 lb., per bale	2 80
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



Free Run's, 32 26 oz.	2 40
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
48, 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 Naphtha, 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 50
Octagon, 120	5 00
Pumpkin, 100 box	4 50
Sweetheart, 100 box	5 70
Grandpa Tar, 50 sm.	2 10
Grandpa Tar, 50 lge.	3 00
Triby Soap, 100, lue	7 25
Williams Barber Bar, 9s	00
Williams Mug, per doz.	48

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS

Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00
Gold Dust, 12 Large	3 10
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	4 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48, 20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	4 00
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 75
Wyandote, 48	2 75
Wyandote, Deterg's, 24s	2 75

FIVE IMPORTANT CHANGES.

(Continued from page 27)

so-called side lines, candy, soda water, etc. There has been some discussion lately, mostly among college professors, of some such plan, and there is much to be said in favor of it. If pharmacy is ever to be thoroughly recognized as a profession it is our prescription and manufacturing department that will bring that result, and not our lunch counters.

Then, too, the regulations could be less strict for stores in the second class, a registered pharmacist not necessarily having to be on the job every minute, particularly if the clerks left in charge were instructed not to sell poisons or, better still, if the articles requiring professional knowledge for their sale were segregated and locked up during such absence. Everyone knows that there are hundreds of stores now operating with one registered man, although it is strictly against our present law. When I was on the Board there were 300 stores operating thus in Detroit alone. Arrests were made then and have since been made without altering conditions much and to me it looks as if the provision in our present law, requiring a registered man in charge at all times, is about as hard to enforce as the prohibition law. I am not in favor of the enactment or the retention of any law which works an injustice on a majority or even a large minority. I am sure that you will agree with me that quite a large minority of our stores do not need and cannot afford a registered man at all times.

One class of stores could style themselves pharmacies and the other class as drug stores, with a lower license fee for the drug store and a much more strict supervision of the pharmacy. This would give the public more adequate protection in matters of health than our present method, for no amount of college training is ever going to make all pharmacists equal—there will always be good, bad and indifferent.

It would not take the public long to learn that there are professional pharmacists. Those druggists who are now running the other type of stores could continue to do so and go to a ball game now and then or spend an evening at home without fear of arrest.

Another thing, this distinction already exists. You cannot possibly class the kind of stores that Leonard Seltzer runs in Detroit or Jack Dykema in Grand Rapids in the same category with those run in the slum districts of Detroit or the type operated at the crossroads, yet the legal requirements for running them are exactly the same.

The only question which remains in my mind is, Is it wise to recognize that distinction by law? Is it feasible to pass such a law and enforce it. I think it is and I wish that you would give the question some thought and discussion here at the convention and more when you get home, for there are many details involved in such a plan if adopted, which would require the best thought of all of us.

There is one further recommendation I would make and that is that resolutions be passed stating your wishes on all these subjects or any others that may come up, but that the final draft of amendments be left to a committee composed of your officers and the executive committee and the Board of Pharmacy or some sub-committee those men might select.

There are then these five questions which seem to me to be of prime importance at this convention.

1. The number of examinations necessary per year.
2. Elimination of the five mile clause.
3. Some feasible method to distribute the cost for benefits obtained on all stores rather than on a few.
4. Election instead of appointment of Board members.
5. Full discussion of a plan for two classes of stores.

But there is one point we must never forget. Pharmacy laws are not passed for our benefit but to protect the public who do not know and cannot be expected to know values in medicine. Therefore it is up to us to use our knowledge for the good of the people who by law issue to us our registered pharmacists certificates. We should do this not only in recommendations for good legislation, but also in our places of business. We should insist more than we do, on knowing the merit of preparations we are asked to sell. I do not refer to prescription items—there the physician is the judge—but to the vast number of proprietary medicines we are asked to stock. There are only a few of these, I am glad to say, which are obviously fakes. It is to protect themselves against those few fakes that the people through the Legislature enact pharmacy laws. Let us do our plain duty in this respect more in the future than we have in the past.

In our Association we have many splendid workers, men who in many instances sacrifice their time for the benefit of all of us. During the past year almost all the members of every committee have performed their work faithfully and well, but especially mention should be made of the work of Ben Bialk and your Secretary, Bob Turrel. Both have worked harder than anyone else to make this year a success for our Association and have done as much as anyone to help our Saginaw members make this convention a success. I want to thank all the members of all the committees for their assistance during the year and to thank you all for the honor bestowed upon me at Battle Creek last August and I bespeak for my successor the same loyal support and co-operation you have given me. Let us make each succeeding year better in our Association work.

Late Mercantile News From Ohio.

Columbus—John J. Baird, manager of the Columbus store of Hanan & Co. and a past president of the National Shoe Retailers Association, as potentate of Aladdin Temple, nobles of the Mystic Shrine of Columbus, led a party of 300 Shriners and their wives to attend the annual meeting of the

Imperial Council at Toronto, Canada. Mr. Baird is a representative to the council and entered into the deliberations of the Imperial Body.

Warren—Edwin A. Neal will henceforth conduct the business of Kinnaman & Neal of Warren, under the style of the Neal Shoe Store. Dissolution of the partnership of Kinnaman & Neal took place on June 1. E. A. Neal has been in the shoe business for some forty years, during which time he spent fifteen years on the road selling shoes. His store will continue to handle high grade footwear.

Ottawa—Steady Smith was recently made manager of the Union Stock Yards here, succeeding Merle Hummon Smith in this capacity. The plant is owned by a Fostoria company.

Middletown—Harry Klayman, retail ready to wear and tailor, 1720 Central avenue, has filed a voluntary petition in bankruptcy in U. S. District Court in Cincinnati, listing liabilities of \$2,472 and assets of \$1,294.

Mansfield—Malcom Cone, men's clothing and furnishings has filed a voluntary petition in bankruptcy in the Cleveland U. S. District Court, listing assets at \$11,240, and liabilities at \$11,746.

Cincinnati—Carrie Paris, trading as Carrie Paris & Co., retail jewelry and novelties, 813 Walnut street, has gone into involuntary bankruptcy. Schedules list assets of \$4,800, of which \$3,800 is stock in trade, \$700 machinery, tools, etc., and \$300 open accounts. Liabilities are \$10,677, of which \$10,177 is unsecured.

Columbus—J. M. Giddings Co.,

ready to wear, 106 East Broad street, has filed a petition in voluntary bankruptcy in the U. S. District Court here. The petition was signed by J. M. Giddings, president. The liabilities are estimated at \$15,205, and the assets at \$10,401. The company has been operating the store for about eighteen months.

Lorain—I. H. Kramer, trading as Lorain Army & Navy Store, lists assets at \$600, liabilities at \$2,477. There are twenty-six creditors, none with claims in excess of \$500.

Cleveland—Irving L. Kane, trading as Kane's Place and Palace Tie Shop, retail men's clothing and furnishings, lists liabilities of \$30,521 and assets of \$23,056, the latter consisting of stock of merchandise, \$10,000; cash on hand, \$40; vehicles, \$1,023; machinery and tools, \$6,763; stocks and bonds, \$4,375; insurance, \$129; unliquidated claims, \$717. Liabilities consist of unsecured claims, \$26,422; secured claims, \$3,815; taxes, \$119; wages, \$164.

Cleveland—Sam Schwartz, dry goods, 126 St. Clair avenue, lists assets at \$1,150, liabilities at \$3,018. There are forty-three creditors, the only creditor with claim in excess of \$500 being Hibshman Bros., Cleveland, \$515.

Hubbard—Homer D. McMurray, men's clothing and furnishings, lists assets at \$9,374, liabilities at \$13,941.

You can standardize almost anything but human life. Man refuses to be standardized.

To succeed in the future, you must break with the past.

Royal Garden TEA

It has stood the test of time and the most discriminating tea drinkers of the age. Sold only by

The Blodgett-Beckley Co.

MEMBER INDIA TEA BUREAU
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.

"Are We Meat Minded."

(Continued from page 21)

competitors do not have. You should capitalize that knowledge.

The average home-maker knows less about the quality of meat and the value and use of the different cuts than she does about any other food. Too many housewives buy meat largely or entirely upon price. She buys the cheapest and then complains about the quality. Of course, cheap meat of poor quality is better than none, and a large part of the consuming public cannot afford better. Many people, however, who can afford meat of good quality, buy the cheaper sort. These must be educated to an appreciation of good meat. Personally, I'd rather eat a smaller amount of good meat than a larger amount of poor meat. I'd rather eat the cheaper cuts from a good carcass than the best cuts from a poor carcass.

Many consumers are unable to select high quality meats even though they are willing to pay for it. After several trips to an ignorant or unscrupulous meat dealer who sells them cow beef at the price of choice steer beef, they are likely to lose such meat-mindedness as they may have. Several years ago the Government began the grading and branding of choice and prime steer and heifer carcasses so that the stamp showing the grade of the meat appears on each of the principal retail cuts as a guarantee of quality. Thus, while the need of education of the public is obvious, the consumer with the price can now purchase meat of high quality, even if she knows nothing about the principles of selecting meat.

In conclusion, I believe that the live-stock and meat situation may be materially improved by an increase in the meat-mindedness of all concerned, viz., the producer, the packer, the retailer and the consumer. This may be brought about most quickly by the hearty co-operation of the producer, packer and retailer: (1) by supplying the demands of the trade; (2) by honestly selling meat on the basis of its quality; and (3) by the proper education of the public in the selection, use, and value of meat and lard. The successful completion of such a program will result in more profitable financial returns to the producers, processors and purveyors and in greater satisfaction to the consumers of meat.

Sleeter Bull.

Here And There in Groceries.

(Continued from page 20)

\$150 for the boss and \$75 for a clerk and totals \$353.50, showing \$53.50 weekly loss.

This recalls Solomon's saying: "He that is first in his own cause seemeth just, but his neighbor cometh and scareth him." For when we begin to search we uncover certain disregard factors of vital importance.

First, then, Friend Lestico should know that progress never springs from the average man in any line. Success comes from the exceptional among men.

Second, the woods are literally full of successful merchants whose early sales did not exceed the quota shown. They succeeded because they drew

down far less than \$150 per month. It may be good politics to say, as is herein said, that \$150 is average salary of chain managers and no owner of a business should work for less; but it is a precious privilege of owners to work for a pittance and put in hours not limited by any union scale that they may get ahead.

Such extra hours and effort for little return above a bare living are the customary investment every man who aims to be his own master willingly makes in his own future; and the man who works for vastly less than \$150 per month himself in his early experiences does not pay any clerk any money whatever, let alone \$75 per month.

Success is the reward of unusual toil and effort. That always has been the rule and it will really be a sorry day for our country when it ceases to prevail. That is where Tom Hunter, James Butler, H. G. Chaffee and other great chain successes began, too.

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 9.—On this day was held the first meeting of creditors in the matter of Frank Damico, Bankrupt No. 4118. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. Claims were filed only. The bankrupt was sworn and examined without a reporter. Harris S. Whitney, was appointed trustee and his bond placed at \$100. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Marshall G. Champion, Bankrupt No. 4111. The bankrupt was present in person and represented by attorney Fred G. Stanley. Certain creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee, and his bond placed at \$100. The stock and fixtures of the estate were sold in open court to Samuel Gerber, of Kalamazoo, for \$750, which sum was considerable in excess of 100 per cent. of the appraised valuation of the same. The first meeting then adjourned without date.

In the matter of Taylor Radio Co., Bankrupt No. 4138. The sale of assets has been called for July 1, at the premises of the bankrupt, 12 West Burton street, Grand Rapids. All the stock in trade will be sold, consisting of radios, radio supplies and accessories, fishing supplies and accessories, together with office furniture and fixtures, appraised at approximately \$1,431.09. All interested in such sale should be present at the date and time stated.

June 11. We have to-day received the schedules, reference and adjudication in the matter of Steve B. Lynch, Bankrupt No. 4148. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of St. Joseph, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$1,441.10. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

June 11. We have to-day received the schedules, reference and adjudication in the matter of William H. Boyer, Bankrupt No. 4147. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Charlotte, and his occupation is that of a laborer. The schedule shows assets of \$285 of which \$200 is claimed as exempt, with liabilities of \$2,687.26. The court has written for funds and upon receipt of same the first meeting of creditors will be called and note of same made herein.

June 12. We have to-day received the schedules, reference and adjudication in the matter of Wynn R. Pemberton, Bankrupt No. 4150. 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 \$6,916.66 of which \$3,530.05 is claimed as exempt, with liabilities of \$13,984.18. The first meeting will be called and note of same made herein.

June 12. We have to-day received the schedules, reference and adjudication in the matter of Herman C. Hoffman, formerly doing business as Hoffman's Quality Shoe Store, Bankrupt No. 4149. The matter has been referred to Charles B.

Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a salesman. The schedule shows assets of \$630.95, of which \$575 is claimed as exempt, with liabilities of \$2,549. 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 12. In the matter of John E. Bowman, Bankrupt No. 4123, the first meeting of creditors was held to-day. The bankrupt was present in person and represented by attorney Charles H. Kavanagh. One creditor was present in person. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. 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 Ludwig Kauss, Bankrupt No. 4121. The bankrupt was present in person but not represented by attorney. No general claims were proved and allowed. One creditor was present in person. 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 J. Victor, Bankrupt No. 4117. The bankrupt was present in person and represented by attorney Carl E. Hoffman. Creditors were represented by attorneys MacDonald & MacDonald. One claim was proved and allowed. No trustee was appointed for the present. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to June 19, to permit further proceedings, if desired.

On this day also was held the first meeting of creditors in the matter of A. T. Mott, Bankrupt No. 4108. The bankrupt was present in person and represented by attorney A. I. Westin. No creditors were present in person or represented. Several claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. 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 13. On this day was held the first meeting of creditors in the matter of Harrison Bardwell, Bankrupt No. 4104. The bankrupt was present in person and represented by attorney Frank I. Blake. No claims were proved and allowed. One creditor was present in person. The bankrupt was sworn and examined without a reporter. No trustee was appointed. 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 16. We have to-day received the schedules, reference and adjudication in the matter of Irving Franks, Bankrupt No. 4512. 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 \$125 of which the full amount is claimed as exempt, with liabilities of \$7,588.51. 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 16. We have to-day received the schedules, reference and adjudication in the matter of William Joseph Rynd, Bankrupt No. 4153. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$125 of which the full amount is claimed as exempt, with liabilities of \$3,650.43. 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 13. On this day was held the first meeting of creditors in the matter of Herman W. Veneklasen, Bankrupt No. 4105. The bankrupt was present in person and represented by attorney L. D. Averill. No creditors were present in person, but represented by attorneys Travis, Merrick & Johnson. 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 Donald Cook, Bankrupt No. 4124. The bankrupt was present in person, but not represented by attorney. 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 13. On this day was held the first meeting of creditors in the matter of Ralph Dornbush, Bankrupt No. 4116. The bankrupt was present in person and represented by attorney C. Hoffman. 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 17. We have to-day received the schedules, reference and adjudication in the matter of Phillip K. Boone, Bankrupt No. 4154. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a laborer. The schedule shows assets of \$301 of which \$250 is claimed as exempt, with liabilities of \$6,122.11. 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.

Romance in business exists only for those who regard business as opportunity.

BANKRUPT AUCTION SALE

By order of the United States District Court for the Western District of Michigan, Southern Division, I shall sell at public auction and to the highest bidder on Tuesday, July 1, 1930, at 10 a. m. Eastern standard time, the assets of

TAYLOR RADIO COMPANY,
a corporation,
bankrupt at
12 West Burton Street,
Grand Rapids, Michigan,

all the stock in trade, consisting of Radios, Radio accessories and supplies, fishing supplies and accessories, together with office furniture and fixtures, appraised at approximately \$1,431.09.

An itemized inventory and appraisal will be on hand at the date and time of sale. The property may be seen prior to the date of sale by application to the below named Custodian or Auctioneer. All sales are for cash and subject to immediate confirmation by the Referee.

ABE DEMBINSKY,
Court Auctioneer,
Saginaw, Mich.

CHESTER C. WOOLRIDGE, Custodian,
1225 G. R. National Bank Bldg.,
Grand Rapids, Mich.
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.

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—One 3 x 6 x 7 ft. McCray glass-front refrigerator and one 8-ft. glass refrigerator display counter and Frigidaire machine. All in No. 1 condition, in use every day. Cheap for cash. O. H. Burlew, 1508 W. 2nd St., Flint, Mich. 301

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

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

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

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

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 24—The electric fountain in the Government park was illuminated for the first time this season last week. The lighting effect has been changed and is now one of the finest of its kind in the State. The tourists enjoy the park and cars are lined up several blocks around the park with visitors from all parts of the State.

Great preparation is being made for the entertainment of the American Legion International convention, which will start next week. The city never looked better and if the weather remains as it has been for the past two weeks the Legion delegates will go back with many pleasant memories of our city.

From reports received from the newspapers throughout the Northern Peninsula, we are almost confident of the nomination of our distinguished citizen, the Hon. Chase S. Osborn. We feel about Mr. Osborn about the same as did California at the nomination of Mr. Hoover. They knew Mr. Hoover, the same as we do Mr. Osborn, as one of the greatest men of the day. Having traveled extensively around the world, he knows from personal experience conditions as they really exist and what the present age needs. He also knows how to express himself as an orator. He is in a class all by himself and we are all working in his behalf, not only because he is a Soote, but because we consider him the best man of the hour.

Work on the new nine-story Winsor Hotel, in the Canadian Soo, started last Thursday. The contractors expect to have the hotel ready for next year's tourist season. The cost of the new hotel is \$240,000. It will have eighty rooms, with thirty-eight other available rooms in the former building. The subscription list shows substantial support from the Canadian Pacific Railway, the Algoma Steel Corporation, Limited, the Abitibi Power and Paper Co., the Soo Falls Brewing Co., T. Eaton Co., Ltd., and Lang & Ross, Ltd. The hotel will be managed by P. M. Everett and J. S. Miller, who conducted the old Winsor hotel.

James Montero, the well-known grocer on Helen street, has been quite seriously ill for the past two weeks, but his condition is improving.

The Chamber of Commerce has secured Douglas Malloch to address them at their annual meeting. The Chamber has been very active and enjoys a nice increase in membership. All members are boosters, which accounts for the good city we have.

Fishing is good at Epoufette, according to a report received last week. Nelson Bellant caught 3,326 pounds of white fish in one pond net. At the same time 9,600 pounds were caught in six nets by W. Prout and Henry Champaign on the half way reef. At the recent price of white fish we would consider this a profitable venture.

Fundamental rules of business are so simple that a fool can't learn them and so hard that a lazy man won't.

Another 25 cent taxicab service was started last week by Fred Fournier. This will give the city three separate companies which offer real service and hot competition. When you stop to think about it, it is cheaper to call a taxi at times than to drive your own car and drive around many blocks to find a parking space during business hours.

The Pleasant View Laundry, at Cedarville, was destroyed by fire last week. It was insured. The owner has decided to rebuild at once.

Some of our local ball fans expect to organize a soft ball league in the near future. If successful, they expect to play once or twice each week in the evening at Brady park.

Life goes along like a song for those who do to-day what should be done to-day.

Francis Andary is constructing a completely equipped open-air archery range on Spruce street. When completed it will give the Hiawatha land representative sport. A complete lighting system is being installed, so the sport may be enjoyed in the evening as well as in the day time.

James Robertson, manager of the New Method Laundry, left last week for the East, where he will be married to Miss Brown, popular teacher in our high school. After an extended wedding trip they will return to the Soo, where they will be at home to their many friends.

Sam Sorenson, who for the past year has been employed at the Ballensinger market, has opened a new grocery store on his own account. Mr. Sorenson has made many friends who wish him every success in his new venture. The new location is at Spruce and Barbeau streets—a good location in a good neighborhood.

It takes some people so long to be sure they are right that they have no time left to go ahead.

John Henry Quinn, prominent in Ishpeming's business life for a long term of years, passed from life suddenly last Saturday evening at the family home on High street.

Mr. Quinn had spent Saturday afternoon in Marquette at the home of his sister, Mrs. M. C. Scully, and he arrived home shortly before 6 o'clock. He stated that he was rather tired and that he would lie down for a few minutes. At a quarter after the hour of 6 he was dead, a victim of a weak heart.

He was born in Wita, Wisconsin, on August 6, 1856, and there he spent his early life on a farm. At the age of 16 he went to Hancock, where he finished his education at the high school in that city. After being graduated he entered the employ of his uncle, the late Edward Ryan, a prominent copper country merchant.

In 1880 Mr. Quinn and his brother, M. C. Quinn, of Negaunee, came to Ishpeming and opened a dry goods store under the firm name of Quinn Brothers and they erected the business block on Main street which now houses the Annex Cafe. The partnership existed for three years, when M. C. Quinn left to open stores in Champion and Negaunee, John H. Quinn continuing here. He later transferred his stock of merchandise to the Mildon block, corner of Main and Bank streets, and there he remained until he retired from the mercantile business.

Mr. Quinn took a keen interest in mining affairs on the iron ranges and he was a partner in the company which worked the Moore mine, a low grade silicious property on the Cascade range. The mine was later sold to the Oliver Mining Co. He was instrumental in placing several other iron ore properties with mining organizations and held at the time of his death an interest in the advanced royalty of the Tully mine, in the Iron River field. His last mining transaction was the turning over to the Cleveland-Cliffs Iron Co. the Heidelberg lands, on the Cascade.

For a number of years Mr. Quinn served the city of Ishpeming as assessor. He also was engaged in the commission business, handling flour and feed.

Mr. Quinn was highly regarded by a great many staunch friends in Marquette county. He was honest and fair in his business dealings; devoted to his family and friends, and had always a kindly word for everyone. Ishpeming has lost one of its best citizens. His only lodge affiliation was the Modern Woodmen of America.

The tourist season is now under way and will within a very few weeks

be at the height of the season. With the close of school in June, the big rush to the resort country starts and the Upper Peninsula is going to get its full share of recognition. Each year more tourists visit the great playground to the North of the Straits of Mackinac, coming in from Canada, Wisconsin and Lower Michigan. They enjoy our fine highways; the hospitality of the people; the streams and lakes; the climate. There are not sufficient accommodations as yet, but these will be provided for those who do not care for the life in the open. Camping grounds are numerous and most of them are open to the public free of charge. The people of this district should do everything possible to aid tourist travel and there is much that they can do. Hospitality is one of the main thoughts to keep out in the foreground at all times, and we believe that the people up this way practice being decent to their fellowmen. The visitor who is treated fairly and squarely is going to come again and he is going to advertise the place to his friends. Above all, let's show every respect to the traveler.

William G. Tapert.

Late Business Information.

Cotton and wheat prices faded rapidly last week, the former to levels not seen since 1914 and the latter substantially under the dollar a bushel mark. The response of the Farm Board was to stop lending money on these products at a fixed price and return to its original policy of determining collateral values by cash market prices.

The radio industry is bound to be stimulated by the "Radio Metropolis" which Rockefeller interests associated with Radio of America are planning in New York at a cost of \$250,000,000, designed to provide operating studios on a huge scale, great laboratories, large theaters, and the means of making available to listeners the performance of every musical and cultural entertainment worthy of a world audience.

The 1,060 chain systems which have reported to the Federal Trade Commission, it has just been announced, operate 56,674 stores. Only 91 of these companies, having 48,650 stores among them, have as many as fifty each. Grocery chains numbering 262 have 38,421, 145 shoe chains 4,213, seventy-two variety chains 3,594, twenty-four tobacco chains 3,328, and 104 drug chains 1,554. Practically all the large chains have been heard from. So far as they go these are the first official figures on chains.

At the convention of the National Association of Retail Grocers last week the secretary-manager, C. H. Janssen, strongly urged the setting up of a National legislative bureau to watch the proceedings of law-making bodies in dealing with proposals touching retail food distribution with a view to securing uniformity among laws on the subject.

The clothing trade is interested in the news that John David, New York chain of clothing stores, has announced its intention to displace Stein-Bloch National advertised clothing entirely with its own merchandise under private mark. David, it is said, spends more in local newspaper advertising than some of the National clothiers do in National advertising. The step is said

to be not inconsistent with belief that National brands are best in other lines.

A. M. Karagheusian, manufacturer of Gulistan rugs, in announcing an extension of its advertising to include New England, remarks: "Recovery from depression can be brought about only by actual investment in promotion campaigns."

Elgin National Watch announces that its net earnings in the four months ended April 30 were about half the sum earned in the same period of last year, due in part to foreign competition inspired by abnormal importations anticipating the new duties, smaller sales volume, and larger promotion expenses.

When On Your Way, See Onaway.

Onaway, June 24—City Clerk Dan Farrow has been busy this week marking the parking zones on State street and calling especial attention to the State law pertaining to parking in front of fire hydrants, driveways and close proximity to street intersections.

The Chamber of Commerce transacted a lot of business at the last regular meeting held in the Schlenz banquet hall. The publicity committee report shows the erection of a quantity of road markers on roads leading to numerous places of interest.

The large welcome sign at the entrance to the city limits is being repainted and lettered with new wording, headed with the city slogan as above, followed with names of lakes, streams and camping grounds.

The large new sign INFORMATION is conspicuously displayed at Will Gregg's studio, the place where every courtesy is shown the tourist and information cheerfully extended to assist in making the visitor feel at home.

W. E. Koepsell, chairman of the Dairy Committee, is rapidly making preparations for the annual dairy picnic to be held at State Park, Black Lake, during July.

Equally so, the Onaway-Cheboygan County Fair Association will hold a big meeting at the city hall this week for the purpose of conducting another successful fair this fall.

Vacation time is here; the people are coming, coming with a smile and they are being greeted with one equally broad and a hearty handshake as we direct them to the vacation land surrounding the land of many happy surprises.

Many familiar faces, together with new ones, present a regular home coming. Squire Signal.

Overcoat Prospects Not Bright.

The outlook for fall business in men's overcoats is not bright. At the present time, retailers have purchased between 50 and 60 per cent. of their initial requirements and are very cautious in placing orders. The double-breasted box coats in staple shades and fabrics are expected to maintain the popularity which they enjoyed last season. While there will be no appreciable decline in prices, overcoats will be better values, with improved styling and fabrics, at last year's quotations.

Six New Readers of the Tradesman.

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

H. R. Johnson, Newaygo.
F. L. Bristol, Fremont.
C. E. Pearson, Fremont.
John Betten, Fremont.
S. S. Rogers, Holton.
Ray Martin, Holton.

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.

**TIME TO PLANT
BUCKWHEAT
SOY BEANS
MILLETS
SUDAN GRASS
ALFALFA**

Write, Wire or Phone us for Prices
Phone 4451

DISTRIBUTED BY
ALFRED J. BROWN SEED CO.
25 Campau Ave.
Grand Rapids. Michigan

STRENGTH

ECONOMY

**THE MILL MUTUALS
AGENCY**
Lansing Michigan

Representing the
**MICHIGAN MILLERS MUTUAL
FIRE INSURANCE COMPANY**
(MICHIGAN'S LARGEST MUTUAL)
AND ASSOCIATED COMPANIES



**Combined Assets of Group
\$63,982,428.15**

20% to 40% Savings Made Since Organization
FIRE INSURANCE — ALL BRANCHES

Tornado—Automobile—Plate Glass

Why Sacrifice Profits?

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

In showing the price plainly on the package and in advertising

K C Baking Powder

Same price for over 38 years

25 ounces for 25¢

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

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

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

**Millions of Pounds Used by Our
Government**