

MICHIGAN TRADESMAN

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 2, 1930

Number 2441

Up With Our Banner Bright

Flag of the heroes who left us their glory,
Borne through their battlefields' thunder and flame,
Blazoned in song and illumined in story,
Wave o'er us all who inherit their fame!
Up with our banner bright,
Sprinkled with starry light,
Spread its fair emblems from mountain to shore,
While through the sounding sky
Loud rings the Nation's cry—
Union and Liberty! One Evermore!

Light of our firmament, guide of our Nation,
Pride of her children, and honored afar,
Let the wide beams of thy full constellation
Scatter each cloud that would darken a star!
Empire unsceptred! what foe shall assail thee,
Bearing the standard of Liberty's van?
Think not the God of thy fathers shall fail thee,
Striving with men for the birthright of man!
Lord of the Universe! shield us and guide us,
Keep us, oh, keep us the Many in One!
Up with our banner bright,
Sprinkled with starry light,
Spread its fair emb'ems from mountain to shore,
While through the sounding sky
Loud rings the Nation's cry—
Union and Liberty! One Evermore!

Oliver Wendell Holmes.

Well, Mr. Slade,
how about that
case of Oxydol I
had such a hard
time selling you
last time . . . got
any left?



"There's the last package, Jack—and I've had three 'phone calls for it this morning. I know now why you call it a *complete* soap . . . because it satisfies women completely. My customers say it's great stuff. I'll have to admit I thought that small package would make Oxydol hard to sell."

"I know — I've heard other grocers make that same remark. But they soon found out their mistake. You'll find that once a woman gives Oxydol a real trial, she's an Oxydol fan from then on. She soon learns what a lot of concentrated cleansing power there is in that little yellow

package. You know it doesn't take much Oxydol to do a whale of a lot of washing or scrubbing."

"Yes, I've found that out, too—or at least the wife has. She likes it because it makes such a fine suds in the hard water we have around here. Says she doesn't have to use water softeners any more—and that made a hit with her because softeners were so hard on her hands."

"I'm not surprised to hear that, Mr. Slade—we've always found that women were our best Oxydol 'salesmen.' Once you've got a few of them using it, the good news travels fast. I'll bet you'll be sur-

prised to see what a lot of new Oxydol business you'll get in the next few months. This hot weather is a fine time to push it, too, because it saves women lots of time, perspiration and hard rubbing. Better make it 5 cases this time, hadn't I?"

"Sure thing—and rush it along. This time you won't have to urge me to keep it displayed, either."

PROCTER & GAMBLE

Makers of: Ivory Soap . . . Guest Ivory . . . Ivory Flakes . . . Star Washing Powder . . . P and G White Naphtha . . . Chipso . . . Camay Oxydol . . . Lava Soap . . . Crisco

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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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

43D SUPREME COUNCIL, U.C.T.

Graphic Account of a Most Interesting Event.

The 43d annual session of the Supreme Council of the organized Commercial Travelers of America convened June 24, 1930, at their headquarters building on North Park street, Columbus, Ohio. This being an international organization, the flag of Canada as well as our own Stars and Stripes was in evidence.

Following the usual opening exercises, the committee appointments were announced, L. V. Pilkington, of Grand Rapids, drawing a chairmanship of the Committee on Charter and Dispensation.

The reports of the Supreme Counsellor, Supreme Secretary, Supreme Secretary-Treasurer and Executive Committee were all received.

The Supreme Secretary's report showed 589 subordinate councils, with over 109,000 members in the Supreme jurisdiction. The Supreme Attorney recommended that the subordinate councils should be incorporated, which he stated could be done at nominal expense if they were incorporated as a non-profit organization. By incorporating they would remove any and all personal liability on the part of any and every member individually. This suggestion was afterwards adopted.

T. J. Phelps, West Virginia, chairman of the rivers and harbors committee gave a very exhaustive report in connection with the committee work in conjunction with the National committee on rivers and harbors.

The cup given to the Canadian council having the largest increase in membership was again won by the Ontario-Quebec jurisdiction.

Judge Sater, a life-long member of Columbus council, No. 1, was introduced and gave a very interesting talk to the delegates assembled, recounting some of the experiences of the order during the early years of its existence. He also suggested that in his opinion,

Columbus as a city was falling down on the job as the entertaining city; that they had many places of interest in and around Columbus and in his judgment, the coming together of 450 people from all over Canada and the United States annually should have more attention paid to it by the municipality than was being shown. Speaking of law making, he said that the section of laws known as Napoleonic code were in effect 108 years and were never amended and he thought that this was to quite an extent an excellent rule to follow, because the people soon learned the laws and knowing them, are less apt to violate them than when they are being constantly changed.

Director of team work, W. J. Sullivan, submitted his report in connection with the order's effort to co-operate with the manufacturer, wholesaler, jobber and retail dealer.

A fine talk was given by George Hunt, of New England, along the line of the order's co-operation in connection with the National Association of Commerce. He stated time was set apart for memorial service for Walter D. Murphy, who died in February. The memorial address, which was very attentively listened to, was given by J. G. Daly, of Indiana. Many members present remarked that listening to this address alone would compensate them for the heat and inconvenience of attending a convention at this time of the year in Columbus.

Inasmuch as many of the members present had never come in contact with the activities of the field men during the team work campaign, Ralph H. Davis, Supreme Sentinel, gave his talk before the entire body. He received quite an ovation at the conclusion of his talk.

A revision of the order's resolutions now in effect was ordered in order that they might all be codefied and printed in the back part of the book containing the constitution of the order.

Nearly every delegate present admitted that his section of the country was subject to a slight business depression similar to the one in evidence in Michigan.

A few changes were made in the salaries, some being lowered and one or two increased.

The election of officers, in which the line of officers are usually moved up, resulted as follows:

Supreme Counsellor—A. W. McFarland, Waterloo, Iowa.

Supreme Junior Counsellor—George W. Urquhart, Savannah, Ga.

Supreme Past Counsellor—George P. Dogherty, Arlington, Mass.

Supreme Secretary—W. J. Sullivan, Chicago, Ill.

Supreme Treasurer — H. J. Percy, Columbus, Ohio.

Supreme Conductor — George M. Peterson, Duluth, Minn.

Supreme Page — Ralph H. Davis, Portland, N. Y.

Supreme Sentinel—E. D. MacMaster, Vancouver, British Columbia.

Executive Committee, to fill vacancies, Walter Arndt, of Dayton, Ohio; Frank B. Wolfe, Tiffin, Ohio. Oscar H. Bergess, of Iowa, was appointed Supreme Chaplain. J. G. Daly, of Indiana, was appointed as chairman of the jurisprudence committee and T. J. Phelps, of Bluefield, West Virginia, chairman of rivers and harbors committee.

It was very evident from the beginning of the convention that the delegates were motivated by sincere desire to transact all business in a business like manner; to investigate everything thoroughly and when having arrived at their decision to vote their own convictions. This is a healthy condition for every legislative body to be in.

Many rumors were in the air, but as a rule when they were run down, they proved to be mostly idle gossip with little foundation for their circulation. The order is in a fairly prosperous condition, in spite of an increased disability clause over the last two years, and a slight falling off of membership, mainly coming as a result of the business depression in effect throughout the entire Supreme jurisdiction.

The delegates from the Michigan jurisdiction attending were as follows: L. V. Pilkington, Grand Rapids; E. A. Welsh, Kalamazoo; M. Howarn, Detroit; Homer R. Bradfield, Grand Rapids; C. C. Starkweather, Detroit; Fred J. Fenske, Bay City; M. S. Brown, Saginaw; C. C. Carlisle, Marquette; Maurice Heuman, Jackson.

Sidelights on the Convention.

Charles H. Smith, on the committee of the Sample Case, was again re-elected.

George Hunt, of New England, again acted as installing officer in installing into office the newly elected officers. George has performed this function so many times that he has no trouble in going through the entire ceremony without referring to a ritual of any kind. He also gives supplementary advice to each officer as he installs them, making it much more personal than if he confined himself much more strictly to the ritual.

The interest of the membership at large was shown in the fact that 247 voting delegates and officers were present at this meeting.

In the revision of the constitution, the convention turned down the proposed changes in the eligibility list, also the idea of incorporating health insurance protection with the accident fea-

tures. The reason was given that under the present condition, the order could not afford to take on these additional hazards as it had no reserve set up to cover health claims.

The matter of changing the payment of assessments from four times a year to twice a year was also rejected.

The proposal to hold this Supreme Council meeting in different cities to be selected by the Supreme body similar to the manner of selecting the meeting places for the Grand Councils, was also rejected. The Supreme Council has, with the exception of two years, held each session in Columbus and the idea was put forth that the advertising value of this move to different locations each year would much more than offset any additional expense. The conservative element was much too strong to bring about the change at the present time.

The body did recommend that each subordinate council be incorporated, all checks issued by the Secretary-Treasurer of subordinate councils to be countersigned by either the Senior Counsellor or a member of the executive committee.

Several changes were adopted, clarifying the wording in the constitution, but, as a rule, the sentiment seemed to be against any action very extreme being taken at this time.

Convention unanimously adopted resolution whereby H. J. Judell, known as "Pop", from California, who is over 84 years of age and has attended over thirty Supreme councils was made a past Supreme Counsellor. "Pop" made a few remarks expressing his great pleasure and happiness at having this honor conferred upon him.

The newly elected Supreme Counsellor is Lieutenant Governor of the State of Iowa at the present time.

Many interesting bits of controversy arose at this convention, as each delegate seemed to be on his toes in spite of the extreme heat and determined that things should be run according to the rules of the organization and in a businesslike manner. George Peterson arose at one time to object to the Supreme Counsellor getting all of his advice from the Democrats. Tom Phelps, of West Virginia, replied, "If the country had used some of the Democratic advice in the past, it would be better off now." Harry L. Jenks, of Rhode Island, making his first visit to the Supreme Council, asked for an opinion from our Supreme Attorney before he is advised by Tom Phelps what to say. Later on Jenks rose to a point of order and asked, "Will a member from West Virginia (Phelps) be sitting with his own delegates and not with the executive committee?" His point was well taken and Brother

(Continued on page 32)

MERGER OF TWO BANKS.

Commercial National of St. Joe Takes Over Only Competitor.

St. Joseph, July 1.—I herewith enclose front page of Monday's News-Palladium containing the editorial on the front page and the news items as to the merger of the two St. Joseph banks.

I read your comment in last week's issue of the Tradesman or the week before, about Guy Rouse, and this man, Blair McElroy, was the same type of fellow, skunk and scoundrel, as Rouse, except that he lost his nerve and committed suicide.

Tebbe, his tool, sold somewhere around a million dollars' worth of bonds, and the bank he had guarantee around \$460,000 or \$500,000 worth of the bonds, and I am told \$400,000 worth of Fitzpatrick-McElroy stock was sold around Benton Harbor and St. Joseph.

The action of the Benton Harbor banks and the Commercial National Bank assures every depositor of the Union Banking Company that their deposits are absolutely safe and that they can get their money at any time they want it. This speaks well for the banking fraternity of the Twin City.

The Union Banking Company had capital surplus, undivided profits, etc., of around \$325,000 to \$350,000 and by the merger the stockholders of the Union Banking Company will not receive to exceed ten or fifteen cents on the dollar for their stock.

Benton Harbor News-Palladium: For the first time in thirty-seven years—plus one day—St. Joseph is without two banks.

The entire banking business of the Union Banking Company, one of the pioneer financial institutions in Berrien and the oldest bank in St. Joseph was taken over by the Commercial National Bank & Trust Co.

Disposal of the Union's business to the Commercial National comes as the result of obstacles encountered in carrying large amounts of sound but long-time bonds and mortgages.

There was no pause in banking activities. The Union opened as usual at the corner of Ship and State streets this morning, but patrons were informed of the consolidation and advised that henceforth their accounts will be handled by the Commercial National.

Commercial and Savings deposits were shifted intact to the Commercial National.

The consolidation was carried out in all its details with the co-operation of the other Berrien county banks, which have taken over a large block of Union's long-time paper.

J. J. Theisen, leading Michigan independent oil dealer and a director of the Mid-Continent Petroleum corporation, is president of the consolidation. He has been president of the Commercial since 1925.

Fred W. Tebbe was head of the Union Banking Company, organized in 1882. He has not announced his plans for the future.

To-day's merger makes the Commercial National Bank and Trust Co. the largest bank in Berrien county.

While several factors contributed to the decision to merge the banks, one of the chief was the gradual withdrawal of accounts inspired to considerable measure by the suicide in Chicago last January of Blair McElroy of the

theatrical firm of Fitzpatrick & McElroy and McElroy's last note which said, "take care of Tebbe." Many depositors got a false and exaggerated idea of the McElroy influence in the bank and while there was no run there was a slow but steady withdrawal of accounts because of McElroy's dying message.

A very important cause of the decrease in the bank's business was the sudden death last year of J. O. Wells, president of the bank and chief owner of the Cooper-Wells hosiery mill. The mill and Mr. Wells personally carried a balance of never less than several hundred thousand dollars and with the hosiery factory in other hands this substantial account was withdrawn. Had Mr. Wells lived the Union would have experienced no difficulty.

The merger will result at once in the increase of the capital stock of the Commercial and the enlargement of the board of directors by the addition of some directors from the Union.

The editorial referred to in the letter is as follows:

"Several months ago when Blair McElroy committed suicide and left his dying message to his partner to 'take care of Tebbe and Blue Island,' the depositors in the Union Bank of St. Joseph, of which Tebbe is president, became alarmed. There was no run on the bank but there was a constant drain of deposits and the board of directors of the Union bank decided that the wise thing to do was to merge the two St. Joseph banks. This was done to-day and now St. Joseph has but a single bank, the Commercial National, which is in consequence the largest bank in Berrien county.

"In taking over the Union the Commercial National has received the assistance of several of the other leading banks in the county. The assisting banks have purchased from the files of the Union a large block of mortgages that are prime paper and which could not be turned into cash without suffering a substantial discount. The sale of these securities gives the Commercial National a larger cash reserve than was ever carried by any bank at any time in this community.

"The suicide of McElroy was only one of the contributing causes that led the Union to the merger. Previous to the death of McElroy was the sudden passing of J. Ogden Wells, the former president and leading spirit in the Union. Mr. Wells and his company carried deposits of several hundred thousands of dollars and after his death these large sums were withdrawn, making a deep impression on the bank's cash reserve.

"The merger, which guarantees every depositor in the Union his money as he wants it, speaks well for the banking stability of this community. The Union might have liquidated and in that case depositors would have received their money with interest, but in the meantime they would have been temporarily deprived of the use of their funds."

Sometimes it looks almost as if the wages of sin was a movie contract.

BEGGING FOR RIDES.

Many Accidents Caused By Reckless Traffic Dislocation.

A practice which is becoming more and more common and developing into more and more of a nuisance in connection with automobile traffic is the continuous and oftentimes reckless solicitation of rides by pedestrians.

Many of the offenders are boys and girls. Probably it would be fair to say most of them are.

Now it is questionable whether a law can be made which will prohibit the solicitation of rides. It is difficult to see how under our American Constitution such a restriction on personal conduct could be placed.

It is often desirable that a person solicit a ride, and it is a pleasure on the part of an operator to grant the favor. In that way it often happens that pleasant companionship is received.

I remember that some years ago in the course of a long drive I stopped and offered an interesting looking pedestrian a lift, and later on received a book from a world-famous explorer who happened to be doing New England as a sort of training field for future hikes. The exchange of experiences on that occasion was well worth while.

In some states there is a law against soliciting rides on the highway, or at least it restricts the soliciting. While not informed as to exactly what its scope may be, and not knowing whether it has been held constitutional, it occurs to me to suggest that asking for a ride might be all right if it is properly done, and there ought to be a regulation of the manner of its doing.

Where little school children stand out in the street, as is so often the case in cities, and try to get rides home from school or rides to school—and there are a number of them competing with each other, as is often the case—there is a situation of extreme danger created, not only for the children—in fact less for the children than for the others.

All operators feel that they ought to look out wherever there is a group of people in the highway. In the course of turning out for these children who are pressing out more and more into the middle of the street in their efforts to attract attention, operators are often forced over into the track of oncoming cars, and dangerous situations result.

Even if they do not, there is an intolerable nuisance created, and the flow of traffic is halted and stopped, and a lot of people are annoyed, having a right to expect that will not be the case. On the highways also an inconsiderate solicitor sometimes stands out far enough into the middle of the road to change the course of cars.

It seems as though regulation ought to be attached to this particular nuisance, and that it ought to be against the law and considered a serious offense for anyone to stand on the traveled path of the highway and solicit rides. On the other hand, it would seem that actually to prohibit the act itself might result in a public senti-

ment which would not allow such a law to be enforced.

The long and short of it is that this is a dangerous habit, and a custom which a great many of our young people indulge in without knowledge of their parents, without advice, and without any comprehension possibly of what each is doing in connection with the slowing down and interference with automobile traffic.

In calling attention to it, it is hoped that it is one of those situations which will correct itself. But if it does not, then there must be an official attempt to correct it. Robbins B. Stoeckel.

When On Your Way, See Onaway.

Onaway, July 1.—We cannot pile all the attractions out on the main street in plain view. There wouldn't be any fun in it anyway.

The pleasure in seeing things is going after them; ask questions; let's get acquainted.

The information leads you to vacation land, be it for a single day or the entire season.

H. G. Eastwood, of Grand Rapids, representing the Campfire Corporation, says, "Say, Squire, I would give anything to get a bouquet of those showy lady slippers such as I saw yesterday." "Well, my dear friend and visitor, wish I could get away for an hour or so, we would go and get some; but I'm quite sure I can direct you to a nearby swamp which is the home of these beautiful flowers, my favorite flowers. Just take the road North going around the East shore of Black Lake and through the State Park; cross Rainy river bridge and just as you come to Cold creek (you will know it because the water is nearly ice cold and flows underground for some distance) watch closely for an old indistinct road turning to the right, leading into an open space showing evidence of at one time being a logging camp. Continue through into the swamp beyond." In a few hours Brother Eastwood returned with a nature lover's smile; just the faintest ripple of a smile, where the corners of the mouth cross at the back of the neck. A happy man with lady slippers galore, tiger lilies, so-called, and wild roses. "Won't my wife be pleased when she gets this box? They'll go forward special delivery; and here, Squire, is enough more to make a bouquet for your window."

A more careful search in the swamp might have discovered other varieties of orchids of which there are many; the little purple, white and white-fringed; also many rare varieties, such as that wonderful woman, Gene Stratton Porter, described. Ask the man who seeks them for a description in his own words. Squire Signal.

Under Critical Eyes.

A lot of women notice the finger nails of most people they come in contact with.

Dirt on the face is not half as offensive to them as dirt under finger nails, and soiled hands.

It is not expected that you or any other person can make an absolutely 100 per cent. pleasing impression on every person you wait on.

But your average of hits in this respect will be much higher if you keep your hands and finger nails clean than if you do not.

We hope your store provides good facilities for washing hands; for clean hands are even more important to the store than clean display windows.

ANNOUNCING

the new JELL-O flavor

L I M E



HERE'S a new member of the Jell-O family—cool, sparkling Lime! A flavor that is ideal for Jell-O salads—and you know what that means to Jell-O sales!

For the trade everywhere has seen how enthusiastically women are turning to Jell-O salads. In the rapidly growing Jell-O business, you recently have seen the salad flavor, Lemon, increase *twice as fast as the other flavors!*

Now with Lime will come an enormous number of new Jell-O salads. Lime's clear green color and real lime flavor irresistibly suggest salads. And, like other Jell-O flavors, it is a marvelous

dessert. The new flavor, Lime, will bring more Jell-O volume, and more sales of salad and dessert ingredients.

The Lime Flavor is being made and shipped as rapidly as possible. Soon there will

be enough to supply every grocer. At first, every case of Lime Flavor will include two bright, attractive counter display cartons. These will help grocers to obtain quickly their share of this new business.

Summer-time . . . salads . . . Lime Jell-O . . . sales!

Add this new Lime Flavor to your Jell-O stock.

"Ask the General Foods Salesman"

Principal products distributed by
GENERAL FOODS SALES COMPANY, INC.

POSTUM CEREAL
INSTANT POSTUM
GRAPE-NUTS
POST TOASTIES
POST'S BRAN FLAKES
DIAMOND CRYSTAL SALT
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MAXWELL HOUSE COFFEE AND TEA
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CERTO
HELLMANN'S MAYONNAISE PRODUCTS
LA FRANCE
CALUMET BAKING POWDER
SWANS DOWN CAKE FLOUR
SATINA
SANKA COFFEE

◀ The quality that has made each General Foods product famous is always the same, and the net weight, as specified on the package, is always the same no matter where or from whom the customer buys it. ▶

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MOVEMENTS OF MERCHANTS.

Rockwood—The Rockwood State Bank has increased its capital stock from \$20,000 to \$30,000.

Charlotte—Maurice Newsome has purchased the store building which he occupies with his grocery stock.

Negaunee—The Negaunee Hardware & Furniture Co., Iron street, is remodeling and modernizing its store building.

Muskegon—The Piper Ice Cream Co. of Muskegon, 1915 Peck street, has changed its name to the Piper Ice Cream Co.

Sault Ste. Marie—The Retailer Wholesale Bakery, 822 Ashmun street, has increased its capital stock from \$25,000 to \$50,000.

Detroit—The Kennedy-Detroit Orange Juice Co., 1599 East Warren avenue, has changed its name to the Detroit Orange Juice Co.

Grand Rapids—P. Vogel has opened a modern auto painting shop at 657 Leonard street, under the style of the Northwestern Auto Painting Co.

Marquette—Charles Bernstein, who has conducted a general store here for the past nineteen years, is closing out his stock at special sale and will retire from trade.

Drayton Plains—The Drayton Plains Plumbing & Heating Co. has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,500 paid in.

Detroit—The Wayne County Drug Co., 226 Hammond Bldg., has been incorporated with an authorized capital stock of \$5,000, all of which has been subscribed and paid in cash.

Lansing—E. L. Rann, owner of Rann's Department Store, South Lansing, is closing out his stock and will retire from trade. Mr. Rann has conducted his store for the past 12 years.

Detroit—The American Heating & Sheet Metal Works, Inc., 3401 East Davison avenue, has been incorporated with a capitalization of \$1,500, all of which has been subscribed and paid in.

Niles—Niles Mutual Cut-Rate Drug Co., 103 East Main street, has been incorporated to conduct a retail drug store with an authorized capital stock of \$50,000, \$6,000 of which has been subscribed and paid in.

Detroit—Perlmutter's, 8006 West Jefferson avenue, has been incorporated to deal in dry goods, wearing apparel and furnishings, with an authorized capital stock of \$50,000, \$5,000 being subscribed and paid in.

Detroit—Murray-Turrill, Associates, Inc., 7310 Woodward avenue, has been incorporated to deal in outdoor signs, displays, etc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$4,100 paid in.

Detroit—The G-A-Sales Company, Inc., 8310 Woodward avenue, has been incorporated to deal in general merchandise with an authorized capital stock of \$15,000, all of which has been subscribed and \$11,000 paid in.

Mt. Clemens—An involuntary petition in bankruptcy has been filed in Detroit against Tofic Steeh, retail furnishing goods, by Fixel & Fixel, representing A. Krolak & Co., \$1,008; Wettsman & Shatzen, \$93, and M. Starr Co., \$113.

Detroit—The Ira Wilson & Sons Dairy Co., 5255 Tillman avenue, has been incorporated to deal in milk, cream and all dairy products with an authorized capital stock of 25,000 shares at \$10 a share, \$173,000 being subscribed and paid in.

Detroit—An involuntary petition in bankruptcy has been filed here against Benjamin Friedman, retail shoes, 4428 Harper street, by Fixel & Fixel, representing International Shoes, Inc., \$722; Axman Weis Shoe Co., \$84, and Walter Booth Shoe Co., \$857.

Hamtramck—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Martin Domminiek, dry goods dealer, by Irwin I. Cohn, attorney, representing I. Shetzer Co., \$310; Wettsman & Shetzer, \$78; Famous Cleaners, \$32.

Detroit—The Holbrook Markets, 10780 Grand River avenue, dealer in groceries, meats and baked goods, has merged the business into a stock company under the same style with an authorized capital stock of \$250,000, \$150,000 of which has been subscribed and paid in.

Dowagiac—The Utility Ice Corporation, 510 South Front street, has merged its ice, fruit, produce and builders supplies business into a stock company under the same style with an authorized capital stock of \$1,000 preferred, all of which has been subscribed and paid in.

Muskegon Heights—A voluntary petition has been filed in the U. S. District Court at Grand Rapids, by Delmon Esh, trading as Heights Bargain Store, dry goods and groceries, 289 Broadway. Liabilities of \$2,068.64 and assets of \$1,291 were listed. No claims exceed \$200.

Lowell—Wesley Roth has severed his connection with the O. J. Yeiter furniture and undertaking establishment, where he has been employed for the past seven years and engaged in the furniture and undertaking business under his own name. John Brezina, implement dealer, is the silent partner of Mr. Roth.

Lansing—A change of policy sale is being conducted here by Hoffman's, men's and boys' store at 214-216 North Washington avenue, which replaced Brandl's at the same location several months ago. In order to establish the new policy a sale of the entire stock of men's clothing is being conducted. Men's suits and topcoats have been reduced to \$9.85 in the retail classification formerly running to \$20, while Hart Schaffner & Marx suits are offered, on a "choice of the house" basis, at \$17.85. Both under its present management and that of John Brandl, the store has specialized in selling bankrupt stocks purchased throughout the Middle West.

Manufacturing Matters.

Grand Rapids—Horton's All-Lacquer Finish System Corporation, 655 Kellogg street, has increased its capital stock from \$10,000 to \$25,000.

Detroit—The General Neon Corporation, 4485 Cass avenue, has been incorporated to manufacture and deal in electric and other signs with an authorized capital stock of \$3,000, all of

which has been subscribed and paid in.

Detroit—Drug Store Brands, Inc., 103 West Atwater street, has been incorporated to manufacture and deal in pharmaceutical toilet articles with an authorized capital stock of \$50,000, all of which has been subscribed and paid in.

Detroit—The Scheutz Fender Corporation, 1546 Jay street, has been incorporated to manufacture and sell safety fenders with an authorized capital stock of \$50,000 and 3,500 shares at \$1 a share, \$33,500 being subscribed and \$7,500 paid in.

Bay City—The A. F. Levine & Sons Co., 1203 North Madison street, has merged its mattress and bedding manufacturing business into a stock company under the style of the Levine Bedding Co., with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in property.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 1—Our city is now decorated with bunting, streamers, banners, flags and other decorations, ready to receive the American Legion delegates. They have a large gathering from all parts of the State, which should be the largest attended convention ever held here. Every preparation for the care and comfort of the visiting delegates has been made. The housing committee has met with success in caring for all. The merchants have also decorated and are featuring special sales to attract the visitors.

DeTour is preparing for a huge celebration on July 4. The business men are taking charge of the attractions and have arranged for a band and various sports, picnics and base ball. Bill McGuire gave me a tip to bet on the DeTour team, as they have the best line-up and have had much practice, so that the crowd will make no mistake in spending the Fourth there.

The Thomas cafe had its opening here June 28, with an elaborate menu. The cafe has been rearranged, redecorated and transformed into one of the finest cafes in the city. Special attention is given to tourists during the season, but the cafe will continue open throughout the year. Mr. Thomas will also continue his cafe at St. Ignace which is one of the best tourist eating places there.

W. T. Feetham, the well-known jeweler on Ashmun street, will open an optical parlor in connection with his jewelry business. Workmen are installing electric fixtures which are part of the latest equipment in optical tests. A competent optometrist of many years experience has been secured.

Men can conquer everything except a sense of loneliness.

Harold Gay has opened a fish market at 206 West Portage avenue. The place will be known as the Marine fish market and have as its special commodities smoked whitefish and trout, and will do a wholesale and retail business. Fresh fish, as well as smoked fish, will be on sale. The market will also have an aquarium.

We are having another carnival this week under the joint auspices of the American Legion and the trades and labor council. The Strayer Amusement Co. has never been here before and will remain for one week.

The Pickford stage depot will have new headquarters. It will now be located at the Smith Taxi Co., at the rear of Daun's cafe on West Portage avenue. The busses will leave as usual daily at 2:45 p. m., carrying freight and passengers, also mail.

T. E. Logan, for many years a resident merchant here, but for the past ten years a resident of Monrovia, Calif., is visiting friends here, a guest of W. H. O'Neil.

The Pines, the popular refreshment place on U S 2, near Donaldson, has opened for the season. Albert Gregg, the proprietor, will make a specialty of chicken sandwiches, as well as soft drinks.

Fred Shaw, manager of the Gamble-Robinson Co., has returned from a business trip to Minneapolis. He was accompanied by his wife.

The average woman enjoys being envied even more than the average man enjoys being praised.

The third State ferry between St. Ignace and Mackinaw City started June 30. The schedule is the same as last year, the first boat leaving St. Ignace at 6 o'clock and every half hour until 9 p. m., leaving Mackinaw City at 6:30 a. m. and every half hour until 9:30 p. m.

We are to have Tom Thumb golf for the fans here. Work on the golf courts started last week. Henry Bertram is the proprietor. The Tom Thumb is located on East Portage avenue. It will be an eighteen hole course with tees, greens, hazards and everything which goes to make a complete golf course. This will be the first of its kind located in the Upper Peninsula.

A motorist has admitted running over the same man twice. The time has evidently come when there are not enough pedestrians to go round.

Champion Beach, Marquette county's beautiful park at the West end of Lake Michigamme, one of the finest inland lakes in Michigan, is being visited by thousands of Marquette county residents and a large number of touring parties. By actual count, more than 1,000 automobiles parked at the beach last Sunday.

The original purchase by the county at Champion Beach was only 40 acres, but with the increasing demands that have been made upon the place it has been necessary to increase the acreage until now more than 200 is in possession of the county. The administration is done by the committee of parks of the county board and the road commission, and it is needless to state that the place is properly administered.

The parking space was taxed to capacity last Sunday, as the popularity of the beach is growing more rapidly than facilities can be provided. This will not be the case within a short time, as improvements and additions are being hurried.

The new concrete highway between Clarksburg and Champion is the reason for the increased popularity. It is now possible to travel over pavement from any of the towns of Marquette county almost to the park entrance. The public wants to travel on pavement and will avoid dirt highways when possible. The Michigamme Beach will come in for its share of patronage when the highway is hard surfaced to that village. This should be within the next year or two. This is another splendid park and on the same beautiful body of water.

The people want recreational areas, so the State, counties and cities are doing everything within reason to provide them.

Robbers entered the store owned by I. Malsin at Republic, last Wednesday night and made away with considerable loot. The safe was broken into and the cash register was rifled. Jewels to the value of \$2,000 were taken, together with \$200 in cash and a valuable collection of rare coins. An investigation showed that the robbers entered the store through the basement door, which had been pried open. To date no trace of the thieves has been found. The Malsin store was formerly owned by Louis Levine.

William G. Tapert.

Essential Features of the Grocery Staples.

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

Tea—Everybody connected with the tea market agrees that the past week has been very dull. This refers to first hands business; consuming demand has been good. Ceylons, Indias and Javas are still the favorites, selling better than the other grades. There is a little demand for Japan and Chinas, but not much. Formosas are still neglected. Prices have shown no particular change during the week, although there has been some shading on undergrades of Ceylons.

Coffee—The market on green Rio and Santos sold in a large way for future delivery has had another very dull and easy week. The market is in a very unsatisfactory condition from the holder's standpoint. There have been some little spurts of firmness during the week, but they have amounted to nothing. The fact is that with stocks on hand now the new crop coffees, which will be available before long, there is entirely too much coffee for the demand. There is nothing to do about it but except to let the price drop to a point corresponding with the actual conditions. No important change has occurred in green Rio and Santos in a large way, either spot or future. Milds are unchanged for the week. The jobbing market on roasted coffee is exactly where it was a week ago. The consumptive demand for coffee is steady.

Canned Fruits—Prospects for heavy production in canned fruits generally during 1930 has had the effect of deadening buyer interest in futures, and from the attitude now shown by the trade, booking will be conducted on a most conservative scale during the coming pack year. Peaches will be plentiful, according to reports from California, even if the pack is curtailed by agreement between canners and growers. Apricots look lighter than last year, but cherries, prunes, apples and pears will be abundant, taking prospects for the country as a whole. Hawaiian pineapple will be more abundant than ever before, state reports from the primary market.

Canned Vegetables—It is too early to get a slant on the coming corn and tomato pack, but reports from the leading centers of production indicate moderately large acreages. A bumper tomato crop is expected in California, latest advices indicate. The Southern pack of peas was almost a complete failure, but a good crop is anticipated in Michigan, Wisconsin and other Mid-West centers, and New York State production looks heavy.

Dried Fruits—The strong statistical position of the major dried fruits is borne out by steadiness of prices during a comparatively quiet market. Some weakness has been shown by a seller here and there in the last two or three months, and an unsettled condition has prevailed when consigned stocks were large. However, there is very little dried fruit now here on consignment from the Coast, and there are few sellers who show weakness anywhere in the list of dried fruits.

Interest in dried fruit futures has lagged, but this year such an attitude particularly on the part of the local trade, is not surprising. Prospects for good-sized crops of the major lines, continued poor export movement, and, perhaps above all, the cagey manner in which the New York trade has, in recent years, regarded futures, account for the lack of interest exhibited so far this year. Prices on future dried fruits, of course, are hardly out, only two or three Coast packers having named on prunes, apricots and peaches.

Canned Fish—This is the short cycle year for Alaska salmon. Carry-over on the Pacific Coast has been comparatively light, except in pinks. Production on the Columbia River is so far behind that of last year.

Salt Fish—There has been a slight additional firmness in mackerel during the past week because of the small catch on the Eastern Shore up to now. Prices have not been advanced, however. Norway and Irish mackerel are still very scarce on account of failure of the catch in both districts.

Cheese—Cheese has been dull during the past week, but with rather steady prices. Receipts are very moderate and the demand light.

Beans and Peas—In spite of the fact that the new tariff increases the rate on imported dried beans, which have been coming in in substantial quantities for several months, the market is still dull and neglected. In fact, it is easy from top to bottom, and it would seem as if nothing could rescue the bean market from the despondent condition which it has been in for several weeks. Dried peas are also not wanted and weak.

Nuts—There has been no feature of outstanding importance in the past week's market for nuts in the shell, activity being of a normal routine summer time nature, and with little interest being shown in futures. Future pecans sold in a fair way a week ago, but this week there have been no important bookings heard of. The Georgia pecan outlook is strong, and a short crop is expected on account of damage by the borer. A posting received from Bastrop, Tex., stated that, according to present prospects, the pecan crop in that section will be cut short this year, due to incessant rains in the spring and deterioration by insects. The crop in that section was short last year. Brazils in the shell were quoted firmly on the spot this week. There has been little buying for import, as the primary market has been forced out of reach of local buyers by European bidding. Nut meats exhibited a strong tone this week, but it was difficult to determine what the market was, because full adjustments of prices to meet the new tariffs have not been completed.

Rice—Advices from the South again made mention of drouth in many rice-growing sections and with signs of salt water making its appearance. This is disturbing, although no serious damage would result, provided the weather improved in the near future. Business continues to move along in the usual routine way, without any exceptional features. Prices are firm

and stocks are light. Arrivals from the South have been very moderate. The local market is still below the Southern basis.

Syrup and Molasses—The market for sugar syrup, in spite of the light demand, is steady on account of the light supply. Compound syrup is selling in a very small way at unchanged prices. Molasses has a small but steady sale, mostly fancy grades. Prices are unchanged.

Review of the Produce Market.

Apples—Transparent stock from Southern Michigan commands \$3.50 per bu.

Asparagus—\$1.10 per doz. for home grown.

Bananas—5@5½c per lb.

Beets—50c per doz. bunches for home grown.

Butter—The market has shown nothing sensational since the last report. The week started with a weak feeling, but later the situation firmed up a trifle on account of limited receipts and advanced 1c. Jobbers hold 1 lb. plain wrapped prints at 34c and 65 lb. tubs at 33c for extras and 32c for firsts.

Cabbage—Home grown commands \$1 per bu.

Carrots—60c per doz. bunches for home grown; \$4.25 per crate for Calif. grown.

Cantaloupes—Arizona stock is held as follows:

Jumbo, 45s	-----	\$5.50
Jumbo, 36s	-----	5.75
Standards, 45s	-----	5.00
Flats, 12 to 15	-----	2.50

Cauliflower—\$2 per crate for home grown.

Celery—40@60c per bunch for home grown.

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

Cucumbers—No. 1 home grown hot house, \$1.20 per doz.; No. 2, 75c; outdoor grown, \$2 per hamper.

Currants—\$3 for 16 qt. crate.

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—The market is 3c lower than it was a week ago. Local jobbers pay 19c 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	-----	\$5.50
Imperial Valley, 5s, per crate	-----	5.50
Hot house grown, leaf, per lb.	-----	5c

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 \$4.50 for No. 1 and Virginia \$4.75 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—\$3.50 per 6 basket crate for white varieties from Georgia.

Peppers—Green, 50c per dozen for California.

Plums—\$2 for 4 basket crate from Calif. Apricots, \$2.50.

Pieplant—\$1 per bu. for home grown.

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	20c
Light fowls	-----	16c

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

Raspberries—\$4.50 per 16 qt. crate for red and \$4 for blackcap.

Spinach—65c per bu.

String Beans—\$3.50 per bu. from Ill.

Summer Squash—6c per lb.

Tomatoes—Home grown hot house in 7 lb. baskets, \$1 for No. 1 and 65c for No. 2.

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—\$2.50 per bu. for Ill.

Late Business News.

Secretary Mellon told his fellow countrymen that fears of great injury to our foreign trade as a result of the new tariff schedules were unfounded, being merely echoes of the sort that always follow such legislation. Secretary Lamont and Dr. Julius Klein, his assistant, spoke in like vein, the latter to the radio audience.

Colonel Ayers of Cleveland entered the realm of prophesy by opining that clearer skies would be seen in America after labor day. Dr. W. Randolph Burgess, deputy governor of the New York Reserve Bank, an authority in his own field who is not given to boosting observations, ventured to put forward the view that "continuous flow of goods to customers gives assurance that the economic maladjustment of this period will be ironed out before many months have elapsed."

Members of the Canners' League of California are maturing plans to buy up all the No. 1 cling peaches grown this year in the Northern part of the State as a means of sustaining the market, which is threatened with a glut. A crop of 485,000 tons is promised compared with 179,000 tons in 1929 and far above the bumper crop of 1928—344,000 tons.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Increasing evidence comes from Washington that unless one is willing to face a "cease and desist" order from the Federal Trade Commission, it is well to refrain from the temptation to borrow a trade name already used by some other business organization. Particularly is this the case, it seems, when the question involves the protection of an industry of a State against piracy on the part of competitors who seek to trade upon the reputation of the State's product to dispose of its merchandise.

The latest ruling to this effect—one of many handed down by the Commission—was announced June 13 at which time that body ordered the firm of Everitt & Graf, Inc., of Milwaukee, Wis., to cease employing the word "California" in trade-marks, labels or brands stamped on the linings of women's hats made in Wisconsin or on the containers of such hats or advertising through other mediums that the hats are made in California unless and until such is the truth.

Complaint against the Milwaukee concern had been made by a number of manufacturers in the State of California who have manufactured a type of sport hat which they have marketed under trade names and brands featuring the word "California" and particularly featuring the phrase "California Sport Hat" in advertising. This group is reported to manufacture \$10,000,000 worth of their commodity annually and to spend more than \$100,000 a year in advertising it.

Previous cases of this kind which have resulted in similar orders by the Federal Trade Commission represent a wide range of products, including clothing for men and boys manufactured under the trade name "Rochester" but made in other parts of the country, matches allegedly made in Sweden but which actually were manufactured in Japan, an inferior grade of American cutlery sold as genuine "Sheffield," coal marketed as a product of the Mount Olive, Ill., mines but which never, never came from Mount Olive, "English broadcloth" shirts, made from products manufactured in the United States, and "Irish" lace which was manufactured in China.

A book publishing partnership signed a stipulation with the Federal Trade Commission agreeing, in connection with the sale of a special edition of a book, to cease and desist from using such representations as "The Authentic Text", "The First Authentic text", or "The Complete Text" as descriptive of the edition, when in truth such statements are not supported in fact.

This firm also agreed to discontinue use of the word "authentic" and "complete" in any way that would imply or deceive the purchasing public into believing that its edition is an authentic one of Edgar Allen Poe's story entitled "The Gold Bug" or that the edition is an authentic or complete text of this story containing all of Poe's

alterations and additions, when such is not the fact.

An individual wholesaler of monuments, statues, and building stone of granite and marble signed a stipulation with the Federal Trade Commission agreeing to discontinue use on his letterheads and other advertising matter of the words "Aberdeen, Scotland" in connection with the words "Branch Office", or in any other way. He will also stop using the words "Barre, Vt." in connection with the words "Works at", or with other words, to imply to the purchasing public that he operates an office at Aberdeen, Scotland, or a factory at Barre, Vt., when such is not the fact.

The Better Business Bureau of New York City sends us the following:

Charles Hamilton, alias
Patrick Kenny, alias
Robinson.

Description:

Height: 5 ft. 7 in.

Age: 39 years.

Black hair, light blue eyes, ruddy complexion.

Weight: About 165 lbs.

This individual was arrested in New York City on June 6, on a charge of forgery, and when arraigned in Magistrates Court was held on a short affidavit for further examination on June 9, when he failed to appear in court. His bail was forfeited at that time, and on June 11, a bench warrant was issued by Magistrate Simpson in First District Magistrates Court for his arrest as a fugitive from justice.

Hamilton is said to have long been active in New York and nearby cities collecting money on allegedly forged papers purporting to be donations to various non-existing organizations. At the time of his arrest, he had in his possession, orders for advertising and donations made out on literature of the following so-called organizations:

Brotherhood of Railway Yardmen,
Freight Handlers and Baggage-men of America.

Order of Railway Clerks of America.
Railway Men's Relief Association.
Railway Clerks, Shippers and Receivers Guide and Directory.

Brotherhood of Railway Supervisors.
Maintenance of Way Employees.

American Train Dispatchers Association.

Railroad Station and Freight Agents Association.

Files in this office disclose also that an individual of Hamilton's description has, in soliciting campaigns, used the names of the following organizations which the Bureau has been unable to find exist:

New York County Judges, Police Magistrates and Constables Association.

Order of Railway Express Clerks.
Railway Employees Benevolent Association.

State Police Benevolent Association.
City and County Employees Benevolent Association.

United Brotherhood of Railway Employees.

Many individual names are alleged

Quaker Brand Evaporated Milk

Unexcelled Quality - - Attractive Label - - Priced Lower.

A tremendous selling factor in the popular Quaker line.

A recent decision of the United States Circuit Court of Appeals whereby an infringement on the trade name "Quaker" on canned foods was ordered to cease, further insures independent Merchants the exclusive sale on Quaker Brand.

LEE & CADY

to have been used by Hamilton in connection with these so-called organizations, to whom checks were directed to be made payable. Some of these names in our files are: J. C. Dorgan, C. C. Coniff, M. J. Hughes, George Parker, Henry Milligan, George A. Carter, Charles McGrath.

If you are approached by any person claiming to represent any of the above alleged fictitious organizations, or any of the individuals named above, we suggest that you endeavor to occupy his attention and notify this Bureau immediately.

Undated testimonials in connection with alleged portraits of customers wearing artificial limbs will no longer be circulated by a firm of copartners engaged in the manufacture of artificial limbs, according to a stipulation agreement between the partners and the Federal Trade Commission. Details of this proceeding and four other stipulations are released for publication to-day. The other stipulations have to do with such practices as misrepresenting a wrapping paper as capable of withstanding a test of not less than 150 pounds to the square inch; untruthfully representing that a mail order house owns and operates a factory; labeling cosmetics of domestic origin with the word "Paris"; and misrepresenting names of imitation stones.

A corporation selling blankets, outer and under garments, and luggage directly to purchasers by mail order signed a stipulation agreeing to stop representing that it either owns, operates, or controls a mill or factory in which are made the products it sells. The company also agreed to cease and desist from making statements with reference to the wool content of the products it sells so as to deceive buyers into believing that such goods are made in substantial part of wool, when such is not the fact.

"Paris" as a brand or label or as a part of advertising matter will no longer be used by a corporation manufacturing and importing cosmetics so as to imply or to deceive the public into believing that it has a place of business in Paris, France, when such is not the truth. This firm also agreed not to use the word "Paris" either independently or in connection with certain advertising expressions worded in French or with other words, or in any way on its brands or labels or otherwise, so as to imply or lead the public to believe that the products are made in France and imported into the United States, when such is not the fact.

Three respondents, corporations, one engaged in manufacturing products containing genuine and imitation stones and in the sale and distribution of these; the second dealing in imitation pearls, crystals, jade, and similar products; and the third selling imitation pearls, agreed to stop use in advertisements, and on labels, and markings on boxes and otherwise of the word "pearl", "crystal", "jade", "amethyst", and "ruby" either independently or in

connection with each other or with other words so as to imply that their products are made of natural stones, when such is not the fact. They agreed to cease using the words "pearl", "crystal", "jade", "amethyst", "ruby" and "synthetic" in any way which may deceive buyers into believing that the products are made of natural stones.

Provision is made that when any of the words "pearls", "crystal", "jade", "amethyst", or "ruby" is used to designate such products, the designating word shall be accompanied by the word "imitation" or other words printed in type equally as conspicuous as that in which the designing word is printed, so as to indicate clearly that the articles are not made of natural stones. This company will stop using the words "synthetic" or "indestructible" so as to imply that such products are synthetic and indestructible, when such is not the fact.

A corporation jobber of paper will discontinue using certain expressions to describe its products so as to imply that it has a rupture strength capable of withstanding a test of not less than 150 pounds to the square inch.

Grip With Alarm Offered.

A leather grip to protect payrolls, bonds and valuable property, which sets off an alarm if anyone attempts to snatch it from the person carrying it, has just been placed on the market. The handle contains a plunger, which is pressed tightly by the hand carrying the grip. If released, it rings a loud sounding bell. The plunger, upon release, is immediately locked by a bar which slips into place and prevents its return. The interior of the grip is lined with fine mesh steel wire to prevent cutting into the wires, which run from the handle to the alarm mechanism. The bag with all equipment weighs eleven pounds. When not being used, it can be locked.

Better Selling Is the Secret.

Better selling will increase your average sale.

Display your goods attractively in your windows and inside your store.

Put them out where your customers can see and handle them.

Hold a school for your salespeople, and teach them—

All about your goods.

How they are made and how used to best advantage.

How to sell each article.

How to push new goods.

How to sell by suggestion.

And keep a record of what each sells every day.

Prepare For Fall Pewter Trade.

Fall lines of pewterware will be introduced to the trade here after July 4, according to advance cards of Eastern salesmen. Prices on the Fall goods, it is held, will show no change from Spring levels. The wider use of steel dies in producing pewter will result in the introduction of more pieces made in fluted styles. A few manufacturers are planning to feature modernistic pieces in pewter. Colonial and early American patterns, however, are expected to dominate in the sales.

Tie Up Your Store With National Advertising

Tell your customers the big news about Royal Quick-Setting Gelatin Dessert. Takes half the usual time to set. You get it fresh, with all the fruit flavors at their peak through Standard Brands Daily Delivery Service.

Royal Quick-Setting Gelatin Dessert is advertised nationally in leading magazines and newspapers and over radio.

Tie up with this advertising by displaying Royal Quick-Setting Gelatin Dessert in your window.

5 BIG REASONS Why You Should Push STANDARD BRAND Products

- 1—Prompt Service and frequent deliveries.
- 2—Small stocks properly regulated and small investments.
- 3—A reputation of freshness with every product.
- 4—Nation-wide advertising.
- 5—Quick Turnovers and Quick Profits.

ROYAL Quick-Setting GELATIN DESSERT

Distributed by
Standard Brands Incorporated

IMMEDIATE SALES WITHOUT EFFORT

The new 5c package of
MUELLER'S EGG A. B. C'S



for soups, is put up in a convenient container, designed to make an attractive counter display.

Set this up and watch it make sales for you. Children like

MUELLER'S EGG A. B. C'S

which are good for them. The contents of this package increases to four times its weight; sufficient for six plates of soup.

C. F. MUELLER CO.

JERSEY CITY

NEW JERSEY

FURTHER SLUMP.

Another abrupt decline in commodity prices, from which, however, some recovery was made later, was the feature of the week in general business. Instead of flattening out, the course of commodity prices in the last month has been so abruptly downward that one would scarcely imagine that the slump has been under way for almost a year.

The Annalist weekly index last week fell 2.8 points. This brought the drop in three weeks to almost 6 per cent. and put the index 14.3 per cent. under a year ago. The index now stands at 124.6, which is the lowest point since January, 1916. For the last week every group but building materials receded, the heaviest declines appearing in farm and food products.

In the week's developments in industry only the building line furnished a favorable report. Contract awards have increased and for the first half of the month were within 7 per cent. of the daily average for the same period last year. But against this improvement were ranged further easing in the steel industry, additional curtailment in automobile manufacture and evidence of earlier summer slackening among the host of industries using electric power.

As the half-year mark is turned there is evident a situation in decided contrast to what was confidently predicted when 1930 began. The depression is undoubtedly a major one that is now approaching the dimensions of 1921. Bottom should be made this summer and the extent of the fall improvement will depend largely on the outcome in crops and on foreign trade developments.

It is also rather apparent that to hasten the recovery quick adjustment all around to the new basis of prices will have to be made.

JOHN ADAMS.

"Thomas Jefferson survives!" These were the last words of John Adams, who died in Quincy one hundred and four years ago, shortly after 5 o'clock in the afternoon of July 4. He uttered them almost at the precise moment when Jefferson, at his home in Monticello, was breathing his last. Adams, according to the diary of his son, John Quincy, survived Jefferson by four hours. But it was not until five days later that the son, then President of the United States, and already posting North on the news of his father's illness, received word of his death.

The elder Adams never had the place in the popular imagination granted to his three contemporaries, Washington, Jefferson and Hamilton. This is due rather to handicaps of temperament than to lack of appreciation of his services to his country. Judged by the latter criterion, he stands on the same level as the other three. It was Adams's misfortune to combine with the ungenial disposition characteristic of many New Englanders of the rigid school in the old days a somewhat choleric and jealous disposition. He was not a gracious man. His rise to fame was due to his rugged devotion and high sense of duty rather than, as

in the case of Jefferson, to his gifts as a politician and glib coiner of popular phrases. The compelling charm of personality and the genius for clear thinking that distinguished Hamilton were also wanting in Adams's make-up. He was given to testiness and inclined to be vain and pompous.

Yet John Adams fought valiantly for his country and brought to his various missions a genuine passion for liberalism and a great gift of common sense. Nothing daunted him, though many things annoyed him. He came to the Presidency as the successor of Washington—in itself a terrible handicap. But the Federalist Party was torn by factions, and against Adams were aligned the powerful followers of Hamilton. The dislike of Hamilton for Adams was cordially reciprocated.

John Adams is one of the true fathers of American independence. As such he is entitled to his full share of credit, along with Jefferson. These two, together with Franklin, Livingston and Sherman, formed the committee that had charge of the drafting of the Declaration of Independence, and though the actual writing was for the most part done by Jefferson, the influence of Adams in the debates that preceded was great. Moral courage and independence were two of his most outstanding characteristics. He cared little for the opinion of others, whether good or bad, and for kings and the British government in particular he had no use. The toast that he had sent to the celebration in Quincy of the Fourth of July, 1826, was "Independence forever." His grand-daughter reminded him, the morning of his death, that it was the fiftieth anniversary of Independence. "It is a great day. It is a good day," was his only comment.

NEW TREND IN BUYING.

In several cases recently there has appeared a significant trend to buying operations which is highly deserving of note. In such instance, the textile converters backed up the movement among producers to curb overproduction by deciding to give their business to mills that were observing the programme of rational output. In the other, a large chain store organization that previously had agreed to purchase only from garment producers who maintained proper working conditions recently dropped several sources of supply which were not union shops.

These policies bring a new angle into buying and a highly desirable one. The textile converters have recognized that in order to reduce severe and unprofitable competition in their own field they must act against the supply sources that disregard the welfare of the industry by producing night and day in spite of an ever-growing surplus.

Similarly, the chain organization realized that in encouraging substandard production labor conditions were depressed and their own interests jeopardized since the worker is also a consumer.

Conditions of overproduction and poverty-scale wages might soon be remedied if the action of these two

groups were adopted on a broad basis throughout the trade and industry. For his own protection the buyer should favor the intelligent producer and goods made by labor that receives a fair wage. The consumer, who is usually a worker, would no doubt favor merchandise representing standards on which his own welfare so largely depends.

REACTION TO NEW TARIFF.

The opposition to the new tariff law in the press and among business men of the country is not the serious factor in the situation. There is almost always opposition to tariff bills. The really serious factor is that this bill is passed in a period of business inactivity. So if business does not recover promptly there will be a tendency to blame the continuance of the depression upon the tariff. When business is booming it adjusts itself promptly to revisions in tariff rates. People forget about the tariff soon after it becomes a law. But no one can predict just how much of a political issue the tariff may become when a good many men are dissatisfied with economic conditions. We cannot recall a tariff revision accomplished under such unfavorable economic and political conditions as the present one.

Actually, the President is right in attaching much importance to the flexible provisions of this bill. It is through them that the rates in the Hawley-Smoot bill will in the end be re-adjusted. We have talked with a Democrat who is one of the leading authorities on the tariff in Congress. His idea is that if the present bill proves to be a bad one and his party comes to power no general revision downward should be attempted. A cautious and gradual reduction will, in his opinion, be the best course. And it is pretty likely that this will be accomplished through the Tariff Commission. No Administration, whether Democratic or Republican, will have much stomach for a general revision of the tariff by Congress while the memory of this session devoted to the tariff is fresh in the public mind.

PRICE MAINTENANCE.

Co-incident with price maintenance legislation and widespread discussion of the question, there has appeared evidence of how ill-timed the entire agitation is. If a law giving manufacturers the right to fix resale prices is passed by any chance, it is very doubtful whether little or any benefit will accrue to supporters of the measure.

For one thing, the slump in prices makes fixed values quite hazardous. Slashing competition among distributors is driving not a few retailers to drop branded lines which draw the fire of rival concerns. Then again the growth of chains and voluntary groups of distributors has greatly expanded the introduction and use of private brands.

To add further confusion to the situation, not a few producers of branded lines have themselves violated the letter and spirit of uniform and fixed prices by unloading surpluses at re-

duced prices. In one particular case a new product which was advertised to retail at \$1 was almost immediately offered at 89 cents, and a short time after its introduction was given away free with another product.

It is clear that the circumstances could scarcely be more unfavorable for the enactment of price maintenance. It would be a hollow victory to have a law on the books which no doubt would multiply competition from private brands and further encourage distributors to eliminate goods on which prices were fixed. And if the producers of brands would not wish to take advantage of the law, why have it?

ELMER A. SPERRY.

In the expansion of American industry, however much of a cloud it may now be under, invention has played a major part. To Yankee ingenuity and inventiveness foreign observers often assign a large share of the credit for our industrial supremacy. There is no question of the debt we owe our investors and on this honorable roll the name of Elmer A. Sperry ranks very close to the top.

He was best known for his utilization of the gyroscope in stabilizing both ships and airplanes, while scarcely a vessel sails the seas to-day which is not equipped with his "metal mike" for automatically keeping a vessel accurately upon its course. But his contributions to science went far beyond these well-known devices and his most recent spectacular experiments in aviation. He invented new systems of street lighting, mining machinery, an electric arc light, electric devices for street cars and automobiles and various electro-chemical devices which bring the long list of patents taken out in his name close to four hundred.

It is impossible to gauge the full importance to human welfare of his contributions to electrical science. Where he stopped, his successors may carry on his work along lines now unknown.

DRY GOODS CONDITIONS.

From reports now current, sales for the month will make a rather spotty showing. In local territory it is believed that volume has ranged fairly close to the total for the same month last year. On the other hand, conditions outside of New York have been so mixed that, for the country as a whole, a sizable decline is expected.

The results are indicated on the basis, of course, of the more progressive stores of the country—those which report on their sales. It is necessary to emphasize this because a good deal of comment has been heard concerning the small decrease in retail distribution as compared with the serious slump in production.

An accurate picture of the entire trade situation is not available, it must be remembered, because by far the largest part of distribution is carried on by small stores. It is extremely doubtful that they have fared as well as the well-managed concerns, in which case the average decline in retail sales would be larger than is commonly imagined.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

God in His goodness makes a good many perfect summer days, but He certainly never handed out a more thoroughly good day than last Saturday. The sky was blue, the sunshine was bright and the Northwest breeze was strong enough to temper the heat and make it agreeable.

The destination planned was Ol' St. Joe, but frequent interruptions and perhaps too prolonged calls on old and faithful friends en route forced us to head homeward from Watervliet, thus deferring Benton Harbor and St. Joseph calls to a later date.

Starting from Lamont instead of Grand Rapids, we were the entire day on M 50 and U S 31, both going and returning.

In common with many other enthusiastic champions of M 50 I am at a loss to understand why this wonderful thoroughfare, which starts from Monroe and wanders around the State in apparently haphazard fashion until it reaches Grand Rapids, has not been completed to Lake Michigan this summer. At the junction with U S 31 it is only three miles from the blue water of Lake Michigan. I have never undertaken to navigate the unconstructed portion of the route, but am told that the shore line at the ultimate terminus is one of the most beautiful stretches of sand and gradually deepening water to be found anywhere on the East side of Lake Michigan. The completion of the road by the State was to be contingent on Ottawa county purchasing and developing a beautiful park area with ample cement construction to furnish parkage for five hundred cars. Perhaps the county has not been able to do its part through the refusal of the owners of the water frontage to sell their holdings at a reasonable price. There are usually plenty of people who are willing to play the hold-up game on such occasions.

The most remarkable improvement in cement road construction I have seen this year is the new route the road makers have developed in the approach to Saugatuck from the North. The old route containing a half dozen or more abrupt turns—some of which were extremely dangerous—has been abandoned entirely and a broad sweeping road constructed with graceful curves instead of short, sharp turns. I should have noted the length of the new road. It must be two or three miles long. It is worth a trip to Saugatuck to see this improvement.

Saugatuck sits pretty and gives evidence of much enterprise in the construction of new buildings and the improvement of those already in existence. The village painter has evidently been very busy thus far this season.

L. Seymour & Co., at Glenn, reported a good winter volume and are pre-

paring for a larger summer trade than ever before.

The approach to South Haven from the North discloses the creation and development of more new resorts than I can recall during any previous year. New hotels, sleeping apartments and homes are everywhere in evidence.

My first call at South Haven was on Burge & Burge, who have introduced modern shelving and display methods in their grocery store, making it one of the most attractive food emporiums I have ever seen.

I found an employe in the store of the McGuire Bros. Tea Co. who has read every issue of the Tradesman since it was established, nearly forty-seven years ago. For fifteen years after 1883 he was associated with John Mackey, hardware dealer and stove founder. I regret I did not ask the gentleman his name.

J. R. Spelman, who conducts two grocery stores at South Haven and one at Covert, appears to be devoting most of his time to the very remarkable Fruit Market, five miles South of South Haven. He now owns two eating rooms, grocery stores, fruit store, cider mill, gasoline station and sixteen sleeping cottages, the latter arranged in a circle around his other mercantile developments. The cottages are each named after fruits and berries. They are roomy, well furnished and kept very clean and wholesome. Each cottage has running water, which is a little unusual in sleeping apartments of this description. I take pleasure in presenting two views of his creations elsewhere in this week's paper.

Just North of Watervliet I was surprised to see a crew of men at work near the side of the road drilling a well for oil. Large signs announced that anyone who bought a building lot on the farm on which the well was being driven would receive a share of stock in the oil well undertaking for every dollar paid on the purchase price of the lot. Other advertising matter asserted that the owner of a lot could probably erect a home on his lot with the dividends he would undoubtedly receive from his oil well stock. It struck me that this was a little like counting chickens before the eggs were hatched, but I could not help wishing that the project would turn out better than some other attempts of this kind I happen to know about—to my sorrow.

The paved road for many miles on U S 31 is in bad condition and will have to be replaced soon. I assume that when this is done the new pavement will be made forty feet wide instead of sixteen or eighteen feet, as is the case at present.

The country along the roadside is very beautiful at this time of the year, due to the fact that the fruit prospects are excellent. In most cases the fruit orchards are well cared for and pre-

sent a very attractive appearance. There are fewer fruit and vegetable stands along the highway than usual. The number will probably increase as the products of the soil become more in evidence.

I have given the subject of truck driving on cement roads much thought and am fully convinced that the Legislature should enact a law prohibiting the use of our expensive cement roads by truck drivers who overload their trucks and thus contribute to their early destruction. Take the case of the A. & P. Tea Co., for instance. The company owns no buildings in any locality of which I have any knowledge. It owns no trucks or trailers. It hires all its trucking done by irresponsible people who insist on loading their vehicles beyond the limits established by law and greatly in excess of the strength of our cement roads to sustain. The result is that the life of our roads is shortened at least one-half—shortened by people who do not pay any taxes in the districts in which the roads are constructed and operated in behalf of a syndicate which does not pay a cent of taxes on real estate anywhere in Michigan. If the law against over-loading were rigidly enforced the use of the roads to those monsters might be tolerated, but under existing circumstances I think the trucks should be forced by appropriate legislation to use the gravel roads.

I read the communication of Allen F. Rockwell in the Grand Rapids Sunday Herald with great pleasure and satisfaction. Mr. Rockwell took issue with the automobile editor of the Herald, who has been contending that automobile accidents are mostly caused by slow drivers who confine their speed to twenty miles per hour. Mr. Rockwell, who covers 18,000 miles per year in his capacity as commercial traveler, asserts what every observant driver knows—that ninety per cent. of the automobile accidents are caused by reckless drivers who undertake to pass safe and sensible drivers contrary to law. While I drove 172 miles Saturday, jogging along 30 to 35 miles per hour, at least one hundred speedomaniacs passed me on curves, sharp right angle turns and while climbing steep hills. All of these actions are prohibited by law, but I have never seen a fast driver who gave the law a moment's consideration. Those members of the traveling fraternity who spend much of their time every week on the road, driving from town to town in pursuit of a livelihood, will thank Mr. Rockwell from the bottom of their hearts for contradicting the ridiculous and criminal heresy which the automobile editor of the Herald undertakes to promulgate every week in his Sunday department.

Frank A. Stone acquired the sole title to what is now known as Stone Hills, on West Bridge street (Grand Rapids) sixteen years ago. Since that time he has torn down the original brick house owned and occupied by his late parents, erected a beautiful home

for himself and several other very attractive residences which he has sold or leased and created a parking condition which is probably not excelled in beauty and utility by any other undertaking of the kind in Michigan. Mr. Stone's total expenditure to date exceeds \$150,000, which includes the green house and two tunnels which serve to make access to the elevation comparatively easy. The most enjoyable feature of the situation is the pleasure it gives Mr. Stone to exhibit his wonderful development to his friends and those who are able to fully appreciate what he has done because of their education or experience along landscape embellishment lines.

This is not an opportune time to consider the erection of a new church building, but a church organization in this city finds it necessary to undertake something of that kind at once, because the building it has occupied for several years has been condemned as unsafe. I refer to the True Light Colored Baptist church on Williams street. The Pastor, Rev. M. P. Parish, has worked like a Trojan since he came to Grand Rapids, five years ago, and now has 300 families on his membership roll. He has caused the condemned structure to be torn down and is excavating for a basement building which he will cover with a temporary roofing until times improve and he is able to go ahead with the remainder of the building. While the temporary habitation is being constructed, Mel Trotter has given the organization the free use of the City Mission for its Sunday morning service and Sunday school, which I consider a mighty fine thing for him to do. He also offers to be helpful to Rev. Parish in advising him along construction lines, on which Mr. Trotter has had much valuable experience. I have had some very unpleasant experiences with the improvidence and untrustworthiness of colored preachers. (I ought not to use the word colored in this connection, because white clergymen are not all what they should be), but I am fully convinced that every penny contributed to Rev. Parish will be judiciously expended and rigidly accounted for. Rev. Parish is what I call an emotional preacher, which probably accounts for his popularity and success among the colored people. If any of my readers feel that they would like to help this cause, which I am prepared to recommend without any reservations, I shall be glad to have them help Rev. Parish in this emergency. Contributions may be sent in care of the writer if desired.

The most interesting information I have received this week is that the skillful Dr. Beeman has discovered that there is strong hope of returning eyesight for Richard D. Prendergast. When I started the Tradesman in 1883 "Dick" was book-keeper for his uncle, John Caulfield, who was then engaged in the wholesale grocery business at the corner of Canal (now Monroe avenue) and Erie streets. About five years later he became credit man for the Lemon & Wheeler

Co., continuing with that house until it was consolidated with the Worden Grocer Company, about twenty years ago. He served the Worden Company as credit man until that organization was sold to Lee & Cady, about four months ago. Mr. Prendergast probably has a wider acquaintance among retail grocers than any other man connected with the wholesale trade of Grand Rapids. He is universally loved and respected by all who know him.

I learn in a roundabout way, which apparently harks back to official sources, that the sale of the Oceana Canning Co. to the farmer syndicate, which is financed by Uncle Sam, is practically consummated. In keeping with the other purchases made by the same organization, the consideration agreed upon is about three times the actual value of the property—which means, of course, that the property will ultimately revert to the original owners at its actual value.

E. A. Stowe.

Cantons Lead Silk Buying So Far.

The sampling of Fall silks by the dress trade has in large measure been completed and silk manufacturers are now awaiting the more active response expected with the booking of orders on the new Fall dress models. In the business placed to date, nothing has developed to challenge favor for Canton crepes as the fabrics which will dominate from a volume standpoint for the new season. Satin and flat crepes are also well regarded. Despite the attempt to hold production within certain bounds, the price question is still foremost in silks because of the unstable basis of the new fiber. Retail buying is still confined to seasonal clearance lots.

Step-In Undershirt on Market.

An athletic undershirt, styled exactly like a speed model, step-in bathing shirt, with deep cut-outs on the sides, has been introduced by a manufacturer and is meeting with good response. The shirt can be worn with or without shorts and is intended primarily for sport wear. Two fashionable retail shops and one department store are handling the shirt in New York City and report an excellent business, it was said. A fair business is being transacted throughout the country also. The shirt is priced slightly higher than the manufacturer's standard line, which is an expensive one. Patent on a trade name is pending.

Urge Model Notions Departments.

Plans for a campaign to bring the advantages of a model notions department to the attention of retailers were approved at a special meeting of the board of directors of the National Association held in New York City one day last week. Suggestions for the layout and equipment of a model department will be made by the association. Members of the board also voted to appoint a committee to develop a system of standardized stock control for introduction in notions departments. Ralph K. Ginsberg of the I. B. Kleinert Rubber Company, president of the association, presided.

ANOTHER GROCER GONE.

Unexpected Death of D. D. Cady, of Lee & Cady.

Funeral services for David D. Cady, who was actively connected for more than thirty years with the wholesale grocery firm of Lee & Cady, which he founded, were held Tuesday afternoon in the chapel at Elmwood cemetery, Detroit, where interment was made.

Mr. Cady, who had been retired the last seven years, died unexpectedly Saturday night in his residence at 8120 East Jefferson avenue.

David D. Cady was born at Plymouth, Michigan, eighty-five years ago, his antecedents being American on both sides. When he was 8 years

subsequently identified with the grocery establishment of Platt & House, on Woodward avenue, where he remained until he formed a copartnership with James E. Brewster and engaged in general trade at New Hudson under the style of Brewster & Cady. Two years later he returned to Detroit and entered the employ of W. J. Gould & Co. He was with this house fifteen years, eight years on the road and seven in the house. After the third year he was taken in as a partner, which relationship continued until he retired from the firm in 1892 to form a co-partnership with Gilbert W. Lee, who had purchased the fancy grocery business of D. D. Mallory & Co. in 1885 and had been conducting the business under the old name. Lee

and one son have passed away, so that the survivors are a son, Guy Brewster Cady, of Detroit, and two daughters, Mabel Henri Cady, of Detroit, and Mrs. A. Burns Smythe, of Cleveland, Ohio.

Mr. Cady was a Mason up to the 32d degree, a Knight Templar, a member of the Detroit Club, Country Club and Old Club and Vice-President of the Standard Pure Food Co.

Noted for his geniality and ready wit, Mr. Cady at one time was known to virtually every grocer in Michigan. Friends assert it was these likable personal characteristics which largely accounted for the growth of the business.

In the early days there was scarcely a village in the State that "Dave" Cady didn't visit at least once a year. He had a fund of tales to tell of the days when he made his territory in horse and buggy and often on foot.

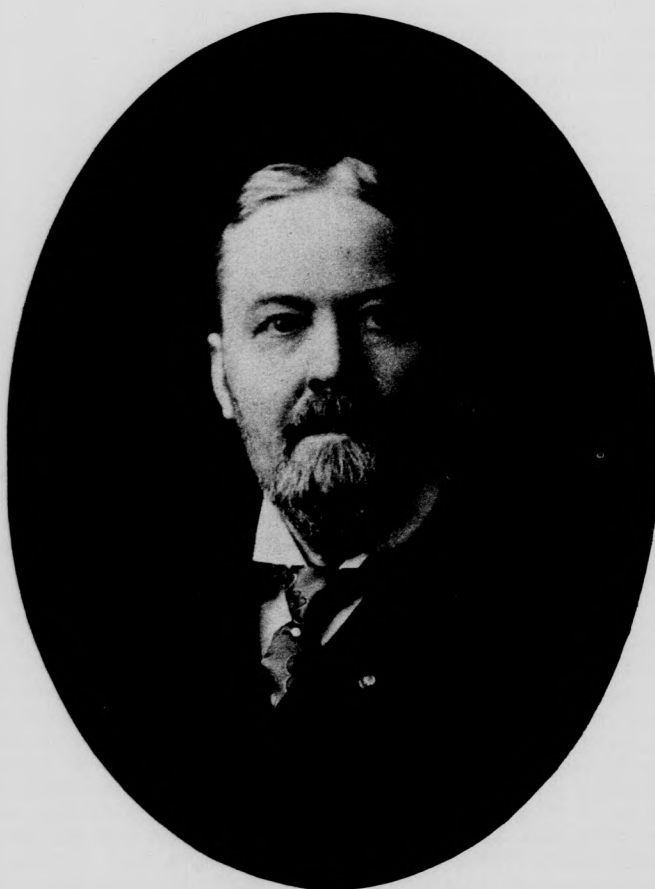
Mr. Cady attributed his success to hard work and to a firm determination never to let anything interfere with his business. He was one of the most methodical and painstaking business men in the city of Detroit and probably put in as many hours at his desk in the years of his activity as any man connected with the wholesale grocery business. He had few hobbies, although he owned up to a weakness for angling, and of late years he became interested in automobiling. He was a devoted adherent to the family circle and found his greatest pleasure in ministering to the comforts and requirements of his family. Mr. Cady was to be congratulated on the fact that during the fifty-eight years he was identified with the grocery business he did not permit himself to be so shaped to one groove that he could not travel in another, and that his mind and his tastes were not so centered in the mere making of money that he could not find rational enjoyment in the pursuit of other things.

Enameled Ware Prices Unchanged.

During the present period of inactivity in enameled kitchenware lines, manufacturers have been giving their attention to preparing Fall numbers which will be ready for the market within a month. In spite of reduced prices in materials used for manufacturing enameled ware, producers claim they will be unable to lower their prices, because the limited demand for goods this year has increased production costs. Ivory and green will be the colors featured in the Fall lines. At present enameled cake and bread boxes decorated in ivory and green are selling better than others.

Show Candelabra Lamps For Fall.

A continuation of the vogue for candelabra next Fall is indicated by special displays of new lines by a traveling salesman this week. Although the complete Fall lines will not be shown until the trade opening in Chicago next month. Salesmen claim they have succeeded in bringing in a number of early Fall orders through the early exhibits. Two and three candlesticks are most common in the numbers offered and appear to be favored in the orders placed.



The Late David D. Cady.

old his parents removed to Ypsilanti, where they remained six years, when they took up their residence in Detroit, and the subject of this sketch completed his education, so far as school books go, in the Barstow school. At 16 he was employed in the grocery store of a man named Watson, with whom he remained a year. He then went into the wholesale and retail grocery house of E. A. Drury, where he stayed for several years. His next engagement was with the wholesale grocery house of W. & R. Miller, during which time he embarked upon his career as a traveling salesman. He next entered the employ of Wm. Phelps & Co., subsequently known as Phelps, Brace & Co., which house he represented for six years. He was

& Cady was selected as a firm name and this copartnership relation continued without interruption until Mar. 1, 1907, when it was changed to Lee, Cady & Smart, in consequence of the purchase of the Phelps, Brace & Co. and Smart & Fox combination of stores in Detroit and the Saginaw Valley. The business was conducted by a stock company with \$750,000 capital. On the retirement of Mr. Smart to engage in business on his own account in California, the former name of Lee & Cady was resumed.

Mr. Cady was married about fifty-three years ago to Miss Brewster, a sister of the gentleman who was his partner in the retail trade at New Hudson. They had four children—two sons and two daughters. The wife

THE ANSWER IS "NO"

EVERY now and then some one asks whether General Foods puts out special packages for exclusive sale to certain groups of the trade.

The answer is "No".

No special packages which are not available to all the trade. No special weights—weight is clearly marked on every package. No special grade—the same high quality for all.

The General Foods policy on this point is an open book. Everyone receives the same fair treatment.

"Ask the General Foods Salesman"

Principal products distributed by
GENERAL FOODS SALES COMPANY, INC.

POSTUM CEREAL	JELL-O	CERTO
INSTANT POSTUM	LOG CABIN SYRUP	CALUMET BAKING POWDER
GRAPE-NUTS	MINUTE TAPIOCA	LA FRANCE
POST TOASTIES	WALTER BAKER'S COCOA	SWANS DOWN CAKE FLOUR
POST'S BRAN FLAKES	WALTER BAKER'S CHOCOLATE	SATINA
DIAMOND CRYSTAL SHAKER SALT	FRANKLIN BAKER'S COCONUT	SANKA COFFEE
MAXWELL HOUSE COFFEE AND TEA	HELLMANN'S MAYONNAISE PRODUCTS	

The quality that has made each General Foods product famous is always the same, and the net weight, as specified on the package, is always the same no matter where or from whom the consumer buys it.

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FINANCIAL

Senior Stocks Top 1929 Peaks.

The fact that preferred stocks as a group generally have advanced this year above their high points of 1929 and, as a rule, have held their gains fairly well in spite of the slump of junior issues testifies to the reversal in money rates in the last year and emphasizes the difference between senior and common stocks.

Preferred issues of the better grade have been selling recently to yield approximately 6 per cent. Senior issues of utilities afford a somewhat higher yield, on the average, than the stronger industrials and rails, while preferred stocks of telephone companies, as a rule, offer the lowest yield.

Interesting comparisons of securities of this type are provided in a pamphlet just published by the First National Old Colony Corporation listing about 450 separate issues. These are classified according to the industry represented.

One of the facts brought out in the list is the relatively large number of industrial preferred issues not subject to redemption. A fair proportion of rail stocks is noncallable, but in the utility and telephone groups non-redeemable issues are scarce.

Noncallable preferred stocks are more in demand than those subject to redemption, as investors who favor senior stocks naturally prefer those most likely to remain undisturbed. Thus they command a higher price, as a rule. Absence of provisions for redemption of preferred stocks sometimes is considered by corporation managements to be a handicap, and in recent years few noncallable issues have made their appearance.

Among the well known senior stocks in the industrial group that are noncallable are those of the following companies: American Bank Note, American Can, American Car and Foundry, American Locomotive, American Metal, American Smelting, American Snuff, Bethlehem Steel, Corn Products, Eastman Kodak, Hershey Chocolate, International Harvester and many others.

Just as in the case of bonds, the redemption price generally limits the advance of preferred stocks, for purchasers in most cases are unwilling to pay a premium above the call price if there is a possibility the stock will be called for redemption.

One of the lowest-priced preferred issues found in the list of more than 400 stocks is the 6 per cent. cumulative special stock of the General Electric Company, the par value of which is \$10. It is redeemable at \$11, and rarely sells below that figure. At current levels it yields scarcely more than 5 per cent.

William Russell White.
[Copyrighted, 1930.]

Seers See Sun Behind Clouds.

A few prophets are beginning to stick their heads up through the clouds of pessimism these days to forecast industry's revival but the time of the predicted upturn varies from summer to early 1931.

Colonel Leonard P. Ayres in his

usual colorful manner is perhaps the most cheerful of them all in predicting that an abrupt and consequential upward movement in stocks and commodities will be under way by Labor Day. This Cleveland prophet describes the present deflation as "one of the most unmistakable depressions of the 'U' shape variety which this Nation has known." But, in his opinion, "We are now in what I believe to be the first stage of a slightly perceptible upward turn in the business cycle and even if affairs do not improve radically during July and August the Nation will be forced to operate at capacity production to avoid acute shortage of commodities.

"Present productions is comparable to that which followed a slight depression in 1924. But the international market in general and the American market in particular have broadened with such leaps and bounds in the last six years that production to-day is not keeping pace with the demand for products."

From the scholastic halls at Cambridge where the Harvard Economic Society watches through its binoculars the rise and fall in business comes word that pessimism and conflicting tendencies "not infrequently mark the formative stage of recovery" and do not shape the expectations of this society "of an early and substantial recovery in business." The elements that this organization believes tend to improvement include easy money and the credit situation, the gain that the consumption of goods is making over output and the "apparent initiation of an upturn in residential construction."

Officials of the Standard Statistics Company, Inc., do not share the confidence either of Colonel Ayres or the Harvard Economic Society in an upturn in business this summer but they do believe that "business recovery will be strikingly in evidence by next spring and that the main trend of activity for the year as a whole will be upward. The recent disappointing behavior of business, commodity prices and stock prices has made more uncertain the prospect for an important recovery in the autumn of the current year, in our judgment, but has made still more certain the prospect for important and sustained revival in 1931."

The Brookmire Economic Service holds to the view that this will be a subnormal year with a possibility of improvement in the fourth quarter but frankly says it is unable to forecast whether business will continue around present levels until then or whether we will have a further substantial drop sufficiently deep to afford the basis for the predicted improvement.

Paul Willard Garrett.
[Copyrighted, 1930.]

Many Factors Combine To Determine Market Values.

Many factors enter into determination of market prices of common stocks other than dividend payments and money rates. Consequently the yield basis is not the most important measurement to be applied.

General business conditions, trend of competition, outlook for the indus-

The Measure of a Bank

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

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



GRAND RAPIDS SAVINGS BANK

"The Bank Where You Feel At Home"

16 CONVENIENT OFFICES

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



**OLD
KENT
BANK**

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

try served, management and dividend record are some of the influences to be observed in studying junior securities. These points are stressed by A. G. Becker & Co. in "Little Essays in Finance" in the firm's current circular.

Judgment on common stocks should be based on all ascertainable facts, the firm emphasizes. In many cases late information is not always readily available, but in almost all cases is obtainable with a little perseverance.

"Management is closely allied to earnings," says the firm. "It is the factor of major importance in many companies. The careful investor will want to know that the management is experienced, prudent, resourceful, open minded, able to keep to a safe course in difficult times. Obviously, these are questions more easily asked than answered.

"In the case of an established concern the actual record of earnings is one of the most satisfactory evidences of earning capacity. Have earnings been reasonably consistent from year to year, all influences being considered? Has the general trend been upward? Has the company shown strong vitality in periods of depression? These are among the questions to be answered.

"Investors sometimes give greater attention to market history than to the earning record. In theory, of course, the market price should be a reflection of earning capacity. But as a matter of fact many other factors enter into the determination of the market price.

"The dividend policy, too, is a fair field for enquiry," the firm continues. "Sound policy ordinarily suggests the wisdom of disbursing substantially less than normal earnings, to the end that the business may continually be fed with funds for new development without the cost of outside financing. Yet, a management with a strong sense of responsibility to the individual shareholder may be fully justified, on occasion, in paying dividends in part out of reserve when conditions, apparently not of permanent nature, temporarily reduce earnings."

William Russell White.
[Copyrighted, 1930.]

Old Yardsticks Coming Back.

A new yardstick for evaluating stocks is coming into use with the market's increased conservatism that resembles strikingly the measuring stick of the pre-bull market days.

Now as at no time in recent years the market is looking to yields as a basis for determining the worth of shares with the result that stocks once more are selling on levels giving a larger return to investors than bonds. Up to the beginning of 1928 nobody realized the drastic realignment in values that was to come in the "new" era just ahead. Up to then common stocks in this country back over the years always had sold on levels giving a substantially greater return to investors than bonds. It was thought that dividends on common shares were less certain than interest payments on bonds, and that stocks, therefore, were not worth as much relatively as bonds.

With the reasons for the abandonment of these old investment prin-

ciples we are all familiar. Suffice it to say that by early autumn of 1929 common stocks were selling at levels yielding on the average but 2.88 per cent. Bonds simultaneously were selling to yield 4.60.

Even when the autumn stock panic momentarily restored a yield basis in stocks more attractive than that in bonds the country did not accept the condition as a permanent return to old relationships. That judgment seemed to be vindicated when within five months a run-up in stocks put them half way back to their 1929 peaks representing yields much less attractive than bonds.

Now the market is back again to the position momentarily reached on November 13 and to levels representing the relationship between stock and bond yields that existed for years up to the beginning of 1928. Once more stocks are on levels where they give bigger yields than bonds. A yield of 4.81 per cent. is available now in the market on representative stocks of a quality class in the representative groups. The yield on bonds is 4.52 per cent. Incidentally the yield of 4.81 per cent. offered by the market as a whole represents an average of 5.26 offered in industrial stocks, 3.18 offered by utilities and 5.57 offered by rails.

Paul Willard Garrett.
[Copyrighted, 1930.]

A Business Man's Philosophy.

The opportunities for profit in farming through the purchase of labor-saving equipment are notoriously neglected. Thousands of farmers are going without tools which would return an annual profit of 100 per cent. on their cost.

The same situation exists in every other industry. Science and invention move forward rapidly, but practice creeps.

Savings by the adoption of modern office equipment and methods are enormous. In production departments it is probably no exaggeration to say that 60 per cent. of all plants are behind the times. Machinery that went out of date fifteen years ago is still used. Had it been scrapped, the new machinery would have paid for itself in two or three years and gained handsome profits for succeeding years.

William Feather.

A Good Rule.

George Washington Hill, president of the American Tobacco Company, was talking to a group of executives not long ago about the advertising policy of his corporation. The company manufactures five tobacco products and in the past they were advertised as a group. Under Mr. Hill's direction each is now advertised singly.

"We started to advertise a family of tobacco products—something to suit every taste in smoking," said Mr. Hill. "Results were not altogether satisfactory and we made some experiments. Soon we became convinced that advertising is most effective when it sets out to do one thing at a time.

"That, he added, "is a good rule for any man to follow in any walk of life."

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discharged when you have laid out a far-sighted plan for the financial future of your wife and children.

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discharged when you have appointed, under your will, a corporate trustee like ourselves, who will surely be here to put your plan into operation.

This may take 1 year or 20 years or more. Our obligation to you will not be discharged until the last of your written instructions have been finally and faithfully obeyed.

We will be glad to discuss this matter with you at any time.

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Poor Time To Lock the Stable Door.

Two of the busiest markets in the city recently closed their doors. Folks were surprised because these dealers apparently were doing the bulk of business in their respective localities. If one had access to the books the story of why failure came would have been plain. Too many "bad accounts."

The sad fact is that when folks cannot pay cash at the chain gang outfits, they fall back on some independent dealer, who has a heart and soul—but often his confidence is abused and the customer, as soon as finances get rosy once more, goes back to the cash and carry, leaving the dealer who extended credit holding the bag.

The entire system of marketing is based upon credit. It has been said that some eighty per cent. of the Nation's business is done upon a paper basis and some bankers claim the figure is even higher. If the credit structure of the United States should totter, National catastrophe would follow. It would not be merely Wall street followers who would suffer, but the entire commercial life from coast to coast.

Somewhere it has been said that credit thieves plunder the business firms of more than \$250,000 annually, and the man or woman who deliberately plots to beat the dealer out of the merchandise charged, is not one whit less than a common thief.

Dealers everywhere are naturally concerned with the apprehension of the guilty culprits, but the vast average of dealers are more interested in what may be done in their own specific case to safeguard themselves against credit frauds and practices.

The average dealer in drugs, foods, hardware, dry goods or other lines cannot employ a credit manager, an expert to devote his entire time to sifting out the wheat from the chaff. In the larger cities there are, fortunately, credit reporting concerns where for a nominal fee a dealer may become a member and secure almost immediate credit information concerning anyone who asks for credit. Such credit agencies are not always available and often a dealer feels he cannot afford the membership fee, even though it be splendid insurance against risks and credit losses.

Some firms are using a statement form which they ask all who desire credit to fill out. As this is done in all cases few take offense. If the debtor is honest, worthy of credit, he or she should not object to this simple protection of the creditor. In this statement the one seeking credit states whether he is married or unmarried; how long a resident at the address, if he owns property where it is located or name of landlord. Two or three mercantile references are asked and the debtor signs this statement over a clause that it is the truth and a real representation of fact. If there is anything false the dealer has some legal redress. A bit of investigation verifying the facts as per the statement settles the question of whether credit shall be extended and if so to what amount.

Many firms are too prone to take a chance, in order to keep up the vol-

ume of sales, but the firm that will be afloat on the commercial stream at the end of the year is the one that will not tie its neck to the mill stone of bad accounts. It is far better to lose one or two possible good customers, than to eventually lose one's entire business investment.

In this matter of credits there is much to be commended in the various local business associations formed about the country. A small community is, of course, more conversant with the consumers; the dealer has an intimate knowledge of where John Jones works, what his income is, and the dealer knows much of the surrounding rural territory. If a farmer is O. K. or not. But in the larger towns and cities there have been evolved credit bureaus which cost but little to operate and prove effective.

Take one such business association as a concrete example. Forty-two dealers belong in a certain locality, in this case the druggist is the key credit man. His young lady clerk receives \$8 per week for taking care of the files and phone calls. When the association started each dealer presented the names of those who were slow or bad accounts. These were indexed and placed in an alphabetical file. This gave a concrete foundation for the system. When a party seeks credit in a membership store, if unknown, the drug store is called and the name reported on. The prospective customer may or may not be listed, but before extending credit a friendly enquiry as to who the party has been dealing with gives a direct lead.

Other dealers are taking the course of limiting all accounts to a specific period. Bills must be paid on a definite date, perhaps one week, or the 1st and 15th of the month. One dealer makes it an incentive for debtors to pay every week in full by granting a discount in the form of a merchandise gift when the bill is settled. Others print the payment date in red boldly on all statements and when the dead line is reached, the rule is applied to everyone. In certain instances there may be slight variations of the dates to suit the pay day of the debtor, but after all is said and done, the dealer of to-day, in any line cannot afford to accept the risk of tying up vast sums of capital needed in the business, with the ultimate chance of losing it all.

Credits at this particular time and in view of the financial situation at large should be particularly well safeguarded—this is the view of many who are keenly conversant with conditions. Better fewer customers who pay than a flock who do not. It is a poor time to lock the stable door after the horse has been stolen. This is an old saying, but as applied to credit thieves a true one for to-day and to-morrow.

Hugh King Harris.

The Voice of the Soul.

If you teach a man to keep his eyes upon what others think of him, unthinkingly to lead the life and hold the principles of the majority of his contemporaries, you must discredit in his eyes the authoritative voice of his own soul. He may be a docile citizen; he will never be a man. It is ours, on the

other hand, to disregard this Babel and chattering of other men better and worse than we are, and to walk straight before us by what light we have. They may be right; but so, before heaven, are we. They may know; but we know also, and by that knowledge we must stand or fall. There is such a thing as loyalty to a man's own better self; and from those who have not that, God help me, how am I to look for loyalty to others?

Robert Louis Stevenson.

Discontent is a product of suspicion.



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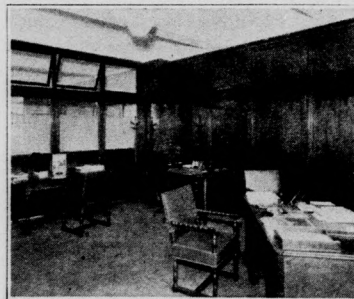
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\$11,000 Union Mortgage Company ----- 6%	1932	
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Investigation (without obligation) will affirm — that sound — "investment opportunity" — is available NOW.

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MUTUAL FIRE INSURANCE

Another Oven Explosion.

Fenders, guards and other automobile parts are dipped in japan and baked in a large indirect gas-fired oven. Five minutes after a bake was started, a severe explosion lifted the oven roof and blew out the sides. The doors, securely held by bolts, flew open and one of them struck and instantly killed a workman. The force of the explosion also badly damaged an adjoining oven, and broke all windows in the room as well as some in buildings across the street. A fire followed in the dip tanks and drain boards but was quickly extinguished by thirteen sprinklers and employees using two hose streams. Loss estimated, \$6,000 to \$12,000.

The oven was an old type with natural ventilation. Separate air inlets were formerly provided for the combustion and drying chambers, but recently a single duct from outdoors had been installed to supply both the combustion and drying chambers. With the natural ventilation as arranged, there probably was at all times a concentration of vapors in the lower portion of the drying chamber. On this day a gusty wind had been blowing outdoors which probably caused back draft in the ventilating stacks and forced some of the vapors back through the air duct into the combustion chamber where they were ignited by the gas burners.

This experience shows that natural draft is not dependable for large important japan ovens. The required amount of ventilation should be carefully calculated for these ovens and positive means provided for the removing of inflammable vapors so as to keep the concentration at all times well below the lowest explosive limit.

Changes in equipment should not be made without considering and allowing for any possible change in the hazards.

Oven doors should not be locked securely and ovens should have adequate vents to relieve the pressure of an explosion without damage.

Gas-Fired Oven Explosion.

As the operator was lighting a battery of eight gas-fired japan ovens, an explosion wrecked one oven, broke the gas supply line, dislodged the heat-control panel and partly damaged the two ovens on either side. Fortunately no fire ensued.

Contrary to instructions, the operator did not start the ventilating fan or open the oven door before lighting the burners. Gas had presumably entered the oven through a valve probably left partly open by workmen repairing gas burners in an adjoining oven on the previous Saturday afternoon.

An explosive mixture formed with air and since the oven had no automatic devices to prevent turning on the gas supply before the oven was ventilated, the explosive mixture remained and was ignited when the burners were lighted. The damage was estimated to be between \$1,000 and \$1,200.

Shortly after the explosion, work

was resumed with the five undamaged ovens in an attempt to maintain normal production without overtime.

This explosion shows the need of ventilating ovens before lighting to remove possible accumulations of gas.

Air-flow relays in exhaust ducts can be interconnected with the gas supply so that the gas cannot be turned on before the exhaust fans are in operation. Door switches also can be provided to make sure doors are open before gas is turned on. Practical automatic safeguards such as these supplement the sometimes fallible human element.

Coal Dust Explosion.

Excess air from the cyclones of the coal pulverizing apparatus is piped to boiler flues under the bottoms of the stacks. This air contains fine coal dust which is normally carried up the stacks. One of the boilers had been idle for over a week and the fine dust had settled in the flue and boiler tubes. When the boiler was started, the dust rose in a cloud, formed an explosive mixture with the air in the tubes and flue, and became ignited by the fire. The resulting explosion ruptured the flue and the protecting sheet iron cover at the bottom of the stacks. The concussion and flying rivets broke about eighty lights of glass in the power house. No fire followed. The damage was estimated at from \$3,000 to \$5,000.

This explosion shows the danger from accumulations of fine coal dust which may become stirred up, mixed with air and ignited. In this case the cyclone exhausts are to be connected to a header equipped with suitable dampers so that the dust-laden air may always be conveyed to a hot stack.

A Fuel Oil Fire.

The pump house and the adjoining miscellaneous machinery storage building have wooden tin-clad walls and joisted roofs. Both of these buildings were unsprinklered although such protection had been recommended. The night fireman upon emerging from the nearby boiler house at 11 p. m. noticed smoke coming from the pump house and saw a red glow inside. The fireman notified a foreman, who turned in the public alarm. A short circuit in one of the pump motors had probably ignited a nearby oil-saturated wooden partition. The fire spread over a considerable part of the adjoining storage building, damaging walls, roof, windows, and some stock. Night employees promptly fought the fire with one hose stream and the public department completely extinguished it with two more streams. The loss is estimated to be about \$400.

Substantial non-combustible construction is desirable for fuel oil pump houses, which should be detached or well cut off from other buildings.

C. A. Brubaker, dealer in general merchandise at Mears, writes the Tradesman: "I sure can spare the \$3, would do it if it was the last \$3 I had on earth."

Uncle Levi Zink says pajamas may be all right, but he's never seen a picture of an angel wearing 'em yet.

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CALUMET, MICHIGAN

444 Pine Street

BALANCED DIET.

Calories, Proteins and Vitamins Properly Apportioned.

Each year brings more definite scientific proof of the connection between dietary customs and health or certain physical and mental defects.

Pellagra, rickets, scurvy, dental caries, and other less obvious but no less serious disorders are traceable to lack of specific food constituents over varying periods of time. On the positive side, are as clear-cut signs of good nutrition.

For about forty years the Department of Agriculture has been one of the leaders in gathering information on food values and habits. Perhaps more than any other single agency, it has helped to define the rudiments of scientific food selection and to get calorie, protein, vitamin, and other nutrition terms into the lay vocabulary.

Almost everybody now knows in a general way that the day's meal should contain the right food elements in the right proportion. But, in the hurry and scurry of buying foodstuffs and preparing meals, these principles do not always get into practice.

It is now realized how great is the need for nutrition facts translated into the simple, practical terms of menus and recipes. Many are the requests for the book of radio recipes and menus prepared by the Bureau of Home Economics.

Questions indicating the effect of food faddism, unethical advertising and half-knowledge of scientific facts that oftentimes works more harm than good, are contained in this correspondence. Opinion of the Bureau is sought as an impartial authority likely to have first-hand information based on extensive research.

As a medium for giving economic information on foodstuffs to the home-maker in a form she can put to immediate use, the menus and recipes are proving equally effective. New foods gaining in agricultural importance are introduced to her, not in general terms, but with explicit directions for cooking and serving, so that she need have no hesitancy about giving them a trial.

For the old, familiar foods, new and improved methods of preparation are described. Seasonal fluctuations in supplies are constantly taken into account, and in times of overproduction of certain foodstuffs ways are suggested for their more abundant use without unduly restricting consumption of other staples.

The menu and recipes can be related only to widespread market conditions, however, for they go to every part of the United States. With this Nationwide scheme of distribution it is no easy job, especially in midwinter, to plan dinners equally acceptable in Montana and Mississippi, Maine and Arizona, and to take advantage of the profusion of fresh foods available in metropolitan markets without emphasizing the limitations of the small town grocery.

The menus, it is expected, will move often than not be changed to suit local supplies. A range of choice is often given to show how easy it is to sub-

stitute spinach for cabbage, kale, or whatever the green leaf vegetable may be, and to use rice, macaroni, hominy, potatoes, and the various starchy foods one for the other, and still keep the same nutritive balance.

The American people are food-conscious in a new way. There is a growing desire on the part of the average consumer for knowledge on how best to make food supplies function toward better nutrition and an increasing interest in applying economic principles to everyday food selection.

Ruth Van Deman.

Caustic Criticism of Some Independent Merchants.

Scranton, Penn., June 30—After carefully reading the Tradesman for some time, I am something like the editorial writer of the Grand Rapids Herald. I do not altogether agree with some of the things you say about chain stores, but I certainly do give you credit for the way you go after the local stores.

A number of years ago it was a common saying that when a man gets too lazy to work he starts a grocery store. In some cases this still applies. I have been in many small stores in the past few years scattered over Michigan, Iowa, Wisconsin, Missouri, Illinois, Indiana, Ohio, New York and Pennsylvania. It is a common sight to see the proprietor sitting out in front of the store in the shade in the summer time and sitting before a red hot stove in the winter time, with dust all over his stock in trade, his windows dirty. No attempt is made to make the front of his store attractive. This is the type merchant who does the loudest howling about the chain store.

Further, most of these grocers are very inconsistent otherwise. As an example, I walked into a grocery store in Grand Haven, Michigan, about two years ago this month to buy some cheese. I was astounded to receive the information that they no longer sold cheese, because a chain store two doors away was selling it at a cut price. I listened to a long winded lecture about the criminal chain store proprietors. While he was talking I noticed a box of Booth smoked fish standing on the counter. As you know there is a factory in Grand Haven where a good article of smoked fish is put up. I asked this merchant why he purchased Booth fish when good smoked fish could be obtained a little over a quarter of a mile from his store and at a plant which at that time, at least, was locally owned. His answer was that the local people's price was one and one-half cents per pound higher than the Booth price. Naturally, I asked him if he did not consider himself very inconsistent for condemning the retail buyers for buying from foreign owned stores and saving three to five cents a pound when he, himself, was buying from a foreign company who did not even have a local representative. The result was I got a bawling out. Further, this man made it his business to go up and down the line and repeat what I had said. I have had similar experiences in Laingsburg, Corunna and other small towns in Michigan.

Scranton, as you no doubt know, is the birthplace of the Atlantic and Pacific stores. If it were not for the A. & P., American and Mohican stores we would be unable to get meats, fruits and vegetables fit to eat in this city without paying enormous prices. This same statement applies to many other towns in which I have worked in the last few years. In the face of chain store competition, local merchants who are wide awake are getting their share of business.

One of the strongest laws of nature

is the law of the survival of the fittest, and no man-made rule or law is going to overcome it. A large percentage of merchants in the small towns and of farmers all over the country are no more fitted to be merchants or farmers than I am to be president of the United States. Farming handled on a business basis is a money maker and this is being proven by the Western corporations which have been organized for farming purposes.

As to the low wages being paid clerks. Most of the clerks with whom I have come in contact are overpaid. As long as our high schools and colleges keep on grinding out thousands of misfits, as they are doing, the country is going to be overrun with a lot of addle pated dudes who look on it as a disgrace to wear overalls and who are too confounded lazy to go to work.

Our universities are overrun at the present time, as you know, with young men training to become lawyers, physicians, engineers, etc., whose mental capacity fits them for positions as truck driver's helpers. Most of them have not brains enough to sit under the wheel themselves.

As long as this condition exists, and it will, no doubt, continue to exist, there will always be plenty of men who will take low wages where they can wear a white collar in preference to putting on a pair of overalls and going to work.

With best wishes for your continued success and for the continuance of a lot of good work, which you are doing, I remain
H. F. Biggam.

Corporations Wound Up.

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

Manistique Lime and Stone Co., Manistique.
Morrison, Photographer, Detroit.
Mutual Theater Co., Detroit.
Wexford Ice Cream Co., Grand Rapids.
C. J. Locker, Holland.
National Porcelain Enameling Co., Detroit.
L. W. Larsen, Inc., Detroit.
Scholnick's, Inc., Detroit.
Superior Steel Spring Co., Mt. Clemens.
Skyways, Inc., of Michigan, Flint.
Michigan Chemical Co., Bay City.
Detroit Eyesight Survey, Detroit.
Streng Chevrolet Co., Detroit.
Powers Butter and Cold Storage Co., Hart.
Southern Michigan Light and Power Co., Hudson.
Grand Ledge Coal and Ice Co., Grand Ledge.
Miami Coal Sales Co., Lansing.
Chavels Candy Company, Hamtramck.
Foot Health Clinic, Inc., Detroit.
Hawkins & Fox Co., Detroit.
Kalamazoo Co-operative Society, Kalamazoo.
Dwight P. Robinson & Co., Inc., Lansing.

Chinaware Sales at Low Level.

Characterizing May as one of the duller months experienced in the wholesale chinaware trade in years, sellers predict that business will continue at a low point until after July 4, when stores begin to purchase Fall requirements. June is a traditionally slow month in the domestic chinaware industry. The situation has been relieved to some extent during the last few days by advance orders for October sales placed by a few department store systems.

Ivory Leads in Fall Dinner Sets.

The new Fall patterns in the low-priced earthenware dinner sets have been put on display in local salesrooms. The lines show a preponder-

ance of sets made up in ivory and decorated with small floral designs. Manufacturers of the popular-priced merchandise claim that the popularity of solid-color dinnerware is on the wane and have balanced Fall offerings accordingly. The trade is looking forward to an active season, believing that the new high tariff rates on imports of cheap earthenware will give domestic manufacturers the advantage in bidding for volume business from chain stores.

Market New Desk Clock.

Electrified clocks, set in ornamental blocks of onyx, are now being marketed. The clocks, which are priced at from \$25 to \$50, have been sold in limited quantities to specialty and department stores. They are intended especially for the desks of business executives and some are set on pen and ink set bases. Sea green and combinations of black and white are said to be the shades which find most favor. Brazilian, Mexican and African onyx are used for decoration.

These Be Our Leaders



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

Nothing Is Mysterious When It Is Explained.

We have always wanted to know how King Solomon's Temple was built without the sound of a hammer.

We have always wanted to know how the ancient builders hoisted stones, five feet thick and forty feet long to the top of the Temple of Karnak, near Luxor.

All of our life we were taught that Palestine was a land flowing with milk and honey. We found it to be a land of stony hills, with not enough level land for a golf green or a ball diamond, excepting a small portion of the Jezreel Valley. At first glance, it appeared to us that the Almighty had put over a joke on the Hebrews and then the mystery was explained.

Yeas ago and as a young man we were mystified as to why some men were so pronouncedly successful in business, while others who were evidently just as brainy were failures or only partially successful.

We have solved the four mysteries, all of which are as simple as were the tricks of Houdini when he explained them.

King Solomon's Temple: One of the engineers in Solomon's quarries smiled at us and explained to us. The stone which entered into the building was very soft and when hit with a hammer gave forth no more sound than would come from hitting half baked mud. Mystery No. 1 was explained.

Ancient Temples: The walls were started and when up to a certain height a hill of dirt was thrown up alongside the wall at a 15 degree angle. Then they rolled the stones up this hill. For the next course another hill was constructed, and so on to the top. All very simple when it was explained.

Palestine: It bridges Egypt and Mesopotamia, which are very fertile. The traffic of these two rich civilizations must go through Palestine and there you have your "milk and honey."

Successful Men: From Edison to Burbank they have been men who worked hard, played intelligently and thought much. And so, when analyzed, mysteries dissolve into thin air.

J. Kindleberger.

Great Panacea.

The older we get the more we realize the wisdom of some of the old sayings. One is "Work is a great panacea." Without work man would soon descend in the scale. Busy people are always more contented than the loafers. Some people are so absolutely blind that they think the sum total of happiness lies in having nothing to do and no responsibility of any kind. If the majority of normal people were sentenced to such an existence for a number of years they would either go crazy or become criminals. To the man who wishes to work, to create, to render service, idleness is an abomination and a curse. The busy people are always the most happy and contented. Idleness is a disease that softens the body and corrupts the mind. Work is the remedy and the only one. Work, service, physical and mental activity bring about that state of mind called happiness, and well

being of the body; they are as essential to the individual as is sunshine, air and water to the flowers.

Short Weight Potatoes in Chain Store.

A well-known druggist writes as follows:

"A customer brought a prescription to my store. He said: 'I am going to the chain store for a peck of potatoes while you fill this prescription.' 'Hold on,' I said. 'If you get fifteen pounds I will pay for the potatoes. If

not, they are mine.' 'It's a go,' my friend said. When we weighed them they were over two pounds short. I got the potatoes. To have a little fun I made this offer to others. Five accepted my proposition. In the evening I had four short weight pecks of potatoes, only paying for one."

The Dirty Decade.

We see filth that flows like an open sewer through our theaters. One of the leading citizens of this community has said rightly that our children

will look back on our time and call it the "dirty decade." And nothing that you can call progress will get us out of that. Only the re-emergence of something very old—self-respect—decency—disgust at things contemptible and low—public revulsion against panders who grow financially fat on the exploitation of vice—old wells to be dug again.

Dr. Harry Emerson Fosdick.

Train your mind as well as your hand if you are ambitious to advance.

Buy a MARKET when you buy canned fruits -- it doesn't cost you any more!

For many years now, women's magazines. DEL MONTE Peaches, DEL MONTE Canned Fruits have been strongly DEL MONTE Pears, DEL MONTE Apricots, and persistently advertised to American DEL MONTE Pineapple and DEL MONTE Fruits for Salad are specially featured. Combined with other DEL MONTE advertising, an average of over 30 million DEL MONTE messages every month — going into the majority of homes, right in your market, suggesting new uses for each DEL MONTE Product specifically advertised, selling the dependable high quality of the whole DEL MONTE line!

In that time, an overwhelming preference for this quality brand has been built up. Test after test shows that 3 to 4 times as many women express their preference for DEL MONTE over any other canned fruit brand!

As a result, DEL MONTE offers quicker turnover—more satisfied customers—and a better chance to follow modern merchandising principles, than any other canned fruit label. In short—it brings you a ready-made MARKET—at no added cost!

This year DEL MONTE Fruit advertising is even more intensive—more of a selling force than ever before. It gets directly back of each of the principal DEL MONTE Fruit varieties—the big volume sellers—with strong, separate campaigns. Inviting, full color pages, appearing every month in a big list of leading

Product specifically advertised, selling the dependable high quality of the whole DEL MONTE line!

If you want to be sure you are getting the greatest possible volume of canned fruit business—that you aren't missing any canned fruit business you ought to have—plan to concentrate on DEL MONTE this year. Feature it in your store. Give it

the selling attention it deserves.

Properly displayed and properly featured, this fast-moving quality line can give you a canned fruit volume and turnover far beyond that offered by any other brand.

Do you realize what DEL MONTE is doing to create an even stronger, steadier market for DEL MONTE Fruits this year?

Note, below, the tremendous advertising support back of each of the four leading DEL MONTE Fruit varieties—millions of separate, specific messages on each item that will be delivered to American housewives straight through the year:

Peach Halves - - 28 million
Sliced Peaches - - 58 million
Pineapple - - - - 13 million
Pears & Apricots - 17 million

Why not buy this market when you buy canned fruits this year?



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.

Detroit Stores Indicate Tendency To Quality Rayons.

An outstanding development in sale of rayons in larger Detroit stores is an increasing tendency to concentrate on rayon items of improved quality, which is evidenced particularly in knit underwear sections. This move is being worked out to a considerable extent by adhering to adequate specifications in buying of rayon garments which has been developed notably by J. L. Hudson Co. To a marked degree this insistence on certain specifications in manufacture of rayon garments with a view to eliminating unsatisfactory materials and "skimpiness" in construction has been responsible for the large business in rayon garments that is being enjoyed by the Hudson store, according to buying executives of this firm. It has been productive of a "rayon following" as one of the Hudson buyers puts it, and this means the assurance of a full measure of satisfaction without price as the primary consideration, it is pointed out.

While practically all items of rayons, including particularly hosiery, underwear, dress goods and draperies, have been extensively featured in the practically continuous series of selling events that have been held in Detroit stores, a special effort has been made in most instances to eliminate later complaints that have arisen previously from rayon sales which were in the nature of "special offerings" and quite often of poor quality. This has been accomplished to an increasing extent because price reductions have been more decided in the competitive selling of large events, thus permitting of higher quality offerings at reduced prices.

Fabric sections of several large stores are planning increased promotion efforts on rayon yard goods for fall selling in anticipation of a further increase in home dressmaking which has been evidenced thus far this year. Rayon fabrics have been specially featured in wardrobes for business girls that have been presented in newspaper advertisements by J. L. Hudson Co., Ernst Kern Co. and Crowley, Milner & Co., and this form of promotion will be followed in later selling efforts.

Dressing the Early 'Teens.

The girl in her early 'teens is apt to have a difficult time finding clothes that are becoming as well as appropriate to her age. She belongs neither to the "little girl" nor the "junior miss" categories, and it is not strange that she should so often look and feel uncomfortably awkward.

While it is necessary that a mother should recognize this difficulty, in her efforts to overcome it she should never allow her daughter to realize that she is a problem or to get an idea that "nothing will look well on her anyhow." For this will result in her los-

ing all interest in her appearance for a long time to come or will make her so self-conscious about it as to prolong her awkward days unnecessarily.

One of the surest ways of avoiding such a situation is to make sure that the child's clothes are so comfortable that her attention is not called to them on that account. Avoid fussy details or tight fits that restrict her free movement and interfere with her playing at anything, old or young, that she should undertake. And remember that with all their love of "showing off," children hate to be different in any conspicuous way from their playmates. It is better that a girl of this age should be dressed ultra-conservatively than so fashionably as to arouse her comment or anyone else's.

The proportions of her figure must be taken into account. If she is tall and thin, lines that cut the dress crosswise add breadth to the effect, while conversely, if she is short and stout, long, up-and-down lines will give her height and slimness. A waistline should be denoted but not by an exaggerated fitted line, and a skirt length that just covers the knee is a wise compromise.

Sun Suits Result of Fashion.

The curative powers of the sun have long been recognized but, like any medicine, never generally prescribed. and even when efforts were generally made to induce parents to give their young and perfectly well children more opportunities for sun treatments, they would have none of it until, just two years ago, it became a fashionable fad for themselves. Now, although its fashion importance has dwindled, they can hardly be restrained from overdoing it until they have cooked their youngsters lobster-red.

As soon as mother took to sun-back bathing suits and dresses, her offspring followed suit. The masculine and feminine aspects of the clothing situation caused little concern in their case, and, boy or girl, they were turned out in abbreviated creations calculated to expose the maximum area to the sun's rays.

Following their elders' preference, jersey sun suits became the favorites, the almost universal style calling for the briefest shorts suspended by narrow shoulder straps. A variant is the lone trouser perched precariously around a small rotund middle without benefit of suspenders.

For the infant who dislikes sand between his toes a sun bath on the lawn or porch is occasionally preferred to the one on the beach. In this case, linen or cotton sun suits of the same style are recommended.

A light, large-brimmed hat should always be worn, for the sun is not safely applied to the top of a very young head. Nor should it be applied in large doses until a gradually acquired, protective tan has been attained.

Matching Fabric Is Much Used in Children's Hats.

If the ensemble idea is a good one for mothers and grown-up sisters, then, says the very small sister, it is good for me, too. And suiting the

action to the word she buys her coats and hats in matching colors and in matching materials as well when possible.

Pastel colors are her favorite medium for ensemble coats and hats, with pique and linen taking the lead. Not content with matching coats and hats, this up-to-date young lady also has ensembles of dress and hat. Dotted swiss is as fashionable for hats as it is for dresses and when the hat takes to a crisp scalloped brim and a sectional crown encircled by ribbon to match the dots or ground color, what more fetching ensemble could be hoped for? Handkerchief linen, dimity, printed lawn—in fact any of the summer materials for little girls' frocks—have also found their way into little girls' hats. Berets of flannel, jersey, angora or crocheted silk and wool are popular.

Straws, too, are a summer favorite with the younger sister, especially when she is eight and over. These also are colored to harmonize with dresses or coats and ape their elders with low crowns and brims that curve to reveal the face or are folded and turned back in truly sophisticated style. The rough large weaves of dull surface are partial to miniature wreathes or bouquets of mixed field flowers, but the bakus and ballbuntis stick strictly to business as far as trimmings go, contenting themselves with tailored ribbon bands and bows.

Keep on kicking—it's the last kick that generally does the business.




13%

**NORTH
AMERICAN
TRUST
SHARES**

*Semi-annual
Dividend*

More than \$11,000,000 income went to North American Trust Shares investors in the semi-annual June 30 distribution, a 13% income for 6 months, based on average prices. This was due to the policy of this investment trust of selling all stock dividends, share splits and rights, and placing the proceeds in the dividend fund. The Dec. 31 disbursement will bring the total 1930 distribution to a very satisfactory figure through stock adjustments voted too late for the June payments.

Details on Request

A.E. KUSTERER & Co.
*The Oldest Investment
Banking House
in Western Michigan*
303-307 MICHIGAN TRUST BLDG.
PHONE 4267

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

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

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

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

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



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

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

SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Elwyn Pond, Flint.
Vice-President—J. E. Wilson, Detroit.
Secretary—Joe H. Burton, Lansing.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

Embroidered Linen in White and Pastel Summer Shoes.

The frocks of organdie, batiste and the various sheer muslins that are replacing for midsummer the chiffons and crepes of last year require a new sort of shoe, and the need is handily met by pumps and strap sandals of linen. They are made of white or tinted linen, sometimes embroidered in shades that harmonize with the frock of plain or printed material, or add to the charm of the all-white Summer dress. Dyeable linen also appears in shoes of the spectator sports type.

These linen shoes are delightful for daytime, supplying something between the sturdy sports shoe and the finer crepe de chine and satins for evening. Some late models embroidered in pastels on white and very light beige leather and have a tiny leather bow or an enameled buckle on the vamp.

Buckles and ornaments, if any, are small and inclined to be either metal or enamel. Shoes and bag are matched in some chic little ensembles. In one of embroidered linen there is a clasp of fine enamel on the bag to match the slipper buckle. The scheme is repeated with other types of shoes of kid and fabrics for daytime and evening. One swagger arrangement in black and white includes a white shantung shoe strapped with black kid, a bag, a modern necklace in onyx and ivory, belt buckle of white and black enamel, and a white kerchief printed in black.

Fine kid shoes are liked for general Summer wear, since they answer for so many occasions. Perforated kid, suggesting the acme of comfort for hot days, is shown in some new white models, the perforations done in a decorative design, and often repeated in a bag or belt. Crepe de chine remains a favorite material for afternoon and evening shoes, with satin, moire and brocade also important for the formal ensemble.

White buckskin trimmed with dark brown calf remains the classic sports shoe. Arch and heel are high enough to prevent that strain on an unaccustomed calf caused by a perfectly flat last. Similar shoes in white with black are worn, too, and about the only difference from last year is that many smart women are preferring the pump version to the former one-strap Ford.

What About Your Sale Windows?

The average shoe store to-day uses high class window displays because these are the kind of displays that are most profitable. But what about sale time?

Many stores have found it wise when they're holding a clearance to make a deliberate departure from their usual open style of trim, using instead a cheaper effect. Merchandise is crowded in until the windows have a very crowded appearance. Big flashy signs

are used instead of the neat, quiet announcement cards. The whole effect is of a low-price store selling low-end goods.

There's a real selling idea behind this. The store that does a high class business needs more than its usual clientele if it wants to clean up at clearance time. By lowering the quality of its windows it attracts a class of trade at sale time that does not ordinarily enter the store. It gets the bargain hunters—the sharpshooters—and they clean up the stock the regular trade has failed to buy.

Celebrates Ninety-first Birthday.

Michigan's veteran retail shoe merchant, Ryar Appeldorn, of Kalamazoo, recently celebrated his ninety-first birthday and his seventy-third year of continuous devotion to the shoe business, when a dinner was tendered him by the officers and employees of P. B. Appeldorn's Sons Co., the only guest outside the organization being Joe Kalisky, Michigan representative for Thompson Bros. Shoe Co.

While the more strenuous duties of conducting the business have devolved upon the shoulders of his sons, P. B. and Fred Appeldorn, Ryar Appeldorn retains the office of vice-president of the corporation conducting two Kalamazoo stores and rarely does a day pass when he is not in attendance at the headquarters store where he welcomes the trade and sees that others attend to the needs of the public.

How Efficient Are Your Sales People?

We hear a lot these days about "suggested selling," and the increased volume that is possible where salespeople tactfully suggest to the customer who is buying one article the need of several others.

Do your salespeople do this? Do they suggest hosiery to shoe purchasers, or slippers, or laces, or polish? If this is not your regular every day selling policy you are passing up a chance to materially increase your business.

Few stores do enough suggested selling. Investigators for a yeast company visited forty-two retail bakers with instructions to buy everything that was suggested to them in each store up to \$5 worth. They came back with \$10 worth of goods from the forty-two stores.

Blacks Lead Fall Shoe Buying.

Fall buying of women's shoes has been developing slowly with more action expected after the July 4 holiday. A substantial percentage of the early purchasing has centered on blacks in kid and glazed kid leathers. Suedes have been only lightly bought so far. Browns, including reptile effects, rank second, with greens and blues leading in the higher colors. In models, the business has been about equally distributed over strap, pump and oxford types. Some interest has been shown in patent leather styles.

Rural Store Is Regaining Prominence.

A United States business publication reports that one of the significant trends in the United States is a marked tendency for rural stores to regain their prominence. Despite predictions prior to the war that the rural store

was doomed, it is now found that many former chain store managers are taking over these stores and are applying advanced chain store technique to their operations. It is resulting in a revival of the country store. This tendency was noted in Canada several years ago and readers will remember having seen frequent reference in these columns to the reviving business of the general store.

Discontent.

There are people who get constitutionally discontented. Nothing gives them satisfaction. They are like the hermit crabs, and may well be designated "crabbed." We see that the animal and the shell are mostly well suited for each other; but it is a remarkable fact that, however well the shell and the crab may seem to be suited to each other, the crab always thinks that a shell belonging to another crab would make a better house. Consequently, they will wage direful battles over a few empty shells, although neither of the shells would make so commodious a habitation as that which was already occupied.

New Dollar Toy Combination.

Capitalizing the vogue for toys to retail at a dollar, a manufacturer has gone some of his competitors one better and is now offering six toys, boxed and ready for play, to sell over the counter for that price. The outfit comprises a wagon, cart, wheelbarrow, rake, shovel and hoe. The three vehicles are of fairly large size, the wagon, for example, being 6 by 10 inches. The metal parts are of sheet steel, enameled in bright red. The garden tools are eighteen inches long,

with automobile steel used for the metal parts.

Planning for Shoe Profits

Under present conditions many shoe merchants have adopted a policy of buying from stock *only* and *nearby*.

You would be surprised at the number of live merchants who say this policy pays them dividends in excess of expectations. Now they'll never go back to the old way.

Next week our salesmen go out with new fall samples — sixty styles of dress and work shoes In Stock.

It will pay you to investigate.

Herold Bertsch Shoe Co.

Manufacturers of Quality
Footwear
Since 1892.
Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

Assets ----- \$241,320.66
Saved to Policyholders
Since Organization ----- 425,396.21

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

BULMAN STEEL STORE EQUIPMENT

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

Steel Shelving, Steel Counters and Display Equipment

"Over 26 years building steel store equipment"

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

GRAND RAPIDS

MICHIGAN

Wholesalers of Women's Headwear

We specialize on an \$18.00 line for popular priced trade.

Let us Parcel Post a small assortment.

J. A. SCOTT & CO.

28 Ionia Ave., S. W.

Grand Rapids, Mich.

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHoening, 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.

Paul Findlay Takes Vacation in Yosemite Valley.

Camp Curry, Calif., June 27—This is a big country—roughly a million square miles East of the Mississippi and two million West thereof—but the scarcity of state lines West of the Father of Waters, compared with their abundance to the East, renders difficult a realization of the actual extent of the Western area.

Wisconsin, Michigan and New York are large states, each varying moderately in area. California is just about equal to all three. So this Golden State is truly a region of magnificent distances—over seven hundred miles North to South, with more than one thousand miles of coast line and with four hundred and seventy-one rail miles between the chief cities. Then—not to seem to “boost” too strongly—the topographical variation is so great as to include the spot of greatest depression, two hundred and seventy-one feet below the Pacific Ocean, and Mount Whitney, the highest point in our country.

To get into the Yosemite Valley one goes by train to Merced—that is, if you are a modest retired grocer, who does not run his own car, and would not run it over these mountain roads if he did. Thence the big, roomy, comfortable stage of the Yosemite Transportation Company picks one up for the final leg of the journey. That last leg is eighty-six miles long, four miles farther than the distance between Madison and Milwaukee, Wisconsin. It is made in three hours and a half and one is landed four thousand feet above sea level in this People's Playground, the size of Rhode Island—or Dane county, Wisconsin—and about half as big as Delaware.

'Twere folly, surely, for me to attempt description of the Yosemite. Even after having camped in it for two weeks, my wife and I are only beginning to sense its stupendous elevations and glimpse some portion of its beauties. There is only one way to get any slight idea of it. That is to come here and abide as long as possible. It is vastly best to come without a car, for speed is the enemy of comradely acquaintance. One can gain no intimacy of contact when one is rushed along the highways. It is best to walk, hike or stroll, pausing as the impulse prompts to pause and look and gaze and gaze and look again, exchanging thought and comment, and return with ample leisure for yet more looks and comments. For those stupendous rocks, rising on every hand to heights that dwarf into insignificance the most ambitious structures of man, can be known even slightly only after many contacts.

The Yosemite is a titanic gash in

the Sierras made by a glacier, or many glaciers, through eons of time away back a few millions or tens of millions of years ago. From within, the walls of granite, rising two thousand to six thousand feet, seem continuous. We appear to be hemmed in on all sides and that lends much comfort to the green pines and cedar with which the floor of the Valley is covered, the balmy sunshine and the rushing waters of the Merced river, hereabouts only a few miles from its snow-source and hence crystal clear and cool. For thus one feels safely provided for in this genial prison.

But the Valley is provided with every little thing to make a stay not only safe but comfortable to the last degree.

This was all started along about 1898 by the Currys and Camp Curry is still the center of activities and still managed by Mrs. D. A. Curry, one of the founders. Started in a modest way as a rest lodge for chance travelers, it has become an institution which shelters and feeds upwards of one thousand persons. Departures on Sunday, June 8, were six hundred and sixty-nine. More arrived to replace them. To-day the Yosemite Park & Curry Co., a combination of Uncle Sam and the original Currys, provides everything for everybody, from a sumptuous hotel wherein table d'hôte dinners cost \$2.50 to housekeeping tents and auto camping grounds. My wife and I are living in a 12 x 14 tent with a fly, located on the very bank of the Merced—and we do not want to leave.

The management is surprisingly complete and perfect. Mrs. Curry pulls no alibis because of remoteness and attendant difficulties. She plans to make folks comfortable—and she does just that at prices which, according to what one wants, are truly within the means of all comers.

Those who come here to camp are courteously reminded that they are “roughing it” and must not therefore look for and expect to have the complete comforts of a modern hotel; but one finds that this does not mean that anything is slurred over or neglected. Nothing about the camp is run down at the heels. No nuisance is tolerated and depredations and despoliation are unknown. The modern vandal, the pseudo “nature lover” who tears up shrubs, starts forest fires and scatters tin cans, is conspicuously absent. A forest ranger visits every section daily on a quiet and courteous but not the less rigidly efficient tour of inspection. Within convenient distance of every tent is an abundant supply of pure, fresh water which comes ice cold from the faucet and the sanitary arrangements are likewise convenient in location, generous in size and kept in a condition of absolute odorless cleanliness and neatness that could well be emulated by many a city hotel I know of.

So here we are and here we shall stay as long as time and a few remaining duties to business will admit. And from the vantage ground of one who has vacationed in many places—in

(Continued on page 31)

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

In More Homes Everyday

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America's Finest Bread

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Holsum is first made right—then sold right—and finally backed by one of the strongest publicity campaigns ever released.

Putnam's

“SEE-MOR” Display Box

THE MODERN
WAY TO
DISPENSE
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Size
16x11 1/2 x4

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

EGGS - EGGS - EGGS

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

Wire or Phone for our quotations.

KENT STORAGE COMPANY

GRAND RAPIDS, MICHIGAN

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Four Grievances Cited By Twin City Retailers.

At a dinner held last month in the Hotel St. Paul, delegates representing Twin City retailers met with representatives of packers to discuss unfair trade practices alleged to be engaged in by the packers. The retailers presented for the packers' consideration the following four resolutions:

1. Whereas—It has been the practice of some of the meat packers to solicit certain consuming trade direct on packing house products, namely, fresh meat and provisions. We hereby object to this practice of any packers soliciting or accepting this retail business, and demand that this business be diverted through the proper channel, particularly the licensed retail meat dealer.

2. Whereas—Some packers in doing resale work on their branded products for the retailer have not usually allowed him a satisfactory profit. We believe that the retailer is entitled to and should have a profit consistent with the successful operation of his business. Such profit could and should be determined by proper contact with the retailers involved.

3. Whereas—The practice of the packers selling to the employees is greatly overdone, and the privilege is being abused to a great extent and proving a great detriment to many legitimate retailers, especially those neighboring the packing plants and branch houses. We do hereby respectfully request that the packers take such steps as are necessary to curb this flagrant abuse of employee purchasing privileges.

4. Whereas—Certain large chain store operators are using popular branded packing house items as loss leaders, and thereby casting an unfavorable reflecting on the prices usually charged by independent retailers, we do respectfully request the packers to do all in their power to prevent this practice.

A Satire on Sauerkraut.

The following burlesque recently appeared in the Crown, of Baltimore:

I was thin and run down. I had nervous spells. There were black spots in front of my eyes at times and my hair kept coming out and would not stay combed. I did not get enough sleep. My garters kept slipping down. Frequently in rainy weather I could not find my umbrella. People stepped on my heels and my rubbers would come off. I felt dull after eating, and frequently found it necessary to take a drink of water. Just before meals I often felt weak and famished. I hated to go to bed at night. I disliked to get up in the morning, especially during the cold weather, when the fire in the furnace happened to go out. I hated to even split the wood for the kitchen stove. I felt cross when my wife's mother came to visit

us and sometimes in the morning the coffee tasted like dishwater. Then a friend suggested, "Why don't you eat more sauerkraut?" I had never thought of it, but I followed his advice. Now I can shave with a broken bottle and rub my face with cayenne pepper. My hair does not come out any more, for the reason that the last of it disappeared before I commenced the sauerkraut treatment. My vision is clear and my breath is stronger, and I seldom stop to open a gate any more—I just jump the fence. Now I am the first in bed at night and the last one up in the morning. For people who are run down at the heels like I was, I can cheerfully recommend sauerkraut.

Hello World Excludes Voluntary Chains.

The Merchant Minute Men of America, the organization incited by W. R. Henderson, radio broadcaster of Shreveport, La., is excluding from membership retailers who belong to voluntary chains. A letter recently reprinted by the American Institute of Food Distribution, states that such retailers are not eligible, because in buying all their supplies from a single source and submitting to control from headquarters, they forfeit their independence and become almost identical with units in a chain.

Retail Grocers Take Anti-Chain Stand

A resolution was adopted by the National Association of Retail Grocers in convention last week at Dayton, Ohio, calling on officers and directors of that body to take a more aggressive stand against the chain stores.

The officers have been criticised by the Southern members of the association for failing to co-operate with W. K. Henderson of Shreveport, La., in his anti-chain radio campaign, and the resolution was regarded as indicating that the Southern members have the support of the majority.

Chain Tax Introduced in Louisiana.

A bill has been introduced in both branches of the Louisiana State Legislature providing for a tax on chain store concerns graduated according to the number of units operated.

Licenses provided for by the bill are \$15 on the first store, \$20 on the second, \$30 on the third, \$40 on the fourth and \$50 on the fifth. Above the fifth the tax would be increased \$50 for each additional unit. Thus the tenth store would be taxed \$300.

Along the Lines of Least Resistance.

"I've decided on a name for the baby," said the young mother. "I shall call her Euphrosyne."

Her husband did not care for the selection, but being a tactful fellow he was far too wise to declare his objection.

"Splendid," he said cheerfully. "The first girl I ever loved was called Euphrosyne, and the name will revive pleasant memories."

There was a brief period of silence, then: "We'll call her Elizabeth, after my mother," said the young wife firmly.

A woman likes to have the last word, but why is it she never says it?

Phone

Automatic 4451

WHOLESALE FIELD

SEEDS

Distributors of PINE TREE Brand

ALFRED J. BROWN SEED COMPANY

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GRAND RAPIDS, MICHIGAN

VINKEMULDER COMPANY

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BRANCH AT PETOSKEY, MICH.

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

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The Outstanding Freight Transportation Line
of Western Michigan.

State Regulation means Complete Protection.

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GET OUR PRICES AND TRY OUR SERVICE
ON MODERN COLD STORAGE.

ABE SCHEFMAN & CO.

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GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS

INCORPORATED
GRAND RAPIDS, MICHIGAN

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

HARDWARE

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

Suggestion Is an Important Factor in Salesmanship.

I well remember an old time hardware dealer who had a china department. He said to me once:

"Girls can't suggest things. That's where they fall down in the selling business." And he went on to elucidate:

"There is a line of china that has just come in—plain design, white and gold. Everything for years has been colors—blues and greens and pinks, with flowers and ferns and storks for design. This simple white and gold has caught the popular fancy. Result: we're stocked up with a lot of colored stuff that we'll have to keep on our shelves unless we do some pushing.

"Time and again I tell the girl clerks to put the gold stuff back where it won't fairly fling itself at the customer, and when there's any call for china goods, to show the colored lines first, and push them. Next minute after telling them I go upstairs. In comes a customer and asks to see a china set. 'Why, Mrs. So-and-So,' cries the girl, all smiles, 'we've something that will suit you right here,' and she brings the gilt stuff to the light first thing. It sells itself; and the colored china stays on the shelves. The girl thinks she's made a sale. Really, the gilt china with a price tag attached would have turned the trick just as quickly.

"There's where a bit of suggestion would help me, in nine cases out of ten, to sell the stock I want to sell. Those girls follow the line of least resistance, and show the stuff they have found is likely to sell the easiest. A genuine salesman or saleswoman would parade a selection of the colored stuff, praise it, stress its strong points—it certainly is good value—and would keep the gilt edge china as a last resort. To my mind, suggestion is salesmanship; without suggestion, it's just order-taking, and an automatic machine could take orders."

That was years ago, but the talk has lingered with me. New vogues in china have come and gone, but the basic principle is just as sound as ever.

True suggestion in salesmanship is double or reciprocal suggestion. There is unconscious mental suggestion by the customer to the salesman; there is word-of-mouth suggestion, tactfully expressed by the salesman to the customer.

A customer comes into a hardware store and wants to see a refrigerator. To the ordertaker, his request conveys but one idea, that he may want to buy a refrigerator. The salesman, on the contrary, gets two additional impressions. As a result, the salesman, after having sold the refrigerator, asks the customer if he won't need ice-tongs also. "Yes." "And, of course, a drip pan, for the ice water when it melts?" So the real, wide awake salesman sells not only a refrigerator, usually the best in stock, but ice tongs and drip pan as well. The order-taker may or

may not succeed in selling the refrigerator—if he does, the customer is back next morning irately demanding the tongs and the drip pan, which he is firmly convinced, ought to be supplied free.

A tack is a very little thing. A box of tacks can be bought for five cents. It seems neither here nor there in a day's sales. Here comes a customer to the hardware clerk and orders a couple of yards of screen wire for a door. How many clerks will think to ask: "Have you double-headed tacks for it?" Just a five cent item—yet it represents the difference between order taking and salesmanship, between letting a business build itself and actively helping to build it.

Early in May a lady buys a carpet beater. The hardware clerk doesn't need to be hit with a brick to know that she is, or in a few days will be, right in the very throes of house-cleaning. Here's his chance to suggest—and there are a myriad of things in the hardware stock he can suggest, and if he does it politely and tactfully and not too insistently, he's going to sell some of them. There are paint brushes, paint, furniture polish, step ladders, and—yes, tacks. Tacks are so cheap, it really doesn't pay to use the bent, rusty, broken-headed things that have been in the rug or carpet since last fall.

But there are bigger opportunities for suggestion than that. To the lady who wants a carpet beater, why not suggest an electric vacuum cleaner? That will avoid the necessity of taking up and beating the rug.

There is the gospel of suggestion in a nutshell. It requires imagination—the ability to see more than appears on the surface. What the customer calls for will be, to the salesman, a hint of what is in the customer's mind. A salesman needs to be alert, to think quickly, to act promptly, in order to suggest to advantage. Still it pays.

In suggesting, use judgment. Learn to size up your customer. Feel your way. Half the value of the suggestion lies in the manner in which you make it; and that manner must be gauged to suit the individual with whom you deal.

The logical grouping of his entire stock in the salesman's mind is essential to successful suggestion.

For instance, practically all hardware stores sell washing machines. In this connection a certain store carries out the idea of suggestion to a notable degree.

In the window display, instead of arranging three washing machines in a row, as is the custom in a good many stores, the hardware dealer shapes his display into a picture of wash day in a properly equipped kitchen. He brings in the washing machine, the wringer, the tubs, the boiler, the washboard, a big collapsible clothes-horse, a small clothes rack attached to the wall, common flat irons with stands, electric irons attached to current so that they may be demonstrated at a moment's notice, an ironing board and a stretch of clothesline, as well as probably a dozen other articles used on wash day or ironing day.

To add to the realistic effect, a strip of white cheesecloth or cotton hangs from the ironing board into a clothes basket.

The display typifies the method of salesmanship used inside the store. If

a customer buys a washing machine, the salesman follows up the sale by calling attention to the wringer, then enquires regarding the tubs, the boiler, the washboards and other items of equipment. If the customer comes for

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a flatiron, the merchant directs attention to the ironing board, the clothes-horse and other items that logically follow.

In his advertising and circular matter, instead of talking merely of his washing machine or his wringer, the hardware dealer discusses the subject of saving labor on wash day by providing modern equipment to do the work. Not merely does this method help to sell additional articles, but in some instances entire wash day outfits have been sold. It possesses also its educative value for the salespeople themselves, who to begin with rarely grasp the idea of suggestion and its possibilities in relation to increased sales.

Selling the better or higher-priced article represents another phase of the same idea.

Several years ago I set out to purchase a double bladed chopping knife, an article which then retailed at around 25 cents. In two hardware stores I was offered a single bladed knife at 15 cents.

In the third store a young clerk stated that he had no double chopping knives in stock. He had the single knife, at 15 cents.

"But," he added, "what you need is a food chopper. Would you like to see how it works?"

He was already showing the article in operation. "Your wife's time is worth money," he explained. "She will save enough time in a single week to pay for the food chopper. Then, it will chop practically anything, and as fine and as coarse as you like; while of course the chopping knife can't do that."

He concluded by selling the medium sized chopper at \$1.75. He sold a higher priced article than was asked for, and served the customer far more satisfactorily than if he had merely stuck to the original "chopping knife" text.

Suggestion is very helpful in the introduction of new lines. A new kitchen device, a new type of polish, a new wall tint, a new washing machine—it's good business to tactfully call the attention of every customer to the new line you are handling. With staple lines, you must wait for the customer to give you some lead before you suggest this or that article. But the new line you are introducing has an advantage in its very novelty; it is a matter of mere common politeness to bring it to your customer's attention.

Yet many dealers rely solely on newspaper and window publicity and neglect the opportunity to use personal suggestion in introducing new lines.

Victor Lauriston.

Squaring Accounts With Nature For Bad Habits.

Modern youth is prone to start the evening program at an hour which in the days of old would have been nearer to closing time.

The dance ends at daybreak, scarcely giving the participants time to change their clothes and get to the office or other place of employment on time. And youth thinks he is "getting away with it."

He may for a while. But unless loss of sleep is made up and work balanced by extra rest, even the resilience of youth cannot stand the strain and nervousness, irritability, or even acute illness results.

Continued overindulgence in food or drink brings retribution sooner or later. An occasional extra hearty meal may cause nothing but temporary discomfort. Young people usually burn the extra bodily fuel by vigorous exercise but the habitual gourmandizer pays for it in obesity.

Fat people are particularly susceptible to diabetes and certain other diseases. Heavy drinkers of alcoholics must also pay the price of over indulgence, for they are prone to cirrhosis of the liver and hardening of the arteries.

Dame Nature has still other methods of retaliation. The unused muscles of the person who takes no exercise become soft. The frequenter of poorly lighted and illy ventilated places soon appears pale and anemic. Anyone who continually overstrains his eyes has headaches and is likely to suffer from granulated lids or more serious eye troubles.

Sometimes people overdo unconsciously. Then there are the types who boast that they can stand anything. But the stronger they are and the longer the day of reckoning is put off, the harder they fall when that day comes.

There is one way which has saved many a person from permanent disability or premature death. Have a periodic physical examination. Go to the physician and have a health inventory at least once a year.

B. R. Richards.

Magnesium Dust and a Wire Nail.

A wire nail used to hold a core upright accidentally became embedded in a magnesium alloy casting. As the casting was being trimmed, the nail struck a spark on the grinding wheel, igniting an explosive mixture of magnesium dust and air in the exhaust duct. The resulting explosion ruptured the duct, air washer, and fan housing. It further vented itself by breaking nearly two hundred lights of glass in about forty feet of steel sash windows. A small fire followed but was extinguished with pails of sand. The loss was nearly \$800.

Appreciating the hazards, the management have the ducts and air washer cleaned weekly. A wet grinding process previously had been tried without success.

This accident shows the explosion hazard in ducts from the grinding of magnesium alloys and the need of eliminating ferrous spark-producing metals in the core-making as well as the grinding operations.

An Electric Welder Causes Fire.

A portable electric welder was being used in rebuilding a steam generator. Two large tarpaulins waterproofed with fish oil were used to form an enclosure. Sparks from the welder ignited the tarpaulins and fire quickly flashed over them. Employees with chemical extinguishers worked so quickly that they were able to ex-

tinguish the fire just as fifteen sprinklers opened. The fire department arriving just then let the sprinklers operate until they were sure there was no fire. Water damaged second hand motors, generators, and electrical equipment, all of which were salvaged by oven or air drying. The loss was estimated between \$1,000 and \$1,500.

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HOTEL DEPARTMENT

On the Rounds of Michigan's Good Fellows.

Sturgis, June 30—How can I help it? Here I have come back from California to make brief calls on my hotel friends of former days and they turn these occasions into carnivals. H. F. Heldenbrand—he of Hotel Heldenbrand, Pontiac—picked me up at Lansing last week, and during the several days I was with him transported me from A to Izzard, regaling me the meantime with food contests, reminiscences of his past relations with the traveling public as a landlord, with more or less showing of veracity. He has a wonderful hotel and I am glad of it, for when a man battles with the vicissitudes of life for nearly a lifetime and then acquires something where he is "sitting pretty," I want to sit in with him and enjoy it also, and that is exactly what I did at the Heldenbrand.

Much has been said about this wondrous property and technically I am not going to undertake to describe it, but the impressions I gained there are to remain with me. In the first place, the approach to the establishment is the result of ideas well executed. Your first introduction is to the lobby with its substantial and interesting decorations. It is capacious, well lighted and furnished. To the right is the much talked of lounge, large, furnished with the very best of modern conceptions, outstanding with drapes, a most beautiful carpet, and an ensemble that is bound to please and make you feel thankful that you are there.

While the Heldenbrand is a traveling man's home, it enjoys a wonderful tourist trade, and "Hildy" is not unmindful of the fact that nearly every touring party includes the little tots who must be entertained in order that they may retain their good nature. Hence, the children's play room, which adjoins the lobby and is provided with everything from teddy bears to toboggans.

Two capacious dining rooms provide facilities for the regular trade who desire this class of service and also supply the various social organizations with meeting places for their various functions. The piece de resistance is the cafeteria, a spacious, well lighted establishment which furnishes, at a moderate cost, the various food requirements, prepared by competent chefs, with the addition of dainty service which relieves the tedium of what self-service effect has on the diners. It is vastly popular, is economical, allows the hotel to acquire itself satisfactorily and, in these days of uncertainty in hotel operation, to keep out of the "red."

The guest rooms, adjusted in price to every requirement, are the last word in furnishings, and you have the choice of apartments, with or without baths or toilets, but with every convenience. The Heldenbrand prides itself upon its beds, which are the very best equipment obtainable.

The location of the hotel, which is within two blocks of the principal shopping center, theater, etc., and yet just far enough away to avoid the noise of traffic, is another consideration for its phenomenal success as a caravansary.

Above all is the personality-plus atmosphere which permeates the entire establishment. There is the "big chief," who, like the Pinkerton detectives, "never sleeps," offering an example of service. He doesn't "slobber" over you, but once he spies you, you fall for him and like him. I could almost love the good soul were it not that he overworked me, without legal regard for hours of labor, and was always wanting to "take me for a ride." Then there is Howard V. Heldenbrand,

the junior, who is as indefatigable as the sire, who does his "trick" as assistant manager during woefully long hours and then slips away somewhere to read up and invent some way of doing things a little better than the average executive. This very capable young man is already known as the author of a treatise on hotel standardized service and is a staff contributor for various hotel publications. He appeals to me as a possible entree in the hall of fame, and besides he doesn't try to burn up gas quite as prodigally as some I might mention in his immediate neighborhood. Accommodating employees in every department, who perform their duties cheerfully, make up the ensemble. I give them all a unanimous standing vote of thanks.

A delightful acquaintance I gained in Pontiac, through the gracious consideration of my host, was Frank Anderson, assistant postmaster there. He it was who helped speed me on my way in negotiating the scenery of that portion of Michigan, supplying his Oakland motor car, as well as his services as chauffeur. As might be supposed Mr. Anderson is a very busy individual, but he combines his official duties with those of promoting his one obsession, fruit raising, at his private nursery. A development of his, a yellow cherry, known as the "Trustworthy" is talked about among State horticulturists. He is as good as they make them.

From Pontiac I was taken for a joy ride to Bay City, where it was my pleasure to catch up with my old friend, W. G. Schindehette, who operates, and has done so for many years, Hotel Republic. "Billy," the appellation by which he is known everywhere, is another of those long-headed boys who sleeps with one eye open and does not allow the elusive hotel promoter to sneak in and convince the good people of his community that they need more hotels. He has always told me when Bay City needs a better hotel, he will provide it, but his Republic is always a bright star in the firmament, and he can be depended upon to keep its reputation at the top-notch stage. My relations with Mr. Schindehette were more than merely those of a fraternal nature. When the Michigan Hotel Association was strengthening itself with new blood on the membership roll, he it was who always responded promptly to the bugle call and helped to make it what it is.

At Flint we saw C. G. Hammerstein, who for years represented Albert Pick & Company, dealers in hotel furnishings, in Michigan. Three or four years ago he acquired Hotel Crystal, Flint, quit the road, donned war paint, and applied much of the peaceful type to his acquisition. This property has been completely transformed, with attractive decorations, new furnishings and is "bringing home the bacon" to its operator. "Ham," as we all call him, also controls the Clifton Hotel at Battle Creek, to which he has applied the same treatment. Watch him grow.

Many hotel men have asked me about the whereabouts of Mrs. Fern Coriell, the efficient little woman who for several years was official reporter of the Michigan Hotel Association at its various annual and sectional meetings. For their information I am pleased to state that she occupies a responsible position with one of the most important law firms in Battle Creek, is still keenly interested in all matters pertaining to hotels and has authorized me to express her kindest wishes to her old associates.

When the authorities at Pontiac encouraged me to move along and not



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Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

place in financial jeopardy the interests of "Hildy," I moved on to Detroit, and from force of habit looked up the Nortons, Chas. W. and Preston D., who after exhibiting to me the Norton cafeteria which has been acquired by them and has been physically very much improved, whisked me over to Windsor, Ontario, to look over their recent accomplishment, the Norton-Palmer, scarcely two years old, but as active as a beehive in the white clover season. It is a good thing. I have said much about it in the past, based upon hearsay information, and now I have absolute knowledge that it is not only a good thing, but a profitable investment as well. But don't ever think there is any craze hanging on the doors of the Detroit institution. Like Tennyson's brook it goes on forever. No two individuals I know of anywhere are better equipped to operate successful hotels than the Nortons, and that is just what they are doing. Deserving? Well, I should say so.

I couldn't visit Detroit, even after an absence of three years, without promptly reporting to that grand (young) man, John R. Wood, the dean of railroaders and railroad publications principally among which is the Michigan Railway Guide. Many years has he been my friend and a faithful one, too. He is accredited with eighty-five birthdays, but when one takes an inventory of this sturdy character, it seems hard to believe it. As an honorary member of the Michigan Hotel Association, he has much to his credit as an organizer.

Harold Sage, executive manager of Hotel Tuller, was picked by me when he was managing Hotel Clifford, as a winner. And he has justified my predictions in every way. Every movement and every change he has made in the past five years, has been upward. He certainly gave me the glad hand—just as I knew he would—when I called. I am not through with him or his predecessor, Ward B. James, president and general manager of Hotels Windermere, Chicago, with both of whom I am scheduled for a "round-up" in the near future. The Tuller is entitled at least to the credit of having proven the vehicle which helped these young men along on the road to fame.

W. J. Chittenden, Jr., than whom there are none better made, was busy preparing for his vacation at a Massachusetts resort, but we had a nice visit at his Detroit-Leland Hotel and arranged something for the future. Anybody who is following my feeble efforts in the literary line knows just what I think of this splendid fellow who has been in the limelight of Michigan hotel operation from the days at the old Russell House, to the Pontchartrain, down to the present occupation of managing this important establishment. Mr. Chittenden is fully sustaining the record of his illustrious father by putting squarely on its feet this wonderful hotel, built at a period when there was nothing but over-production. The Detroit-Leland is coming through, surely and soundly. I am not going into any details concerning it. I just want to acknowledge an interesting and friendly visit and to express the hope that Bill's vacation period will bring him the pleasure he justly deserves.

Away out in Sunny California months ago came for me an invitation to visit with Mr. and Mrs. George Southerton, at Hotel LaVerne, Battle Creek. They have been friends of mine for many years and the ardor of this friendship has most surely escaped the influence of the frosts of four Michigan winters. They have, since regaining possession of the LaVerne, improved it in many particulars. The

lobby would do credit to many larger and more pretentious establishments. The rooms have been redecorated, and there are new furnishings besides new and most luxurious beds. Notwithstanding all this the LaVerne is to have a new addition of guest rooms and entire new lobby, dining rooms and a coffee shop. I may say that I demurred at this innovation, but I might just as well forget about it, for when this stubborn individual decides to do a thing, it is just about the same as completed. The LaVerne enjoys a clientele which have an abiding faith in the institution, and it will work out in good time, and I trust bring added satisfaction to this worthy couple.

In company with the Southertons I paid a visit to Dr. and Mrs. Holmes, who conduct the Gull Lake Hotel, midway between Battle Creek and Kalamazoo. They have been here for at least five years I know of. In 1927 their hotel was destroyed by fire, but they built above the ruins a really attractive establishment where they entertain satisfactorily, with dinner dances, and capacious pavillion, hosts of patrons from everywhere, besides providing superior accommodations for such as desire to bide with them. Members of the Michigan Hotel Association still remember vividly the delightful entertainment provided by the Holmeses at the time the State convention was held at Kalamazoo. They are doing well and deserve all that is coming their way.

Mentioning Gull Lake, I had the pleasure of a few hours' visit with Adam Ehrman, dean of Kalamazoo hotel operators, who, with his estimable wife, having retired from active labors, are enjoying themselves in a beautiful cottage at this noted resort.

Browsing around North Dakota, forty-five years ago, I used to know every newspaper man in the state, together with railroad men, politicians, commercial men and a few clergymen. The other night at the LaVerne, at Battle Creek, I met Chas. F. Wheeler, field representative of the U. S. Bureau of Pensions for Michigan, and very soon discovered that his experiences in North Dakota were contemporaneous with my own. In the matter of knowing old-timers out there, we were running nose-and-nose when we parted.

M. E. Magel, formerly of Battle Creek, has taken over his second hotel in Milwaukee—the Knickerbocker. This is an eight story, 475 room affair, of the most modern construction, just completed. Mr. Magel, as I previously announced, controls by a long term lease the Hotel Plaza in the Wisconsin city, which will be placed in charge of his brother, D. J., also known in Michigan hotel circles.

Members of the Buffalo Hotel Association are to be guests of the Detroit Association at an afternoon of golf and an evening dinner on July 14. These meetings are annual events alternating between the cities at either end of Lake Erie.

At the Morton, in Grand Rapids, William Fox, night clerk and auditor, has been advanced to the position of room clerk, made vacant by the resignation of Ray Baker, who enters resort service. Thomas Dodson, a former assistant, will take his place.

The latest entrant in the Michigan hotel field is Hotel Dalton, Cheboygan, which will be operated by Mrs. Anne Dalton. It is a rejuvenation of the old Central House, but has been entirely rehabilitated and supplied with running water and baths. A son of Mrs. Dalton, John M., is desk clerk at Hotel Dalton, Jackson.

The J. H. Hardy Co., Chicago, which recently acquired the Wright House, at Alma, and the Western, at Big Rapids, have now taken over the Iron Inn, at Iron River, from C. A. Robinson, who operated it for many years. I understand Mr. Robinson will continue to operate it for the present. Also it is rumored that "Big Bill" Jenkins has been engaged to resume operation of the Western, at Big Rapids during the resort season.

Passing through Portland the other day my attention was called to the fact that Hotel Divine, operated by Divine Brothers, has been given a new spic and span exterior of stucco, which certainly makes it look classy, and I further was led to believe from information vouchsafed by a traveler that the interior has been vastly improved. It was always a good hotel and its meals have always had a wide reputation.

Several cottages of an artistic character have been added to the rooming capacity of Hotel Doherty, Clare. These auxiliaries have all the conveniences supplied in the hotel proper, including phone and bellboy service.

Any reports to the effect that the writer contemplates re-entering the hotel business in Michigan are, in the words of Mark Twain, "largely exaggerated." When his present visit to Michigan is completed, California still is a drawing card, away from snow and coal shoveling. Of course, I am now in the hands of the Gerows, who threaten all sorts of doings, but I mean California is to continue my permanent home—if I ever get away from Sturgis. Frank S. Verbeck.

Oceana Cannery Not Sold.

A letter from Harry M. Royal, of Shelby, just as the Tradesman goes on the press, states that the report which is given expression in Out Around this week to the effect that the Oceana Canning Co. will be sold to the farmer "skindicate" is premature; that the property is not for sale and will not be sold under existing conditions.

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Enjoy the delightful Government Park, the locks, the climate and drive.

Sault Ste. Marie Michigan



HOTEL BROWNING

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

Republican Hotel MILWAUKEE, WIS.

Rates \$1.50 up—with bath \$2 up
Cafeteria, Cafe, Sandwich Shop
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CODY CAFETERIA IN CONNECTION

The LaVerne Hotel

Moderately priced.
Rates \$1.50 up.

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European Plan
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Up-to-date Hotel with all Modern
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150 Outside Rooms
Dining Room Service
Hot and Cold Running Water and
Telephone in every Room.
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Is truly a friend to all travelers. All
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DRUGS

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Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

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

Druggist Asks Questions About Stock Control.

The Druggists' Research Bureau received recently the following letter from a druggist in Florida:

"We note the number of the toilet items kept under each heading in your surveys, and are wondering just how many of each item is kept? We are located over a hundred miles from the wholesaler and it takes two days to get an order there and back so we have to keep a larger amount and more items than the stores located in the same town with a wholesale company. Taking tooth pastes, for instance: We carry fifteen different kinds, amounting to forty-eight tubes of tooth pastes priced as follows:

	Retail Value
Sixteen at -----25c-----	\$ 4.00
Three at -----30c-----	.90
Four at -----35c-----	1.90
Two at -----40c-----	.80
Twenty at -----50c-----	10.00
Three at -----60c-----	1.80

\$18.90

Deducting the usual 33 1/3 this leaves only \$12.60 as invested in merchandise.

"To-day we are going to take stock of toilet preparations and this will include tooth pastes, shaving creams, toilet waters, perfumes, hair tonics, and all articles used to beautify, and we will keep a record of purchases and sales of same. Maybe we will learn a lot. We have found that instead of keeping say half a dozen of each of a few articles of like use—tooth paste, hair tonics, etc.—that we keep one-sixth dozen of the best sellers and one-twelfth dozen of the slow sellers, and in this way we avoid that awful word 'out'! No one could possibly tell how happy we are to get your service. We are devouring all that you have sent us, and our auditor is also going over your pamphlets and is very much pleased with same. It has been a hard thing to make even one end meet here in the State of Florida during the past year or so."

To this letter the following reply was made:

It is a pleasure to learn from your letter that the Druggists' Research Bureau is proving to be of some service to you. You are quite right, we believe, in stocking as many different kinds of merchandise as you can sell profitably and quickly to your customers. As you say, nothing is more serious than to have to tell a customer that you are out of or do not stock some particular item of merchandise that they want to buy. One or two

experiences like this and you acquire—unjustifiably usually—the reputation for not having the merchandise your customers want. This is serious because you depend for your success not upon a constant procession of new customers, but rather upon a long continued line of repeated sales to a rather limited clientele.

The amount of toothpaste of a particular brand that a druggist should stock depends, just as you have already surmised, upon the ease with which he can replenish this stock and the amount of business that he does. Generally speaking, we believe that on merchandise of proved salability a quantity which can be sold not to exceed 30 to 60 days is a successful purchase of any item, except, of course, perishable and seasonable goods.

The most effective method we have seen of controlling stock of toilet goods and other proprietary items is to apportion to each of them a space on the shelves or in the drawers which is just sufficient to accommodate the maximum quantity that you would buy of that item. By checking the stock daily, simply by walking along the shelves, it is possible to tell at a glance just what items are low and how much of them to buy. In a few cases you may carry reserve stock in the cellar. In such cases a symbol of some kind, such as a red check mark in the space, indicates that the reserve stock is to be brought up before the item is reordered. In fact, it is possible to apportion the space in the cellar or storage room in a similar manner.

Prescription stock can be controlled to a considerable degree by indicating either in plain figures or in code the date each item is received. Thus when you come to reorder an item, of which you have bought originally a pint, and find that this pint has lasted you over a year, it is easy to see that the next purchase should not be more than four ounces, if conditions have not changed any.

A further help in stock control is through not depending upon one want book, but upon several want books conveniently and permanently placed in the parts of the store where they are most likely to be used. It is not practical, for instance, to allot shelf space permanently to perfumes and cosmetics on account of the odd and constantly changing shapes of the containers and the necessity for displaying them attractively. Yet stock control is exceedingly important in these lines, because of the many styles, varieties and colors, in which each item usually is made.

The Druggists' Research Bureau hopes that this information is of some service to you. Don't hesitate to write us any time you think we might have facts of help to you.

Now, the Question Is This—

Do you, before selling rubber goods, examine the merchandise for imperfections, before it leaves the store? How often do customers return hot water bottles, syringes and kindred sundry articles, with the pretext that they discovered a leak, or that the rubber lost its "life," or a million or more ex-

cuses that customers will concoct, demanding a refund. Quite difficult is it, of course, for a pharmacist or a druggist, from a superficial examination, to determine just where the flaw is but make it appear to the customer that you are looking over your stock before you dispose of it to assure them that what you are selling is up to standard, or at least that you are trying to see whether it is.

The same holds true with thermometers. Do you test them to see that they respond to variations in temperature? Or do you examine them for breakage, before effecting a sale? It is not uncommon for a patron to bring back a thermometer, having already used it, and asking for the money back. The customer, however, hasn't a leg to stand on, if before selling a thermometer, you point out to her or him exactly how to use it, and simultaneously showing them that it is in good condition. In some states, local health regulations forbid the return of articles which are used on one's person. In fact, some stores have adopted rulings of similar nature, even though there may not be restrictions set down by local authorities.

Drifting to the back room, we will be presented with a prescription, the directions of which may be "use as spray." In sending up the finished product, do you forget to send an atomizer along with it? Oftentimes, we forget to ask the customer whether or not they have one on hand, and besides, why ask such questions? We have experienced certain types of customers who have waxed appreciative

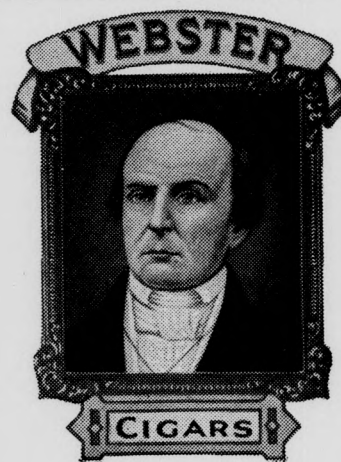
over our thoughtfulness in sending without our asking them, and other patrons who express a characteristic reluctance in returning merchandise after it has been delivered. So that there is nothing to lose and all to gain by this little suggestion.

We are still at the prescription counter and get a recipe calling for tablet triturates. Are you accustomed to throw them in the box in haphazard fashion, so that with their white cotton background they are almost lost to view? Why not lend a professional touch by wrapping each tablet in a powder paper, practically going through with the same procedure as that of making up powders, exercising care, of course, not to crush the tablet. By this additional labor, which is almost negligible in time consumption, you are justified in asking for a better price—and what customer will begrudge it?

Lastly, do you, in selling solutions of Argyrol and similar silver preparations, inform the customer about their being subject to deterioration? In fact, it would be a good idea to put a notation of such effect on the label. This would inform the customer that after a week or so, it would be inadvisable to use the preparation, which would necessitate the purchase of a fresh solution.

True, there are so many details in the average store, to look after, that suggestions, as aforementioned, are not thought of. But it is a matter of doing it once, and after that our subconscious mind will take care of it, so that after a while, it becomes force of

**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**



habit, and a good one to cultivate— that of bringing more money to the till.
Joseph Jay Gold.

A race isn't won sitting down, nor is an expert merchant made by dodging hard jobs.

When you see a man with his hands in his pockets all the time, the chances are that he has precious little in them besides his hands.

Only the prosperous concern can pay good wages.

If You Leave No Will . . .
Who will inherit your estate
Can your wife continue
to keep her present
home

?

GRAND RAPIDS TRUST CO.

Grand Rapids, Michigan

WE ALSO WHOLESALE

ELECTRIC FANS, JUICE EXTRACTORS,
VACUUM JUGS, VACUUM BOTTLES,
PICNIC SUPPLIES, FILMS, KODAKS,
COMPLETE LINE OF SODA FOUNTAIN SUPPLIES,
FLASHLIGHTS, ELECTRIC LANTERNS,
BATHING CAPS, BATHING SHOES
BATHING SUPPLIES,
WATER WINGS, INSECTICIDES, MINERAL WATERS,
SPORT VISORS, CARBONATED DRINKS,
SPONGES, CHAMOIS SKINS, PERFUMES,
TOILET GOODS, OFFICE SUPPLIES.

See us about Store Fixtures. Also complete line of ROGER'S Brushing Lacquer, House Paints, Varnishes. Complete display in our sample room.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Benzoin Comp'd.	@2 40
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Buchu	@2 16
Boric (Xtal)	10 @ 20	Eigeron	4 00@4 25	Cantharides	@2 52
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Capsicum	@2 28
Cutric	52 @ 66	Hemlock, pure	2 00@2 25	Catechu	@1 44
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	@2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Colchicum	@1 80
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	@2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	@2 04
Tartaric	52 @ 60	Lavender Flow	6 00@6 25	Gentian	@1 35
Ammonia		Lavender Gar'n	1 25@1 50	Guaiac	@2 28
Water, 26 deg.	07 @ 18	Lemon	4 00@4 25	Guaiac, Ammon.	@2 04
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	@1 12	Iodine	@1 25
Water, 14 deg.	5 1/2 @ 13	Linseed, bbl. less	1 22@1 35	Iodine, Colorless	@1 50
Carbonate	20 @ 25	Linseed, raw, less	1 19@1 32	Iron, Clo.	@1 56
Chloride (Gran.)	08 @ 18	Mustard, artifil. oz.	@ 35	Kino	@1 44
Balsams		Neatsfoot	1 25@1 35	Nux Vomica	@2 52
Copaiba	1 00@1 25	Olive, pure	4 00@5 00	Opium	@1 40
Fir (Canada)	2 75@3 00	Olive, Malaga,	3 00@3 50	Opium, Camp.	@1 44
Fir (Oregon)	65@1 00	green	2 85@3 25	Opium, Deodor'd	@5 40
Peru	3 25@3 50	Orange, Sweet	6 00@6 25	Rhubarb	@1 92
Tolu	2 00@2 25	Origanum, pure	@2 50	Paints	
Barks		Origanum, com'l	1 00@1 20	Lead, red dry	13 1/4 @ 14 1/4
Cassia (ordinary)	25 @ 30	Pennyroyal	3 00@3 25	Lead, white dry	13 1/4 @ 14 1/4
Cassia (Saigon)	50 @ 60	Peppermint	5 50@5 70	Lead, white oil	13 1/4 @ 14 1/4
Sassafras (pw. 60c)	@ 50	Rose, pure	13 50@14 00	Ochre, yellow bbl.	@ 2 1/2
Soap Cut (powd.)	20 @ 30	Rosemary Flows	1 25@1 50	Ochre, yellow less	3 @ 6
35c		Sandelwood, E.		Red Venet'n Am.	3 1/2 @ 7
Berries		I.	12 50@12 75	Red Venet'n Eng.	4 @ 8
Cubeb	@ 90	Sassafras, true	2 00@2 25	Putty	5 @ 8
Fish	@ 25	Sassafras, arti'l	75 @ 100	Whiting, bbl.	@ 4 1/2
Juniper	10 @ 20	Sassafras, true	75 @ 100	Whiting	5 1/2 @ 10
Prickly Ash	@ 75	Spearment	7 00@7 25	L. H. P. Prep.	2 80@3 00
Extracts		Sperm	1 50@1 75	Rogers Prep.	2 80@3 00
Licorice	60 @ 75	Tany	7 00@7 25	Miscellaneous	
Licorice, powd.	60 @ 70	Tar USP	65 @ 75	Acetanilid	57 @ 75
Flowers		Turpentine, bbl.	@ 56	Alum	06 @ 12
Arnica	75 @ 80	Turpentine, less	63 @ 76	Alum, powd. and	
Chamomile (Ged.)	30 @ 40	Wintergreen,		ground	09 @ 15
Chamomile Rom.	@ 1 25	leaf	6 00@6 25	Bismuth, Subni-	
Gums		Wintergreen, sweet	3 00@3 25	trate	2 00@2 40
Acacia, 1st	@ 60	Wintergreen, art	75 @ 100	Borax xtal or	
Acacia, 2nd	@ 50	Worm Seed	4 50@4 75	powdered	06 @ 13
Acacia, Sorts	35 @ 40	Wormwood, oz.	@ 2 00	Cantharides, po.	1 25@1 50
Acacia, Powdered	40 @ 50	Potassium		Calomel	2 72@2 82
Aloes (Barb Pow)	35 @ 45	Bicarbonate	35 @ 40	Capsicum, pow'd	62 @ 75
Aloes (Cape Pow.)	25 @ 35	Bichromate	15 @ 25	Carmine	8 00@9 00
Aloes (Soc. Pow.)	75 @ 80	Bromide	69 @ 85	Cassia Buds	30 @ 40
Asafoetida	50 @ 60	Bromide	54 @ 71	Cloves	40 @ 50
Pow.	90 @ 1 00	Chlorate, gran'd.	21 @ 23	Chalk Prepared	14 @ 16
Camphor	87 @ 95	Chlorate, powd.	15 @ 24	Chloroform	47 @ 54
Guaiac	@ 60	Cyanide	30 @ 40	Choral Hydrate	1 20@1 50
Guaiac, pow'd	@ 70	Iodide	4 06@4 23	Cocaine	12 55@13 50
Kino	@ 1 25	Permanganate	2 1/2 @ 35	Cocoa Butter	60 @ 90
Kino, powdered	@ 1 20	Prussiate, yellow	35 @ 45	Corks, list, less	30 @ 10
Myrrh	@ 1 15	Prussiate, red	@ 70	Copperas	03 @ 10
Myrrh, powdered	@ 1 25	Sulphate	35 @ 40	Copperas, Powd.	4 @ 10
Opium, powd.	21 00@21 50	Roots		Corrosive Sublim	2 25@2 30
Opium, gran.	21 00@21 50	Alkanet	30 @ 35	Cream Tartar	35 @ 45
Shellac, Orange	50 @ 65	Blood, powdered	40 @ 45	Cuttle bone	40 @ 50
Shellac, White	55 @ 70	Calamus	35 @ 85	Dextrine	6 @ 15
Tragacanth, pow.	@ 1 75	Elecampane, pwd.	20 @ 30	Dover's Powder	4 00@4 50
Tragacanth	2 00@2 35	Gentian, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Turpentine	@ 30	Ginger, African,		Emery, Powdered	@ 15
Insecticides		powdered	30 @ 35	Epsom Salts, bbls.	@ 03 1/4
Arsenic	08 @ 20	Ginger, Jamaica.	60 @ 65	Epsom Salts, less	3 1/4 @ 10
Blue Vitriol, bbl.	@ 07	powdered	45 @ 60	Ergot, powdered	@ 4 00
Blue Vitriol, less	08 @ 15	Goldenseal, pow.	6 00@6 50	Flake, White	15 @ 20
Bordea, Mix Dry	12 1/2 @ 23	Ipecac, powd.	5 50@6 00	Formaldehyde, lb.	12 @ 35
Hellebore, White		Licorice	35 @ 40	Gelatine	80 @ 90
powdered	15 @ 25	Licorice, powd.	20 @ 30	Glassware, less	55 %
Insect Powder	47 1/2 @ 60	Orris, powdered	45 @ 50	Glauber Salts, bbl.	@ 02 1/2
Lead Arsenate, Po.	13 1/2 @ 27	Poke, powdered	35 @ 40	Glauber Salts less	04 @ 10
Lime and Sulphur		Rhubarb, powd.	@ 1 00	Glue, Brown	20 @ 30
Dry	09 @ 23	Rosinwood, powd.	@ 50	Glue, Brown Grd	16 @ 22
Paris Green	26 1/2 @ 46 1/2	Sarsaparilla, Hond.		Glue, White	27 1/2 @ 35
Leaves		ground	@ 1 10	Glue, white grd.	25 @ 35
Buchu	@ 90	Sarsaparilla, Mexic.	@ 60	Glycerine	17 1/2 @ 40
Buchu, powdered	@ 1 00	Squills	35 @ 40	Hops	75 @ 95
Sage, Bulk	25 @ 30	Squills powdered	70 @ 80	Iodine	6 45@7 00
Sage, 1/4 loose	@ 40	Tumeric, powd.	20 @ 25	Iodoform	8 00@8 30
Sage, powdered	@ 35	Valerian, powd.	@ 1 00	Lead Acetate	20 @ 30
Senna, Alex.	50 @ 75	Seeds		Mace	@ 1 50
Senna, Tinn. pow.	30 @ 35	Anise	@ 35	Mace powdered	@ 1 60
Uva Ursi	20 @ 25	Anise, powdered	35 @ 40	Menthol	7 00@8 00
Oils		Bird, Is	13 @ 17	Morphine	13 55@14 30
Almonds, Bitter,		Canary	10 @ 16	Nux Vomica	15 @ 30
true	7 50@7 75	Caraway, Po.	25 @ 30	Nux Vomica, pow.	15 @ 25
Almonds, Bitter,		Cardamon	2 50@2 75	Pepper, black, pw.	57 @ 70
artificial	3 00@3 25	Coriander pow.	40 @ 50	Pepper, White, p.	75 @ 85
Almonds, Sweet,		Dill	15 @ 20	Pitch, Burgundy.	20 @ 25
true	1 50@1 80	Fennel	35 @ 50	Quassia	12 @ 15
Almonds, Sweet,		Flax	9 1/2 @ 15	Quinine, 5 oz. cans	@ 60
imitation	1 00@1 25	Flax, ground	9 1/2 @ 15	Rochelle Salts	28 @ 35
Amber, crude	1 00@1 25	Poenugreek, pwd.	15 @ 25	Saccharine	2 60@2 75
Amber, rectified	1 50@1 75	Hemp	8 @ 15	Salt Peter	11 @ 32
Anise	2 00@2 25	Lobelia, powd.	@ 1 30	Seidlitz Mixture	30 @ 40
Bergamont	6 50@7 00	Mustard, yellow	17 @ 25	Soap, green	15 @ 30
Cajeput	2 00@2 25	Musard, black	20 @ 25	Soap, mott cast	@ 25
Cassia	3 00@3 25	Poppy	15 @ 30	Soap, white Castile,	
Castor	1 55@1 80	Quince	1 75@2 00	case	@ 15 00
Cedar Leaf	2 00@2 25	Sabadilla	45 @ 50	Soap, white Castile	
Citronella	1 00@1 20	Sunflower	12 @ 18	less, per bar	@ 1 60
Cloves	4 00@4 25	Worm, American	30 @ 40	Soda Ash	3 @ 10
Cocoonut	27 1/4 @ 35	Worm, Lavant	6 50@7 00	Soda Bicarbonate	3 1/2 @ 10
Cod Liver	1 40@2 00	Tinctures		Soda, Sal	@ 02 1/2
Croton	6 00@6 25	Aconite	@ 1 80	Spirits Camphor	@ 1 10
		Aloes	@ 1 56	Sulphur, roll	4 @ 10
		Asafoetida	@ 2 28	Sulphur, Subl.	4 1/2 @ 10
		Arnica	@ 1 50	Tamarinds	20 @ 25
		Belladonna	@ 1 44	Tartar Emetic	70 @ 75
		Benzoin	@ 2 28	Turpentine, Ven.	50 @ 75
				Vanilla Ex. pure	1 50@2 00
				Vanilla Ex. pure	2 25@2 50
				Zinc Sulphate	06 @ 11
				Webster Cigar Co. Brands	
				Websterettes	38 50
				Cincos	38 50
				Webster Cadillacs	75 00
				Golden Wedding	@ 1 11
				Panatellas	75 00
				Commodore	95 00

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, 24-1 oz., doz.	2 15
Quaker, 12-38 oz., doz.	2 35

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c, doz.	9 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.	9 85
Calumet, 8 oz., doz.	3 25
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.	12 50

K. C. Brand

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

BLEACHER CLEANSER	
Lizette, 16 oz., 12s	2 15

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

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

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

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

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

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

Kaffe Hag, 12 1-lb. cans

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

Post Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 80
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fls.	36
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. Fcy. 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. 60	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
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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 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, K'less	4 75
Salmon, Red Alaska	3 55
Salmon, Med. Alaska	1 50
Salmon, Pink, Alaska	1 50
Sardines, Im. 1/2, ea.	10 22
Sardines, Cal. 1/2, ea.	2 25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 75

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef No. 1, Roast	3 00
Beef, 2 oz., Qua., sll.	1 40
Beef, 3 1/2 oz., Qua., sll.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sll.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 50
Deviled Ham, 1/2s	2 85
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, Cal. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	52
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Campbells	1 05
Quaker, 18 oz.	95
Freemont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 10
Van Camp, small	95
Van Camp, med.	1 15

CANNED VEGETABLES

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

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

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

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

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

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

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

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

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

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

Squash	
Boston, No. 3	1 80

Succotash	
Golden 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.

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	8 30
Harvest Queen	7 50
Yes Ma'am Graham,	2 20
50s	
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 50
One quart	9 10
Half gallon	12 15

IDEAL GLASS TOP	
Half pint	9 00
One pint	9 50
One quart	11 00
Half gallon	15 40
GELATINE	
Full-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., 6 oz., dz.	2 40
JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
van Westenbrugge Brands	
Carload Distributor	

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

WILSON & Co.'s Brands	
Oleo	
Certified	24
Nut	18
special Roll	19
MATCHES	
Diamond, 144 box	4 40
Searchlight, 144 box	4 40
Onio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	4 00
Ohio Blue Tip, 720-lc	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

	
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

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

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	25
Good	21
Medium	18
Poor	13
Mutton	
Good	13
Medium	12
Poor	10
Pork	
Loin, med.	19
Butts	19
Shoulders	16
Spareribs	13
Neck bones	05
Trimnings	10

PARIS GREEN	
1/8	34
1/2	32
2 1/2 and 5 1/2	30

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

PETROLEUM PRODUCTS	
From Tank Wagon	
Red Crown Gasoline	19 7
Red Crown Ethyl	22 7
Solite Gasoline	22 7
In Iron Barrels	
Perfection Kerosine	14 6
Gas Machine Gasoline	38 1
V. M. & P. Naphtha	18 8

ISO-VIS MOTOR OILS	
In Iron Barrels	
Light	77 1
Medium	77 1
Heavy	77 1
Ex. Heavy	77 1

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

Beef	
Boneless, rump	23 00@36 00
Rump, new	29 00@35 00

Liver	
Beef	17
Calf	55
Pork	10

RICE	
Fancy Blue Rose	5 65
Fancy Head	07

RUSKS	
Dutch Tea Rusk Co. Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 65
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. Fanov, 100 lb.	13 00
Milkers, bbls.	18 50
K K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

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

STOVE POLISH	
Blackne, 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. bk.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice	
cream, 100 lb., each	85
Butter Salt, 230 lb. bbl.	4 24
Block, 50 lb.	40
Baker Salt, 230 lb. bbl.	4 10
24, 10 lb., per bale	2 45
30, 3 lb., per bale	2 85
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50

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

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

Gloss	
Argo, 48, 1 lb. pkgs.	3 60
Argo, 12, 3 lb. pkgs.	2 62
Argo, 8 1/2 lb. pkgs.	2 97
Silver Gloss, 3, 18	11 1/4
Elastic, 64 pkgs.	5 35
Tiger, 48-1	3 30
Tiger, 50 lbs.	06

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

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

Maple and Cane	
Kanuck, per gal.	1 50
Kanuck, 5 gal. can	6 50

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

COOKING OIL	
Mazola	
Pints, 2 doz.	6 75
Quarts, 1 doz.	6 25
Half Gallons, 1 doz.	11 75
Gallons, 1/2 doz.	11 30

TABLE SAUCES	
Lea & Perrin, large	6 00
Lea & Perrin, small	3 35
Pepper	1 60
Royal Mint	2 40

FRESH MEATS	
Beef	
Top Steers & Heif.	20
Good St'rs & H'f 15½@18	
Med. Steers & Heif. --	15
Com. Steers & Heif. --	15

Annual Salesmen's Picnic at Morrison Lake.

The Salesmen's Club held its annual picnic at Morrison Lake on Sunday, June 22. Everyone present seemingly had a very good time and all spoke very highly of the fine meal served to them at the pavilion. It was a matter of regret that the attendance was not larger, as it was one of the most satisfactory picnics this organization has held.

No casualties have been reported to date, although it is reported that Rutledge W. Radcliffe, who was acting as captain of one of the baseball teams, chose an outfield position, thinking he would not have to work so hard as he did up in front. Just to accommodate him, someone shot a long hit into his territory. Rad got under it, but apparently came to the conclusion that he was playing volley ball; and the statement is made that instead of catching and holding the ball, he decided he would have to bat it back to the catcher, striking it three times. This allowed three runs to cross the plate and Rad's side lost the game. Members are still kidding Rad and advising him to take a basket with him the next time he attempts to play ball.

The Secretary-Treasurer of Grand Rapids Council has opportunities for salesmen who wish to take on side lines and will be glad to put any member of the Council in touch with these firms looking for salesmen. H. R. B.

Points For Retailer To Watch.

Among the points which a prospective retailer should have in mind, the Assistant Secretary of Commerce stated in a recent talk, is whether there is sound economic justification for his setting up a retail business. He should consider, in connection with deciding on a location, the proximity of competitors, the nature of the surroundings, the convenience to car stops, and the number, types, purposes and destinations of passers-by. The nature and extent of the market must be measured, store personnel carefully selected, and proper attention given to making the store attractive.

Dr. Klein mentioned the great waste and loss arising from injudicious choice and careless management of the stock of goods carried, and recommended a frequent, drastic check-up of stock on hand, with the elimination of slow-moving and unprofitable items. Prominent among the loss-producing practices he mentioned were undue laxity in credit extension and the offering of unprofitable types of service, such as deliveries over too extensive a territory or in too small amounts.

Concentrating on Inactive Department.

It is a good idea for a grocery clerk to concentrate upon some department that hasn't been active, by working out a plan for the approval of the store owner that will push the department to bigger business and more profits. For instance, many stores don't do much with their cheese department. Yet in some towns a grocery could build up a reputation as a store that specialized in this particular food product and a slow department could be turned into a very

busy one. Fancies are another line with great possibilities. By means of an unusual permanent display, a little advertising, and quality goods, a store could easily build up a cheese department that would be profitably patronized by women giving bridge parties, teas, dinners, and various other affairs. A clerk who can see such possibilities, plan for the development of them, and carry the plans through successfully, is worth a lot to himself.

Building Goodwill.

"A favorite stunt of mine was to get behind the counter and help my customers or my prospects to sell goods," says an ex-salesman, who is now a sales manager. "I spent nearly all my spare time in that way. Saturday is a poor day to call on grocers, so I spent it more profitably by selling goods for them than by trying to sell goods to them. I always endeavored to make my stunt behind the counter an object lesson to the dealer and his clerks on how goods in my line should be sold. I taught the clerks new talking points and the best ways of demonstrating the line. Especially were my services appreciated on busy days, or when the store was short of help. When I would help a merchant out during a rush, it would take him a long time to forget it."

Renewing a Welcome.

Butler & Henderson, California grocers, brought back to the store many customers who had not been in for some time with a funny little card carrying a sketch of a pleasant looking man tacking up a "Welcome" sign over the doorway. The card read:

"We're putting up a 'Welcome' sign for you!"

"You see, it has been so long since you visited us that we are beginning to get a little anxious. We really do

appreciate your patronage, and we certainly hope you haven't forgotten that you have a perfectly good charge account here. Of course you'll be welcome. May we expect to see you soon . . . very soon?"

Demand Specials in Stationery.

Faced with an extremely slack demand for regular merchandise, manufacturers of stationery have been forced to feature "specials" during the last few weeks in order to attract buying interest. One producer, with a heavy stock of raw materials, has made up an entire line of assorted "specials" which can be retailed at three boxes for \$1. The move has met with favor and he has been able to maintain prices on his regular goods and do a fair business. Other producers are doing a good volume on less elaborate lines of specially priced goods, but complain of buyers who refuse to purchase the regular lines.

Toy Business Still To Be Done.

Reports agree that the toy trade will enter the second half of the year with a great deal of business for holiday delivery yet to be booked. In many lines of playthings, the advance business thus far is below last year. Mechanical, electrical and novelty educational toys have had the bulk of the early business, but dolls, wheel goods, rubber items and games have not done particularly well. By midsummer, however, the trade expectation is that chain and department store purchasing will be rounded out and that Fall will be an active period. Emphasis continues strong on popular-price playthings.

Why Be Slap-Dash?

Sales slips are one of the important records of the store's business transactions. They should be made out clearly and legibly.

Speed is necessary in waiting on many customers, but it always pays to take the extra seconds to make sure your sales slip is correct and can be easily read.

Why get into the slap-dash sloppy habit of doing anything, when your progress in life depends so much on your reputation for doing things well?

Some of every store's most annoying losses are traceable to carelessly written sales slips.

Lawn Chairs and Swings Scarce.

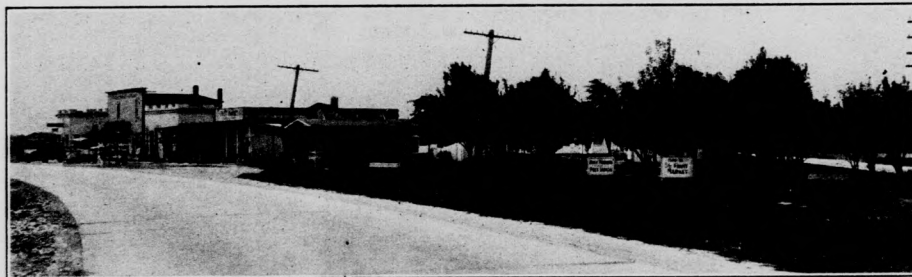
Manufacturers of collapsible lawn furniture, including swings, steamer and beach chairs and similar articles, are finding it difficult to make deliveries on merchandise ordered for immediate shipment. Reorders have been reaching the market in heavy volume during the last two weeks, but the limited stocks which producers have on hand prevented many of the requests from being filled. Buying was delayed for more than a month this season and the factories restricted their stocks in fear of overproduction. Chairs and swings decorated with canvas in light and dark green and white stripes are wanted in most cases.

Limited Call For Gift Glassware.

The metal-mounted glassware trade is experiencing only mild activity at the present time. Orders from gift stores fell considerably below those of June last year and were only a little above the average for May. Bowls and console sets, priced so that they could be retailed at \$3.50 and \$5 respectively, claimed most of the business. They were wanted for special sale as wedding gifts. Fall styles are now being worked out by manufacturers and will be ready for the trade after the middle of July.

If you wish to succeed, do your thinking before you start.

Fruit Market on US31 Five Miles South of South Haven.



Northern Approach—Showing Free Tourist Park



Southern Approach—Showing Cottages and Dining Room

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 13—On this day was held the first meeting of creditors in the matter of Henry Dornbush, Bankrupt No. 4115. The bankrupt was present in person and represented by attorney Dorris Kuzema. Certain creditors were represented by attorney Roger I Wykes. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court as a case without assets.

In the matter of Edmund Siegel, Bankrupt No. 3918. The funds have been received and the first meeting of creditors has been called for July 9.

In the matter of John Bishop, Bankrupt No. 3955. The funds have been received and the first meeting of creditors has been called for July 9.

In the matter of Steve B. Lynch, Bankrupt No. 4148. The funds have been received and the first meeting of creditors has been called for July 8.

In the matter of William H. Boyer, Bankrupt No. 4147. The funds have been received and the first meeting of creditors has been called for July 8.

In the matter of Philip B. Woodward, Bankrupt No. 4133. The funds have been received and the first meeting of creditors has been called for July 8.

In the matter of Joseph C. Stehouwer, Bankrupt No. 4143. The funds have been received and the first meeting of creditors has been called for July 8.

In the matter of S. Anna Sheldon, Bankrupt No. 4141. The funds have been received and the first meeting of creditors has been called for July 7.

In the matter of Elmer H. Sheldon, Bankrupt No. 4142. The funds have been received and the first meeting of creditors has been called for July 7.

In the matter of Wynn R. Pemberton, Bankrupt No. 4150. The first meeting of creditors has been called for July 7.

In the matter of Carroll W. McConnell, Bankrupt No. 4139. The funds have been received and the first meeting of creditors has been called for July 7.

In the matter of Henry W. Jolman, Bankrupt No. 4134. The funds have been received and the first meeting of creditors has been called for July 7.

June 16. On this day was held the first meeting of creditors in the matter of Walter C. Blake, Bankrupt No. 4126. The bankrupt was present in person and represented by attorney Arthur F. Shaw. No claims were proved or allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Gale L. Davidson, doing business as Davidson Furniture Co., Bankrupt No. 4053. The trustee has filed first report and account, and order for the payment of administration expenses and presently allowed preferred claims has been made.

June 18. We have to-day received the schedules, reference and adjudication in the matter of Richard K. Huntley, Bankrupt No. 4155. 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 \$810 of which \$530 is claimed as exempt, with liabilities of \$2,575.32. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Clyde J. Garn, Bankrupt No. 4144. The funds have been received and the first meeting of creditors has been called for July 9.

June 18. We have to-day received the schedules, reference and adjudication in the matter of Irwin S. Gunn, Bankrupt No. 4156. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Comstock, and his occupation is that of a printing pressman. The schedule shows assets of \$5 of which the full amount is claimed as exempt, with liabilities of \$1,559.74. 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 19. We have to-day received the schedules, reference and adjudication in the matter of George H. Hartung, Bankrupt No. 4157. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$500 of which the full amount is claimed as exempt, with liabilities of \$31,543.27. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Quality Wood Turning Co., Bankrupt No. 3836, the trustee has filed his return showing no assets, and the case has been closed and returned to the district court, as a case without assets.

June 16. On this day was held the first meeting of creditors in the matter of Otto J. Yorton, Bankrupt No. 4122. The

bankrupt was present only. One claim was proved and allowed. 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 19. We have to-day received the schedules, reference and adjudication in the matter of Orlo F. Scoville, Bankrupt No. 4158. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$400 of which the full amount is claimed as exempt, with liabilities of \$1,105.02. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of R. & J. Drug Co., Bankrupt No. 3610, the trustee has filed his final report and account, and a final meeting of creditors was held Dec. 6. There were no appearances. Claims were proved and allowed. The trustee's final report and account was considered and approved, as far as the funds on hand would permit. No dividends were payable. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case without assets.

June 19. On this day was held the first meeting, as adjourned, in the matter of Joe Victor, Bankrupt No. 4117. There were no appearances. No further claims were filed and allowed. No trustee was appointed. The bankrupt was sworn and examined at the first meeting. The adjourned first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

June 21. We have to-day received the schedules, reference and adjudication in the matter of Bert H. Segar, Bankrupt No. 4160. 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 \$500 of which the full amount is claimed as exempt, with liabilities of \$1,290.14. 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 20. We have to-day received the schedules, reference and adjudication in the matter of Basil Miller, Bankrupt No. 4159. 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 truck driver. The schedule shows assets of \$275, of which the full amount is claimed as exempt, with liabilities of \$1,464.95. 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 21. We have to-day received the schedules, reference and adjudication in the matter of Leland E. Sumner, Bankrupt No. 4161. 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 grocer. The schedule shows assets of \$2,137.71 of which \$600 is claimed as exempt, with liabilities of \$4,686.48. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

Toledo Scale Co., Toledo	\$175.00
Hanish & Krushman, Grand Rap.	102.10
Nat. Cash Register Co., Dayton	220.00
Community Finance Service, Inc., Grand Rapids	270.00
West Leonard Sales & Service, Grand Rapids	345.00
American National Bank, Grand R.	466.00
Union Bank of Michigan, Grand R.	521.00
Cedar Springs State Bank, C. S.	500.00
H. R. Bekkering, Grand Rapids	25.25
Beechnut Packing Co., Canajoharie, New York	91.55
Blue Valley Creamery Co., G. R.	24.92
J. Burgraff, Sr., Grand Rapids	7.62
Consumers Power Co., Grand Rap.	3.42
Coffee Ranch, Grand Rapids	13.80
Cox Margarine Co., Grand Rapids	12.21
Creston News, Grand Rapids	29.40
D. L. Cavera, Grand Rapids	15.43
Ferris Coffee & Nat. Co., Grand R.	8.35
Hills Bros. Coffee Co., Chicago	15.84
H. J. Heinz Co., Grand Rapids	25.15
Hekman Biscuit Co., Grand Rapids	4.80
Lee & Cady Grocer Co., Grand Rap.	268.61
C. W. Mills Paper Co., Grand Rap.	18.35
Mich. Bell Tele. Co., Grand Rapids	16.30
Rathbun Elec. Co., Grand Rapids	2.80
Rademaker Dooce Grocer Co., G. R.	62.90
Abe Scheffman & Co., Grand Rapids	83.84
C. W. Stehouwer Co., Grand Rapids	9.79
Smith Flavoring Extract Co., G. R.	9.81
Schulze Baking Co., Grand Rapids	6.73
Swift & Co., Grand Rapids	27.48
Schust Co., Grand Rapids	260.48
Telder Coffee Co., Grand Rapids	7.20
Van Driele & Co., Grand Rapids	7.40
I. Van Westenbrugge, G. Grand Rap.	41.66
Woolson Spice Co., Toledo	31.55
G. R. Paint & Enamel Co., G. R.	4.25
G. R. Lumber Co., Grand Rapids	34.75
G. R. Awning Co., Grand Rapids	49.36
Enterprise Elec. Co., Grand Rapids	52.43
A. Verwys, Grand Rapids	15.73
Sureset Dessert Co., Grand Rapids	13.60
Zimmer Bros. Engraving Co., G. R.	6.07
Spade Tire Co., Grand Rapids	8.00

Herpolsheimer Co., Grand Rapids	7.04
Paul Steketee & Sons, Grand Rapids	57.09
Shinman Coal Co., Grand Rapids	13.50
DeKorne Furn Co., Grand Rapids	32.00
Onderdonk Printing Co., Grand R.	4.50
Charles Mather, Cedar Springs	29.00
C. S. State Bank, Cedar Springs	10.00
Press, Grand Rapids	2.70
Walter Perchbacher, Grand Rapids	105.00
Pastoor Bros., Grand Rapids	10.00
American Nat. Bank, Grand Rapids	500.00

June 23. We have to-day received the schedules, reference and adjudication in the matter of Clyde Hall, Bankrupt No. 4162. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$255 of which the full amount is claimed as exempt, with liabilities of \$1,231.90. The first meeting will be called and note of same made herein.

In the matter of Frank W. Fox, Bankrupt No. 3940, the trustee has heretofore filed his final report and account, and the final meeting was held June 6. There were no appearances. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand permit. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

June 23. We have to-day received the schedules, reference and adjudication in the matter of Margaret E. Simpson, individually and doing business as Grand Rapids Hair Bazaar, Bankrupt No. 4163. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and her occupation is that of a beauty parlor operator. The schedule shows assets of \$480 of which the full amount is claimed as exempt, with liabilities of \$6,009.41. 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 23. We have to-day received the schedules, reference and adjudication in the matter of Clarence Gamble, Bankrupt No. 4164. 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 \$950 of which \$850 is claimed as exempt, with liabilities of \$1,823.76. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

In the matter of Elkins H. Pratt, Bankrupt No. 3912, the trustee has filed his final report and account, and a final meeting of creditors was held June 6. The trustee only was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 2.5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Assembling Fall Jewelry Lines.

Manufacturers and importers of novelty jewelry are now assembling Fall lines, although a fair amount of seasonal business in medium and low price merchandise is still being received. Indications are that the Fall offerings will not be fully completed until about the middle of the month. Considerable uncertainty still exists as to both colors and types which will prevail for the new novelty jewelry season. It is expected that prystal in Fall shades will be continued and that somewhat stronger emphasis will be placed on metal and stone set necklaces and bracelets. Favor for pearls in multistrand effects is foreseen.

The less skill, the more brag.

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.

Paul Findlay Takes Vacation in Yosemite Valley.

(Continued from page 20)

cluding France, Italy and Switzerland—who has lived summers on the Sacramento and the Hudson, I urge everybody everywhere to come at least once to the Yosemite and partake of what Camp Curry can provide.

Paul Findlay.

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 **Wednesday, July 9th, 1930**, at 2 p. m., Eastern standard time, the assets of

WYNN R. PEMBERTON,
bankrupt at
220 Ionia Ave., N. W.
Grand Rapids, Michigan.

At 312 South Division Ave., Grand Rapids, Michigan, the following described cars:
1 Ford Touring Car appraised at \$ 5.00
1 Ford Roadster appraised at 15.00
1 Oakland Touring appraised at 5.00
1 Chevrolet Sedan appraised at 45.00
1 Dodge Coupe appraised at 15.00
1 Essex Coach appraised at 25.00
1 Star Coach appraised at 30.00
1 Ford Coupe appraised at 25.00
1 Maxwell Sedan appraised at 35.00
and immediately thereafter parties interested will proceed to 220 N. Ionia Ave., Grand Rapids, Michigan, where the following described property will be offered for sale at auction, to-wit:

All the furniture and fixtures used in the Bankrupt's business, appraised at approximately \$119.00.

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 fixed for 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—Well-established general store on main highway near Battle Creek. Clean stock. Good business. Address No. 302, c/o Michigan Tradesman. 302

Millinery Shop For Sale—In business for twenty-five years. Fine opportunity. Sell at great sacrifice. Lyric Hat Shop, Cadillac, Mich. 303

FOR RENT—Wanted, meat market at 769 W. Main street, next to A & P, Hall's Grocery, and West End Drug Store. E. A. Dunwell, Main and Oakland Drive, Kalamazoo, Mich. 304

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. Burlaw, 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

I OFFER CASH!
For Retail Stores—Stocks—
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Saginaw, Mich.
Telephone Riv 2263W
Established 1909

43D SUPREME COUNCIL, U.C.T. (Continued from page 1)

Phelps retired to sit with his own delegates.

In making the trip from Grand Rapids to Columbus one cannot help but note the many square corners on the highways. These square corners tend to slow down the automobiles speed, which, while it doesn't beat progress, may be a factor of safety, inasmuch as it retards the speed.

The speed limit is 45 miles per hour and our observation leads us to believe the Ohio citizenship generally confine themselves to that limit.

The white crosses which generally were quite numerous marking the place of a fatal accident have been removed. We understand the argument against them was that the sight of them was quite apt to take the drivers mind off his job, instead of having a warning effect upon him.

Judge Sater, of the Federal Court, who talked to the convention, has promised to write a history of the birth and growth of the order. He was the legal advisor for the Supreme Council for nineteen years during its early life. He presided here in Grand Rapids during the "House of David" trial in the Federal Court. He says he hopes he will never have to go through a case of that type again.

George A. Hebbard, who retains his office of Supreme Auditor, is also to be the business manager in head of all departments during the coming year. W. J. Sullivan, newly elected Secretary, is to be in charge of the team work in addition to taking care of his secretarial work. The convention voted to keep two field men to be employed in the same capacity as last year.

Many commendatory remarks were passed about the efficient service Grand Treasurer Percy did in his claim adjustment work, which he voluntarily did during the past year in addition to his regular work connected with his job as Supreme Treasurer. The appreciation of the delegates was manifested by a granting to Supreme Treasurer Percy an increase of \$600 per year.

Resolution was presented by which any council which had been organized three years having less than twenty-five members will have its charter lifted. This was referred back for action next year.

The executive committee were authorized to employ an insurance actuary to advise with them in regard to clarifying our insurance contracts.

George Hunt's talk regarding the work of the National Association of Commerce was put forth in some real gems of wisdom. "Business conditions are changing much faster than the business men." "To be happy, one must have a clear conscience, opportunity to earn a living honestly, and a fair chance." "Discussing problems avails nothing unless backed up by action." "If on a down grade, ask for help before you hit the bottom." His talk was so good that it was ordered printed in the Sample Case as soon as possible.

The Treasurer's report revealed that

\$101,255 was paid out of the widows and orphan's fund to the needy widows and dependants during the past year.

Six jurisdictions throughout the Supreme domain showed increases.

All in all the convention was a very snappy businesslike meeting and worthy of an organization such as the United Commercial Travelers of America.
Homer R. Bradfield.

Wheat and Flour Slated For Better Things.

During the past nine or ten months there has been a definite downward tendency in the price of all commodities; at times this tendency has been exceedingly pronounced; price reductions have been radical and a spirit of pessimism has been created during those times, which is carrying over into the present crop year.

It strikes us, however, we should begin to look for better things. It is probable the low point has been reached in the price of most agricultural products as well as in the volume of business done in the commercial world.

When things are going up and business is booming we all become very enthusiastic and look for a continuance of that condition. Undoubtedly this is unfortunate in a way, as it leads us astray from sound fundamental principles; we forget business and prices travel in cycles; we are too prone to believe in the continuance of favorable conditions, and even an enhancement and increase of prosperity.

The same spirit reversed seems to pervade the mind of the American during periods of depression. Somehow or other we get it into our heads prices are always going down, business will always be bad. This is not true. As a matter of fact, in times like these we should prepare for a reversal of conditions, increased business, improved prices and a return to prosperity.

The consensus of opinion is that the business tide reached its ebb during the past two weeks; that it is actually beginning to turn—very slowly and in the face of rather extreme pessimism, it may be true—but the trend is upward.

Very likely there will be no noticeable change or radical change in the immediate future; liquidation likely will continue on a very small scale in certain lines, but on the other hand there will be progress, possibly rather slow and irregular, but lapses will be less frequent and sharp and very likely in a few weeks or about the time the down-turn began a year ago the upward turn will begin this year, and a very decisive recovery will develop in volume of business.

It is being predicted by business economists that we will be back to normal by October. This may be too optimistic, but it indicates a spirit of optimism is developing; in other words, confidence, which is the fundamental requirement for all new business ventures.

As regards grain prices, wheat particularly, it is at the lowest point in years, and it is not always going down; in fact, the price of wheat has reached so low a level that we may confidently

expect a turn before so very long for the better; we do not mean there will be a bull campaign developed on grain prices; we do feel the bear raid has spent itself and that on the whole a recovery to a certain extent may be expected.

Factors developed during low price periods which are bound to bring about increased values. One of the principal factors in the price of wheat at an exceedingly low level is the tendency to feed this grain on the part of the farmer rather than to market it; this develops a new source of demand. Another tendency or factor, is to hoard supplies of wheat, because of unfavorable prices, which removes from the market, for the time being at least, a burdensome supply and makes a more healthy condition tending towards higher values.

Another important factor is increased consumption on the part of people in general when prices are low, and wheat and bread are exceedingly profitable purchase from a food standpoint.

Any time that wheat sells lower than the level of corn or rye, it is getting in a position where there is almost certain to be a reaction before very long. European people will not be obliged to eat dark breads and meal breads with wheat selling at present level of prices, and this very important factor is already developing; an increase in export business is noticeable; without a doubt exports of wheat from North America to Europe this year at anything like present values will be very materially larger than a year ago.

Again there is more or less waste of wheat when it is so cheap. This may not be so important a factor, yet nevertheless it does aid in reducing the supply somewhat and ultimately creating a condition more favorable to better prices.

We do not feel it is ever wise to make predictions as to what will happen to the price of any commodity, because of the uncertainty surrounding market conditions, etc., but it strikes us it is high time for the trade, as well as the consumer, to give serious thought to the fact that the price of grain, wheat particularly, is below pre-war levels. It is selling around the lowest point to the farmer for about thirty years, and the history of the price situation is that when prices start so low, they generally advance sometimes within six months from the period of low point values, and consequently we recommend to the flour buyer, as well as the user, serious consideration of present low values with a probability of an increase in prices in the not far distant future.

There may be down turns and probably will, but on the whole, with wheat in some cases selling as low as 60c per bushel by the farmer, the time has arrived when we had better give a little consideration to the probability of a higher range of values rather than to be too pessimistic and continue to look for still lower prices, which it appears unreasonable to expect, and dangerous to plan on.

It strikes us the bear raid is over,

that better times are ahead. We do not advocate heavy buying for future delivery. We do recommend a more optimistic attitude and believe in covering nearby requirements. Better days are just ahead.

Lloyd E. Smith.

Gabby Gleanings From Grand Rapids.

John DeHoog, Secretary-Treasurer of the Grand Rapids Merchants Mutual Fire Insurance Co., has so far recovered from his recent operation at the hospital that he has been removed to his home.

Word from Lansing is to the effect that Jason E. Hammond, Manager of the Michigan Retail Dry Goods Association, was operated on at Edward Sparrow hospital (Lansing) last Wednesday and is improving as fast as could be expected under the circumstances.

The Anderson Shoe Co., which includes Emerson E. Elliott, who is widely known in shoe circles throughout Michigan, has opened a special shoe-fitting store to specialize in men, women and children's corrective shoes, with John M. Anderson in charge. An X-ray machine has been installed for diagnosis of orthopedic cases. The Anderson Shoe Co. will continue the main store on South Division avenue, as formerly.

The Ramona Food Market will open a grocery store at 2228 Wealthy street Saturday of this week. The owners of the business are Mr. Kling, recently of Palo, and C. E. Morgan, of Grand Rapids. Lee & Cady have the order for the stock.

Nick Howard has purchased the grocery stock of Carl Orwant at 1045 Franklin street.

H. W. Spindler, President of the Michigan Hardware Co., has returned from a trip to the mountains undertaken in company with George M. Ames. They attended the National convention of city builders at Denver and then proceeded to Laramie, Wyoming, where Mr. Spindler was born. The latter had not visited his birth-place for forty-seven years, but found many relatives and friends who still remembered him and gave him a cordial welcome.

The note of confidence and co-operation given Insull in the municipal election at Chicago, Tuesday, sustaining the ordinance providing for a unified local transportation system is significant in many ways. Most of all it demonstrates, as has frequently been the case in the past, that anything the labor unions and reds undertake to accomplish is always solidly opposed by the better element of our people—the law abiding and tax paying element, who in this instance defeated the labor unions and reds in a decisive vote of five to one. Considering the cosmopolitan character of Chicago voters, the outcome of this controversy plainly indicates that the great heart of Chicago is sound and that the gangsters, reds and trades unionists constitute only one-fifth of the voting population.

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Long Distance Telephone Service is available at all points in Northern Michigan, making it possible for you to keep in touch with home and office while away. Occasional calls home will dispel any possible uneasiness you may have, and add to the pleasure of your vacation.

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

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



— LET US HELP YOU MODERNIZE YOUR STORE —

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

Protect —

Your Happy Home Life

If you should go on a long journey to-morrow, would you leave your wife and children without means for food, shelter, clothing and education? Of course you would not. But there is one long journey we all must make. The summons for that journey does not always fit our convenience.

Assure your family of protected home life. You can do it the best and in the safest manner by insuring with New Era Life Association (a Grand Rapids institution).

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**Cookie-Cakes
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**MASTERPIECES
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With the Price Established

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your selling cost is less and profits more.
Your customers recognize that the price
is right when it is plainly shown on the
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Same Price
*for over **38** years*

25 ounces for 25c

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