

To The Man Who Takes My Place .

I want to give a little toast
To a fellow I'll never know.
To the fellow that will take my place
When it's time for me to go.
I've wondered what kind of a chap he'll be
And I'd like to take his hand,
And whisper "I wish you well, old man,"
In a way that he'd understand.
I'd like to give him that cheering word
That I've often longed to hear,
And give him the warm hand clasp
When never a friend seemed near.
I've gained my knowledge through sheer hard work
And would like to pass it on
To the fellow that's going to take my place
Some day when I am gone.
Will he see all the sad mistakes I've made
And note all the battles lost,
Will he ever guess at the tears they brought
Or the heart aches that they cost?
But I've only the task itself to leave,
With the cares for him to face,
And never a cheering word from me
To the fellow who'll take my place.
I wish you all success, old chap,
May your wishes be never denied,
I leave an unfinished task for you,
But God knows how I've tried.
I've dreamed my dreams as all men do,
But very few came true,
And my prayer to-day, is that all these dreams
May be realized by you.
We shall meet some day in the great beyond
Out in that realm of space,
You'll know my clasp as I take your hand
And gaze into your face.
Then all our failures will be a success
In the light of the new found dawn,
And I'll wish success to the man
Who'll take my place when I'm gone.

CREATE A DESIRE TO BUY



Customers will buy attractively displayed merchandise. Terrell steel display shelving, tables, racks, counters and special fixtures will give a progressive appearance to your store and increase your sales.

Steel shelving equipment made by Terrell is not expensive—it soon pays for itself in increased business.

— LET US HELP YOU MODERNIZE YOUR STORE —

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

HEKMAN'S

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

Cookie-Cakes and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

Fast Selling Lines

mean rapid turnover of stock — less money invested and more profit for you. It is to your advantage to push

K C

Baking Powder

Same Price
for over 40 years

25 ounces for 25c

The price is on the package and in all K C Baking Powder advertising.

Your profits are always protected.

The turnover is fast.

Millions of Pounds Used by Our
Government

MICHIGAN TRADESMAN

Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 16, 1930

Number 2443

MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Do You Remember?

When all school pupils walked to school?

When college students wore beaver hats and took them off to their professors?

When people had dessert and chicken only for Sunday dinner, but country ham at almost every breakfast?

When tapers, made of newspapers by the housewife, were used instead of matches?

When tobacco users carefully destroyed the revenue stamps on packages which contained cigars, cigarettes and chewing tobacco?

When one sarsaparilla soda, or a strawberry milk shake a week was the average boy's soft drink allowance?

When the sportiest thing a young fellow could do was to hire a buggy and take his girl to ride up and down the streets of the town?

When the only women's organizations were the missionary society, the King's Daughters and the Woman's Christian Temperance Union?

When young women were shocked by the "concert" just after the regular circus performance?

When one person's washing for a week cost a quarter?

When everybody along the line knew and familiarly addressed the train conductor and when he would allow his friends to ride free or on credit?

When the poetry of Mrs. Hemens, the works of Josephus, and Peter Parley's histories were still widely read?

When it was considered a sin for children to play on Sunday?

When old ladies carried turkey-tail fans to church?

When quinine was administered without capsules, but with a bit of bacon "to take out the taste"?

When everybody blacked his or her own shoes every Sunday morning.

When pajamas were known merely as clothes worn by the heathen?

When children had to go to Sunday school, to both Sunday morning and

night services, and to prayer meeting every week?

When molasses was eaten at breakfast dinner and supper?

When people wishing to dig wells used a divining rod cut from a peach tree to locate water?

When a college graduate was considered a person of intellectual attainment?

Well, if you remember, all these, you weren't born yesterday!

Some of the Chain Store Tactics.

1. Cleanliness.
2. Bright attractive stores.
3. Brilliantly lighted stores.
4. All goods in handy reach.
5. All goods plainly marked.
6. Clerks in white uniforms.
7. Fast turnover—elimination of dead or slow movers, restocking daily, selling stock from two to four times a month.

How can the independent meet these conditions? By complying with every one of them (no one has any exclusive or patent rights on any above) nor does it cost much outlay. Many expensive stores are not modern while many inexpensive stores are modern. The independent doesn't need a fine store, he needs a clean, handy, well lighted store with price tags on all goods all the time. Such a store is modern in every sense of the word.

The independent can do the same thing and he can take advantage of the fact that he is a local merchant, that he knows his customers personally, that he is a part of the community, that he can see to their little wants, but in doing these latter things he will never act as if he is on charity or that it was anyone's patriotic duty to trade with him. He knows that he can't get business on sympathy, besides he doesn't want it that way.

He can cut out lost motion, arrange his stock close to the front and "all around him," cut out slovenly clerks, especially those alibi fellows who can't get time to wash the windows and who can't keep the prices on the goods. He can weigh up his beans, dried fruits, potatoes, sugar, etc., during quiet hours, in other words have his gun loaded when the birds begin to fly. The old way reminds of the hunter who begins loading his gun after the birds are in the air.

Many independents are now utilizing their natural advantages together with the better tactics of the chains, they are busy, the days are not half so long as formerly, their business is more interesting and there is no force in the world that can beat them provided they stay in there and pitch.

Bad as it is the grocery business is to-day better by odds than the majority of other businesses. Farmers, bankers, dry goods men are all having

it harder than the grocer. It requires hard work and thinking in any line now, and we don't mean maybe.

Junius D. Roberson.

Have You Time To Increase Sales?

A "Do You Know?" policy has recently been adopted by a certain up-to-date grocery and market with increasing success. The time-worn roll-call of "Do you need any eggs, butter, sugar, coffee, nice fruits, bakery goods, fresh vegetables," etc., has been discarded for information concerning some foods for sale, as "Do you know that these peas which are ungraded for size are lower in price than the graded, and are excellent flavor?" Or, perhaps, if the customer has just bought a can of salmon, "Do you know that the salmon bones have a definite nutritive value and shouldn't be thrown out?"

Food is an interesting subject to every person, since every person is a consumer. Housewives especially are vitally interested in helpful facts concerning food, and this sort of service gets new customers. In the morning, when clerks are not rushed, there is often a moment or two when information can be given. Women who shop in the morning are usually the careful buyers. They buy early in order to get the best values for their money, and they are eager to learn facts by which they can profit.

They will be interested to know of the different types of tomatoes and the purpose each serves; for example, besides the regular tomatoes with which everyone is familiar, there are stewed strained tomatoes, which can be used for tomato drinks; ready prepared tomato juice cocktails in tin or glass; tomato puree and tomato pulp, both of which are excellent for soups and sauces—the puree being slightly seasoned and the pulp unseasoned; tomato sauce which is thicker than the puree, but not as thick as most of the soups, tomato soups of various kinds; and Italian tomato paste, excellent for spaghetti, ravioli and other Italian favorites.

Be sure that your customer gets the right food for the right purpose. It takes only a moment for the clerk to give this information, but it takes a long time for the customer to forget that she was sold the wrong article, and thereby ruined her dinner.

University of Wisconsin Condemns Chain System.

Throughout the United States, and even foreign countries, the University of Wisconsin is known for the thoroughness, the independence, the unbiased viewpoint and the accuracy of its research.

Recently a group of students of that Institution, working under Faculty di-

rection, made an exhaustive study of chain-store growth and progress in the United States. They accumulated an enormous amount of statistical information. Their conclusions, briefly, summarized, are these:

"We are on the verge of establishing, or allowing to be established, mercantile feudalism, as well as industrial feudalism. Thirteen per cent. of the population of the United States owns ninety per cent. of the wealth. Ninety-five corporations made fifty per cent. of last year's profits. Five hundred thousand independent dealers, or one in every three, have gone down before chains, and in the next four years at the present rate, ninety per cent. of the independents will be out of business."

That is not our prediction. It is the prediction of a very advanced group of students, working under faculty direction, who have made a profound and comprehensive study of the modern trend of business in the United States.

Harvard Business.

We have recorded, we believe, in these columns the saying of the wise father who wouldn't permit his son to change from Yale to Princeton because he wouldn't saddle him with the support of two universities throughout his adult life. For the graceful eliciting of that support Harvard has now invented a perfectly new and perfectly good instrument. "The Two Hundred Fifty Associates of the Harvard Business School" will cheerfully cough up \$1,000 apiece annually, thus establishing for the school an income of a quarter of a million dollars. The plan has the virtues of swank, simplicity and compactness. Instead of an alumni fund contributed to in large or small amounts by almost all graduates, or instead of the twenty-fifth re-union gift of \$100,000, alma mater gets big money, gets it with speed and certainty and taps but a selected list of her tappable. Which is, so to speak, pretty soft for alma mater. College men, one and all, will have to acknowledge that the Harvard School of Business knows its business.

Seven New Readers of the Tradesman.

The following new subscribers have been received during the past week: Martin Bros., Indian River. John I. Gibson, Battle Creek. C. E. Neaman & Co., Grand Rapids. Andree Bros., North Muskegon. Meinerts Hardware Co., Whitehall. E. J. Lavender, Newberry. Chas. W. DeLange, Grand Rapids.

C. F. Mansfield, dealer in general merchandise at Lakeview, renews his subscription to the Tradesman and says: "We regard the Tradesman as the best periodical that comes to us—clear cut and right to the point."

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

A Brooklyn store advertised dresses at \$1.74, describing them as "handkerchief linen." Complaint that the material was not linen was found to be unjustified.

A midtown department store offered chintz bedspreads at \$1.69—"all fast colors!" One of these bedspreads purchased by the Bureau changed color noticeably in one washing. The store promised a better verification of all such terms as "fast color."

A Fifth avenue specialty shop had on sale ladies' underwear bearing the store label which read, "This garment is made of a non-run material—a rayon." The Bureau found that the fabric did run. At the store's request the Bureau discussed the matter with the manufacturer who agreed to discontinue the label.

A Fulton street department store advertised, "—blouses linen-like voile." The advertisement said that the material was a crisp voile that looks like linen but it neglected to state what the material actually was. It was called to the attention of the store that terms such as "linen-like, silk-like," etc., are confusing and have been the subject of rulings by the Federal Trade Commission. This store will not use such terms in the future.

Suits were advertised by a men's furnishing organization having several uptown stores as "tailoring all done by hand." It was found to be inaccurate and so reported to the advertiser. The claim was omitted in subsequent advertisements.

Several stores advertised as "all silk" hosiery which was found to be interlined with lisle at the hem and feet. In no case will there be a repetition, the Bureau was informed.

Lingerie was advertised in a circular mailed by a Fifth avenue store as "pure dye crepe de chine." And, further, "this garment is made of 100 per cent. pure silk without artificial weight in it." One of the garments purchased by the Bureau was found to be exactly as described. The suspicion of the complainant was hereby removed.

Five thousand two hundred and fifty pairs of shoes were offered by a Brooklyn store at \$2.49 and described as "hand-turned." Bureau shoppers found three makes of shoe included in the sale. One of them had welt, and not turned, construction. These shoes when again advertised were properly described, following the Bureau's report to the advertiser.

A downtown department store offered diamond jewelry, stating that "the diamonds are perfect." Many of these diamonds examined by a representative of the Bureau contained imperfections which could be seen when viewed through a jeweler's loupe. They were not properly described as "perfect," according to rules of the Federal Trade Commission.

Customers who had already purchased these diamonds were informed of the misdescription by the store which promised accuracy in future advertisements.

The instances mentioned are only a few of the matters investigated and

corrected during the past month. Not all complaints are justified and the Bureau is always glad to lift any suspicion of inaccuracy which may be found to be unjustified. For example, complaint was received that a certain lot of advertised shoes were not hand-turned as described. But shoe authorities to whom the Bureau's purchase was submitted agreed that the description had been accurate. Linen handkerchiefs at a low price although suspected of being cotton were found by test to contain no cotton whatever.

A local furrier had been brought before a Magistrate on a charge that he had sold as "silver fox" two scarfs which were dyed and pointed. The woman who believed herself defrauded came to the Bureau for help on the advice of the District Attorney. The Bureau arranged with one of its members within an hour to have a fur expert in court. He found the scarfs were silver fox, of a low grade. The Magistrate dismissed the complaint.

N. Y. Better Business Bureau.

An individual distributor of toy airplanes signed a stipulation with the Federal Trade Commission agreeing to cease and desist from use in his advertising matter of the word "manufactured" in any way that would deceive purchasers into believing that he owns, controls or operates a factory wherein are fabricated the articles he sells. He will also stop publishing advertising matter which does not accurately represent the products he sells or the result to be obtained by their use.

Undertakes an Answer To Daniel Strange.

Greenville, July 15—I was just cited by a friend to an article in the Michigan Tradesman by Daniel Strange. He did not give his address. It may be in Mexico or Russia. His article was intended for a reply to one of mine, but he only answered one of my questions. In saying that a United States Treasury note was the same as a bond except the interest, he did not seem to know that we have had millions in treasury notes with interest. In this acknowledgment he repudiates his main support for the gold standard and that the interest on the bond made it secure is that the consideration with the banker when we take a note to him to be cashed. Try it and see. He said that what made the greenbacks good was that the Government had gold to redeem them, but that they did not have a dollar in gold at that time. The greenback was created on honest principles and by the authority of the constitution, but the gold standard system was devised by money sharks and for their interest.

He says we don't pay interest on our mediums of exchange. Let us see. Didn't we give bonds drawing interest for the money to carry on the kaiser's war, and if not, why are we paying one and a quarter million dollars a day interest. Now we did not use the bonds for a medium of exchange, but if we had had a man like Lincoln, we would not be paying interest to such an extent to-day. And he failed to tell me where Congress got their authority to create the rotten gold standard system, and he says that legal tender means unlawful. That must be the reason they made gold legal tender, and he did not say why all money should not be legal tender, if any, and that the states could coin money but it must be gold. According to the constitution the power to coin is confined to Congress. Then if

the legal tender act does not increase the power of money, why did the greenback depreciate when it was changed from full to partial legal tender? Why did greenbacks command a premium over gold when they were full legal tender? He says that those who are upholding the present system of money are causing the people of the United States unnecessary expense. This remark is an awful knock on the system that he is supposed to defend and he told us that the Democrats voted for silver in '96 and should have mentioned that in '88 the Republicans declared for free silver in their platform. I wonder if the gentleman knows the meaning of free silver considered in politics.

He speaks of the National banks. Yes, they are a dandy thing for the people. The bonds deposited by the banks are exempt from tax and draw three and a half and four per cent. Then the banks loan the money they get through the bonds for from seven to twenty-four per cent. and the people pay all this interest to get the National bank notes into circulation. So you see how we pay interest on our medium of exchange. The Government should control the power of issue. Then all the cost of getting our money into circulation would be the paper and printing and every dollar would be worth one hundred cents. The promise to pay our money is just as hollow as a stove pipe. This money is not to be redeemed. If so, it would soon be out of circulation and conditions would be very serious as the circulation of money to a nation is the same and as necessary as the blood to a person's body, and the absence of it is the foundation of our trouble today, combined with the great disadvantages of our inefficient and extravagant Government.

E. Reynolds.

When On Your Way. See Onaway.

Onaway, July 15—When Rev. Crossland, of Pontiac, who is spending his vacation at the Black river ranch on Silver lake, caught his nine pound pickerel and five pound bass, he lost no time in having his picture taken with his catch and no barefooted boy ever felt any prouder of a string of fish than did his Reverence. The smile on his face will remain with him until he reaches Pontiac and his congregation will be very apt to have their sermon mixed with fish stories.

Members of the United States Department of Agriculture out of Lansing are conducting a barberry eradication in our county. The county, every foot of it, is being scoured by these active, energetic young men. They are jolly, good fellows who seem to enjoy their work, but so far have found no bushes except a few under cultivation within the city limits.

C. Oscar Strand, of the G. Lasher Corporation, of Detroit, has arrived, bringing his family to remain for the summer at their cottage on Black Lake, but Mr. Strand is returning to Detroit.

Mayor Weingart is publishing a request that all burdock and noxious weeds be destroyed. Considerable work has been done along this line and the vacant lots which were planted to flowers under the supervision of Mr. Karr are now blooming. What a transformation!

Henry Prentiss and wife, of North Branch, have been stopping at Harmony Inn for a few days. Henry was formerly employed at the Onaway State Savings Bank and is now working in that capacity in North Branch. How a man of Henry's avoirdupois can navigate the trout streams and avoid floundering is a miracle.

Harry A. Codde and wife, of Detroit, are occupying their summer home on Codde beach, Black Lake. Near the mouth of Rainy river on Mr. Codde's property is a big beaver dam and pond, said to be the home of the

largest colony of beaver in the Lower Peninsula. Squire Signal.

Three Different Water Layers Found in the Ocean.

The ocean, which to the popular mind represents merely a large body of salt water, is really not so simple as that. Researches under auspices of the Carnegie Institution of Washington reveal that there are at least three different kinds of water in the ocean. This find is based to a large extent on the deep sea determinations of the non-magnetic ship Carnegie, which was destroyed with the loss of Captain Ault and the cabin boy in Western Samoa last November.

Analysis of the various water samples collected by the Carnegie party shows that the ocean may be divided into three layers, according to a recent report to the American Geophysical Union. First of all there is a layer where active plant and animal life is maintained. Beneath this is a middle layer in which a decomposition of organic remains takes place. Furthest down is water that has been conducted from polar regions.

The topmost layer contains large quantities of valuable dissolved oxygen, but low values of phosphates, silicates and hydrogen in concentrated form. In the second layer oxygen values are low, but quantities of phosphates and silicates are relatively high. The third layer tends to compare with conditions of the surface water.

With the aid of a shotgun and a stop-watch the scientists were able to determine the distance to the bottom of the ocean when the sonic depth-finding apparatus aboard the ship was broken.

The apparatus improvised to replace the broken device consisted of a steel breech just long enough to hold a 16 gauge shotgun shell, which was screwed into one end of a length of brass pipe. The pipe acted as a holder and guide for a heavy steel firing pin dropped into its upper end. The shell end was held a foot or two below the surface. Hydrophones were used to pick up the echo of the shot and a stop-watch measured the elapsed time.

What Better Store Lighting Accomplishes For Merchants.

1. Adds attractiveness and value to the merchandise.
2. Permits closer and more accurate inspection of goods, thereby cutting down the returns and exchanges.
3. Creates an impression of up-to-dateness, cleanness and neatness.
4. Creates an atmosphere of cheerfulness that makes for congeniality and courtesy on the part of the salespeople.
5. Saves rent for the store in the middle of the block by enabling it to compete with the corner store.
6. Attracts trade from the poorly lighted store.
7. Makes possible to use effectively every foot of floor space by eliminating dingy corners.
8. Brings out the true color and texture of the goods.
9. Doubles the attractiveness and salespower of display windows.
10. Pays for itself many times over by selling more goods.

All Leaders in their Lines—Controlled by Western Michigan Grocer Company—Grand Rapids, Mich.

WESTERN MICHIGAN GROCER CO.

announces the franchise for

PURE GOLD FLOUR

"A Home Flour For Home People"

Has Satisfied For Forty Years

KING MILLING COMPANY

LOWELL, MICHIGAN

WESTERN MICHIGAN GROCER CO.

announces the franchise for

PARAMOUNT

MAYONNAISE

SANDWICH SPREAD

and a complete line of

PARAMOUNT FOODS



"Q" FOR QUALITY

WESTERN MICHIGAN GROCER COMPANY

announces the franchise for

"Q" Brand

MACARONI

SPAGHETTI

PLAIN AND EGG NOODLES

Manufactured by

THE JOLIET MACARONI CO.

JOLIET, ILL.

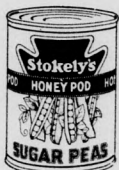
NOTHING BETTER CAN BE PACKED



H. G. PRINCE & COMPANY

FRUITVALE, OAKLAND, CALIFORNIA

**WORLD'S LARGEST EXCLUSIVE
VEGETABLE PACKERS**



**STOKELY'S
FINEST
FOODS**



STOKELY PLANT LOCATIONS

WISCONSIN

Cumberland
Frederic
Milltown
Ladysmith
Clearlake
S. Beaver Dam

INDIANA

Greenwood
Peru
Tipton
Whiteland
Anderson
Jeffersonville
Deputy

DELAWARE
Rehoboth

TENNESSEE

Newport
Sevierville
Tellico Plains
Pigeon Forge
Jefferson City

STOKELY BROS. & CO.

Executive Offices
LOUISVILLE, KY.

**FULL
3
POUNDS**



**and that Famous RED TOP
QUALITY Remains the Same**

—a quality that means perfect satisfaction
... a quality, flavor and richness that is
responsible for the tremendous growth of
RED TOP everywhere!

We couldn't make it better (it is the
VERY BEST) so we made it BIGGER ...
NOW FULL 3 LBS. Try it!

**Taste It! Smell It!
It's ENTIRELY Different!**

RED TOP MALT SYRUP

VACUUM PACKED

IMPROVES THE FLAVOR
IN COOKING AND BAKING

At All Dealers

UNION MADE

MOVEMENTS OF MERCHANTS.

Lowell—T. E. Richmond, of Ionia, succeeds John Yeiter in the restaurant business.

Harvard—The Harvard Warehouse Co. has increased its capital stock from \$2,000 to \$5,000.

Allegan—The A. & P. store on Hubbard street, has surrendered its lease and quit business at that location.

Kalamazoo—Brown's Pet & Seed Store, 324 West Michigan avenue, is closing out its stock and will retire from trade.

Constantine — Hutton & Hotchin, hardware dealers, have sold their stock, store building and fixtures to A. J. Smith, recently of Ionia, who has taken possession.

Bay City—Al's Fish Market, 122 Ingraham street, has been incorporated with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Flint—The Capitol Drug Co., 1506 North Saginaw street, has been incorporated with an authorized capital stock of \$4,000, all of which has been subscribed and paid in.

Munising—Octave Perry, who recently purchased the Munising Hotel, has had it remodeled and refurnished, adding a private dining room and a cafe. It is now open for business.

Detroit—The Farm Crest Baking Co., 5845 Russell street, has been incorporated with an authorized capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Lansing—J. V. Sheap has sold his interest in Sheap's Seed Store, 114 East Ottawa street, to the Sunshine Seed Stores, Inc., who will continue the business under its own name.

Kalamazoo—Sam Willage and Sam Gerber, owners of the Economy Markets, have opened the Economy Bakery at 1950 Portage street. It will be under the management of Sam Willage.

Holland—James Westrate has purchased the interest of his partner, B. H. Mead, in the Mead & Westrate dry goods and women's ready-to-wear apparel, stock, 15 West 8th street and will continue the business under his own name.

Detroit—An involuntary petition in bankruptcy has been filed against Alice Gaynor, individually and as copartner, trading as Vogue Fur Shop, by John McNeill Burnes, representing Rosenberg Bros., \$1,000; Harry Lyon, \$1,000; Sam Giltner, \$200.

Detroit—The Sixty-Three Twenty-One Gratiot Avenue Corporation, 3646 Mt. Elliott avenue, has been incorporated to deal in general merchandise with an authorized capital stock of \$50,000, \$10,000 of which has been subscribed and paid in.

Detroit—The Pattison Coal Co. has merged its business into a stock company under the style of the Pattison Coal & Supply Co., with an authorized capital stock of \$20,000 preferred and 1,000 shares at \$1 a share, \$21,000 being subscribed and paid in.

Detroit — Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Bernard Serman, retail dry goods, 658 Gratiot, by Irwin I. Cohn, attorney, represent-

ing I. Shetzer Co., \$256; Rice & Ash, \$160; Broder Bros., \$193.

Kalamazoo—Albert F. Culverhouse has merged his fuel business into a stock company under the style of the Culverhouse Fuel & Supply Co., 1737 East Lake street, with an authorized capital stock of \$50,000, \$29,690 of which has been subscribed and paid in.

Detroit — Involuntary bankruptcy proceedings were filed in the U. S. District Court here against Isadore Taube, retail dry goods, 4650 West Ford street, by Irwin I. Cohn, attorney, representing Davidson Bros., \$85; Jacob Burrows, \$80; Rice & Ash, \$361.

Detroit—Jacob Shurgin has merged his heating and plumbing business into a stock company under the style of the Superior Plumbing & Heating Co., 241 Hendrie street, with an authorized capital stock of \$10,000, of which amount \$5,000 has been subscribed and paid in.

Grand Rapids—The Hickok Specialties Co., dental supplies, has merged the business into a stock company under the style of the Hickok Electro Laboratories, 23 Division avenue, South, with an authorized capital stock of \$100,000, \$10,000 of which has been subscribed and paid in in cash.

Detroit — Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Bertha Wein and Benjamin Goldberg, individually and copartners as Wein & Goldberg, retail dry goods, 1400 Holden avenue, by Irwin I. Cohn, attorney, representing Levin Glove Mfg. Co., \$15; Broder Bros., \$600.

Owosso—The W. R. Roach & Co. has established a new high record for number of people in its employ in the Owosso area during the past two weeks, with a total of 770 persons employed in its various departments. Of the total number, approximately 450 worked in the plant, the rest being employed at the various stations and vinery in the surrounding territory. There are seven such stations, located at St. Johns, Chesaning, Bannister, New Haven, Venice, Kerby and West Owosso.

Detroit—The Retail Merchants Association of the Board of Commerce approached the task of stiffening up their returned merchandise rules with a great deal of care. Such a sweeping change in the merchandising policy of all of the big stores is a matter to be handled gently. However, with the character of men on the Board of Directors of the Association, and the advice they were able to give, the job was done. The result has been general approbation. Newspaper editorials have been complimentary and housewives realize that the merchants' newly adopted rules are eminently fair.

Manufacturing Matters.

Charlotte—The Fremont Kraut Co. has increased its capital stock from \$25,000 to \$250,000.

Stambaugh—The Peninsular Silver Fox & Fur Co. has increased its capital stock from \$50,000 to \$75,000.

Detroit—The Allen Air Turbine Ventilator Co., 14th and Howard

streets, has changed its name to the Allen Corporation.

Detroit—The National Stair & Cabinet Co., 14265 Birwood avenue, has increased its capital stock from \$2,000 to \$5,000.

Detroit—The Ritter Cigar Box Co., Inc., 515 Lieb street, has merged its business into a stock company under the same style with an authorized capital stock of \$100,000, \$50,000 of which has been subscribed and paid in.

Kalamazoo—Charles H. Triestram has sold his interest in the Metzger-Triestram Sheet Metal Works, 119 West Cedar street, to Frank Overloop and the business will be continued as the Metzger-Overloop Sheet Metal Works.

Muskegon — The Dental Research Co., manufacturer of dentistry products, has been incorporated with an authorized capital stock of \$100,000 preferred and 100,000 shares at \$1 a share, \$16,000 of which has been subscribed and paid in.

Pontiac — The Universal Steering Arm Incorporated, 256 South Saginaw street, has been incorporated to manufacture and deal in steering arms for automobiles, with an authorized capital stock of \$2,000, \$900 of which has been subscribed and paid in in cash.

Adrian — Announcement has been made by Lawton Church, manager of the Adrian branch of the Electric Auto-Lite Co., that the company's factory building on West Maumee street, Adrian, is being vacated and that in the future the company will centralize its operations in its Toledo plant. The Adrian factory has been closed since May 21.

Manistee—Purchase of the Coakley Leather Co. plant and equipment by a group of business men through J. H. Lang, of Detroit, has been announced by H. L. Campbell, Manistee city attorney. The plant will be in operation by Aug. 1 with an employment of thirty persons. It will operate under the present name for the time being. The new concern will manufacture a line of leather goods.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: Levenson-Miller Co., Detroit. Charlotte Leather Belting Co., Detroit. L'Anse Oil Co., L'Anse. North American Mortgage Corp., Detroit.

Wayne County Bond & Mortgage Corp., Detroit. I. Kelsey McClure, Inc., Detroit. Dowd Distributing Co., Detroit. Griswold Hotel, Inc., Detroit. Pfeffer-Hillger Land Co. German Pantry, Detroit. Youngstown Pressed Steel Co., Detroit. Shore Drive Building Co., Detroit. Hale's, Inc., Detroit. Artdraft Lithographing Co., Detroit. Vixson Co., Detroit. Articulator Co., Detroit. Rossville Commercial Alcohol Corp., Detroit.

Holland Cabinet Shops, Holland. C. A. Bishop & Sons, Inc., Grand Rapids. Highland Park Paint and Glass Co., Highland Park. Aviation Construction Co., Fordson. American Laundry and Dry Cleaners, Lansing. Dixie Transit Co., Kalamazoo.

White Eagle Oil & Refining Co., Menominee.

Oilgas Equipment Corp., Detroit. H. C. Pugh Chemical Co., Detroit. National Burner Co., Detroit. Wayne Printing Co., Detroit. Quebradilla Mining Co., Detroit. St. Mary's Land Co., Detroit. Melling Machine Co., Jackson. Bank of Detroit, Detroit.

Automatic Guard and Signal Corp., Grand Rapids. Mt. Hope Realty Co., Lansing. Gillespie & Suliburk, Inc., Detroit. Mercantile Discount Corp., Detroit. Detroit Photo Type Corp., Detroit. United States Acceptance Corp., Detroit.

The Cusenza Furnace Appliance Sales and Distribution Co., Detroit. Westgate Land Co., Detroit. National Garages, Inc., Detroit. Pohl-Brenner Co., Detroit. Super Heat Oil Burner Co., Muskegon. General Industrial Alcohol Corp., Detroit.

Gabby Gleanings From Grand Rapids.

The sympathy of the fraternity goes out to Walter F. Ryder, the long-time hardware salesman, 648 South Prospect avenue, over the unexpected death of his mother, Frances A. Ryder, which recently took place in the home of a friend on Ottawa avenue. Death was sudden as the result of heart disease, resulting from hardening of the arteries. The funeral was conducted by Rev. D. T. Williams. Interment was in Garfield Park cemetery. Deceased left two children—Walter and Edward, who resides at North Park and travels for the Beckman-Dawson Co., of Chicago. Mrs. Ryder was 73 years of age and had lived a very useful life.

Nison Tregor, the Russian sculptor, has completed a bust of Dr. Wishart, which the latter's many friends propose to place in the church as a tribute of their esteem and affection. The bust, when completed in bronze, including a marble pedestal, will cost \$1,500. A plaster cast of the bust may be viewed in the pastor's office in the church.

Resolutions and Firearms.

An Ohio bark, sometime ago, purchased several high-priced guns for daylight holdup protection. Not long afterward the matter of danger in using firearms when customers are in the bank was brought up and the board of directors passed a resolution forbidding employees to use the guns that had been provided. Thus the board, by its own action, counteracted the expense that had been previously authorized.

It has usually been found that the presence of methods of protection and the advertising of the fact, together with regular target practice to keep employees familiar with the use of the protective devices, has prevented hold-ups from taking place. While it occasionally happens that a bank employee needs to protect the bank by firing a gun within the building, it is the exception rather than the rule.

The manager of the Belveder Hotel, Charlevoix, writes: "We are always glad to have this weekly edition and glad to place it at the disposal of our guests, whom we find take special interest in the splendid type of information it contains."

Essential Features of the Grocery Staples.

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

Tea—The week has been rather quiet, so far as the first hands tea business is concerned. The holiday caused quite a slump, which has not yet been recovered from. There are no big orders for anything and prices are about where they were. Everything is quiet and practically unchanged.

Coffee—The market on Rio and Santos coffee, green and in a large way, speaking both of futures and spot coffee, has taken a rather decided slump since the last report, the decline being as much as 2c per pound. The situation in Brazil continues very unsatisfactory and there are many who believe that the Rio and Santos market has not yet reached bottom. Rio No. 7 standard grade of Rio coffee is now selling at 7½c green and in a large way, which is the lowest price in many years. It is a buyer's market from top to bottom. Milds have declined a small fraction in sympathy since the last report. The cause of the slump is entirely the oversupply of coffee, which is entirely too heavy to be carried even with the recent loan. They are now talking about destroying the enormous surplus in Brazil. The jobbing market on roasted coffee is weak in sympathy with green.

Canned Fruits—It is reported from California that the pack of apricots this year may be curtailed somewhat by canners. In the first place, the crop will not be large, and secondly, the prospect of large production of other fruits has discouraged canners, who, with an estimated carryover from last year of 1,100,000 cases of 'cots, have little intention of making a heavy pack this year. The curtailment of the California peach pack will save the day on that line, to a certain extent, if it can be strictly carried out. Prices were still pending announcement last week and it is now held that they may not come out for another week. Very low levels are expected.

Canned Vegetables—Continue to meet with little attention, and there is no general activity in any item in the list. There are some weak sellers reputed to be shading the prices on green string beans, but as there are wide differences in ideas on quality, little information can be gleaned from quotations on this vegetable. Southern tomatoes were likewise quiet, with quotations unchanged. Demand for all vegetables has been slow during the last two weeks, and orders have run to small quantities. Future business in these items has likewise been dull.

Dried Fruits—Forty thousand acres, one-half of the remaining tonnage to be signed up by California growers in order to put the Farm Board raisin control in effect, was obtained on the Coast on Thursday, according to wires received here yesterday. The success of the campaign seems assured, because the acreage signed was that of the so-called "key growers," and it is probable that the others will follow suit to complete the required 85 per cent. Monday night was the dead line set for the sign-up, and so confident is the trade now that the remaining 40,000 acres will be signed that con-

siderable business has been done here on the strength of its success. The raisin problem is taking most of the attention of the dried fruit trade. As for the spot market, trading is of minor proportions, although the usual small routine orders have been received by local operators. Some lower lists have been made by certain sellers of peaches, but no general sharp declines took place. The prune market is featured by a continued mixed up condition of old cheap fruit being offered as 1929 Santa Claras, but the market on genuine three-district 1929 crop prunes is steady. Business in prunes is of routine proportions. Prices on 1930 prunes are expected by some of the local representatives of leading Coast packers, but up until yesterday no opening lists had been received.

Canned Fish—The demand is fair, but without any change in price. New crab meat prices from Japan are expected shortly. Buyers believe they will be somewhat higher than prevailing spot prices.

Salt Fish—New shore mackerel have made their appearance in the large markets, but have not sold very well. The general market situation is about unchanged from last week, but old spot mackerel firmer and look higher.

Beans and Peas—The demand for dried beans is very poor as it has been for several weeks. Prices show no particular change. Blackeye peas are somewhat weaker, but the list is fairly maintained outside of this.

Nuts—A firm market for most kinds of shelled nuts has been experienced this week, although business has been limited in volume. The important users, with the exception of the ice cream trade, have bought only occasionally, and then in small lots to meet immediate requirements. Ice cream manufacturers, apparently running light on shelled almonds and walnuts, purchased moderate quantities. Prices on filberts were little changed, though some weak holders appeared. Filberts are in low supply, and most importers are inclined to hold for full prices, anticipating a higher market in the fall. Shelled Brazils were firm and inclined higher, though demand was slack. Prices were heard on 1930 shelled Turkish filberts, one shipper quoting them at 35c, 34c and 33c a pound delivered New York for September, October and November shipment, respectively.

Pickles—There has been no improvement in the local market for pickles this week, and sales have generally been rather poor. Stocks of Southern overnight dills are very heavy and moving slowly. Some of these have been made into genuine dills. Some factors here say that such a condition does not necessarily mean an overstocked market in the fall, because Southern pickles do not hold up, and will have to be disposed of between now and the fall. However, it does disturb the present market, and conditions appear very discouraging.

Rice—While stocks on hand in the South are estimated at 168,000 pockets less than a year ago, as of July 1, movement during June this year compared unfavorably with that of June, 1929. Total distribution of rice during June this year was given out last

week by the millers' association at 345,000 pockets. Distribution during June, 1929, was estimated by the same factors at 650,000 pockets. Rice statistics, however, seemed to have little effect on the market last week, and conditions remained about the same as in the week previous, except that a few mills showed more willingness to sell. Most mills in the South are closed down for the season, and those who still have rice to sell seem anxious to get it over with. Southern quotations were not sharply reduced, however, and can be shaded only to a small fraction, according to the experiences of local operators.

Sauerkraut—Demand for both spot and future sauerkraut, canned and bulk, has been discouraging, and the tone of the market has continued weak. No drastic change in conditions has been effected this week. Booking of futures has been very slow, and far behind last year's.

Syrup and Molasses—Sugar syrup is in light demand owing to the season. Prices are unchanged as the supply is still light also. Compound syrup is also selling in a rather small and spotty way without, however, change in price. Molasses of the finer grocery grades is selling very well under the circumstances. Lower grades of molasses, however, are easier.

Vinegar—Movement of vinegar, particularly cider vinegar, has been quite fair this week. However, there has been no disposition on the part of buyers to stock very far ahead. Spot prices and those quoted in primary markets have changed only slightly, and in general quotations remain as printed last week.

Review of the Produce Market.

Apples—Transparent from Southern Michigan command \$3; Duchess, \$3.50. Asparagus—\$1.25 per doz. for home grown.

Bananas—5½¢@6¢ per lb.

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

Butter—The demand for butter has been good during the week and receipts are comparatively moderate. One small advance of about 1c per pound on fine creamery occurred since the last report. Jobbers hold 1 lb. plain wrapped prints at 35c and 65 lb. tubs at 34c for extras and 33c for firsts.

Cabbage—Home grown commands 90¢ per bu.

Carrots—50¢ per doz. bunches for home grown.

Cantaloupes—Arizona stock is held as follows:

Jumbo, 45s\$3.75
Jumbo, 36s3.75
Standards, 45s3.50
Flats, 12 to 151.50

Cauliflower—\$2 per crate for home grown.

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

Cherries—\$3.50 per crate of 16 qts. Cocoanuts—90¢ per doz. or \$6.50 per bag.

Cucumbers—No. 1 home grown hot house, \$1.10 per doz.; No. 2, 50c; outdoor grown, \$2 per hamper.

Currants—\$2.50 for 16 qt. crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$5.75
Light Red Kidney6.25
Dark Red Kidney6.75

Dewberries—\$3.50 per 16 qt. crate.

Eggs—The percentage of fine fresh eggs is good, although some of the receipts are bad or indifferent. Because of this, fine fresh eggs have advanced a fraction since the last report. At the present writing the demand absorbs all of the better qualities. Local jobbers pay 20c for strictly fresh.

Green Corn—60¢ per doz. for Ill.

Green Onions—Home grown, 30¢ 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\$5.00
Imperial Valley, 5s, per crate5.00
Hot house grown, leaf, per lb.5c

Lemons—To-days quotations are as follows:

360 Sunkist\$9.00
300 Sunkist9.00
360 Red Ball8.50
300 Red Ball8.50

Limes—70¢ per lb.

Mushrooms—70¢ per lb.

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

126\$7.50
1507.75
1768.50
2008.75
2168.75
2528.75
2888.75
3448.25

New Potatoes—Virginia in bbls., \$4.25 for No. 1.

Onions—Texas Bermuda \$2.75 for white and \$2.50 for yellow. Calif. in 100 lb. sacks, \$3.50.

Peaches—White varieties from Georgia, \$1.50 per ½ bu.

Parsley—50¢ per doz. bunches.

Peppers—Green, 50¢ per dozen for California.

Plums—\$2@2.25 for 4 basket crate from Calif. Apricots, \$2.75.

Pieplant—\$1 per bu. for home grown. Poultry—Wilson & Company pay as follows:

Heavy fowls20c
Light fowls16c

Radishes—12½¢ per doz. bunches of outdoor grown.

Raspberries—\$3.50 per 16 qt. crate for red and \$3.50 for blackcap.

Spinach—60¢ per bu.

String Beans—\$2.75 per bu. for home grown.

Summer Squash—5c per lb.

Tomatoes—Home grown hot house in 10 lb. baskets, \$1.50 for No. 1 and \$1 for No. 2.

Turnips—\$1.40 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy15c
Good13c
Medium11c
Poor10c

Water Melons—35¢@65¢ for Georgia.

Wax Beans—\$2.50 per bu. for home grown.

Whortleberries—\$4.50 per 16 qt. crate.

Late Mercantile News From Detroit.

Prenos Bros., formerly located at 9124 Grand River avenue, have opened a new grocery and meat market at 8085 Harper avenue.

John Gannon has acquired the meat store at 8045 Mack avenue formerly occupied by George Dover.

Neison Burley, for six years a druggist at 6718 Warren avenue, West, has taken over the drug business of R. Johnson at 13302 Freud street.

Alex Rosey has opened a patent medicine store at 9866 Dickerson avenue, replacing the drug store formerly operated by Sigmund Frank.

B. Radin, formerly located at 8210 Fullerton avenue, has opened the Lakewood meat market at 14320 Jefferson avenue East.

A. Kallmeyer & Son, shoe dealers located at 10232 Grand River avenue for the past six years, plan to move to larger quarters at 10138 Grand River avenue about Aug. 1.

The Cleveland district of the Washburn-Crosby Co. has been placed under the direction of the Detroit district, with H. J. Myers as manager. Although there will be separate offices for each city, the main office of the district will remain on the fourth floor of the Stormfeltz-Loveley building.

The Washburn-Crosby merchandising crew will be in Detroit, soon covering the grocery trade in the interest of Wheaties, it has been announced by the local sales office. Members of the Washburn-Crosby staff introduced Wheaties to the grocery trade at Lansing and reported a very successful campaign.

Malcolm Cavanaugh, special cake representative of the Washburn-Crosby Co., was in Detroit during the week of June 21 doing special work with the bakeries in the city.

Saturday, June 21 was opening day for the Wolverine Drug Co., located at 12955 Jefferson avenue, East.

The Everknit Hosiery Shop opened at 14325 Jefferson avenue, East during the latter part of June. The shop carries a complete line of hosiery, and offers the additional service of repairing free of charge all silk hosiery purchased from the shop.

The McCormick George Co., Michigan distributors of General Electric refrigerators, has moved its offices and display rooms from the Stormfeltz Loveley building to 6030 Cass avenue.

T. H. Cockerhan has opened a confectionery store at 3099 Humboldt street, formerly occupied by the R. E. Ripley Drug Co.

Arthur Buchalter, for more than five years with Paul Deutch, has taken over the drug business formerly operated by Max Kritt at 6140 Hazlett street. The store will now be known as the Buck Drug Co.

E. I. Hoover, formerly with the Mukalla grocery, 8212 Six Mile road, West, has opened a new grocery and meat market at 5835 Joy road.

D. M. Bez, located for the last four years at 8652 Oakland avenue, has moved to a new location at 9837 Linwood avenue and will operate as the Bez pharmacy.

Hynes & Murphy have opened a drug store at 14000 Woodward avenue, the location formerly occupied by Búzzell and Foster Drug Co.

Harry Cooper has moved his drug stock from 8800 Oakland avenue to 8652 Oakland avenue.

W. E. L. Smith and William Horvath, operating as the Economy pharmacy, have succeeded M. A. Friedlander in the drug business at 5800 Beaubien street.

The Colonial Broach Co. has succeeded the Colonial Tool Co. at 147 Joseph Campau avenue.

Faulman Brothers, hardware dealers at 1008 Seven Mile road, West, have changed the name of their store to Faulman Hardware.

The Lenox Hardware Co. is now operating in the location formerly occupied by the Petty Hardware Co., at 13114 Mack avenue.

Wonder bread employees will hold their annual picnic during the first week in August at Tashmoo, according to J. J. Hopper, plant manager. Entertainments of all sorts, and games will provide amusement for the workers and their families.

Late Business Information.

Independent department stores are still showing smaller operating costs than chain department stores according to the Harvard Bureau of Business Research. The report, just out, deals with profit and loss statements and balance sheets of 768 stores with net sales of \$1,500,000,000 about one-quarter of the department store business of the country.

New York City's population as finally computed for the 1930 census is 6,955,084, 23 per cent. more than in 1920.

A "standard system of accounts for retail grocers" has been formulated by the allied food committee of Louisville. It keeps track of profit on each commodity, the cost of every service and the value of each customer.

Cotton acreage has been cut only 2.7 per cent. according to the July Government report published this week—a rather meager response to the Farm Board's call for a 10 per cent. reduction.

Restricted buying by merchants has brought stocks of goods so low, in the opinion of Dr. Stephen I. Miller, executive manager of the National Association of Credit Men, that replenishment on a large scale will soon be necessary, if actual requirements are to be met. In this fact and the abnormally low prices of some commodities Dr. Miller sees signs of easy economic rehabilitation at no distant date.

The Wisconsin court decision against cigar wholesalers accused of a competition destroying device, consisting of arrangements involving other wholesalers and certain retailers in favor of brands controlled by them, contains nothing new in anti-trust litigation. The Supreme Court of the State merely finds that there is no merit in a demurrer which contended that a prima facie case was not presented by the complaint.

The Federal Trade Commission has induced a coffee distributor to discontinue advertisements indicating that his coffee has been subjected to a ripening process involving fungus growths when

in fact nothing of the sort has been done.

Chain store sales in June, now being reported, show much irregularity. Montgomery Ward had a gain of more than 9 per cent. while Kroger lost 7.2 per cent. Kresge was down 9.3 per cent. while W. T. Grant was up 1.8 per cent. F. W. Woolworth lost 12.2 per cent. while Schulte-United gained 46.9 per cent.

That China is likely soon to adopt the gold standard is inferred from the recent action of that country in placing an embargo on gold bullion exportations.

Special interest attaches to the news that practically the whole steel industry is behind the advertising campaign which uses the slogan "Save with Steel." Although the appropriation—\$500,000—is small for so large a combination, the thing that counts most in this case is that a definite start has been made.

Recent Mercantile News From Indiana

Greentown — John A. Martin, 77 years old, oldest merchant here, died recently. He had been in the shoe business forty-three years and was widely known in this section. He is survived by the widow, a daughter and a stepdaughter.

Kokomo — Irving Silver, who has been employed in the shoe department of the Thalman & Levi department store here, has been engaged as manager of the shoe department of the Indiana Dry Goods Co., Indianapolis. He assumed his new duties immediately.

Indianapolis — Archer C. Sinclair, of Cedar Rapids, Iowa, will join the Kingan Packing Co. here. Mr. Sinclair was formerly vice-president of the T. M. Sinclair Packing Co., of Cedar Rapids.

Gas City — The Lauber-Spiegel Co., in the clothing business at Marion, Ind., has opened a branch store on Main street, here.

Kokomo — Adolph Anspach, operator of dry goods stores at Kokomo and New Castle, has filed a voluntary petition in bankruptcy in the U. S. District Court at Indianapolis, Ind., listing liabilities of \$121,289 and assets of \$79,337. The largest creditor is Joseph Mayer, Sharon, Pa., who holds a note for \$16,000. Don Anspach, manager of the New Castle store, is a creditor for \$553 on commission on sales. Other creditors of \$500 or more are: Rice, Stix, St. Louis, \$3,659; Ohio Pants Co., Cleveland, \$557; Phoenix Hosiery Co., Milwaukee, \$576; Pictorial Review Co., \$709. In addition to 100 or more smaller creditors, the firm owes about \$10,000 back taxes.

Rushville — Involuntary proceedings in bankruptcy have been filed at Indianapolis against Paul Phillips by David D. Doninger & Co., the Textile Publishing Co., both of New York, and the H. P. Wassen & Co., Indianapolis department store. The petition alleges that Phillips owes more than \$1,000, and that the petitioners are creditors. The petition further charged that with intent to defraud creditors, Phillips had allowed one creditor to obtain preference through legal proceedings by levying an execution against the property.

A fool there was and he saved his rocks, even as you and I; but he took them out of the old strong box when a salesman called with some wild-cat stocks, and the fool was stripped down to his socks, even as you and I.

The power of suggestion makes many men successful executives. The power of digestion keeps them there.

COLD STORAGE FOR APPLES

We will BUY your APPLES for you.

We will STORE your APPLES for you.

We will SELL your APPLES for you.

We Guarantee Proper Temperatures — Best of Service — Lowest Rates — Liberal Loans. Write for Rate Schedules — Harvest Your Apples Direct Into Cold Storage and Get Full Returns for Your

Crop. Our Warehouse is a Public Institution Open to and Soliciting the Patronage of All.

KENT STORAGE COMPANY - GRAND RAPIDS



Putnam's



THE POPULAR FOOD CONFECTION

HAVE A BOX ON DISPLAY AT ALL TIMES

MANUFACTURED BY

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

Cutting Out the Weak Spots.

Business has entered the second half of the year with no definite clue to the future. Upon this point there is general agreement among the authorities. Disagreement is found only in discussion of present conditions. Looking to the major indices—railroad car loadings, bank debits, construction data, steel production, commodity prices, the use of power, and automobile production and sales—many observers conclude that the worst is over. Any change now, they believe, will be for the better. They expect decided improvement as soon as the fall season gets under way. More cautious opinion assumes a waiting attitude—waiting for developments that clearly indicate a turn of the tide. This opinion bides its time for stable, if not higher, prices; a larger movement of merchandise, more building of residences, greater demand for steel. Cautious business men, in short, have resigned themselves to the belief that the depression which began in 1929 was not the sequel to a mere speculative collapse, but a world-wide retrogression, product of many antecedent causes, and that resumption of the forward movement will be slow in its early stages. In this attitude they view the future confidently but with patience. The most encouraging sign of the times is the general disposition to re-examine fundamentals. On every side we hear of search for cause of profitless business. The whole structure of business is being subjected to an overhauling with a view to cutting out weak spots. The job may not be completed before the new season opens. But there is evidence of enough good work being done materially to lessen the chance of a false start under propitious conditions. The profitless sales siren has lost much of her lure.

The Kentucky Sales Tax Law.

The sales tax, the weapon that has been forged to smite the chains, is proving to be two edged. As first conceived it was intended to fall upon the chains alone. The courts, however, refused to countenance discriminatory legislation. This led to the device of a graded sales tax of general application which reaches destructive dimensions only when volume is of the size attained by the large chains. This at least was the idea behind the Kentucky law. By the provisions of this law annual sales of \$400,000 or less are mulcted no more than one-twentieth of 1 per cent., leaving the ordinary retailer unscathed. His big competitor whose business is a million or more must pay at the rate of 1 per cent., thus offering the chain the alternatives of foregoing the low-price advantage or quitting. Louisiana is considering

a similar law and many other states are likely to follow suit, if the courts sustain the Kentucky law. It now appears, however, that department stores are feeling the lash as well as the chains, and some of the independents are murmuring too. They are talking about the bad effect of the tax on the cost of living and the chance the state tax gives to mail order houses doing an interstate business. Whether this will lead to organized opposition to the sales tax remains to be seen. It is pretty certain to cause study of the sales tax principle, which in this country has not hitherto been viewed with approval.

Outlines Points For Retailers To Watch.

Among the points which a prospective retailers 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 conveniences to car stops, and the number, types, purposes and destinations of passersby. The nature and extent of the market must be measured, store personnel carefully selected, and proper attention given to making the store attractive.

Doctor 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.

How To Use Color in Window Displays.

H. W. Butterfield, display director of the Brooklyn Edison Co., before a Show Window Display School in New York gave the following six rules for applying color to displays:

1. Focus the color to the main product in the display.
2. The focus point does not always need to be in the center of the window.
3. Window displays can be made to appear changed by merely changing the color schemes.
4. A variation of height in the construction details adds to the effectiveness of colored window displays.
5. Never use more than one primary color in the scheme of the window display, but as many tints, shades and secondary colors of this color can be used.
6. Use the same colors that manufacturers specify with their window trims because they have studied the problem for each particular product and know what colors are best for the season and product.

Wide awake ugliness is three times as valuable as sleeping beauty.

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

FARM BOARD FOOLISHNESS.

Dismal and infinitely disheartening to the Western agricultural areas are the consequences of the work done by their representatives in Congress, who sought to bring the economic millennium to the farms by a method of sectional politics. Congress, vowing that by fair means or foul the price of wheat should be stabilized at a level calculated to keep growers prosperous, monkeyed with machinery of which it knew nothing or less. And now, largely as a result of its labor, farm staples are selling at the lowest levels known in many years.

Minnesota is threatening to exhibit its political resentment at the polls in 1932. Kansas calls the present situation disastrous. The Farm Board, under whose direction the Federal Government lost hundreds of millions in an effort to keep wheat prices up by open market speculation, has now gone back to a much older theory of farm relief. It will spend the summer urging the farmers to grow less wheat. No one in the farm bloc ventures to suggest what Kansas and Minnesota wheat growers may do with their unused land. Shall they let it lie fallow? Or shall they experiment with the lighter vegetation that figures so largely in modern schemes of what the beauty specialists call hygienic and slenderizing diet?

Current pronouncements from the Bureau of Economics of the Federal Department of Commerce are not of a sort to lighten the hearts of Western wheat growers. Wheat prices, say the specialists of the Bureau of Economics, will range lower in the next seven years than they have ranged in the seven years that preceded 1930.

Wheat, as the greatest of the agricultural staples, is an economic factor of the first importance. If, as the Federal statisticians are saying, it will range low in price for years to come, other staples of a like character will also be less profitable to the growers. Yet crop predictions are always uncertain. The Department of Commerce may be right and it may be wrong, according to turns of weather in the chief growing sections of the earth. The Farm Board's scheme of propaganda may prove to be little better than its earliest systems of market control. It certainly offers little encouragement to general business at a moment when general business is badly in need of cheering up.

MORE EDUCATION NEEDED.

A year ago this month the major decline in business, from which we are now suffering, began. While it was not really evident for a few months, or until the usual fall rise in operations failed to materialize, there were few indeed of our economists and business observers who issued warnings or foresaw any such reaction as has taken place. In fact, the great majority of our business commentators saw nothing ahead but continued prosperity and echoed the boosters who were engaged in trying to push the stock market still higher.

As one of the activities of the super-

business group which has been working since the security crash in gathering data on trade developments, it has been proposed that some sort of guidance on the cycles in business might be included. Such a group would be qualified to pass sound judgment on the situation and outlook if freed from political influences which have produced such silly statements and predictions since the debacle.

However, supposing that a sound forecast had been issued a year ago, it is a question what weight it would have had. And, of course, the argument is always proper that a warning might seriously affect business confidence and lead to a degree of restraint that would hurt rather than benefit trade progress. The same objection is raised to the "prosperity reserves," which are suggested. The release of delayed work might at once be accepted as a signal of bad times and do more damage than good.

What seems to be called for in the circumstances is more education concerning business cycles and the statistics which point them out. Since the business interests of the country are so well organized in associations it would be a logical move to have chambers of commerce and other trade bodies prepare and furnish members with sound indexes which would display the necessary warnings and frequently have these measures of movement explained and discussed.

REDUCING RETAIL PRICES.

Considerable interest attached during the week to the prices made by the two leading mail-order-chain houses in their fall catalogues. The largest company asserted that the prices were "lower, much lower, than at any time in the past ten years." Its rival not only reduced prices "drastically," but introduced a new feature in the acceptance for two months of instalment payments on all orders exceeding \$25 except for groceries.

The answer, of course, by retail stores to these broadsides will be that values have been constantly reduced as wholesale reductions made them possible, and that in coming months there will be further concessions that the mail order houses will not be able to meet because their quotations are practically fixed for the season of their catalogues.

While a few stores announced price cuts before the Penny chain published its decision to put all values on the basis of lower replacement costs, the Penney action was followed by many more stores throughout the country, so that pages of comparisons with last year's quotations have become common. So far, the response of the consuming public has not been remarkable, and it is to be supposed that customers are waiting for still greater reductions.

The instalment feature of the Montgomery Ward announcement will probably find its critics, and yet it suggests a method of merchandising that appears to have real merit not only on its own account but for the general business welfare of the country. Why

would it not be a good idea to restrict credit in times of prosperity when money is plentiful and cash purchases should be encouraged, and to open up credit when times become not so good so that they may be improved?

In effect, this is the method pursued in agricultural districts when crop failures necessitate business on credit and good crops see a liquidation of indebtedness and liberal purchasing.

SITUATION IS MENDING.

While certain of the major industries slackened off less than expected, there was little to indicate during the week that the summer slump would be less than has been imagined. Another reaction in wholesale commodity prices was an unfavorable development which postpones the time when buying operations will be carried out with any real confidence.

Steel operations receded over the holiday period, but to a smaller degree than usual. However, the further curtailment in automobile manufacture, the completion of railroad business and failure of building activities to expand in a satisfactory way are developments which do not lend much promise to the basic industry. Electric power output also held up quite well, and since it represents a host of industries this evidence must be accepted in a favorable light.

For commodity prices The Annalist weekly index sagged to a new low level during the week, dropping 1.2 points to 124.2. Only the building materials and chemical groups held to their former levels. The decrease now stands at 16.6 per cent. under a year ago.

Some improvement in the case of the surpluses which are depressing these prices is to be noted in the Department of Commerce figures on stocks at the end of May. For instance, raw materials dropped in the month from 142 to 135. They stood at 124 a year previous, so that they still have some way to go before reaching a healthy state. In manufactured goods the May index fell to 118 from 124. Stocks last year were represented by the index of 122. Unfilled orders have dropped, however, from 78 to 75 for the month and were 89 a year ago.

These statistics point to a mending situation, but not one from which rapid recovery may be easily predicted.

DRY GOODS CONDITIONS.

Clearances are receiving only fair response and then only when values are outstanding and goods of a seasonal character. However, there are exceptions in beach wear and summer furnishings which have attracted exceptional activity. The attitude of the buying public seems to be one of seeking quality goods cheap and not cheap merchandise at cheap prices.

The sizeable decline in retail sales last month, which was predicted, materialized last week in the report for department stores which disclosed a loss for the country at large of 9 per cent. No reserve district showed a gain and the declines ranged from 3

per cent. in New York territory to 17 per cent. in the Chicago district.

A loss for the chains was also made known in a compilation for 47 systems. The decline was 2.7 per cent. for the month, although the half year's results were represented by an increase of 3.04 per cent. The department store decline for six months was 4 per cent.

Several of the retail executives explained that the loss for June was largely accounted for by the drop in prices under a year ago and stated that unit volume has been up to the previous totals. While this is true in some few instances it probably does not explain most of the losses which have been caused by business conditions and the drop in purchasing power caused by unemployment.

More buyers were present in the wholesale merchandise markets during the week but the number was not quite up to expectations. Only limited orders are being placed on the new lines and there is still a good deal of purchasing being done for clearance and special sales. More buyers will probably be on hand this week with the fall style show of garments and a "market week" as attractions.

HOLDING UP REDUCTIONS.

Accompanying the concern over prices in the retail field, there is similar study over what is to be done in manufacturing lines. So far there has been a notable hesitation in many branches of production to adopt the new level of costs made possible by the slump in raw materials. For instance, it was only last week that the silverware producers finally decided to lower prices, although the price of bullion has been steadily declining for many months and has depreciated some 60 per cent.

Some other important lines have instituted no reductions despite the fact that their raw materials have touched almost pre-war figures. While increased costs due to smaller volume and increased overhead may be cited as excuses for not passing along the new economies, it is more probable that group action and illegal action hold up the concessions possible.

While these producers may imagine that their present course is the best and most profitable, they will probably find out in the end that in delaying to adopt a new and lower basis their interests have suffered, that their market has contracted and that business has been lost to competitors who have been quicker to make the proper adjustments. It is unlikely, in the opinion of well informed observers, that values will regain their former levels. The prospect is for some slight firming in the near future but also for a long-term continuation of the decline which has been a feature of commodity prices since the war.

A quick decision is like a locomotive coming straight toward you—you never see the long train of thought behind it.

It is always better to tell a little less than you know instead of a little more than you know.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

The towns we planned to visit on last Saturday's Out Around included the interesting embryo cities on the "Pentwater branch" of the Pere Marquette, but the arbitrary action of the thermometer in climbing up to 93 forced us to retrace our steps as rapidly as possible before we had half completed our programme.

Much work has been done recently on the eight mile gravel road between Eastmanville and Nunica, which is one of the most picturesque routes of which I have any knowledge and is rapidly becoming a popular thoroughfare. Most of the roadbed is kept well oiled. Grand river is in evidence for a mile or so out of Eastmanville and fairly good cross roads lead down to the river at frequent intervals. There is only bad place on the road—the sharp turn to the right directly after crossing Crockery creek, which appears to be regarded with more favor by fishermen this season than ever before. Leonard road is slated for a covering of cement from the place it leaves M 16, two miles West of the city limits, until it crosses the same thoroughfare at Nunica—a distance of twenty-three miles—but those who enjoy a well-kept and well-oiled gravel road more than cement would be just as well pleased if this proposed improvement was long delayed.

Muskegon presents many evidences of returning prosperity. New homes are being constructed in many parts of the city and many residences which have heretofore housed a single family are being remodeled to accommodate a second occupant. Work on the new bridge and collateral branches across the Muskegon river is being pushed with great rapidity. It is understood that the fills will be allowed to settle during the winter and capped with cement early next season. This is a remarkable undertaking and will do much to develop the mutual interests of the two cities most vitally interested.

More new houses are in evidence in North Muskegon than any other city of its size in Michigan of which I have any knowledge. Most of the new structures are large in size and very attractive in architectural effect.

The scenic highway continues to grow in beauty and grandeur. New attractive features appear to be in evidence every time we cover the distance between the mouth of Muskegon lake and White lake.

Many new homes have been erected this season on White lake, which is rapidly assuming a commanding position among the famous summer resorts of Michigan.

I was delighted to note that the frequent sharp turns at New Era had been eliminated by the construction of a straight line highway from the vil-

lage limits to U.S. 31 a mile or so to the North. This is a great improvement and ought to do away with any accidents in the vicinity of New Era from now on.

The New Era Canning Co. is running on cherries exclusively.

The Oceana Canning Co., at Shelby, started on Richmond cherries last Monday and is running to full capacity. It expects to start on Montmorencis next week, devoting five weeks to the berry crop. A part of this time the cannery will run day and night.

The cannery at Montague is expected to start on cherries in a few days. A part of the building recently destroyed by fire at the turn of U.S. 31 to the North has been replaced by a two-story brick structure.

John I. Gibson, the Battle Creek Poo Bah, was a welcome guest at Lamont over the week end. Mr. Gibson is dividing his time between the Michigan Bureau of Highway Education and the endowment fund of the Battle Creek College, and, of course, is giving yeoman service to both institutions. If there is a man in Michigan who has kept more busy doing good work and performing faithful service during a long career than John I. Gibson, I would like to see his picture.

Tom B. Carlile, who left the city about six months ago for San Antonio, Texas, has been ill with kidney trouble and the swelling of the glands in his neck ever since he left Grand Rapids. He has decided to relinquish the career he had planned in San Antonio and remove to Bremerton, Wash., where he has a brother-in-law who is a physician. Tom's many friends, who will recall him as one of the buyers for several years for the Worden Grocer Company, will be sorry to learn of his affliction and will express the hope that he may experience a speedy recovery in his new home on the coast.

John H. Millar, who recently celebrated the fiftieth anniversary of his connection with the candy business, writes me that he has been a reader of the Tradesman ever since its first issue and most of the time a subscriber also. If John lives until next Wednesday's issue is received he will have rounded out a career of forty-seven years as the reader (and occasional advisor) of the best trade journal he has ever had the pleasure of perusing. E. A. Stowe.

Found His Forte As Health Officer.

I have not been playing truant nor taking a vacation, but taking lessons in a new school of experience.

For years the office of constable in our township was looked upon as a joke. Each year four officers were elected and none ever qualified. Sometimes ladies were nominated and elected. When the joke was turned on me I qualified and found something to do for the peace and safety of the people. The constable's compensation being

determined by fees, I received at the end of the year for many hours' faithful work just \$3.

On April 16 of this year I was informed that I had been appointed health officer for the township, there being no resident physician and the supervisor, who had acted as health officer, had too many cares and duties to properly look after health matters.

At last, after nearly thirty years' residence in this community, they gave me work which I accepted as an honor and which I would endeavor to carry on with all my heart and ability.

Right then came to me the adage: "Let the office seek the man, not the man the office." And I said: "Away with you; you are a false prophet. Had I not heeded you I might have sought this office twenty years ago and have been more useful to my neighbors."

The supervisor is now and usually is an active farmer and he cannot be blamed for not doing more than respond to the calls made upon him in cases of sickness or distress. He cannot carry on a campaign of education, which is sadly needed.

The regulations of the Michigan Department of Health are that physicians, nurses, teachers, parents and others shall promptly inform the local health officer of any and every case of communicable disease in their families, under their care or to their knowledge.

Evidently but few people know this, and only when some alarming disease breaks out in a community are they moved to appeal to someone in authority.

The health officer has on hand or can procure helpful pamphlets concerning the most common communicable diseases, which pamphlets are free to all who ask for them.

Just as soon as instructions and blanks were received from Lansing, I began to use them, reporting three cases of measles on April 19, with full particulars. The most important of which was whether a physician was employed, whether the residence was placarded, the patient isolated and exposed persons kept from further spreading the disease.

On May 18 I ran into smallpox, where I had gone to enquire about reported cases of measles. Then there was some real business. By prompt vaccination and quarantine the disease was confined to one family, and on June 21 I declared the quarantine ended.

To the school teacher, who still believes the pupils had been exposed, I give first credit for the prompt measures taken. Of course, I had to set a good example and was re-vaccinated. Within a week I was almost ready to declare myself an anti-vaccinationist. Here is one great lesson. Three years ago a former school teacher sent blanks to all parents of pupils in the district asking permission to have the children vaccinated. This particular family, who have now been through it, was the only one which would not accede to the teacher's pleas and endeavor. But they gladly submitted this time and part of them escaped.

A needless suffering for some; big expense to the county for physician and nurse and to the township for provisions to all quarantined persons.

A girl who took part in Easter exercises at church was taken sick on Sunday night and I learned of it Saturday afternoon. No physician employed nor health officer notified and four other members of the family had measles, entailing a large expense and serious hindrance to farm work, most of which might have been averted.

I learned that with some parents the first thought was to keep the exposed children at home and not endanger their neighbors, while others allowed children to attend school after they knew or suspected they had been exposed.

The belief that everyone must have these communicable diseases sometime and the sooner it is over with the better, is false and sometimes fatal. By all means keep the children from exposure, for the largest percentage of deaths are of children under five years of age. After fifteen years of age the danger is small and yet grown people sometimes are left with a life-long ailment resulting from some one of these diseases.

Measles epidemics usually occur every third year. E. E. Whitney.

Fine Token of Appreciation From Holland Friend.

Holland, July 14—Enclosed you will find my check for \$3 as per the enclosed invoice. I hope you will pardon my delay, as I had entirely forgotten about it.

May I take this opportunity of expressing my appreciation to the Tradesman for the great help it has been to me during the thirteen years I was engaged in the grocery and meat business? My advice to all the merchants in Michigan (and especially to those who are new in the business) is this: If you are not reading the Tradesman, subscribe for it at once, read it carefully every week and be guided accordingly. If you do this, you are not going to be an easy mark for the shysters who are always on hand to put one over on you and get your hard earned money under false pretensions. I know, for I have been through the mill.

In 1917 I started in the grocery business, never having had any previous experience. I was always looking for good advice. I subscribed for the Tradesman and have taken it continuously ever since.

Having other business interests I sold my place of business last fall to parties who had no previous experience and one of the conditions of the sale was that they read the Tradesman carefully every week.

My reason for writing to you, Mr. Stowe, is that I want you to know that whatever success I may have had in the mercantile business I have credited mostly to you through your Michigan Tradesman.

I sincerely hope that you may continue in your good work and assure you that your advice has always been greatly appreciated by me.

Dick Miles.

Had the Right Bait.

A clergyman accompanied by two charming girls stood admiring the beauties of a little stream.

An angler passing by said: "Any sport?"

"Sir, I am a fisher of men," replied the parson with dignity.

"Well," retorted the fisherman, glancing admiringly at the girls, "you have the right bait."

Let your suggestions come from your experience not from your dreams.

TRIBUTE TO MR. TRANKLA.

Funeral Sermon Preached By Rev. E. W. Bishop.

Owing to Dr. Merriam's absence from the city I have been called to preside over these last services in honor and memory of your esteemed townsman and fellow citizen, Charles Trankla. As a former pastor of his, this is, perhaps, not unfitting. Yet I fancy there is a special reason underlying this selection.

Mr. Trankla and I were born and reared in the same New England city, a small city in Eastern Connecticut so beautiful for situation and inherent loveliness that its wide known appellation was "The Rose of New England." There were also stalwart citizens living in those days, known and respected for their energy and forcefulness throughout the commonwealth. A high type of political, educational and religious life was manifested by them. Abraham Lincoln leaned hard on Governor Buckingham and Governor Buckingham lived in Norwich. Lydia Sigourney wielded a facile pen and had more than a local reputation as a writer. Professor William Hutchinson at the old academy was an educational landmark for all the vicinage. Daniel Coit Gilman, a son of Norwich, was president of Johns Hopkins University, while the forbears of the Dwights of Yale and of Grover Cleveland rooted in the soil. Even though I have lived in varied habitats my boyish impressions that "there were giants in those days" has only been confirmed.

I know that these early surroundings had their due weight of influence on Mr. Trankla and that he often reviewed them in memory. I think I am not shooting wide of the mark in saying that Mr. Trankla saw regularly a copy of the Norwich Bulletin during all the years he has been absent from his native heath. And this in no sense implies that his life and energies were not joyously and gladly given to this, his adopted city. It means only that the homing pigeon instinct was strong in him, stronger in him than in many, and that he had both the time and the desire to think of old friends, recall old scenes and ruminate on early environment and impressions.

After leaving school and serving an apprenticeship in the old-established dry goods firm of Hyslop, Porteous, and Mitchell, Mr. Trankla trekked West, following the advice of Horace Greeley, as so many New England boys have always done. He selected as the scene of his life's activities a city beautifully situated on a river, as his native city had been. Here he entered a commercial life with the quiet efficiency and persistent determination that was in his blood.

The record runs, I believe, forty-five years. Forty-five years in the same business at the old stand, nearly all of the time as manager and much of the time as owner. Forty-five years of industry, of integrity, of progress. For with the expansion of the city came the corresponding expansion of the trade. As these years of business experience have passed Mr. Trankla

has seen the high road of business prosperity, the low road of business depression, and the misty flats between, where the times come and go. Through it all he has stood staunchly at the helm, piloting the old landmark of the Boston Store to the harbor of security and approval. As one of the substantial builders of the community he has always had honorable recognition from his co-workers whether in store or bank, and this substantial concourse of comrades and the visible floral tributes of the hour are witnesses of their esteem.

Our friend was not unmindful of those groupings of folks in voluntary and comradesly organizations, such as lodge and church, and to them lent his presence and assistance, although he was not aggressive along these lines. He was not given to display, to ostentation, to over much self-seeking. He was a quiet, poised, rather reserved, thoughtful man whose chief delight was in the home atmosphere amidst kith and kin and old friends. It was a dark day for him when his life companion went on before. But the balance was partially restored in the still continuing and loving ministrations of a devoted family household.

And now the advancing years have brought the final and inevitable separation. There is a massive solemnity as well as a poignant sorrow when a worthy human personality leaves us for the Great Adventure. Only in imagination can we keep pace with him. Our experience ends just where his begins. No Virgil is at hand to conduct us into El Paradiso. We have to compose ourselves and peer across the Great Gap as best we may. Still it is not all dark. I had a baby daughter when I was one of you. One night we started to go down stairs hand in hand to the darkened hallway below. We had taken only the first step when she stopped, softly disengaged her hand from mine and, pointing down stairs, complained tremulously, "Daddy, a' dark, a' dark," I took her in my arms and proceeded. The little body quivered, but at the bottom of the stairs I threw the switch on and the lower hallway was flooded with light. A gurgle of delight was the babe's instant response. Is it too great a stretch of the imagination to conceive of the All Father turning on the light as His sons and daughters go down the stairs? Jesus with His high knowledge assumed that such would be the case. He did not argue it, He did not dogmatize about it, He simply assumed it. "In my Father's house are many dwelling places. If it were not so, I would have told you." The consolations of philosophy, the visions of seers and poets, the trend of evolution, as well as the starry declarations of the New Testament are meant for such parting hours as this.

Twenty years ago there lived on one of your avenues an aged man well along in the eighties. He kept a diary. In that diary he recorded his deepest thoughts from year to year. Most of these thoughts were profound and intelligently expressed. Before his funeral service his daughter placed the

diary in my hands. I perused it with growing interest. One of his ripe conclusions was this: "When I was a boy I was taught that I was a body and somehow or other possessed a spirit. I now see how utterly inadequate such a conception was. I am a spirit and I have a body." So be it. To the materialist and to the mechanician human life is merely the functioning of body cells; thoughts are merely brain cells reacting to outside stimuli; and character is only behaviorism responding to environment. Doubtless there is partial truth in this concept. But that it is the full-orbed truth arching the unseen vistas which stretch out before our continually progressing feet seems to me to be negated by both facts and imagination.

There is a witness of the spirit within man. The age old query of Job, "If a man die, shall he live again?" is answered by the poet's inner ecstasy, "I am immortal, I know it, I feel it." The men of electrons and cosmic ways are inclined to minimize this witness, but the Great Hearts understand. Cried Hopeful to Christian, as they entered the last reaches of the Jordan, "I have

touched bottom and it is good." There is genuine substance to the right kind of faith. Victor Hugo, master of prose, blew on a silver bugle his last thoughts. "You say the soul is nothing but the resultant of bodily powers. Why, then, is my soul more luminous when my bodily powers begin to fail? Winter is on my head, but eternal spring is in my heart. For half a century, I have been writing my thoughts in prose and in verse: history, philosophy, drama, tradition, satire, ode and song. I have tried all. But I feel I have not said the thousandth part of what is in me. When I go down to the grave I can say like many others, 'I have finished my day's work, but I cannot say, 'I have finished my life.' My day's work will begin again the next morning. The tomb is not a blind alley; it is a thoroughfare. It closes on the twilight. It opens on the dawn."

If, however, faith falters before the gleam of personal immortality as imagination staggers before the distances between the stars, one can at least rest back on the immortality of personal influence which;

Has joined the choir invisible

If you are a partner or a member of a close corporation, you should consider what would happen if a partner or a large stockholder should die. Would the business be injured or the value impaired?

A business insurance trust may be a solution. Ask us about it.

We do not sell life insurance, but we recommend it.

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Of those immortal dead who live again
In minds made better by their presence;
Live in pulses stirred to generosity,
In deeds of daring rectitude, in scorn
For miserable aims that end in self,
In thoughts sublime that pierce the night
like stars,
And with their mild persistence urge
man's search
To vaster issues.

No earnest upright conscientious
hard working man ever lives in vain,
whether it be in the marts of trade or
in the atmosphere of the professions,
whether in humble station or in the
seats of the mighty. "Whatever is ex-
cellent, as God lives, is permanent."
We bid farewell, for a season, to our
quiet unassuming yet effective com-
rade, but we will not forget. Forty-five
years of constructive application, of
substantial integrity, of home and com-
munity loyalty have woven themselves
into the warp and woof of this local
commonwealth. "O man, what doth
the Lord require of thee but to do
justly, to love mercy, and to walk
humbly with thy God?"

Farming a Most Difficult Problem.

Grandville, July 15—"There are mil-
lions of acres of land in the United
States which, because of location, soil
exhaustion or natural infertility should
be taken out of production, reforested
and held until some coming genera-
tion needs them."

Thus the American Secretary of Ag-
riculture and his pronouncement is de-
clared to be sound by some of our
newspapers. I would like to ask if
such barren lands, too poor to raise
white beans, have the strength of soil
sufficient to bear a forest? If not,
how then can such land be reforested?

Land too barren of fertility to raise
forests is surely poor soil for the farm-
er to settle on. It requires good soil
to produce big forest trees such as the
one-time pine forests of Michigan.
Those farmers who chose the barren
scrub oak plains rather than to pull
the pine stumps and go to farming ac-
tivities missed their figure by a long
shot.

The drifting sands of Lake Michi-
gan shores are not for agriculture,
neither are the farther inland barrens
where forests refused to grow. There
is not a piece of land in the State
which once bore pine trees of sufficient
size for lumbering which will not make
a fertile farm.

Barren plains which never bore
anything above oak grubs and scrub
pine can never be brought to pay for
farming. Even this fact, however,
does not account for the thousands of
deserted farms of Michigan.

Some of the most productive of our
lands were deserted to seek the high
wages paid by city factories in the
past. Very few of these land desert-
ers were genuine farmers, however.
How could they be and refuse to take
cognizance of the fact that some of the
best lands of the State once bore im-
mense forests of pine and hemlock?

Are there too many farms in Michi-
gan? Possibly. At any rate the fact
that so many homes on farm lands
have been given up would seem to sug-
gest that condition.

The soil should be studied with a
view to learning what crops are the
most likely to succeed. Even the best
of soil will fail to respond if it is
neglected that auto navigation may be
carried on miles away from where the
toiler's interest is at stake.

Farmed right and nine-tenths of
Michigan's deserted lands would be
to-day blooming and blossoming as the
rose. I know personally of lands lying
idle beneath the sun and rain which
produces to-day only weeds and brush
which a few years ago were the hus-
bandman's paradise.

What is wrong with Michigan
farming? It is the man himself and
not the soil. Any attempt to grow

forests on barren wastes will fail and
it ought to fail when there are so many
thousands of fertile acres abandoned
to nature and a regrowth of forests.

Some of the finest soils in the State
have been abandoned because the own-
er did not use the intellect given him
by the Most High to learn what to do
and how to do it in order to make a
successful farm.

It may be set down as a fact—and
a startling fact at that—that the proper
attention to soil needs is not under-
stood by one-tenth of those who reside
on farms and are classed as farmers.

Blessings come in disguise some-
times. A humble tiller of the soil
from lack of money settled on a pine
stump forty and broke ground for a
plantation. Neighbors passing intim-
ated that he had better go jump in
Lake Michigan rather than expect to
make a living among pine stumps.

Jack had studied agriculture some-
what. He had failed at other work
and as a last desperate resort he
bought a bit of pine sand and set out
to make a farm home.

"That fellow better go soak his
head," jeered a know-it-all hardwood
land farmer. "So funny men come
into the old pine country and try to
farm among the stumps."

But Jack did not content himself
working among the stumps. The first
year he uprooted three acres of stumps,
built a fence and a house and went to
work tooth and nail. Less than a
score of years elapsed before he had
one of the finest small farms in the
county, astonishing his neighbors by
the abundance of his crops.

He knew his soil and catered to its
best interest until it became as fertile
as the richest garden. It was all in
knowing how you see. Jack in later
years sold his farm and retired to a
country village where he became one
of its foremost citizens.

It is far from likely that all the de-
serted farms of the past few years will
become tenanted again. Some of
this land is not feasible for the raising
of crops, and yet the splendid farm
Jack made out of that piece of stump
land was, in after years, permitted to
go back to nature and a new forest is
growing up where once were fertile
fields.

The United States Government has
taken upon itself the task of making
all its farmers country gentlemen, a
task which even the great I Am has
heretofore failed to do.

We need more real farmers and fewer
drones. Change in times has brought
new men to take the helm in every
line of endeavor, and it is barely pos-
sible that the farmer's estate may
again pick up. The back to the farm
movement has certainly not made
great progress, even though assisted
by some of our statesmen of the first
water.

Old Timer.

A Business Man's Philosophy.

I boarded a train of a railroad that
has been a public joke as long as I
can recall. I was hopeful that person-
al experience would prove the criti-
cism unfair, but I found that the pub-
lic was right. The food in the diner
was unpalatable and poorly served.
Small ants had nested in the bread.
The windows of the diner were dirty
and the carpet was shabby.

Something went wrong with the
heating system and the temperature
became so uncomfortably low that we
had to wear overcoats and gloves.

The train delivered us at our des-
tination ten minutes behind schedule.

The officials and owners of this
railroad have been aware that their
line was under fire. Why have they
failed to improve?

It is a mystery that I cannot
fathom.
William Feather.

There used to be unselfish people who
died off. The rest of us used them
in the world but that class has about
so much that they starved.

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FINANCIAL

Poll Favors Old Yardsticks.

A leading Stock Exchange house through a poll of selected Wall Street authorities is seeking to determine whether the recent bear market is just another storm that will pass or whether it is ushering in a complete readjustment in our methods of evaluating stock.

No question is tormenting the market more this summer than this problem of finding a suitable measuring rod for stocks but so many derive their inspiration from the stock ticker itself that a strictly impartial canvass of views is difficult to obtain. When stock quotations are bulging the best of authorities somehow find logical reasons for predictions they would hesitate to make in the face of contracting quotations, and, of course, when the quotation machine is working in reverse their logic runs in the other direction.

Three pertinent questions were put by the statistician of one house to thirty representative leaders with interesting results here summarized for what they reveal of underlying thought within the financial district.

First in the list was the question: Is this an ordinary bear market which, after it has run its course, will snap back and either stabilize itself at some higher level or continue on its happy upward course? More than half of the thirty men, nineteen to be exact, answered "No." They considered that underlying forces make this somewhat more than an ordinary bear market. Ten looked on it as an ordinary bear market that would snap back and either stabilize itself at a higher level or "continue on its happy upward course." One avoided the question.

The second question was: Are we, on the other hand, going through a period of complete readjustment of values where the so-called blue chip stocks will continue downward to a price level where the yield will attract the investor rather than the oft-mentioned speculative possibilities? In other words, instead of a stock like General Electric selling at thirty times its reported earnings, and yielding slightly over 2 per cent., should it sell at somewhere say between fifteen to twenty times such earnings, at which level the yields would range between 3.50 per cent. and 4.50 per cent.?

A large majority of the thirty votes cast on this question, twenty-two, were "Yes." That is to say they subscribed to the view that we are going through a period of complete readjustment of values in the blue chip stocks. Eight voted "No," taking the view that we were not undergoing any permanent readjustment of this nature.

Third and last among the questions was: Do you believe that, speaking generally, high grade common stocks should yield on the average at least as much as the average of high grade bonds? Here opinion was almost evenly divided. Specifically, fifteen voted "Yes," fourteen "No" and one authority made no answer.

What these answers suggest is that the sentiment of those canvassed leans toward the view that we are going back to more conservative yardsticks in

measuring stock values. Who is to say what the vote might be six months or a year from now if instead of black pessimism we then find ourselves in a period of renewed optimism?

Paul Willard Garrett.
[Copyrighted, 1930.]

Trusts Now Having Acid Test.

Eighty to ninety cents for a dollar's worth of American equity stocks for the man who will enter the market through the doorway of ably sponsored investment companies seems a curious bargain to any one remembering that less than a year ago we were paying substantial premiums for management. But that is the extreme to which the price pendulum has swung in this country, where investment trusts are getting their first acid test.

Leland Rex Robinson in a recent address at the University of Chicago threw a shaft of light on this period in American trust development by an illuminating comparison with British experience from 1890 to 1896 when the British investment trusts were undergoing the same sort of test. He correctly states that with "a swing in the pendulum of public favor from enthusiastic endorsement to general indifference" it is evident that "stock prices of many ably sponsored investment companies have fallen out of all proportion to the shrinkage in their assets." Management of these companies that in 1929 sold at a premium recently has been knocked down at a discount but the transition must be looked upon as one of growing pains.

For a period comparable in some respects existed in Great Britain from 1890 to 1896 "when British investment trust companies were subjected to their 'acid test.' In the last years of the eighties, a period of mushroom growth, many abuses had arisen, such as careless buying, speculative trading transactions, the pyramiding of paper values through interrelated companies, unsound dividend policies and excessive organizers' profits. The Baring Crisis called a halt to these tactics and the following years ended in 'separating the sheep from the goats.' Upon so sound a basis has the investment trust business of Great Britain been conducted since 1900 that neither the late war nor the present disturbed condition of the world commodity and security markets has been able to check the constant growth of public confidence."

Now there seems little reasonable doubt that investment trust companies in this country will enjoy such a constructive development as followed the test period in Great Britain. We have made the same mistakes that were made in Great Britain but as this authority says "the mistakes and abuses have been in proportion much less extensive, and there are many indications that public interest will be rehabilitated here in less months than it required years to do in Great Britain."

It is significant that Leland Rex Robinson, who through his early writings did more, perhaps, than any other man to launch the movement in this country, does not feel that the growth is nearing its end, but ventures the prediction that "investment trusts

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will form an increasingly useful part of our financial machinery."

Paul Willard Garrett.
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Banks Buy Back Bonds Sold.

The full volume of bonds unloaded by our banks in the liquidating markets running through 1928 and 1929 has been picked up again in the bond buying wave that started last March.

Persistent weekly bond purchases since early March at the reporting member banks have expanded their investment portfolios by \$592,000,000 which offsets the shrinkage of two years and restores the early 1928 level from which liquidation started. Slowly, very slowly it sometimes seems, but surely the large institutional and individual investors are casting aside their fears of the bond market to take advantage of attractive yields still offered at a time when money is abnormally cheap.

Impressive as this bond buying movement at the banks is the period for buying bonds still will run for some time if history is any guide. Relatively the banks themselves will buy still more bonds if they duplicate their performances in the recession years of 1921 and 1924. In each of those interesting years the ratio of investments to total earning assets of the banks matched exactly the ratio of time deposits to the total time and net demand deposits. At this time in 1921 our reporting member banks had 22 per cent. of their total earning assets in investments. And, as the Federal Reserve Bank at New York in its current bulletin indicates, they simultaneously had 22 per cent. of their total time and net demand deposits in the form of time deposits. Again at this time in 1924 the ratios, 27 per cent. in that case, were identical.

But the member banks now have nowhere nearly as large a proportion of their earning assets in bonds as might be expected from these analogies. If the ratio of investments to earning assets were to match the ratio of time deposits to total time and net demand deposits, as it did in 1921 and 1924, these banks would now have 34 per cent. of their earning assets in bonds. Instead they have but 26 per cent.

Presumably the conservatism of big investors in entering the market for bonds springs from a fear that with a turn in business for the better the level in bond values might turn downward once more. What the course of security prices will be is always a hazardous guess. Still it is interesting at this juncture to go back for guidance to a study Colonel Leonard P. Ayres developed some years ago. This study showed that normally the peak in bond prices does not come until months after the turn upward in business from depression.

Paul Willard Garrett.
[Copyrighted, 1930.]

Stocks Yield More Than Bonds.

With the June depression in market quotations stocks for the first time in two years excepting only the autumn panic have nestled down to a price

level making them yield more than bonds.

Common stocks now sell to yield 4.66 per cent. if we accept as a fair measure of their return a cross-section of industrial, railroad and public utility issues. A yield of 4.52 is available from a representative quality list of industrial, railroad, public utility and municipal bonds. Leading authorities differ on the question whether common stocks are entitled to sell on a dearer basis than bonds these days. Up to the beginning of 1928 nobody expected to obtain as good a yield from bonds as from common stocks. Investors in years past reckoned that dividends were not as safe as interest payments but we had not up to then entered that "new era" in finance when investors persuaded themselves that new rods must be used in evaluating stocks.

Consequently from early 1928 to late 1929 the disparity between stock and bond yields steadily widened. At the September extremes public utility stocks were selling on a 1.65 per cent. yield basis and the market for representative issues in various groups indicated but a 2.88 per cent. yield for investors in common shares. Bonds simultaneously were selling to yield upwards of 4.60 per cent.

Strangely enough the recent decline in stocks already has restored a relationship between stock and bond yields that existed momentarily at the time of the panic last autumn, and that existed in the more normal markets previous to 1928. Here briefly is what the statistics on the present market show. Ninety common stocks making up the Standard Statistics list of selected leaders sell to yield 4.66 per cent. if we take an average of the yields of 5.07 for fifty industrials, 5.50 for twenty rails and 3.08 for twenty utilities.

Exactly what the stabilized relationship between stock and bond yields will be in future years, if indeed we ever witness such a thing as a stabilized relationship, nobody knows. A vote on the question whether good stocks normally should sell to yield more than bonds would pull forth a variety of answers. About all we can say is that whether to stay there for good or only for a short time we are now getting back to some old relationships that many thought never would return. That in itself is something, no matter which view we adopt.

Paul Willard Garrett.
[Copyrighted, 1930.]

Rise in Bonds Seen As Signal.

If 1921 precedent is to be followed in the stock market this year, as many believe, a recovery in stocks will be forecast by decided strength in bonds. Considerable interest is being manifested, therefore, in movements of fixed-interest obligations.

Prices of high-grade bonds have been gradually working to higher levels since the low point of a long decline was reached last September. The high point this year was reached in March, since which time prices have held fairly steady.

Recent conditions have become more favorable again and a resumption of the forward movement is generally



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anticipated by bond dealers. Extraordinary ease in money markets throughout the world is a powerful influence.

The advance in prices in recent weeks has been checked by weakness in stocks, it is generally thought. This situation has found reflection in selling of bonds to increase margins. Second-grade bonds and convertibles have been weak, too.

One factor that tended to hold back the rise was selling by insurance companies, according to bond specialists, who say the demand on life insurance companies for loans on policies, presumably to protect speculative stock commitments, was abnormally heavy last month. Consequently these concerns were compelled to use new funds for such loans and to sell some bonds. As loans are repaid, buying power from this source will increase rapidly.

While a good demand is expected for high-grade issues, with gradually increasing activity, obligations of companies whose earning power has been impaired probably will not share in the rise until the outlook for general industry has further improved.

Bond prices turned upward in July, 1921, after a false start a year previously, and moved forward for more than a year. Then about twelve months later the rise was resumed and this advance was maintained with slight interruptions until spring of 1928.

When brokers' loans began to mount about two years ago bond prices turned downward and the decline proceeded steadily until last September. Thereafter a moderate recovery set in which continued for several months.

William Russell White.

[Copyrighted, 1930.]

Summer Nights of the Olden Time.

Grandville, July 15—July is making good for the chill winds that June gave us and we may not be surprised if we get abundant heat for the remaining weeks of summer.

Back in pioneer days the heat was at times unbearable and the denizens of the woods sweltered throughout the whole twenty-four hours. We often hear the remark that our summers are much cooler now than in the early settlement days. Possibly so.

I call to mind some of the make-shifts adopted by the young people, usually the boys, to get away from the sweltering heat of the nights. The Muskegon at Bridgeton was spanned by a long covered bridge of the pattern of the old-time Leonard street bridge of your city, and I believe was made by the same builder.

As may be imagined this bridge was the coolest spot in town on hot summer nights. Boys, never the girls, sought the bridge carrying quilts and made beds thereon. Usually a delightful breeze came up or down the river which was twenty rods wide at this point.

There might have been danger of falling through the diamonds when one was lost in slumber, but no such accident ever took place. The bridge was patronized by girls as well as boys in early evening, swings being devised for recreation.

I call to mind an old maid on a visit from New England whose first sight seeing was from the middle of the bridge looking up and down the Muskegon sight being permitted for at least half a mile up and down the stream.

"My! what a sublime scene!" exclaimed Miss Simpkins with clasped hands and rolling eyes. "Most equal to

the Penobscot." No doubt it was. The young folks had their laugh at the delight of the old maid who sojourned in the settlement for several months, returning to the hills and dales of New England declaring that Michigan was next to Maine, the finest state in the Union.

Rafting lumber down the Muskegon was not always a pleasant work as there were many sandbars and snags which interfered with the progress of the lumber float and sometimes brought real disaster.

Indians made very acceptable pilots as they knew every bend and crook in the stream. The redmen were proverbially lazy so far as labor was concerned, leaving the most of the wigwam toil to the squaws. Hunting and fishing was the usual employment of the "Big Injun."

Speaking about the heat of the summer, which was intensified because of the shut in nature of the settlements, big forests shielding the openings made by settlers from the winds.

"Us boys" as the saying goes were not at a loss to find some nooks where we spread our blankets and quilts and sought repose for the night. Sleeping on the river bridge was considered not quite safe and our mothers soon put a quietus to that practice.

Out under the starlit sky on the high bluff overlooking the river was an enviable spot, so much so in fact that neighborhood boys came a mile sometimes to join us in our slumbers.

Then, too, there was the apple orchard under the trees of which many cots were placed for the hot lads of the heated work throughout the daylight. Going to school was one of the hot jobs, others the chasing of snakes and rats out of the swamps.

Whenever we planned a trip with team and wagon to Muskegon we invariably rose before sunup in the morning and were well on the twenty mile trip when old Sol peeped over the tops of the trees in the East.

Speaking of the long river bridge that was used for sport as well as traffic. Races were arranged between white boys and red to see who were the speediest on foot. Sometimes it was a young Indian who carried off the palm amid much hand clapping by the onlookers.

Those were truly happy days despite the hardships of pioneering and old timers will never forget them while life lasts. Living one's life over might not be so pleasant after all, and yet when old age comes creeping on it is a bit of satisfaction to recall scenes of the past.

While sleeping out there were numerous sounds of the night that attracted the notice of the sweltering boys, such as the dismal howl of the timber wolf.

Sometimes several boys would go down a long hill, pace up the flat land along the river and seek rest so near the water that the gurgle of the current as it swept along the bank made music for the ear.

These low spots, however, were far from pleasant places when the busy mosquito and sizzling gnats filled the air with their music. The gnats, christened "no-see-ems" by the boys, were even more of a pest than the loud singing mosquitoes.

Palm leaf fans came into use at an early day and it was no uncommon sight to see a motherly squaw waving one of these while she gave sustenance to her papoose from her ample breast. Friendly were the Indians of the Muskegon valley else the life of the pioneer would have been far less endurable than it was.

When we take into consideration the conditions then we must give the red men credit for being much more humane than many of our white citizens of the present day. Old Timer.

Each of us is both a broadcasting and a receiving station.

Dry Goods Inventories of Interest.

In view of the severe drop in commodities prices, a great deal of interest centers on what the semi-annual inventories will reveal in the way of inventory loss due to price depreciation of merchandise. A small percentage of stores began inventory at the close of last month, but by far the larger number will not do their stock taking until July 31. The figures will be available shortly thereafter and will unquestionably receive the keenest scrutiny from controllers and merchandise executives.

"Although many retailers since the first of the year have devoted major attention to turnover and close buying, it is difficult to see how an inventory loss from lower prices can be avoided," one retail executive said yesterday. "For a store to have little or no loss, its stock at inventory time must be 100 per cent. fresh, a condition not possible of achievement in most stores. The size of the loss will depend on the size and age of the stocks on hand and will be heaviest for those stores which have permitted old and slow-moving merchandise to accumulate."

I do not see any method of improving our social and economic relations except through the teachings of religion. In fact, it is my belief that we have gone as far as we can in progress and reform until we have a more general acceptance of the truths of religion. If these are permitted to slip away from us the progress and reform which we have already accomplished will vanish with them.

Calvin Coolidge.

Fenton Davis & Boyle

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—Macauley.

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\$11,000 Union Mortgage Company ----- 6%	1932	
Guaranteed by Southern Surety Company		
\$25,000 Illinois Standard Mortgage Corporation ----- 6%	Serial	
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Since it has always been true and is now recognized as a truth that all insurance of whatsoever nature is mutual in principal there has come about a better understanding of the whole system of mutual insurance as developed and practiced by almost three thousand mutual companies in the United States and its neighboring Canada.

The oldest of these mutual companies were organized and began business under the direction and supervision of some of the founders of the American Commonwealth. These early mutuals, as well as their successors, have developed and practiced a system of insurance which is properly called American insurance, for it is distinctly American in its scope and practices.

The one difference between companies, stock and mutual, seems to be in the method of the distribution of the profits. In the stock company the profits, if any, are distributed, and rightly so, to the stockholders who have their money invested in the stock company for the purpose of making a profit upon that investment. On the other hand the profits of a mutual company, if any, are distributed, and rightfully so, to the policyholders who own and operate the mutual company, for their own benefit and protection. In case of a stock company any profits are properly called profits, while in a mutual company the profits should rather be denominated as savings. The difference between the two classes of companies may be summed up in the statement that the stock company is owned and operated for the benefit of its stockholders, while the mutual company is owned and operated for the benefit of its policyholders, a truly vital difference, so far as the man who pays for the insurance is concerned.

Reason Enough.

It is all very well to caution people to extinguish matches and butts of cigars or cigarettes, but it is only human to forget at times and then fire is likely to result. One way to increase safety in the home is to provide ash-trays wherever one is likely to smoke and to form the habit of always using them when discarding matches or "smokes."

Even when all classes of property are considered, the careless use of matches and smoking materials is the largest single cause of fire in America. In 1928 it was responsible for a loss of over \$34,878,000, which was a large part of the total annual fire waste of \$464,607,102. This is reason enough for cautioning Americans to be careful.

Being Human.

From time immemorial people have considered insurance as something mysterious and intangible, but it is our opinion that this situation has become materially changed.

Undoubtedly mutual insurance has been one of the prime causes of this change in the public attitude toward insurance companies; years of work directed along educational lines by the

mutual companies are bearing fruit; they have planted the spirit of co-operative assistance in the insurance business. People no longer distrust the companies but look on them as a big brother, someone who will help them live safer, healthier and longer lives, and who will carry their load if an emergency should arise. Call on the mutual insurance man in your locality—he will not only solve your insurance problems, but will show you how to cut the cost of your insurance through this spirit of co-operation. Mutual companies might paraphrase Roosevelt's words and say: "There is a mighty human side to our business when you really get acquainted with the men in it."

Obedience Founded on Respect For Law.

Much is being said in these days about respect for law, reverence for law, enforcement of law and observance of law.

While all of these are very important, none of them is more vital to the welfare of the State than the observance of law. True observance of law comes from the love of the fruits of law and order and not from the fear of the penalties attached by the violations of law.

People must get in the frame of mind of hating crime and abhorring a disrespect for law. A deep-seated love of the fruits of law and order will produce such an attitude of mind.

We are too fickle with our sentiments. We are too often scatter-hearted as well as scatter-brained. We need to concentrate on a love of the things that law and order carry in their trail.

Our lives and our valuables are protected by those who love the fruits of law and order. It is not the corner policeman that really protects life and property. It is not the safety box in the great steel vault down at the bank that protects our money, stocks and bonds. And it is not the judge and jury in the courts of justice that protect our liberties.

It is the love of law and order as taught in the church and the school and the home that are the real protection to life, liberty and property. Remove from this community or any community these influences and the police, safety vaults and courts could afford no protection. The influence of the church, the school and the home is the fundamental protection of all our free institutions.

It is in the church and the school and the home then, where we must begin to teach reverence for law and respect for authority, then it must follow as the night the day, that there will be observance of law.

It is not the fear of a policeman or the fear of going to jail that causes anyone to have a real reverence for law. Reverence comes from within the heart and when implanted therein there is a proper observance of law.

Some of you may recall the incident related of how our own President Benjamin Harrison, on one occasion, refused to follow a companion over a grass plot in Indianapolis as a short cut to the street. He knew that crossing that grass once would not injure it,

but he knew if others did the same the plot would doubtless soon be destroyed.

His habit of being concerned with the effects of his example caused him to refrain from doing even so trifling a thing. The principle involved in the act concerned him.

If each of us will bear in mind our own responsibility as to observance of law, the task of officials in enforcing the law will greatly decrease.

The cause of law enforcement is weakened in a great degree by the disposition of a surprisingly large proportion of the people to disregard those laws they consider unjust and unwise. The law, however, cannot be broken in one particular without affecting all law,

for each infraction of law is an attack on all the law.

Consequently there must be observance of all law and not merely those laws that one chooses to observe.

James S. Ogden,
Attorney General of Indiana.

There Yet.

"Anyone could tell by looking at you that your parents came from Ireland."

"My parents did not come from Ireland," said Pat.

"Come on, don't try to fool me, your face shows your parents came from Ireland."

"They did not," said Pat, "They are in Ireland yet."

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WHERE IS AMERICA DRIFTING

We Need More Religion and Spiritual Power.*

When Uncle Sam and his many children celebrated his birthday not long ago they found that there were 154 candles on the cake. To live 154 years and to express a desire to live longer demands some justification. To the serious-minded citizen the observance of the National birthday is an occasion for something more than the burning of gas and the shooting of fireworks. It is an occasion for a thoughtful consideration of those forces and factors which have made our National history and for what is demanded of present-day citizenship if the highest hopes for the future are to be realized.

We do well to consider the significance of the original Declaration of Independence. It was a stormy period in early American history when one Richard Henry Lee, of Virginia, dared to offer a resolution in Congress that the colonies ought to be free and independent. After several days of vigorous debate a committee of five was named to draft a declaration of liberty. Thomas Jefferson, that ardent believer in the right and the ability of the common man to govern himself, was chairman of the group and to him fell the responsibility of formulating the sketch which was adopted, with a few minor revisions, on July 4, 1776. The principle for which the colonies stood and fought was thus expressed in the beautiful Jeffersonian language: "All men are created equal and they are endowed by their creator with certain inalienable rights, among which are life, liberty and the pursuit of happiness."

The remainder of the world stood aghast at this unprecedented pronouncement of faith in the ordinary man. Could freedom be assured to all? Would all men, regardless of race and creed and social standing have a chance at life and liberty and the pursuit of happiness? The experiment in self government started well. Among those who signed the original Declaration of Independence were merchants, farmers, physicians, lawyers—all plain citizens standing on the same level, socially and financially. With the setting forth of this principle, as some one has said, "John the smith," became "Mr. John Smith" the citizen who had a part in making and administering the laws which governed him and his society. In time he became Senator John Smith or Governor John Smith.

This principle, which we commonly call democracy, has been the glory of our National history. We have seen it work in the lives of scores of young men who have entered their life work, it may have been in the professions, in business or agriculture, and by application and industry have succeeded because they have lived in the land of opportunity. We have seen natives of other lands come to America and find here better living conditions. We have seen them eat better food and wear better clothes than would have been possible in the countries from which they came. As I sat on my porch one

*Sermon by Rev. Marshall Reed, Methodist clergyman at Ypsilanti.

night last week I saw a colored family drive by in an expensive automobile; in spite of the racial discrimination which we deprecate, our National policy has guaranteed to all races protection and opportunity of success. We think of that distinguished public servant who was born years ago, the son of a blacksmith in the Middle West. Left an orphan at the early age of nine years he was brought up by farmer relatives. He worked his way through the university as a representative of a local laundry. He succeeded unusually well as an engineer and later his country bestowed upon him the highest office it has to offer its citizens. The career of Herbert Hoover is a good illustration of the American belief in certain inalienable rights at work in human life.

I would not want to be classified among the proverbial National crepehangers. I would prefer to take my place with those who believe that America is still the land of opportunity and that, on the whole, living conditions are better here than anywhere else on earth. But believing all this one cannot blind himself to the fact that there are many points at which the ideals of our democracy are being severely tested. We have come to a time in our National history when we must seriously question whether there is such a thing as a government of the people, by the people, and for the people and if there is now, how long we may expect it to exist. We wonder how many people in America really have a chance at life, liberty and the pursuit of happiness?

There are some questions you cannot keep down. What chance have the thousands of men who work in the automobile factories at life and liberty? A great industrial concern declares dividends totaling a million dollars as a surplus created during a period when thousands of men have been thrown out of work. I lived for five years within a mile of two great automobile factories and I know something of the lives of the men who work there and something of the lives of their families. I know the constant fear of unemployment which hovered over them, even in periods of prosperity, a fear which was too often made a reality by the gesture of the corporation. When Senator Couzens suggested not long ago that something will have to be done to guard working men against periods of unemployment some industrialists called it the raving of a mad radical, but it was suggestive of an issue which must be faced if our American guaranty of the right to life is to be preserved.

Another. What constitutes the ruling power in America to-day? Are the rights of all men considered or do the wishes of the powerful rich gain precedence? New forms of investment, credit systems and subtle financial devices have given wealth an imperialism which was unknown to our fathers. Durant Drake has suggested that we are drifting towards a plutocracy. This does not necessarily mean that the rich hold office, nor that they openly dictate political policies, but it does mean that the interests of the rich, and particularly big corporations, are deciding factors in legislation



Sell her a dozen cans

Your customers can have a good healthful meal without cooking. Mueller's Spaghetti in tins is cooked with a delicious sauce. Heat it and it is ready to serve.



C. F. MUELLER CO.

Jersey City

New Jersey



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

which affects them. Back of political parties there often stand political rings and in these rings is often found money that talks.

And another. Does the individual, either a person or a business, have much chance at life and liberty now? We are seriously threatened with the power of great corporations and centralized control which will ultimately defeat personal initiative and industry. A good illustration is seen in the Great Atlantic and Pacific chain store system. Let us assume that there are 20,000 stores in the system and scattered throughout the country. It means that instead of 20,000 merchants who exert their ability and develop their characters by buying and selling there are 20,000 distributing stations for one centralized business. And it means more than that. It means that instead of 20,000 families receiving the benefit of a legitimate business that one family, located at Yonkers, New York, that owns the business gets all the profit. A minister was once asked by one unacquainted with ecclesiastical practice if all his sermon subjects were furnished him. If the chain store idea should prevail in the church there is not a minister who could choose his sermon subjects but would have them sent to him all dated, sealed and ready to open.

These questions are only suggestive of many others which compel us to believe that we need a new declaration of independence based on human values. If we could bring the intelligence of our generation to bear on social problems as we have on the development of mechanical devices we would soon be out of the horse and buggy age socially. Consider such points as these:

1. We need deliverance for a centralized control of life. We may not be under the domination of a king or a foreign power, but we are fast moving under the control of a system which threatens our independence. My reference to the Great Atlantic and Pacific chain store involves much more than that system; it involves the whole chain store idea. We have noted the recent tendency toward the combination of banks and financial interests which will result in placing most of the wealth of the world in the control of a few hands. In that situation the government of the people will not rule; the few who control the world's wealth will dictate to the other nations of the world. At the turn of their hands war may be declared and the nations will move as mere puppets at their gesture. We have observed the consolidation of the press whereby editorials are produced at a central point and distributed all over the country. A man on the inside of the moving picture industry is reported to have recently said that within two years pictures will be broadcast from a central studio in New York to any theater in the country having television apparatus. With this marked tendency to consolidation what will become of our boasted independence?

2. We need deliverance from intimidation. We live in a period when those who would take a stand on vital moral issues are too often branded by the press and society in uncompliment-

ary terms. When those who are sworn to tell the truth or are willing to stand by what they believe to be right are threatened with the "long ride" the strength of democracy is spent. Why, when some of us whose fathers and grandfathers and great grandfathers pioneered and helped to build America have courage to denounce some social evil like the liquor traffic should be called un-American is a mystery; why, when we plead for peace, believing that war is a colossal international crime, we should be marked as unpatriotic is hard to understand; and why, when we speak for social righteousness, we should be considered Puritanical is past finding out. But this is the state of mind in which our generation finds itself.

3. We need deliverance from our present political system, especially at the point of selecting public officials. Our system may have been adequate for the town meeting days when only a few thousand people lived along the Atlantic seaboard, but it is not adequate for a nation of 130,000,000 people scattered over the vast expanses of our country. Our system produces too often those who have been said to "buy the right to govern." We have before the American people now the case of Ruth Hanna McCormick, the Republican candidate for the United States Senate for Illinois, who acknowledges that she has spent a quarter of a million of dollars to be nominated for an office which pays only \$10,000 per year. Does this not mean that high office can be gained in our country only by those who possess or are assisted by great wealth?

4. We need deliverance from a lazy and lawless class of people in our society who have never done an honest day's work and are not interested in making a living by honest means. There are many people living in rural sections and beautiful suburbs who do not realize the hold the underworld has upon our metropolitan centers and the control the criminal class exerts over the country. The Chicago newspapers are just now much agitated because one of their reporters was recently murdered. An editorial in the Chicago News a few days ago said in substance this: Suppose the murderer of Alfred Lingle is discovered, what then? On the basis of past experience, we may expect that a huge defense fund will be raised by his fellow gangsters. Every denizen of the underworld and even reputable business men will be forced to contribute to the fund under the threat of death. Material witnesses will be terrorized or shot. Perjury will be manufactured in sufficient quantities to meet the need. Attempts will be made to pack the jury and intimidate jurors. The most successful and most unscrupulous lawyers will be retained. The chance of conviction would be very remote. And this leads to the suggestion of another need.

5. We need deliverance from the power of the press. Some years ago a far-seeing French statesman visited this country and said that one of the gravest problems of a democracy is the control of the press. Was he not right? The press, which should be

(Continued on page 31)

A Business School That Is a College of Business Administration

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



Collegiate Course in Accountancy and Business Administration.
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Long Distance Telephone Service reaches every point in Western Michigan, enabling you to keep in touch with home and office while away. Occasional calls home will banish any uneasiness that you may have and add to the pleasure and enjoyment of your vacation.

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THE HOUSE OF PERSONAL SERVICE
Phone 9-3251

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.

Be on the Lookout For Legislative Experiments.

Lansing, July 14—Due to the illness of Jason E. Hammond, who is confined to the Edward Sparrow Hospital here in Lansing, I have been asked to issue this bulletin.

Every retailer who hopes to stay in business must learn how to use all three of these methods of profit control:

1. Control of costs.
2. Control of merchandise.
3. Control of sales.

Merchandise control is the most essential of all three. Expenses cannot possibly be held down without the control of stock turnover, and no merchant can sell more goods at a profit without a better method of keeping styles, prices and kinds of merchandise in line with the ever changing demands of his trade. To do these things he must have merchandise control. A store rightly merchandised in quality, fashion and price will in most cases correct the problem of high expenses and low sales resulting in a reasonable net profit.

Speaking of expenses, these, of course, must be controlled. Waste and unnecessary items entering in the pay roll and other expense accounts must be checked closely and reduced to a minimum and when I say reduced I do not mean that any merchant should deliberately go into his pay roll account and cut the salaries of his individual employees. When I see this done, I believe a merchant has lost faith in his ability as a merchant, breathes pessimism into his organization, causes a lack of co-operation—in fact, it results in a diseased business. The test of good storekeeping is to so conduct business on standards that will work and produce the desired end to show the profits desired and this can't be done by upsetting the confidence and co-operation of your employees. No organization is any better than its weakest chain and if your organization is not filled with fight and desire to do a better, bigger and finer job than ever before, your business will crumble.

The same holds true among merchants themselves. They must co-operate more and more with each other. If there ever was a time when the retail dry goods merchants of Michigan had need for a strong state organization, it is now. Next January a number of bills will be introduced in the State Legislature which will directly affect every merchant. If enacted they will prove a source of expense, annoyance, inconvenience and embarrassment to every retailer.

Acting under the leadership of the Retail Merchants Association of that city, Detroit stores have adopted an agreement regarding return of merchandise that concerns all stores in Michigan, more especially on account of the dominant position of the stores in the metropolis of Michigan. Detroit stores have supplied valuable leadership in this matter which is well worth the while of stores in other Michigan cities to follow.

Return of goods is a known expense. On account of present business conditions this expense is a particular burden at the present time. It is worth while for stores in all Michigan cities to get together and to promote local agreements similar to the one made in Detroit. Merchants Association, Inc., of Lansing has already taken the matter under advisement.

The agreement, finally drafted, is by no means radical, but it is estimated

that its observance by the downtown stores in Detroit will immeasurably curb an evil which has grown to enormous proportions in all cities. The Detroit agreement follows:

1. No merchandise showing definite and clear evidence of having been used or worn will be accepted for credit or adjustment.

2. No merchandise which has been out of the store for an unreasonable period will be accepted for credit or adjustment.

3. No merchandise will be accepted for credit, cash refund or adjustment unless accompanied by a sales check.

This action has been given wide publicity in Detroit. Participating stores are carrying inserts in newspaper advertising outlining the new terms and package inserts are being liberally distributed.

Merchants should be courageous and this is the time to be courageous. My own experience has taught me that merchants are to blame to a great extent for the acceptance of return goods and are generally imposed upon because they allow the customers to do so fearing that they are going to lose a customer. One thing a merchant should always bear in mind is that when he allows the customers to have their own way that he is educating them into some of the most vicious things the retailer has to contend with and in a good many cases, I should say 90 per cent., merchants are to blame for the fact that they do not take a stand against the thing that they know is wrong.

J. W. Knapp.

See No Change in Glassware Prices.

Prices on glassware, including stemware and other pieces for home use, are due to remain at present low levels through the Fall season, selling agents in the Eastern market predict. A slight improvement in price may be noted late in the Winter, but no sizable upward movement is anticipated before the Spring season. Buyers are emphasizing price in all their Fall purchases, and manufacturers have been forced to cut as low as possible to hold their trade. The all but universal talk of widespread popularity of crystal stemware for Fall is not borne out by the buying done to date, selling agents say. Both manufacturers and buyers have been predicting great things for crystal, but actual orders are claimed to favor the colored glassware, which was popular last year.

Knit Sportswear Selling Well.

While men's knit sportswear has been spotty during the current season, the volume of business compares more than favorably with last year's. Bathing suits have enjoyed their best year, with the speed models most in demand. Polo shirts have also been a big favorite and are still selling well. Price cutting on this item has had a disastrous effect, but the more expensive numbers retailing in the large sport shops have enjoyed excellent business. Sweaters and hose for the Fall are expected to have a good season, with a decided trend to neat figures and patterns. All shades of brown and tan are expected to predominate.

Suspenders Sales Off Slightly.

Although more suspenders have been sold during the last three years than ever before, there has been a slight decline in sales volume for the first half of this year. The popular selling number this season have been

the brightly colored silk suspenders with the chain loops. One manufacturer displays several styles, some with fastened chain loops, others with metal cast-offs, and a third with a metal lug and a leather cast-off. The feature of these loops is that the chain can feed freely through them, regardless of the position of the wearer, and does not chafe the shirt.

Orders Start on Andiron Sets.

Fall buying of andirons and other fireplace equipment for September sales started in the Eastern market this week. Buyers for retail establishments have been visiting the salesrooms of selling agents inspecting the new lines and placing a few orders. Most of the business to date has been for the lowest priced sets which can be retailed around \$3 a pair. Colonial designs continue to outsell all other types. In addition to Fall purchases, a few buyers have placed sample orders for Christmas bronze ornaments for holiday sale.

Sales of Bow Ties at Peak.

While the year 1929 was the greatest ever experienced by a manufacturer of patented ready-made bow ties, sales for the current half are equaling last year's record. A particularly strong demand for bows has appeared this year, especially for polka dots on pastel grounds. Bat ties are also meeting with strong favor. In four-in-hands, manufacturers report that crepes and shantung in solid pastel shades and silks in small figures on light colored backgrounds are the outstanding sellers.

Fashion Says "Long Hair and Smooth Silhouette"

this calls for

DuroBelle
HUMAN HAIR NETS

to keep the hair in place smartly!

\$9.00 a gross—all regular styles and colors.

\$12.00 a gross—gray, white, lavender, purple.

\$9.00 a gross—

DuroBelle

Slumber Caps and Water Wave Nets with Chin Elastic—pastel and hair shades.

Sales making display cabinet free on request.

We also import the

UNICUM
Hair Nets.

Have us quote you on YOUR OWN BRAND.

NATIONAL GARY CORPORATION

Successors to

NATIONAL TRADING CO. and THEO. H. GARY CO.
251 Fourth Ave., New York, N. Y.
535 South Franklin St., Chicago, Ill.

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.

Indianapolis Shoe Stores To Curtail Returns.

In furtherance of the plan inaugurated by the Merchants Association of Indianapolis and adopted by the Furniture Dealers Association, to reduce the abuse of the return merchandise privilege, an Adjusters' Club has been formed within the Merchants Association, composed of the executives and employes of the stores, to whom all requests to return merchandise and all adjustments of such requests are made.

Robert Miller, of the L. S. Ayres & Co. store, was elected permanent chairman. It is the intention to hold meetings of the club every ten days at which meetings all matters pertaining to the return merchandise campaign will be discussed, including the names of persons who have been in the habit of abusing the privilege.

In this manner each store will be advised constantly of persons attempting to violate the spirit of returning merchandise and will be in a better position to judge the merits of requests that may come from such customers.

By constant contact between the adjusters, superintendents and credit managers of each store and the office of the Merchants Association, the merchants feel that the return merchandise evil speedily will be solved. The unanimous report from the stores co-operating with the campaign, and they include the largest in the city, is that the campaign has been splendidly successful.

It is pointed out that one of the reasons of the numerous requests to accept merchandise for return is the hurried, thoughtless buying on the part of the public. Such buying, leaders in the movement say, is wholly unsatisfactory both to the customer and to the merchant. Making the return merchandise record a part of each person's credit record has been found to be an effective way to reduce this evil. The preponderance of the requests to take back merchandise come from the credit customer who has felt for years here at least that he did not have to pay for something he saw fit to bring back. The store did not have his cash money, he figured.

Alva M. Dawson Dies.

Alva M. Dawson, 65 years old, owner and operator of the Dawson Walk-Over Boot Shop, 411 Main street, Evansville, Ind., for the past twenty-four years, died at his home at 820 East Blackford avenue, Evansville.

Mr. Dawson, who had operated the shoe store since he went to Evansville in 1907, suddenly became ill at the store and was moved to his home, where he died in a short time. Death was due to an attack of heart disease, according to the coroner, who was called into the case.

Dawson was born in Northern Indiana in 1865. He was married in Chicago to Miss Jessie Snodgrass in

1927. Besides operating the Walk-Over Boot Shop, for the past six months he had owned and operated the Enna Jettick shoe store at 217 Main street, Evansville.

Mr. Dawson recently purchased a fine home on Outer Lincoln avenue, Evansville, and was planning to move into it when death overtook him. He and Mrs. Dawson were planning to leave on July 12 in company with Terre Haute, Ind., friends for a vacation tour of the New England States. He was a member of St. Paul's Episcopal Church and the Evansville Chamber of Commerce. Surviving besides the widow are one sister, Mrs. O. C. Smalley, of Evansville, and one brother, C. H. Dawson, of Peoria, Ill.

Brick Addition To Shoe Factory.

Construction of a three-story brick addition to the plant of the Krippendorf-Dittman Shoe Co., Xenia, will be completed within thirty days, officials have announced.

The addition is 40 x 100 feet, three stories in height. Machinery will be moved into the second and third floors to eliminate congested conditions in other parts of the plant. The remainder of the building will be used for storage. Completion of the addition will mean final abandonment of the company's plant in Cincinnati.

The Krippendorf-Dittman Shoe Co. several years ago acquired the Xenia Shoe Manufacturing Co., and since has been placing all its manufacturing operations in the Xenia plant.

Hints To Shoe Salesmen.

Sell the customer by knowledge rather than guesswork.

This sort of selling helps commissions, adds to the store's volume, builds a clientele, minimizes complaints and returns.

Study the activities of the customers you sell and suggest the right shoe for the purpose and occasion.

Know the trends in fashion that dictate shoe styles.

Accessory Sales By Local Shoe Dealer.

Yager's Bootery (Grand Rapids) where the decorations and windows are always an artistic revelation, is combining fine footwear, jewelry, lingerie, hosiery and bags in a highly profitable manner. Footwear is the big, predominate note always, but the annual sales volume of the accessories is almost on a par with footwear sales.

Are Salesmen a Pest Or a Blessing?

Monday I met a purchasing agent for one of the large public utility concerns and naturally our conversation turned to the topic of salesmen. I casually asked the P. A. if he were "bothered", in his estimation, as much by salesmen, as, say the average druggist, grocer or dry goods man. He thought for a moment then replied:

"I don't believe I'd put it in just that way. I do not figure that salesmen are a bother to me. From my personal point of view the salesman is one of the very important parts of my daily routine. By this I mean I have come to look upon the men who come to demonstrate new lines as teachers. I

can always learn something from the man who has been carefully coached and trained as to a new and important bit of equipment in my business. It is my business to keep posted on progress in the industry; much may be gleaned from reading, from trips to other plants and in various ways, but to me the concentrated essence of information comes from the salesman."

This was an illuminating angle to me. But having solicited dealers on my own account full many a time, I could not help visioning the attitude of many dealers who seemed to have a string attached from their chin to their hand, and even before the salesman could start his story, that invisible string would pull the dealer's head up and down. Never sideways. The negative spirit was in evidence from the time the dealer entered the store until he closed the door and called it a day.

I outlined this survey to my companion, who was ready with an explanation:

"The corner store dealer is different, in a measure from myself. I buy many items, but the largest percentage of men who call to sell my concern, through me, are not peddlers, amateurs or fly-by-night men. They are the highly trained, scientific type, if we can so term them. The average dealer must be forced to lose much very valuable time in meeting so many irresponsible salesmen, and time is worth money. I can realize how a dealer can become soured on the selling fraternity; he is greeted by men with all kinds of schemes for advertising and business plans which have little or no merit. He is besieged by women seeking advertisements for cook books and programmes, and labor union crooks ask-money in advance for advertising in programmes which will never be issued. The man who sells advertising novelties, electric signs, display cases. Then comes the man with counter specialties, often entirely out of line with the merchandise carried by that dealer.

"The regular men come with their samples of drugs, hardware, food stuffs, the field is large and varied. Peddlers of collar buttons, religious tracts and sellers of mail order made-to-measure suits. One or two customers, then two or three salesmen. Perhaps a few collectors thrown in for

good measure. "Yes, a man may learn from salesmen, and the salesman is entitled to serious, courteous consideration, but I'm convinced that, so far as the retailer goes, I'd rather be a purchasing agent. It isn't quite so hard on the nerves."

As we parted I thought he had sized up a picture which would be familiar enough to most of us to paint it in printer's ink, so here it is.

Hugh King Harris.

Father wants the family to take a summer trip that he can afford but it would hardly be worth packing for a little trip like that.

Uncle Bob thinks he knows the value of a dollar but he doesn't. He holds on to it as if it were worth 50.

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooft, 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.

"Sinews of War" in Hard Pressed Old England.

A most important element in business permanence is stability. We in America have lacked much of that up to now because of the ease with which we have been able to change from one occupation to another. But out of the welter of readjustment which has lately come to the grocery business we are apt to develop a fixity of occupation which will be all to the good for our calling. In fact, we cannot hope to remain prosperous grocers unless first we hold the mental attitude that we are to be grocers all our lives.

It may seem strange to say so, but I have always regarded the complicated money system of Britain as a great advantage to business men. For one cannot operate such a system with any loose thinking or sloppy approximation of figures. Consider, for example, the following question in a recent examination of the Institute of Certified Grocers, London:

"Make out a bill for the following: 1½ lbs. tea at 2/10 per lb.; 16 lbs. loaf at 3¼d per lb.; 14 lbs. granulated at 2¾d per lb.; ¾ lb. coffee at 2/2 per lb.; 3 oz. cloves at 5/4 per lb.; 12 sheets emery paper at 3/8 per quire; 21 lbs. soda at 7 per cwt.; 1 pkt. starch, 4 lbs. 6 oz. at 6d per lb.; 1½ lbs. butter at 1/11 per lb.; 1 lb. 12 oz. cheese at 1/3 per lb.; 2 lbs. 6 oz. bacon at 1/10 per lb.; 20 eggs at 2/3 per dozen."

Note that such figures as 2/10, 2/2, 1/10 mean 2 shillings ten pence, 2 shilling two pence, 1 shilling 11 pence; that "d" is the sign for pence (pennies) that 7/- is 7 shillings; that cwt. (hundredweight) is not 100 lbs. but 112 lbs., and we shall be able to glimpse what complete abstraction must be developed to figure English bills correctly.

Let us further consider the daily problem of computing margins on a percentage basis with such a system of currency and we may be able to see that English grocers are educated both ways from the collar. Indeed, they could not turn around, as our saying is, without an arithmetical equipment far more complete than ours usually is.

Such facts may help explain why an Englishman is deliberate in his ways and a bit "slow" to answer a question. He does not "make it snappy," as we like to do with our exceedingly simple system, for his habit is to think of a question and get all its bearings before he attempts an answer, but by the same token his answer is likely to be correct.

We also have here an explanation of why the British apprenticeship system of old and its present day successor, the Institute of Certified Grocers, always have involved such an extended time of education; and finally how and

why young men and women who enter on this course are apt to have decided in advance that they are to be grocers for life.

One more: Under another question we find this: What is the difference between dry salt cure and tank cure? Which method is commonest and why? Describe the difference between a York ham and an American L/C both as regards cure and keeping properties, and state what in your opinion would be the amount of evaporation in one month. The cost of sides is 127/- per cwt. Cut up a side weighing 2 qrs. 5 lbs. into 10 pieces to show 17½ per cent. profit on return and arrange to include in these cuts 4½ lbs. corner cut at 1/8 and a hock of bacon 8¾ lbs. at 9d. Show how you calculate your percentage.

Notice that above deals with "sides" at 127 shillings, say \$30.48, per cwt., or 112 lbs.; and that the side in question weighs 2 quarters, as I interpret it, 5 lbs. But I am a little rusty on "quarters" so I am not certain about it all. It is easy to see, however, that these men are in every sense fully educated when the Institute is willing to "Certificate" them.

Another element of stability and therefore permanence in British grocerdom is the willingness merchants evince in that poverty stricken land to contribute money for the continuance of their industry on a sound basis. England is about the size of Florida and holds 45,000,000 people. The Institute is twenty-one years old. Its aim may be quoted thus: "To increase the prestige of the grocery trade by ensuring an adequate supply of business men and to inspire these men to have a pride in their calling and a desire to raise their status in life."

Last year 2,000 candidates "sat for their examination" and the initial membership of 250 is now some 3,250. Now the Institute has purchased its own home, a three-story house at 50 Doughty street, London. An Englishman would be willing to smile if I should pun on the appropriateness of Doughty as descriptive of the Institute itself; but the house is next door to where Charles Dickens lived when he wrote some of his most celebrated stories as Queen Victoria ascended the throne in 1837. Thus do tradition and progress constantly blend in Old England.

This new home is purchased outright. The Institute goes into it free from debt, its building and endowment fund being 6883 pounds and odds, say \$33,383.33, contributed by its members and those manufacturers and wholesalers as have continuing interest in the welfare of the grocery trade. Let us note in passing that chains, or "multiple shops," organizations are members along with individual grocers, without prejudice either way.

We have a land somewhat over fifty-two times the size of Florida, with resources literally unlimited and only 120,000,000 people. Yet our own National Association, now in its thirty-eighth year, has only 14,000 members and, despite many apparent sources of revenue, does not own its own home. Moreover, the minute a manufacturer contributes, directly or indirectly, to

(Continued on page 31)

GRAND RAPIDS LOOSE LEAF BINDER CO.

Manufacturers of The Proudfit Loose Leaf Devices.

Factory and Executive Office

10-16 Logan St., S. W.

Grand Rapids, Michigan

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

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

WHITEFISH and TROUT
By Air Daily
from Lake Superior Region.
GEO. B. READER
1046-1048 Ottawa Ave., N. W.
GRAND RAPIDS, MICHIGAN

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Pancake Flour

Rowena Golden C. Meal

Rowena Buckwheat Compound

Rowena Whole Wheat Flour

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM
NEWS

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

The
Superiority
of—



RED STAR YEAST

RED STAR Compressed Yeast is the result of over 47 years of research and manufacturing experience. It is Rich in Vitamins and being a cereal product its Purity and Uniformity is unquestioned. The freshness of RED STAR YEAST is assured by regular deliveries to you in sanitary foil wrappers.

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c

Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

Main Office - Milwaukee, Wisc.

Detroit Branch—1234 W. Fort St.

Grand Rapids Branch—515 Division Ave., S.

★★ STRICTLY INDEPENDENT—SINCE 1882 ★★

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Problem of Determining Quality and Price.

Buying a particular quality of meat the year round is usually no easy task as every man experienced in the retail meat business knows. Quality in a cut of meat to a customer means tenderness, taste and appearance of the cut; but to a meat dealer quality includes also certain other factors. A dealer wants to get as many pounds of desirable meat as possible from each side or wholesale cut, so he thinks of conformation, finish and class as well as the characteristics which indicate tenderness, taste and appearance. At least seventeen different characteristics are used in the grading or classification of a beef carcass by the experts in the Department of Agriculture. The problem of determining quality is further complicated by the fact that there is no positive standard for any of the factors which determine the grade or quality of a carcass. "Absolute exactness is impossible. This is due partly to the fact that each individual carcass differs somewhat from every carcass; hence no given carcass can be taken as a sample exactly typical of a large number. Another difficulty lies in the fact that there are practically no mechanical devices to aid the grader. The beef grader, therefore, must depend almost entirely on mere observation and a constant matching of the thing observed with a set of ideals or pictures which he carries in his mind." (U. S. Department of Agriculture Bulletin 1246, pages 4-5). Only years of experience and careful study in handling fresh meat enables a man to become an accurate judge of meat quality and grades. This means that during the interval he probably has made many mistakes, and so often has failed to get the quality of beef and other fresh meats his trade wanted.

After a retail meat dealer has learned what particular grade suits his trade, he has the problem of being able to pick out the quality from the supply available in the wholesale cooler. Most retail meat dealers must rely upon their own judgment and select their own carcasses from those constituting the supply in the packing house cooler, or else they must depend upon the judgment of some salesman or of the men in the ice boxes of some wholesaler or jobber. Experience seems to have taught most retail market managers the importance of personally selecting their beef and other fresh meat. Sometimes personal selection is unnecessary; but usually in these cases someone is paid for rendering this service.

At times the seasonal changing of quality in the supply of beef and other fresh meats available on the market complicates the problem of selecting the particular quality wanted to please the trade of a certain market. There are certain months of the year when certain grades of beef cannot be had. This is the time when the quality market operator has difficulty in find-

ing enough of the grade he wants. He cannot afford to have anything but the best obtainable, so he must pay not only the top price, but he must often buy at an increased price from wholesalers or jobbers who make a specialty of selecting the best from every source available.

At times the men operating the low price markets find it hard to buy the particular quality needed for the trade. The price-quality market manager has the same problem in an intense form for he must constantly find the best middle grades for his trade from the carcasses on the books. When prime and choice grades are in small or short supply, he finds prices for the grades he wants are quite high—often too high for his trade. When there is a good or liberal supply of the best grades, he can get a better quality than usual for the same price he had to pay for a lower grade some time before. However, if he gets much of the better quality, he may lead some of his customers to expect that quality all the time and to object to the lower middle quality he must buy at other seasons to keep within their price limit.

Every retailer needs to estimate every time he prepares to buy just how much of each kind of cut he expects to sell during the next few days after he buys. His thinking must include all the factors which will determine the demand for the particular kinds of cuts to be had from the carcasses he buys. He gets only so many pounds of roasts, and so many pounds of stews from each side of beef, veal or lamb. Yet a sudden wave of cold weather may result in a greater demand for roasts and stews, just as warm weather may bring an increased demand from almost all his trade for steaks, chops and other meats quickly and easily prepared. This varying demand for the different cuts requires a careful noting and study of the factors which will determine the quantity of sales to be made within a few days in any meat market. No dealer wants to disappoint a customer by not having the particular cut for which she asks; yet he knows that to get that cut may require the purchase of more of the roasts or steaks which already fill his cooler. Satisfaction to customers, rate of turnover, shrinkage and spoilage of meat are all involved when deciding just how much of each particular kind of meat shall be bought on a particular day for the expected sales of the next.

After a retailer has selected the sides or cuts he wants for his trade, comes the matter of the price he is to pay. Fresh meat prices vary from day to day—sometimes they are different at 3 p. m. from what they were at 5 a. m. that same day. The shrewd retailer tries to get meat at the lowest price for the grade he is buying, and so finds it necessary to size up the salesman from whom he is buying, to estimate very closely the prices to be expected, and to adapt his buying tactics to the market. If he feels that prices for his grade should be a bit lower than they were yesterday, he will talk to the salesman in one way; but if he expects that prices for his grade will be somewhat higher than they were

(Continued on page 31)

ASSOCIATED TRUCK LINES



The Outstanding Freight Transportation Line of Western Michigan.

State Regulation means Complete Protection.

ASSOCIATED TRUCK LINES

Phone 93401 108 Market Av.. Grand Rapids, Mich.

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



ABE SCHEFMAN & CO.

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

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

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

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

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.

Systematizing the Hardware Dealer's Advertising.

The best indication of the value of newspaper advertising is the fact that a larger proportion of merchants in all lines of trade are advertising to-day than ever before.

There are numerous retailers, however, who shrink, not from the cash outlay involved, but from the extra amount of mental and physical labor entailed by newspaper advertising. As a result of this shrinking, either they do not advertise at all, or their advertising does not produce the results it should.

In the average hardware store, no member of the staff works harder or more diligently than the proprietor himself. He supervises everything, and, more than that, he does a little bit of everything—often far more than a little bit. He is not merely the proprietor of the business; he is one of the clerks and half a book-keeper as well.

So when the advertising solicitor for the local newspaper calls to discuss the regular use of printers' ink, the hard-worked hardware dealer is apt to protest:

"Oh, I dare say advertising is all right. But where am I to find the time for a lot more work?"

The answer is, "Cut out waste motion."

There are two classes of work which made advertising the bane of a lot of hardware dealers. There is the real work of preparing "copy." And there is the imaginary work.

The imaginary work involved is often far greater than the real work. It arises through a misconception of what advertising should be. A great many hardware dealers look upon the preparation of an advertisement as they would upon the writing of a novel.

"Why, I can't write advertisements," protested a dealer one day, when solicited for a contract. "I haven't the least idea how to put words together. I've never written a line of anything in my life. I mean, anything literary. Oh, yes, I did try a little poetry—"

Just then in came a carpenter. He wanted a good saw. And the hardware dealer had a saw he knew was good, and he proceeded to explain to the carpenter just how and why that saw was good. After the sale was made, the hardware dealer turned to the advertising solicitor and resumed his unfinished protest. The solicitor interrupted him, with a grin:

"You infernal liar—you told me just now you couldn't write an advertisement."

"W-what?" sputtered the astonished man of putty and nails.

"Anyone who can sell a saw the way you sold that saw can write advertising about a saw. Anyone who knows the hardware business as you do, and who understands how the other fellow looks at the hardware business, as you do, and can spell and figure—such a

man can prepare advertising copy. All a chap like you has to do is to imagine that he's talking to a customer—and then write down his arguments—and then trim them to fit his space. Sign that contract on the dotted line, please."

There is one of the greatest difficulties in preparing advertising copy—one of the great imaginary difficulties. The hardware dealer imagines he cannot do it at all. He imagines an advertisement is a literary production—whereas it isn't. He imagines the preparation of copy is a job for a \$100,000-a-year specialist—whereas in his case it isn't. He imagines the preparation of advertising copy by a hardware dealer who knows hardware and can sell it is impossible—whereas it isn't. He imagines too much. All he needs to know is that he can do the thing; that writing an advertisement about a saw is just the same thing as talking saws to a customer, only that the talk reaches hundreds of customers and prospective customers instead of one.

Getting the imaginary work out of the way, what about the real work? Real difficulties do exist. They are fairly numerous. They are difficulties of time and place, and of habit, and of lack of method. The hardware dealer who is unsystematic in everything else will have the most trying and unsatisfactory experience with his advertising.

A little headwork will save a great deal of time and trouble. Suppose an advertisement is to be changed every day, the change of copy to reach the newspaper office by 11 a. m. on the day of publication. The first thing for you to do is to make up your mind that the advertising copy must reach the newspaper office never later than 9 a. m.—preferably 8:30. It is still better to get your advertising in the afternoon previous, or even a full day ahead of schedule. Never crowd the margin; always allow plenty of spare time. Keeping a day ahead is merely a matter of starting a day ahead and never missing. It is just as easy as getting your copy in at the last minute.

It is good policy to have a set time each day in which to prepare your advertising copy—that is, if it is to be changed daily. If not so often, then have your set time every other day. It might, in the latter event, be better still to take a little time one day to arrange your ideas and the same time next day to whip them into shape.

But have your specific, regular time for the work. If you set aside, say, a half hour each morning for your advertising and nothing else, if then you concentrate on your advertising copy to the exclusion of everything else, it will take less time for the work and you'll produce better copy. Incidentally, the morning hours are usually quiet, and you have more opportunity than for such work.

There is no greater mistake than to leave the preparation of advertising copy to chance.

"But I've got to do it when I feel most like it," the hardware dealer objects. "I can't sit down at a certain hour and write an advertisement in a

few minutes. I may not be able to think of anything."

Here, again, a little systematic preparation will make the task a great deal easier.

First, get into the habit of looking ahead. Each day, when you finish the one advertisement, as yourself, "What will I advertise to-morrow?" Some merchants have their advertising programmes mapped out for days and weeks ahead. They may vary the programme on the spur of the moment to admit some exceptionally appealing or timely idea; but if no such idea crops up, the programme has a topic ready to hand.

Knowing in advance what you will feature to-morrow or next day, if an idea occurs it is an easy matter to jot it down. Ideas often crop up when you are selling. Make a note of these. Such notes are valuable ammunition when it comes to preparing your advertising.

Systematic accumulation of material is desirable and helpful. One merchant keeps a big scrap book. Every day he clips out his advertisement and pastes it in this book. If some other merchant's advertising strikes him as good, he saves that, too. If something in the trade paper looks good to him, he clips and saves that. He doesn't try to save everything, but he does save the cream of advertising—the ideas apt to be of real value to him.

Suppose he sits down some morning to prepare his copy. He has a topic but no ideas on it. He turns back to the same day last year or the year be-

fore, or to the same week or month. He is pretty sure to find something that can be made over or adapted to the pressing needs of the moment.

A scrap book is far from the most convenient method of saving such material. A card index is perhaps better, or a folder or a series of folders in a vertical file. Folders can be set aside for various topics or seasons. The main point is, however, to have some kind of arrangement for preserving ideas that are worth preserving so that, when you need them, they'll be where you can readily find them.

But don't load up with non-essential, perfunctory or valueless stuff.

And above all, don't make a mountain of work out of your advertisement. It doesn't pay. Suppose you know what you are going to advertise—hammocks or garden tools or insecticides or stoves. Sit down and ask yourself questions. Suppose you are trying to sell Jones a hammock. What can you tell him in this advertisement that will induce him to come to the store and look at your hammocks? What worthwhile result will it produce—for Jones? Get the other fellow's viewpoint; and then write your advertisement just as if you were talking to him in the store. And then condense your material until you have just the salient points what will fit your advertising space.

That way you'll produce good advertising copy, which is what you are after.

Victor Lauriston.

Co-operation requires two parties; the management can't do it all.

Michigan Hardware Co.

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

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

BROWN & SEHLER COMPANY

Automobile Tires and Tubes
Automobile Accessories
Garage Equipment
Radio Sets

Radio Equipment
Harness, Horse Collars

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

GRAND RAPIDS, MICHIGAN

Chic Details Refresh Jaded Summer Wardrobes.

Summer has achieved its stride and is likely to continue in it for a number of weeks to come. In the meantime demands upon the wardrobe are unabated. Washable cottons and washable silks are having ample opportunity to prove—or disprove—their tub-worthiness. Bathing paraphernalia is working overtime. Dark clothes for town and pastel chiffons for country formalities are beginning to show signs of wear. In fact it is the time of year when the most generous of Summer wardrobes begins to sag perceptibly under the strain.

The moment is at hand, then, for a session of refurbishing, of reviving a somewhat jaded collection of clothes by a few deft and well-placed touches. It is pretty late to indulge in any extensive purchasing of Summer clothes, and certainly too early to get into Fall clothes, so it behooves one to consider certain excellent makeshifts that fashion places at one's disposal.

Perhaps the most satisfactory investment at this season of the year is a new hat. There is nothing like a becoming new hat to revive lagging spirits and rejuvenate a costume. The hat that is bought now may well be of advanced design, for Fall millinery is already upon the scene. A pastel felt hat, quite summery in appearance, may boast the new double brim treatment that Patou, Alphonsine and divers other modistes have sponsored for Autumn wear. A beret of rough straw or fabric may have the new draped effect that distinguishes the early Fall berets by Agnes and Patou. Felt, Old Faithful among all-year-round hat materials, steps into the midsummer fashion picture with complete eclat and in any one of the new browns, darkish greens or blues will carry on successfully into Fall.

A new blouse to wear with a sports suit or dark cotton or silk town suit is another small investment in chic that justifies itself. A fresh pressing for the dark cotton suit and a smart new blouse will work wonders in both feelings and appearance. Flat crepe is a happy choice for a between-season blouse of slightly formal nature. For sports wear a blouse of one of the numerous striped shirting fabrics or of sheer jersey or light-weight wool in a novelty or lacy weave will do as well in early Fall as in the middle of Summer.

And not so remote from the blouse is the separate jacket. A new one at this season, in a bright color can resuscitate a sleeveless tennis dress with great success. One might also indulge in a new hatband to match the afore-said jacket, and, thus equipped, look Summer in the eye with new zest. However, it need not be anything so momentous as a hat or blouse or jacket that will fan new life into a wavering wardrobe. The world of accessories is full of a number of smaller things that are capable of working minor magic for a costume.

There is, for instance, a wealth of material in what is known as the "lingerie touch," ranking high in fashion's favor this year. A collar and cuff set of interesting design in fine hand-drawn linen, in crisp organdy, in

pique, georgette, silk or lace has notable powers or rejuvenation for a plain or printed silk dress that has lost its pristine freshness. A good-looking gilet or vestee has been known to save many a veteran costume from the discard.

Nor should the 1930 bumper crop of artificial flowers be overlooked by those seeking refreshment for a weary wardrobe. Decorative nosegays and boutonnieres devised by the best-known couturiers, made of all sorts of materials, sound a note of definite chic. There are flowers of various cottons, of patent leather, of felt for sports, street or other day-time wear; there are more sumptuous bouquets for evening.

Flowers for evening run into generous proportions. Among the most popular are Patou's big bunches of violets that he showed at his mid-season collection in all sorts of colors and color combinations. These are worn tucked in one's belt or pinned on the shoulder. In white they are very lovely with either black or white; in colors they add a smart accent to pastel dresses.

One of Chanel's most attractive evening bouquets consists of two huge poppy-like flowers, one of pink and one of black mousseline de soie. Worth, Patou and Lelong all showed evening flowers made of horsehair at the last openings. A Summer evening dress of pastel coloring is effectively refreshed by a new and imposing flower in some deeper harmonizing color that may be repeated in shoes dyed to match in a piece of jewelry or an evening bag.

Speaking of jewelry, the Summer array of smart and inexpensive costume jewelry is a means of reviving interest in an ensemble. Large galalith or prystal bangles, worn in pairs or in threes in attractive color harmonies, add a dash of chic to an unassuming sports outfit. Evening jewelry is particularly festive this Summer, and a necklace or large and sparkling earrings, one or two bracelets, a rhinestone pin or clip are worthwhile additions to one's evening accessories.

In the mid-season search for incidentals that will make or remake an ensemble, scarfs should not be overlooked. They are admirable accessories to gaiety in sports clothes. A triangular scarf—that may be worn around the head or shoulders—and a handkerchief to match—of printed cotton or silk—are brightening touches for a somewhat hackneyed Summer sports dress.

Shoes and handbag to match, in linen or crepe or calf, have a way of smartening an ensemble.

Specialty Manufacturers Betray the Wholesale Grocer to Chain Store.

The other factor contributing to the demoralization in the food trade during the past few years is the betrayal of the wholesale grocery trade of this country by many of the food manufacturers with whom we deal. There are some food manufacturers to whom this charge would not be applicable, but it would be with no great difficulty that a large number could be enumerated. By their buying power made possible by unlimited financial

resources, large chain store systems have become the practical masters of most of the food manufacturers in the United States, and I am not prepared to believe that these manufacturers are the unwilling subjects of their masters.

That the chain stores are enjoying to-day special rebates, so-called advertising allowances and subsidies from most food manufacturers is a matter of common knowledge to those in the industry. Notwithstanding this fact it would be difficult indeed, almost impossible, to find a manufacturer who would frankly acknowledge that he was thus betraying his wholesale and retail distributors. On the other hand up to this time, in spite of such conditions as this, we have, as wholesalers, for the most part approached the line of least resistance in the distribution of the manufacturer's products. The brands that are widely used as cut price baits have been the brands that have seemingly received our preferred attention.

It is gratifying to note an appreciable change in that attitude on the part of the wholesale grocer and I predict that with the passing months and years there will be found in the stock of wholesale and retail grocers an appreciable increase of those brands that are not being handled by chain stores and used by them with the assistance and co-operation of the manufacturer to mislead the public and embarrass the independent distributors. It is clearly evident that wholesale grocers throughout the country are awakening to the importance of defending themselves. Along this and other lines the future promises great improvement in our industry.

No one pretends to suggest that the bait brands or other brands handled by chain stores will altogether disappear from the independent retailer's shelves, but at the same time there is likewise no room to doubt that in quite a definite way the current is to-day running strong with many wholesale and retail grocers against those brands which manufacturers are using through preferential treatment of chain stores as a means of breaking down and destroying the independent retailer.

Finally and at last the wholesale grocer and his customers are in revolt and that revolt is not an idle gesture nor will it be short-lived.

J. H. McLaurin.

The worst sin is insincerity.

Perhaps there is no more important component of character than steadfast resolution. The boy who is going to make a great man or is going to count in any way in after life must make up his mind not merely to overcome a thousand obstacles, but to win in spite of a thousand repulses and defeats.—Roosevelt.

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

Sand Lime Brick

Nothing as Durable
Nothing as Fireproof
Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

GRANDE BRICK CO.

Grand Rapids.

SAGINAW BRICK CO.

Saginaw.

Corduroy Tires

Sidewall
Protection

Made in
Grand Rapids

Sold
Through
Dealers
Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.

Jennings' Pure Extracts

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

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

The Brand You Know by HART



Look for the Red Heart
on the Can

LEE & CADY

Distributor

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

St. Joseph, July 14—Unexpected hazards present themselves to hotel and restaurant operators nearly every day. For instance, out in California a patron of a restaurant brought suit against its owner because in the process of eating a piece of pie his knife slipped and removed a portion of one of his tonsils. The court, however, generously decided that under the laws of California prestidigitators and sword swallowers were compelled to carry license plates, which, in this particular case had been overlooked and a judgment was rendered in favor of the defense.

One hotel paper queries as to whether operators should devote a great deal of time to golf, claiming that when golf becomes a business instead of a pastime, it is high time for the devotee to decide whether he will operate his hotel, or devote the balance of his existence to pushing the pill. I should say there is no possible objection to one engaging in a reasonable amount of exercise of this nature provided his employees do not take advantage of his absence from the switch, as they are very prone to do. A few days ago I happened in at a certain hotel to be told that the manager was absent on important business, which, it developed afterward, was a golf game. During the short period I was in the lobby several touring parties stopped at the entrance and two lazy bellboys allowed them to carry in their own baggage. It is reported that the owners of the hotel do not approve of such methods and are contemplating a change. At hotel conventions a ten per cent. contingent of golf players usually hold up the proceedings; the other ninety per cent. of the participants twiddle their thumbs. Important discussions are hastened because some tournament or other is carded, and no little degree of dissatisfaction is manifest. It may be true that "all work and no play makes Jack a dull boy," but reason should be exercised.

Confirmation of the sale of stock held by the Continental-Leland Corporation, which was operating Hotel Olds, at Lansing, is expected in a short time, which means that the original owners will again gain title to the property which has been in litigation for some time. The Continental-Leland was one of those chain propositions which, without any available assets, proposed to operate several prominent hotels, including the Olds, at Lansing; Detroit-Leland, and a similar establishment at Mansfield, Ohio. They rapidly drifted on the rocks, as was bound to be the case. The Detroit-Leland was rescued by the Bowman syndicate and now it looks as though the Lansing and Mansfield propositions would be saved. Especially in the case of Hotel Olds, under ordinary circumstances there never would have been any embarrassment if there had not been too much ballast aboard in other places. George L. Crocker, manager of the Olds, will continue in that position under any circumstances, his showing of results having been most satisfactory.

Samuel H. Joy, 79, who has conducted a hotel in Battle Creek for many years, died in that city last week. For years he was at the head of a theatrical organization, known as the Joy Family, and his hotel was known by that appellation also.

Many friends of Henry J. Bohn, editor of the Hotel World for half a century, will be glad to know that his condition is improving, and while he is by no means his former self, has hopes of ultimate recovery from a very se-

vere illness. It was my pleasure to visit Mr. Bohn at his Morgan Park (Chicago) residence, the other day, and now comply with his wish to be remembered to his old associates.

Also I tropped in on Ward B. James, general manager of Hotels Windermere, Chicago, for a brief visit the other day, and found him busy. His job is naturally a strenuous one, but naturally he is used to active service and eventually will receive his reward, even if it comes in the form of a further visit from the writer.

Many Michigan Association friends of Stacy Van Valkenburg, formerly of Hotel Jefferson, South Bend, will be interested in knowing that he has disposed of his hotel holdings and has retired from active service.

Discussion over the payment of commissions by hotel operators for the purpose of securing business still continues at the sessions of various organizations and will continue to the end of time. There are many methods of securing business and there are many operators who look at them from various angles. There will be one who will advertise his advantages to hotel men only, another who will appeal to commercial men, etc., but each operator will act independently just the same.

What is to be done with the safety razor blade, after it has been discarded by the user, agitates hotel men. They don't object to their being left on the towel rack, but prefer not to have them cast adrift in the mass of used linen, or in waste baskets. The Pullman company supplies a receptacle for these blades and it is not unlikely that the individual who conceived the idea of supplying bottle openers to guest chambers may be able to solve the problem.

Reno G. Hoag, known in story and song to all of the older Michigan hoteliers, and who is now operating the Hotel Lafayette, at Marietta, Ohio, doesn't sit down and sob just because there doesn't happen to be a boom on in hotel affairs. He puts in his time raising vegetables for his hotel instead of indulging in other sports of the arena. At that he reports increased business in all departments.

C. B. Southworth, who, in addition to being proprietor of the Park Hotel, Monroe, is also mayor of that thriving city, is getting his police force to co-operate with him in spreading the information that his is a friendly town. Of importance to the tourist or visitor is the information that no arrests are to be made for minor infractions of traffic regulations.

Many tourist organizations are discussing the mosquito problem. It is a most important one and one which should interest organized effort on the part of not only resort operators, but everybody living in infested districts. And it can be accomplished if enough attention is paid to the source of propagation of these pests. In my own experience I have found satisfactory results obtained by spraying kerosene oil in all low, damp places and disposing of old rubbish, especially tin cans. It is a matter of the utmost importance even if the pest itself doesn't size up that way.

In Honolulu millions of dollars' worth of tourist business is sacrificed each year just because of this plague. And it could be easily handled there if they would only take it in hand instead of talking about it at noonday luncheon clubs. In that particular city are hundreds of so-called "paddy fields" where rice is propagated. They comprise small ponds of stagnant water, the playground and propagation plants for mosquito raisers. It has been

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.

Cafeteria -:- Sandwich Shop

CODY HOTEL

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RATES—\$1.50 up without bath.

\$2.50 up with bath.

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HOTEL CHIPPEWA

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

150 Outside Rooms

Dining Room Service

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Warm Friend Tavern Holland, Mich.

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

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Moderately priced.

Rates \$1.50 up.

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MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

Columbia Hotel

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CHARLES RENNER HOTELS

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

Park Place Hotel

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Rates Reasonable—Service Superb

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LARGEST HOTEL IN LANSING

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

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In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

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Wolverine Hotel

BOYNE CITY, MICHIGAN

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

HOTEL OLDS LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

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Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWART R. SWETT, Mgr.

Muskegon -:- Michigan

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

suggested to the authorities there that a free distribution of rice raised elsewhere would eradicate these tuneless little beings, but so far as my information goes they are still talking about them. It is to be hoped that this effort to get rid of the pests at summer resorts, will get beyond the conversation period.

Hotel King, at Reed City, will hereafter be known as Hotel Osceola, and, as has been previously announced, will be conducted by the new owner, F. E. Doherty. Decorations and refurbishing have been indulged in to the degree that it is practically new. This applies to every department, including guest chambers. Nearly half of its forty rooms have been supplied with baths and tile floors have been laid in bath rooms, halls and lobby. A complete laundry has been installed, and the kitchen equipment has been made strictly modern by the addition to it of dish-washing machinery, new ranges, refrigerators, steam tables, etc. Mr. Doherty believes in Reed City, because of its advantageous location, in addition to many other features and I happen to believe in Mr. Doherty because of his record of accomplishments in other fields. The Dohertys are all "going" institutions.

A meeting of the Detroit Hotel Association was held at Hotel Royal Palm, that city, the other evening, with Manager Loos as host. In addition to disposing of a large business program, a large dinner also was absorbed.

Carter P. Brown, operator of Castle Park, near Holland, has opened his resort for the season.

R. D. Coats and Graham Farley, Grand Rapids, have opened the Airport Villa, official restaurant of the Grand Rapids airport. There is a new building and complete new equipment. It is next to the clubhouse and will be managed by Miss Lee Shaffner, formerly with the Pantlind coffee shop.

And now the manufacturers of maple syrup want the farm board to help them out somehow. The maple trees are giving down too freely and they want the output reduced. Here's where the hotel keeper is missing a chance. There are too many desert hash houses, and too many opportunities to sleep in haymows and upon corn husks.

Edgewater Club, Charley Renner's beautiful resort, right on the Lake Michigan beach, at St. Joseph, is at once attractive and most accessible from every direction, including Chicago, from which city, in addition to railroad, there are the wonderful scenic highway, busses and also Goodrich line steamers. At the club house proper are the lobby, two dining rooms, a large banquet and dance hall, besides fourteen guest chambers, all most comfortably furnished. Then there are several large cottages, adapted to every requirement—for the use of entire families or the single individual. The cuisine, as would be naturally expected, is fully up to the Renner standard of excellence, the food selections being so varied that one never gets even a suggestion of sameness. While there it was my great pleasure to again meet with ex-Governor and Mrs. Miguel Otero, of New Mexico. These interesting people had been on an official visit to Washington, and are stopping over on their return trip to enjoy the beauties of Michigan and, incidentally, Renner hospitality. This worthy couple are certainly most interesting. The Governor, in New Mexican pioneer days, was a large ranch owner, devoting much attention to sheep raising, but frequent increases in the tariff rates on wool, for the protection of the unshorn lambs, has made wool-raising unprofitable and a joke,

as it were. He is an author of National reputation and is of the executive committee of the American Green Cross Association, formed for the purpose of conservation of timber, etc. The Oteros have asked me to stop off and pay them a visit at Santa Fe, which I purpose doing, and of which visit Tradesman readers will hear something in the near future.

Also, at the Edgewater Club it was within my province to participate in a luncheon given in honor of Father Cavanaugh, on the occasion of the twenty-fifth anniversary of his advancement to the presidency of Notre Dame University, at South Bend. A most highly esteemed and honored individual, indeed, and most certainly deserving of the best the world affords.

It seems to me that for tourists and resorters in the Middle West, the Edgewater Club offers decided advantages over almost any other similar institution, from the points of easy accessibility, economy, wonderful bathing facilities and quiet, for such as desire it. It is operated on the American plan. Here is a sample of their food offerings:

Fruit Cocktail	Consomme
Chicken Broth, with Rice	Sweet Pickles, New Onions, Celery
Fried Spring Chicken, on toast	Filet Mignon, with Mushrooms
Breaded Veal Cutlets, Tomato Sauce	Assorted Cold Meats with Potato Salad
Creamed Potatoes	Potatoes Au Gratin
New Asparagus, Butter Sauce	Buttered Beets
Lettuce and Tomato Salad	Blueberry Pie
Ice Cream, any flavor	Red Raspberry Tart
Beverages	

Am in receipt of an interesting letter from Howard V. Heldenbrand, of the "Hildy" family, who is now taking a course in hotel operation at Cornell University, and in which he expresses gratification for the recent Tradesman article on "Hildy" activities. Once in a while I get just such a letter of acknowledgment, which makes me feel that the work I am engaged in, is worth unusual painstaking.

Luncheon clubs are most certainly the order of the day and the hotel man who can cater to them at a profit is truly a lucky boy. It is a fact, however, that very few are doing so, and I often wonder why some economical improvement cannot be installed which will in no wise detract from the merits of the meal offerings, but at the same time allow the caterer something for his enterprise in serving them. At hotel Heldenbrand, Pontiac, the various clubs enjoy privacy in comfortable dining rooms, but make their own selections at the cafeteria. By this method, the individual who indulges in copious food offerings, can eat to his satisfaction, while the dieter also accomplishes his purposes. By the same method there is no waste and the costs are certainly no more than by the other method of serving.

Thomas Edison, in a recent interview on aviation, certainly took occasion to say something terse on the question of endurance flights. He maintains that "they are just cheap circus stunts, add nothing to scientific research and detract from the real advancement in that profession." Which seems to be true. When we look back five years, we can realize that except for the size of the ships, there has been little or no improvement in equipment and the ratio of fatalities has increased by leaps and bounds. There has been no visible evidence of any improvement in safety facilities. It is the old story—engine troubles, instant death. Forty-one per cent. of all aviators enrolled five years ago have gone to their final reward through fatalities, and yet no step has been taken to reduce such contingencies.

The foundation for the addition to Hotel Elliott, Sturgis, is already completed, and work will now progress rapidly. The very first thing we know the traveling public will be enjoying these improvements and no doubt will show their appreciation of same.

There is much agitation over possible revision in the calendar. There is also every reason why this improvement should be made. Possibly when this moment arrives somebody will also devise a method by which one standard of time will be accepted universally. Of course, there has never been a single valid reason why the railroad should be operated on one kind of time and the factory on another. The hotel operator will certainly hail with delight any stabilization of this system. Ninety-nine per cent. of the queries made of hotel clerks is concerning this one item and even at that the ordinary person after asking the question will not be satisfied until it is verified by at least three competent persons.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 15—The Orangemen held their anniversary of the Battle of the Boyne in the Canadian Soo on Saturday. Over 5,000 were in attendance. It was the 100th anniversary of the order in Canada. From early in the morning the different lodges with their life and drum corps gathered at the ferry dock, where they were met by the Canadians. The only drawback was the rain, which set in for the afternoon, spoiling the parade which was scheduled to take place. The activities were transferred to the Arena and were a successful celebration, in spite of the rain.

Frank Charles has opened a refreshment and confectionery stand at the State park, near Brimley. This park is fast becoming popular, being situated on the shore line with splendid bathing. Cool water breezes make it an ideal place for the whole family to spend the day.

For another five years Isle Royal will continue to be closed for all hunting. The Conservation Commission at its July meeting renewed the closing order, which would expire October 25 of this year. Except for the great moose herd there is little wild life on the island, which would be hunted or trapped except for a few coyotes and some beaver.

The new bus service between the Soo and Newberry, operated by Booth Bros., went into effect Saturday morning. Four busses are on the line—a passenger bus, two combination busses for passengers and freight and a local freight bus. The new passenger bus will accommodate twenty passengers. It will leave Newberry for the Soo at 9 a. m., leaving the Soo at 3 p. m. The combination leaves the Soo at 9 a. m. and returning leaves Newberry at 3:30 p. m. Both run daily. The local freight bus leaves the Soo at 9 a. m. and runs to Hulbert. The fourth bus, a combination, leaves the Soo daily for Trout Lake. The busses are all new equipment and will enjoy a good business.

The Cedar Inn, at Cedarville, has opened for the season and is enjoying a good patronage. Many from the Soo and surrounding places are taking advantage of the good meals which are making the Cedar popular.

The Chris-Craft speed boat, Silver Wings, owned by the Chris-Craft Sales and Water Taxi, carried 1,105 passengers during the month of July, according to a report made by Milo Gosner, one of the managers of the company. The water taxi is proving very popular and gratifying to the owners.

When it comes to shifting gears the new motorist is in a clash by himself.

For the first time in seven years the old mission church, at Mackinac Island, was opened for public service

July 13, when the 100th anniversary of the dedication of the building was observed. The service was arranged by the congregation of the little stone Congregational church and their summer pastor, Rev. H. B. Johnson, of Clare, preached the sermon. The choir of that church, combined with the choir of the Episcopal church of the Island, had charge of the music. The old mission church was founded in February, 1823, by Rev. William M. Ferry, a Presbyterian clergyman. It started with a membership of eight and was the first Protestant church in the Northern section of Michigan.

Thomas H. Shamy, of New York, has arrived at Mackinac Island and will again open his art and rug store.

Captain Joe Beach, of the Taquamenon Boat Service, started the floating cafeteria Sunday. Hot and cold lunches, refreshments, candy and souvenirs will be on sale.

There are still a number of hotels in Michigan that operate with two price schedules during the summer season, but few of these are in the Upper Peninsula. Those that have two rates for the same class of service are going to be the losers in the long run, as they will be well advertised by those who are over-charged. Charging double for rooms and meals during the season when the tourists are with us is a practice which should be discouraged on every hand, and there are agencies at work that are trying to bring this about. We want the tourists, and they are entitled to be treated as we would expect to be treated in any other section of the country.

William G. Tapert.

Chain Store Syndicate Gone To Smash.

The Clarence Saunders Stores, Inc., owning about 150 chain stores in the South, has gone into voluntary bankruptcy. Attorneys for the concern admit that the corporation is insolvent. Continuance of business at a loss was rendered impossible by the action of a banking syndicate in refusing to renew a loan of \$500,000.

Wm. Murphy & Co., Harrison, undertaker, dealer in groceries, stationery and drugs, writes; "Would not like to conduct business without the Tradesman. I can keep posted on market conditions and enjoy the different articles, especially those on the chain store situation. Keep up the good work."



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
in connection

DRUGS

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

Michigan State Pharmaceutical Association.
President—John J. Watters, Saginaw.
First Vice-President—Alexander Reid, Detroit.
Second Vice-President — F. H. Taft, Lansing.
Secretary—R. A. Turrell, Crosswell.
Treasurer—P. W. Harding, Yale.

There Is a Difference in Fountains.

When I was a small boy living on my uncle's South Jersey farm, away back in the early '80's, like most boys, I had a sneaking fondness for soda water. At that early date, ice cream soda was unknown at the average fountain. The most popular drinks, then, were vanilla, strawberry, pineapple and lemon. A chocolate soda was hardly ever heard of.

We judged a glass of soda in those days by its "bite" or "snap," and the fountain owner that handed out a flat lifeless drink, soon got the go-by from a real "soda water" connoisseur—although I didn't know what the word meant then that's what I was, just the same. In order to be considered "A-1" a drink just had to be real fizzy.

My respected uncle sold his produce in the old Spring Garden Street Market, Philadelphia; that was when the market sheds stood right in the center of the street. Wednesday and Saturdays of each week were market days. Our stall was in the block between Ninth and Tenth streets, and I patronized all the drug store soda fountains within a radius of three or four blocks each way. There was a drug store kept by William B. Webb at Tenth and Spring Garden streets; James G. Wells had a store at Ninth and Spring Garden; and a little farther down the street, in the middle of the block, was a little Deutsche Apotheke Shop kept by Paul Bridger. There was the Stackhouse and Buckman store at Eighth and Green streets, they did quite a soda business, as the Reading Station, streets. Then there was a drug store at the corner of Tenth and Green at that time, was at Ninth and Green streets kept by Dr. Carberry. Those were the good old days when practically every drink could be had for 5 cents each.

The first time I walked into the Carberry store and stepped up to the marble counter apparatus that bore the silver name-plate of Robert M. Green, I ordered a strawberry soda, laid my nickel down on the marble slab, and nearly fainted when the dapper young drug clerk—they didn't have soda dispensers in those days—said "10 cents, please." However, I had the price, and being somewhat of a sport, I threw down another nickel and proceeded to wrap myself around that glass of fizz water.

I don't know what sort of syrup Dr. Carberry used, whether he bought it or made it from the fresh fruit, and

I am even willing to admit that there might have been a slight psychological slant to the thing, but, for some reason or other, that glass of soda tasted better, much better, than any I had ever had. It was cold, snappy, and altogether so delicious, that I didn't regret that extra nickel it cost.

In those days, a dime was a lot of money to me, and yet, I distinctly remember frequently walking past all the other fountains, where I could have bought any drink they had for a nickel, and going up to Dr. Carberry's store and paying a dime for a glass of soda at his fountain.

I knew nothing then about the mechanics of the thing—if you get what I mean—but several years later, when I started serving my apprenticeship in a Germantown drug store, I learned that there was a vast difference in the way various makes of fountain delivered carbonated water, that it was possible to draw a much colder, snappier drink from some fountains than from others. And I feel sure that it was not my youthful imagination that made me willing to pay ten cents for a glass of soda water at Dr. Carberry's fountain, when I could have bought a drink for half that price at any of the other fountains in the neighborhood, for way back yonder in our family was a Scotsman, and I am quite certain this lineal descendant of his would not have spent that extra nickel if the merchandise hadn't been worth it.

It is a long time ago, but my recollection of it is very vivid. The drinks that came out of Dr. Carberry's fountain were cold, snappy, and some how or other, just seemed to touch the proverbial "spot." And that is why one young farmer boy, when he had the price, patronized that particular fountain.

Looking back at it from this distance, it seems to me there surely must have been some good reason for a young "punkin' husker" like me, going blocks out of my way, on a hot day, in order to quench my thirst and spending a dime in the process.

Prescott R. Loveland.

Little Things That Count.

Did you ever hear the one about George, the Pullman porter? It seems that one of George's customers complained one cool night that the blanket in his berth was too short to cover his shoulders, so George scissored off six inches at the foot of the blanket and sewed it on the top. (Ayers Almanac, 1867 Edition).

That isn't a bit more illogical than it is for the manager of some first class fountain or lunch counter to file service and attention on his customers and neglect something just as important somewhere else.

It isn't sufficient that you give your patrons good service, or even extra fine service in most things, if there are other places where you are skimping. People take good service for granted—they expect it—but if you slip up on one little detail—if you neglect one trifle that your customer is accustomed to and feels entitled to—that slip is going to govern the impression carried

away from your store. Folks are a long time forgetting where not to eat and drink.

Slack service and inattention to his wants will leave your best patron with a feeling toward your store as cold as a polar bear's tail.

On the other hand, quick, courteous attention, snappy service, tempting food or drink, pleasantly served, minus cute conversation and wise cracks, will build your customers' appetites, sell more food and drink for you, and send them away smiling, resolved to come back again.

Greet your customer with a smile. Let him take his time about his order. Be patient and attentive; he's the one who will eat when he orders, so give him a chance to select something he likes and wants.

See that he gets a clean glass of cold water and that the glass is full. A partly filled glass looks too much like second run stuff.

Be sure his drink is served properly and that it is made according to directions. If it's hot, serve it in the cup instead of half in the saucer; if cold, keep it inside the glass. Serve wafers; give him a napkin. The details all serve to impress—to sell more fountain merchandise. An extra good beverage deserves extra attention to the way the customer gets it served to him.

Don't let customers be kept waiting for checks. Nothing irritates a fellow more than to have to wait around for a permit to leave after his business at the counter is finished.

These are only a few of the things

to keep your eye on while you are watching something else. It's all a matter of good salesmanship, because good service is the least tangible and most important thing you have to sell. Every fountain or lunch counter attendant should be impressed with the thought that his job is, above, all, a salesman's job and is just as important as he makes it. C. L. Taylor.

A Few Hints on Keeping Candy Stock.

The ideal condition for storing chocolate is at an even temperature of about 60 degrees, in a place which should be free from dampness, and the air kept as dry as circumstances will allow.

Do not expose chocolate to direct sunlight. Window displays should be protected from direct sunlight by the use of blinds, and the chocolates should not be placed nearer to the window pane than nine inches.

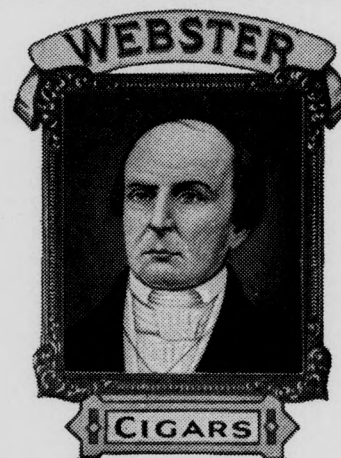
Do not store chocolate in a hot room, say above 70 degrees F., or in the space near the ceiling, where the hot air collects.

Do not store chocolate in a place where the air is damp or touching the damp wall. (Note—Chocolate easily becomes damp on the surface, and as the result some of the sugar is dissolved, which on drying leaves a white, frosty layer on the chocolate).

Do not store near strong-smelling articles.

Do not expose boiled goods, toffees and the like to the atmosphere more than is necessary. These absorb moisture from a relatively dry atmosphere.

**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**

Do not expose any confectionery to direct sunlight; it may soften and bleach it.

Do not expose fondants, creams, jelly and starch goods to a dry atmosphere. They will dry out and become hard or tough.

Do not allow flies, moths and other insect pests to take up their abode on your premises.

Do not place new stock in front or on top of old; get rid of the old first.

More Sodas in the Navy.

The Navy Department reports that a beautiful new soda fountain has been installed on the United States Cruiser Memphis, which has just sailed for Central and South American ports. This is in line with the practice inaugurated some months ago of installing a fountain on every ship of the navy. The fountain on the Memphis cost \$10,000, of which \$7,000 was used for the purchase of the fountain and \$3,000 for supplies, equipment, syrups, etc. The fountain is owned by the crew of the ship, and profits will go toward paying for athletic equipment. The ship carries 435 officers and men. The fountain and all equipment were placed on board at Baltimore.

West Indies Flip.

Break an egg in a shaker. Add one ounce of crushed banana syrup, a disher of vanilla ice cream, and a glass of fresh milk. Mix thoroughly on the electric mixer. Transfer into a 12-ounce stem glass. Top with whipped cream and grated nutmeg. Note: To make crushed banana syrup, crush fresh bananas into banana syrup.

Devils Sandwich.

Mix a heaping teaspoonful of malted milk and one of chopped nuts with an ounce and a half of bittersweet chocolate syrup. Spread on a square of

sponge cake cut the size of a slice of brick ice cream. Top with the slice of cream and top with marshmallow and a chocolate cream.

Mid-Summer Cooler.

Mix together a ladle of lemon ice and one of pineapple sherbet. Add a spoonful of crushed cherries, a dash or two of mint and transfer to parfait glass. Squeeze over all the juice of half an orange and serve with spoon and straws.

Cherry Tree.

Place a cone of vanilla ice cream in sundae dish and arrange in the cream in alternate rows, halves of red and green cherries. Pour a ladle of cherry syrup over all and decorate with a spring of fresh mint.

Golfer's a la Mode.

Place a slice of vanilla layer cake on a glass plate and cover with a slice of brick ice cream. In the center place half a preserved peach and pour over it a ladle of crushed red raspberries. Top with a spoonful of marshmallow.

Top o' the Alps.

Put two balls of ice cream into a sundae cup, pour over each a different fruit dressing and cap the top of each ball with a little whipped cream to represent snow on the Alps.

Fruit Acid.

The acid of these formulas should be made as follows: Dissolve 16 ounces citric acid in 16 ounces warm water and filter.

Ninety-eight persons out of every hundred are financially incompetent, declares an economist. But you can't get all of 'em to admit it.

Only triumphs reached through tribulation thrill.

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
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WATER WINGS, INSECTICIDES, MINERAL WATERS,
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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	Eigerson	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	@2 44
Nitric	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	@2 16
Oxalic	15 @ 25	Juniper Wood	1 50@1 75	Colchicum	@1 80
Sulphuric	3 1/2 @ 8	Lard, extra	1 55@1 65	Cubebs	@2 76
Tartaric	52 @ 60	Lard, No. 1	1 25@1 40	Digitalis	@2 04
Ammonia		Lavender Flow	6 00@6 25	Gentian	@1 35
Water, 26 deg.	07 @ 18	Lavender Gar'n.	1 25@1 50	Guaiaac	@2 28
Water, 18 deg.	06 @ 15	Lemon	4 00@4 25	Guaiaac, Ammon.	@2 04
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@1 12	Iodine	@1 25
Carbonate	20 @ 25	Linseed, boiled, bbl.	@1 15	Iodine, Colorless	@1 50
Chloride (Gran.)	08 @ 18	Linseed, bld. less	1 22@1 35	Kino	@1 44
Balsams		Linseed, raw, less	1 19@1 32	Myrrh	@2 52
Copaiba	1 00@1 25	Mustard, artifil. oz.	@ 35	Nux Vomica	@1 80
Fir (Canada)	2 75@3 00	Neatsfoot	1 25@1 35	Opium	@2 40
Fir (Oregon)	65@1 00	Olive, pure	4 00@5 00	Opium, Camp.	@1 44
Peru	3 25@3 50	Olive, Malaga,		Opium, Deodor'd	@5 40
Tolu	2 00@2 25	yellow	3 00@3 50	Rhubarb	@1 92
Barks		Olive, Malaga,		Points	
Cassia (ordinary)	25 @ 30	green	2 85@3 25	Lead, red dry	13 1/2 @ 14 1/2
Cassia (Salign)	50 @ 60	Orange, Sweet	6 00@6 25	Lead, white dry	13 1/2 @ 14 1/2
Sassafras (pw. 60c)	@ 50	Origanum, pure	@2 50	Lead, white oil	13 1/2 @ 14 1/2
Soap Cut (powd.)		Origanum, com'l	1 00@1 20	Ochre, yellow bbl.	@ 2 1/2
35c	20 @ 30	Pennyroyal	3 00@3 25	Ochre, yellow less	3 @ 8
Berries		Peppermint	5 50@5 75	Red Venet'n Am.	3 1/2 @ 7
Cubeb	@ 90	Rose, pure	13 50@14 00	Red Venet'n Eng.	4 @ 8
Fish	@ 25	Rosemary Flows	1 25@1 50	Putty	5 @ 8
Juniper	10 @ 20	Sandelwood, E.		Whiting, bbl.	@ 4 1/2
Prickly Ash	@ 75	I.	12 50@12 75	Whiting	5 1/2 @ 10
Extracts		Sassafras, true	2 00@2 25	L. H. P. Prep.	2 80@3 00
Licorice	60 @ 75	Sassafras, art'l	75 @ 100	Rogers Prep.	2 80@3 00
Licorice, powd.	60 @ 70	Spearmint	7 00@7 25	Miscellaneous	
Flowers		Sperm	1 50@1 75	Acetanadid	57 @ 75
Arnica	75 @ 80	Tany	7 00@7 25	Alum	96 @ 12
Chamomile (Ged.)	30 @ 40	Tar USP	65 @ 75	Alum, powd. and	
Chamomile Rom.	@1 25	Turpentine, bbl.	@ 53	ground	09 @ 15
Gums		Turpentine, less	60 @ 73	Bismuth, Subni-	
Acacia, 1st	@ 60	Wintergreen,		trate	2 00@2 40
Acacia, 2nd	@ 50	leaf	6 00@6 25	Borax xtal or	
Acacia, Sorts	35 @ 40	Wintergreen, sweet	3 00@3 25	powdered	@2 13
Acacia, Powdered	40 @ 50	Wintergreen, art	75 @ 100	Cantharides, po.	1 25@1 50
Aloes (Barb Pow)	33 @ 45	Worm Seed	4 50@4 75	Calomel	2 75@2 82
Aloes (Cape Pow.)	25 @ 35	Wormwood, oz.	@1 50	Capsicum, pow'd	62 @ 75
Aloes (Soc. Pow.)	75 @ 80	Potassium		Carmine	8 00@9 00
Asafoetida	50 @ 60	Bicarbonate	35 @ 40	Cassia Buds	30 @ 40
Camphor	90 @ 100	Bichromate	15 @ 25	Cloves	40 @ 50
Pow.	81 @ 95	Bromide	69 @ 85	Chalk Prepared	14 @ 16
Guaac	@ 60	Bromide	54 @ 71	Chloroform	47 @ 54
Guaiaac, pow'd	@ 70	Chlorate, gran'd.	21 @ 28	Choral Hydrate	1 20@1 50
Kino	@1 25	Chlorate, powd.	16 @ 23	Cocaine	12 85@13 50
Kino, powdered	@1 20	or Xtal	17 @ 24	Cocoa Butter	60 @ 90
Myrrh	@1 15	Cyanide	30 @ 30	Corks, list, less	30710 to 40-10%
Myrrh, powdered	@1 25	Iodide	4 06@4 28	Copperas	03 @ 10
Opium, powd.	21 00@21 50	Permanganate	22 1/2 @ 35	Copperas, Powd.	4 @ 10
Opium, gran.	21 00@21 50	Prussiate, yellow	35 @ 45	Corrosive Sublim	2 25@2 30
Shellac, Orange	50 @ 65	Prussiate, red	@ 70	Cream Tartar	35 @ 45
Shellac, White	55 @ 70	Sulphate	35 @ 40	Cuttle bone	40 @ 50
Tragacanth, pow.	@1 75	Roots		Dextrine	@6 15
Tragacanth	2 00@2 35	Alkanet	30 @ 35	Dover's Powder	4 00@4 50
Turpentine	@ 30	Blood, powdered	40 @ 45	Emery, All Nos.	10 @ 15
Insecticides		Calamus	35 @ 85	Emery, Powdered	@ 15
Arsenic	08 @ 20	Elecampane, powd.	20 @ 30	Epsom Salts, bbls.	@03 1/2
Blue Vitriol, bbl.	@ 07	Gentian, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10
Blue Vitriol, less	08 @ 15	Ginger, African,		Ergot, powdered	@ 4 00
Boordea. Mix Dry	12 1/2 @ 23	powdered	30 @ 35	Flake, White	15 @ 20
Hellebore, White		Ginger, Jamaica,	60 @ 65	Formaldehyde, lb.	12 @ 35
powdered	15 @ 25	powdered	45 @ 60	Gelatin	80 @ 90
Insect Powder	47 1/2 @ 60	Ginger, Jamaica,		Glassware, less 55%	
Lead Arsenate, Po.	13 1/2 @ 27	powdered	45 @ 60	Glassware, full case 60%.	
Lime and Sulphur		Goldenseal, pow.	6 00@6 50	Glauber Salts, bbl.	@02 1/2
Dry	09 @ 23	Licorice, powd.	5 50@6 00	Glauber Salts, less	04 @ 10
Paris Green	26 1/2 @ 46 1/2	Licorice, powd.	20 @ 30	Glue, Brown	20 @ 30
Leaves		Licorice, powd.	20 @ 30	Glue, Brown Grd	16 @ 22
Buchu	@ 90	Licorice, powd.	20 @ 30	Glue, White	27 1/2 @ 35
Buchu, powdered	@1 00	Licorice, powd.	20 @ 30	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Licorice, powd.	20 @ 30	Glycerine	17 1/2 @ 40
Sage, 1/4 loose	@ 40	Licorice, powd.	20 @ 30	Hops	75 @ 95
Sage, powdered	@ 35	Licorice, powd.	20 @ 30	Iodine	6 45@7 00
Senna, Alex.	50 @ 75	Licorice, powd.	20 @ 30	Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Licorice, powd.	20 @ 30	Lead Acetate	20 @ 30
Uva Ursi	20 @ 25	Licorice, powd.	20 @ 30	Mace	@1 50
Oils		Licorice, powd.	20 @ 30	Mace powdered	@1 60
Almonds, Bitter,		Licorice, powd.	20 @ 30	Menthol	7 00@8 00
true	7 50@7 75	Licorice, powd.	20 @ 30	Morphine	13 58@14 33
Almonds, Bitter,		Licorice, powd.	20 @ 30	Nux Vomica	@ 30
artificial	3 00@3 25	Licorice, powd.	20 @ 30	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Licorice, powd.	20 @ 30	Pepper, black, pw.	45 @ 55
true	1 50@1 80	Licorice, powd.	20 @ 30	Pepper, White, p.	75 @ 85
Almonds, Sweet,		Licorice, powd.	20 @ 30	Pitch, Burgundy	20 @ 25
imitation	1 00@1 25	Licorice, powd.	20 @ 30	Quassia	12 @ 15
Amber, crude	1 00@1 25	Licorice, powd.	20 @ 30	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50@1 75	Licorice, powd.	20 @ 30	Rochelle Salts	28 @ 35
Anise	2 00@2 25	Licorice, powd.	20 @ 30	Saccharine	2 60@2 75
Bergamont	5 50@7 00	Licorice, powd.	20 @ 30	Salt Peter	11 @ 32
Cajeput	2 00@2 25	Licorice, powd.	20 @ 30	Seidlitz Mixture	30 @ 40
Cassia	3 00@3 25	Licorice, powd.	20 @ 30	Soap, green	15 @ 30
Castor	1 55@1 80	Licorice, powd.	20 @ 30	Soap, mott cast	@ 25
Cedar Leaf	2 00@2 25	Licorice, powd.	20 @ 30	Soap, white Castile,	
Citronella	1 00@1 20	Licorice, powd.	20 @ 30	case	@15 00
Cloves	4 00@4 25	Licorice, powd.	20 @ 30	Soap, white Castile	
Cocanut	27 1/2 @ 35	Licorice, powd.	20 @ 30	less, per bar	@1 60
Cod Liver	1 40@2 00	Licorice, powd.	20 @ 30	Soda Ash	3 @ 10
Croton	6 00@6 25	Licorice, powd.	20 @ 30	Soda Bicarbonate	3 1/2 @ 10
Seeds		Licorice, powd.	20 @ 30	Soda, Sal	02 1/2 @ 08
Anise	@ 35	Licorice, powd.	20 @ 30	Spirits Camphor	@1 20
Anise, powdered	35 @ 40	Licorice, powd.	20 @ 30	Sulphur, roll	4 @ 11
Bird, 1s	13 @ 17	Licorice, powd.	20 @ 30	Sulphur, Subl.	4 1/2 @ 10
Canary	10 @ 16	Licorice, powd.	20 @ 30	Tamarinds	20 @ 25
Caraway, Po.	30 @ 35	Licorice, powd.	20 @ 30	Tartar Emetic	70 @ 75
Cardamon	2 50@2 75	Licorice, powd.	20 @ 30	Turpentine, Ven.	50 @ 75
Coriander pow.	40 @ 30	Licorice, powd.	20 @ 30	Vanilla Ex. pure	1 50@2 00
Dill	15 @ 20	Licorice, powd.	20 @ 30	Vanilla Ex. pure	2 25@2 50
Fennel	35 @ 50	Licorice, powd.	20 @ 30	Zinc Sulphate	06 @ 11
Flax	9 1/2 @ 15	Licorice, powd.	20 @ 30	Tinctures	
Flax, ground	9 1/2 @ 15	Licorice, powd.	20 @ 30	Aconite	@1 80
Foenugreek, pwd.	15 @ 25	Licorice, powd.	20 @ 30	Aloes	@1 56
Hemp	8 @ 15	Licorice, powd.	20 @ 30	Asafoetida	@2 23
Lobel's, powd.	@1 30	Licorice, powd.	20 @ 30	Arnica	@1 50
Mustard, yellow	17 @ 25	Licorice, powd.	20 @ 30	Belladonna	@1 44
Mustard, black	20 @ 25	Licorice, powd.	20 @ 30	Benzoin	@2 28
Poppy	15 @ 30	Licorice, powd.	20 @ 30	Webster Cigar Co. Brands	
Quince	1 75@2 00	Licorice, powd.	20 @ 30	Websterettes	38 50
Sabadilla	45 @ 50	Licorice, powd.	20 @ 30	Cincos	38 50
Sunflower	12 @ 18	Licorice, powd.	20 @ 30	Webster Cadillacs	75 00
Worm, American	30 @ 40	Licorice, powd.	20 @ 30	Golden Wedding	
Worm, Lavant	6 50@7 00	Licorice, powd.	20 @ 30	Panatellas	75 00
Tinctures		Licorice, powd.	20 @ 30	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, 24-21 oz., doz.	2 15
Quaker, 12-38 oz., doz.	2 35

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

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

BLEACHER CLEANSER	
Lizzie, 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 Bluings	
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	
Obi. 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 00
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 4 oz.	7 70
Rice Krispies, 1 oz.	1 10

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

Post Brands.	
Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70
Pills Bran, 12s	1 90
Roman Meal, 12-2 lb.	3 35
Cream Wheat, 18	3 90
Cream Barley, 18	3 40
Ralston Food, 18	4 00
Maple Flakes, 24	2 50
Rainbow Corn Fla., 36	2 50
Silver Flake Oats, 18s	1 40
Silver Flake Oats, 12s	2 25
90 lb. Jute Bulk Oats.	
bag	3 10
Ralston New Oats, 24	2 70
Ralston New Oats, 12	2 70
Shred. Wheat Bis., 36s	3 85
Shred. Wheat Bis., 72s	1 65
Triscuit, 24s	1 70
Wheatena, 18s	3 70

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

BRUSHES	
Scrub	
Solid Back, 8 in.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25
Stove	
Shaker, No. 50	1 80
Peerless	2 00
Peerless	2 60

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

BUTTER COLOR	
Dandelion	2 85

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

CANNED FRUITS	
Hart Brand	

Apples	
No. 10	5 75

Blackberries	
No. 2	3 75
Pride of Michigan	3 25

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

Gooseberries	
No. 10	8 00

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

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

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

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

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

CANNED FISH	
Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 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, Key	4 75
Salmon, Red, Alaska	3 35
Salmon, Med. Alaska	3 50
Salmon, Pink, Alaska	1 95
Sardines, 1/4, ea. 10@22	
Sardines, 1/4, ea. 25	
Sardines, Cal., 1 35@25	
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1/4, Curtis, doz.	7 00

CANNED MEAT	
Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., sil.	1 40
Beef, 3 1/2 oz. Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1s	1 50
Deviled Ham, 1s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	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, 16 oz.	35
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 15
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES	
Hart Brand	
Baked Beans	
Medium, Plain or Sau.	85
No. 10, Sauce	6 00

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

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

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

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

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

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

Peas	
Little Dot, No. 2	2 75
Little Dot, No. 1	1 90
Little Quaker, No. 10-12	50
Little Quaker, No. 2	2 50
Little Quaker, No. 1	1 75
Sifted E. June, No. 10-10	35
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	2 00
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Glman 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.	
Beech-Nut, small	1 65
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Galon Glass	12 50
Quaker, Gallon Tin	8 50

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Hominy	
Pearl, 100 lb. sacks	3 50
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 80
Bulk Goods	
Elbow, 20 lb.	7 @ 8 1/2
Egg Noodle, 10 lbs.	1 15
Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 75

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

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	8 30
Harvest Queen	7 50
Yes Ma'am Graham.	
50s	2 25

Lee & Cady Brands	
American Eagle	7 40
Home Baker	
Kitchen Gold	7 00

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 10
Half gallon	12 15

Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	
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 Dessert	
4 doz.	3 20
Sureset Gelatin Dessert, 26 oz., 1 doz.	
5 00	
Sureset Ice Cream Powder, 4 doz.	
3 20	
Finest Pudding	
Powder, 1 doz. Counter Display, 4 to case	3 20
Finest Pure Fruit Orangeade & Lemonade, 2 doz. Ass't Counter Display	
1 80	
Finest Fruit Punch, Envelope Style, 3 doz. carton, ass't flavors	
2 10	

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 85
Pure, 6 oz., Ass't, doz.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



Nucoa, 1 lb.	
20 1/2	
Nucoa, 2 lb.	
20	

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

MATCHES	
Diamond, 144 box	4 40
Searchlight, 144 box	4 10
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	4 10
Ohio Blue Tip, 720 box	4 10
*Reliable, 144	3 15
*Federal, 144	3 95

Safety Matches	
Quaker, 5 doz. case	4 25

NUTS—Whole	
Almonds, Tarragona	25
Brazil, New	17
Fancy Mixed	24
Filberts, Sicily	22
Peanuts, Vir. Roasted	11
Peanuts, Jumbo, std.	11
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27 @ 29
Hickory	07

Salted Peanuts	
Fancy, No. 1	14

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

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

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

PARIS GREEN	
1/8s	34
1/4s, 2 doz. in case	32
2s and 5s	30

PEANUT BUTTER	
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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

Polarine	
-----------------	--

Iron Barrels	
Light	65 1
Medium	65 1
Heavy	65 1
Special heavy	65 1
Extra heavy	65 1
Polarine	65 1
Transmission Oil	65 1
Finol, 4 oz. cans, doz.	1 50
Finol, 8 oz. cans, doz.	2 30
Parowax, 100 lb.	8 3
Parowax, 40, 1 lb.	8 55
Parowax, 20, 1 lb.	8 8



Semsdac, 12 pt. cans	
3 00	
Semsdac, 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 50
Torpedo, per doz.	2 25
Tubs, 60 Count, fy. fat	5 50

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	18
Good St's & H's 15 1/2 @ 17	
Med. Steers & Heif.	15
Com. Steers & Heif.	14

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

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

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

Lard	
Pure in tierces	11
60 lb. tubs	advance 14
50 lb. tubs	advance 14
20 lb. pails	advance 34
10 lb. pails	advance 74
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

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

Smoked Meats	
Hams, Cer. 14-16 lb. @ 27	
Hams, Cer., Skinned	@ 27
16-18 lb.	@ 27
Ham, dried beef	
Knuckles	@ 42
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 23
Mixed Hams	@ 20
Bacon 1/6 Cert.	24 @ 32

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

Liver	
Calf	17
Pork	55
Pork	10

RICE	
Fancy Blue Rose	5 65
Fancy Head	0 1

RUSKS	
Dutch Tea Rusk Co. Brand.	
36 rolls, per case	4 25
18 rolls, per case	2 25
12 rolls, per case	1 50
12 cartons, per case	1 70
18 cartons, per case	2 55
36 cartons, per case	5 00

SALERATUS	
Arm and Hammer	3 75

SAL SODA	
Granulated, 60 lbs. cs.	1 35
Granulated, 18-2 1/2 lb. packages	1 00

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

HERRING	
Holland Herring	
Mixed, Kegs	90
Mixed, half bbls.	9 75
Mixed, bbls.	17 50
Milkers, Kegs	1 00
Milkers, half bbls.	9 75

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

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

White Fish	
Med. Fancy, 100 lb.	13 00
Milkers, bbls.	18 50
K K K Norway	15 50
5 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	10

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

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

SALT	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for ice cream, 100 lb.	85
Butter Salt, 250 lb. bbl.	24
Block, 50 lb.	40
Baker Salt, 250 lb. bbl.	40
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 50
28 lb. bags, Table	42
Old Hickory, Smoked, 6-10 lb.	4 50

Pure Ground in Bulk	
Allspice, Jamaica	@ 40
Cloves, Zanzibar	@ 50
Cassia, Canton	@ 40
Cassia, 5c pkg., doz.	@ 40
Ginger, African	@ 40
Ginger, Cochinchina	@ 40
Mace, Penang	1 39
Mixed, No. 1	@ 42
Mixed, 5c pkgs., doz.	@ 42
Nutmegs, 70-90	@ 59
Nutmegs, 105-110	@ 59
Pepper, Black	@ 50



Seasoning	
Chili Powder, 15c	1 35
Celery Salt, 3 oz.	95
Sage, 2 oz.	90
Onion Salt	1 35
Garlic	1 35

Prompt Action in Enforcing New Labeling Law.

In putting the Re-Labeling Bill into immediate effect, the Food and Drug Administration has issued the following notice of its intention to act promptly on the new labeling law as follows:

"Be it enacted by the Senate and House of Representatives of the United State of America in Congress assembled, That Section 8 of the Act of June 30, 1906, entitled 'An Act for preventing the manufacture, sale or transportation of adulterated or misbranded or poisonous or deleterious foods, drugs, medicines and liquors, and for regulating traffic therein, and for other purposes, as amended, is amended by adding at the end thereof the following:

"Fifth. If it be canned food and falls below the standard of quality, condition, and/or fill of container, promulgated by the Secretary of Agriculture for such canned food and its package or label does not bear a plain and conspicuous statement prescribed by the Secretary of Agriculture indicating that such canned food falls below such standard. For the purposes of this paragraph the words canned food mean all food which is in hermetically sealed containers and is sterilized by heat, except meat and meat food products which are subject to the provisions of the Meat Inspection Act of March 4, 1907 (Thirty-fourth Statutes, page 1260), as amended, and except canned milk; the word class means and is limited to a generic product for which a standard is to be established and does not mean a grade, variety or species of a generic product. The Secretary of Agriculture is authorized to determine, establish and promulgate, from time to time, a reasonable standard of quality, condition, and/or fill of container for each class of canned food as will, in his judgment, promote honesty and fair dealing in the interest of the consumer; and he is authorized to alter or modify such standard from time to time as, in his judgment, honesty and fair dealing in the interest of the consumer may require. The Secretary of Agriculture is further authorized to prescribe and promulgate from time to time the form of statement which must appear in a plain and conspicuous manner on each package or label of canned food which falls below the standard promulgated by him, and which will indicate that such canned food falls below such standard, and he is authorized to alter or modify such form of statement, from time to time, as in his judgment may be necessary. In promulgating such standards and forms of statements and any alteration or modification thereof, the Secretary of Agriculture shall specify the date or dates when such standards shall become effective, or after which such statements shall be used, and shall give public notice not less than ninety days in advance of the date or dates on which such standards shall become effective or such statements shall be used. Nothing in this paragraph shall be construed to authorize the manufacture, sale, shipment or

transportation of adulterated or misbranded foods."

The amendment becomes effective immediately and this is to announce that the Food and Drug Administration which is in charge of the enforcement of the food and drug act, will begin at once the formulation of the tentative standards of quality, condition and/or fill of container for the more common canned food products. It is the purpose of the Administration in drawing up these standards to seek information from canners, from distributors, both wholesale and retail, and from consumers and consumers' organizations.

Before a final announcement in any standard or standards and of any designation intended to describe products which fall below the standard is made, criticism will be invited from all who are interested. In all instances public hearings will be held.

Copies of this communication are being sent to each commercial canner in the United States of whom the Department has record, to all State canners' associations and the National Canners' Association, to the secretary of wholesale and retail distributors' organizations, and are being issued to the trade and daily papers. The views of consumer's and home economics organizations are being sought through the Bureau of Home Economics of this Department.

W. G. Campbell, Chief.

Bequests Made By the Late Charles Trankla.

The will of the late Charles Trankla has been filed for probate in the office of the Judge of Probate for Kent county. It is thought that the inventory of the estate will show a total present worth of about \$1,500,000, including real estate, dry goods, stock and bonds and other securities.

Mr. Trankla left the use of the home at 113 Packard avenue to his sister, Miss Hattie E. Trankla, as long as she lives. He left her the brick block at 648 Wealthy avenue (occupied by J. A. Morhard as a meat market) outright, to retain or sell, whichever disposition she desires to make of it. He leaves her an income of \$500 per month as long as she lives and provides for the purchase of a new automobile whenever the automobile now used by the family wears out.

He leaves an income of \$125 per month to his brother, Frank Trankla, of Seattle, as long as he lives.

Another brother, Fred A. Trankla, of New York, is left the same bequest.

The remainder of the estate is to be divided equally between his son, Edward C. Trankla, of Seattle, and his daughter, Carrie Trankla Viele, of Grand Rapids, except that the daughter is to receive \$30,000 less than her brother because she has already been advanced that much out of the estate before the death of Mr. Trankla. The son and daughter of the son, Joseph Carl Trankla, and Mary Caufield Trankla Johnson, and the son of Mrs. Viele, Charles Trankla Viele, are to share in the disposition of the estate with their father and mother.

No provision is made in the will for any allowance or bequest to any aged employe of the Trankla establishment, nor is a penny willed to any humanitarian, charitable or philanthropic cause. The will was apparently drawn by Willard F. Keeney and is very concise in statement. Mr. Trankla evidently knew how he wanted to dispose of his fortune and his legal adviser prepared a document which will enable the Grand Rapids Trust Co. to carry out the letter and spirit of the will without having to submit same to legal determination.

It is recalled, in this connection, that William G. Herpolsheimer and William Widdicomb also omitted any bequests to charity or philanthropy in their wills.

Using Knowledge For Service of Mankind.

The traditional idea that the pursuit of knowledge for the sake of knowledge itself was the whole and only end of education is now being pushed aside.

The more modern, more American ideal is that, when we have discovered a new truth or fact, the process of discovery is not complete until that new scientific fact or truth has been made to carry over into the field of service to the needs, uses, and pleasure of human beings.

By far the larger number of our higher trained intellectuals to-day are still worshipping at the shrine of knowledge for knowledge's sake, and fail to see the great vision of the obligations involved in making academic knowledge, as such, render its full measure of social service in the most comprehensive manner possible.

Charles W. Taylor.

Analyzes Store Sales.

A study of the monthly standards of performance for a group of department stores for 1928 and 1929 has been prepared by Edgar H. Gault, associate professor of marketing, School of Business Administration, University of Michigan. All the stores are located in cities with populations from 20,000 to 200,000. The survey analyzes standards for sales, mark-downs, mark-up, gross margin and stock turnover, for fifty-three selling departments as well as the store total.

Among the conclusions are: The percentage of month's to year's sales has definite monthly variations which are almost uniform throughout the week with a very large increase in sales on Saturday. The booklet contains complete statistical tables of value to students of merchandising.

How He Endures.

What the negro endures, and how he endures, is the theme of a recent article by Robert Russa Moton of Tuskegee Institute. In the face of all his difficulties, the Negro thrives. Dr. Moton says: "Segregation, disfranchisement, prejudice, injustice, lawlessness—in spite of them he prospers. Above it all his voice rises singing, and the note of his joy has become the symbol of our modern American. Whatever he hides in his heart, what-

ever he may think in the back of his head, he turns to the world a smiling face, and in spite of itself the world, when it turns to look, is captivated by that smile; when it stops to listen, is thrilled by that song. And all the while he presses steadily onward, determined to let no man, no movement, drag him down so low as to make him hate his fellow man."

Late Business News From Ohio.

Caldwell—Hayes & Sanford, proprietors of a meat market on West street, have opened a market on Cumberland street, which was formerly occupied by the L. D. Renner meat market.

Lorain—Max Berman, retail shoes, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$6,946 and assets of \$800. Among the creditors are: Beacon Falls Rubber Shoe Co., Chicago, \$730; B. Barasch Shoe Co., Cleveland, \$644; Endicott-Johnson Shoe Co., Endicott, N. Y., \$3,200; National Bank of Commerce, Lorain, \$560.

Hard Surfaced Market Improves.

With the last of the distress merchandise released last month now going into consumption, manufacturers of hard surfaced floor coverings are receiving more enquiries on their regular lines. Buyers so far have been interested in low-priced goods exclusively, but are expected to sample the better grades a little later in the month. Producers of felt base floor coverings sold a fair volume of their cheaper goods early last week and received additional orders by mail over the week-end. All these orders were for immediate delivery. The preference for bright colored patterns continues.

Glass Trade More Optimistic.

A steady undercurrent of optimism is growing in the flat glass industry in spite of the Summer season of slow demand and somewhat lessened production. Current business is no slower in comparison with April, the active month of Spring, than was the case a year ago. Mid-year inventories by distributors have been completed and there is no doubt but that stocks were found to be low. Manufacturers are pleased over the better prospects in the building industry and will not be surprised if the June totals aggregate more than any other month since last Fall. Plate glass producers look forward to better business this Fall.

Demand For Better Curtains.

An active demand for better-grade curtains developed in the Eastern market during the week. A number of buyers representing stores in the Middle West placed orders in normal volume for future delivery. According to the selling agents, the Middle West is the only section of the country where goods are being ordered on a normal scale at present. Most stores are sampling Fall goods and planning to re-order when necessary. Curtain sets retailing at from \$3 to \$5 each are wanted.

Doing nothing undoes a man.

WHERE IS AMERICA DRIFTING

(Continued from page 17)

an instrument for righteousness and law observance, has become an instrument of propaganda and is too often controlled by advertising interests. By giving too much publicity to criminal news, it has become, by suggestion, a breeder of crime, and by its open defiant attitude on some questions has created a disregard for law, notably the 18th amendment. The keenest analysis of the present Chicago situation has been made by the Christian Science Monitor, which contends that the Chicago newspapers, which have openly flaunted the prohibition law and thus given support to the underworld, are now only reaping what they have for months and years been sowing. We have a good illustration in the present political situation in Detroit where a mayor was elected without the support of a newspaper and, in turn he has been criticized and maligned by the press ever since his election. Mayor Bowles might not have been the greatest mayor in Detroit history, but had the press given him even decent support his administration would have been no discredit to the city and an unpleasant reputation, from which the city may never recover, would have been avoided.

Meanwhile, what should we do?

We believe that the American people will sometime issue such a declaration of independence. Our country possesses two invaluable assets. One of these is our educational system. When people become enlightened they cannot be held in bondage. The other is the influence of the Christian philosophy of life. The United States may not be 100 per cent. Christian, but it has been tremendously influenced by Christian principles. When you have intelligence, such as education affords, and when you have character, such as Christianity should create, you have two impregnable forces.

Meanwhile, as individual citizens, we should maintain and seek to realize high ideals. Jesus of Nazareth was never politically free. He was a member of a subject race. With his fellow Hebrews He was under the domination of the Imperial Roman government. But he was free. Probably no man ever had more freedom than he had. He lived his life, not in the terms of what the world was, but in the light of what it might become. His ideals gave him freedom. We, too, by the possession of ideals may have a personal freedom which, in time, may help to make the whole Nation free.

At our Nation's birthday party we will do well to listen to Calvin Coolidge as he says in words spoken at the grave of the unknown soldier: "We do not need more National development; we need more spiritual development. We do not need more intellectual power; we need more spiritual power. We do not need more knowledge; we need more character. We do not need more law; but we do need more religion."

"S'news of War" in Hard Pressed Old England.

(Continued from page 20)

any of our associations, state or National, we suspect him of self-seeking;

and if he should be found sharing his money with chains, hell would be to pay.

Are we as broadminded as the British? If not, why not?

I incline to think that our great opportunities hitherto have handicapped co-operative endeavor and that our awakening, now in process, will promote sounder, saner, greater permanency of attitude. But we certainly must outgrow the notion that any of us has a special privilege in trade or that any branch has rights not equally the property of all other branches of business.

The "impossible condition" of the "average" grocer which indicates clearly that reforms must come is shown by the quite typical figures from Louisville. When the Survey was made, Louisville had 1357 grocers, among them being 212 chain units, and 72,000 families. That showed fifty-three customers on the average per store. No store can exist on fifty-three customers; and the impossibility of the condition is apparent when we remember that any average includes extremes. If there are fifty-three average, many stores have several times fifty-three actual customers, and that leaves what for the rest?

One merchant operates on the plan that "Every day requires actual as well as implied service." On that basis rests success.

In 1928 and 1929, 15,000 grocery stores were remodeled; 10,000 of these being changed in 1929.

A jewelry signboard reads: "You don't have to know diamonds if you know your jeweler." How about a modification of that for grocers?

A hustling small town's boundary roadside sign reads: "You are always welcome in Economy. Watch our crossroads. They are almost as dangerous as railroads."

Paul Findlay.

Problem of Determining Quality and Price.

(Continued from page 21)

the day before, he will probably talk and act in an altogether different way. The retailer who buys his particular grade at the lowest price in that market has the possibility of using his price advantage for advertising by selling at a lower price or for making a larger immediate profit. In other words, he is free to use his judgment as to how to get the largest return, and he is not obliged to sell at the price others are asking.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 1.—We have to-day received the schedules, reference and adjudication in the matter of William Koolman, Bankrupt No. 4169. 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 cement contractor. The schedule shows assets of \$8,075 of which the full amount is claimed as exempt, with liabilities of \$7,930.06. 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 30. We have to-day received the schedules, reference and adjudication in the matter of Ralph R. Robinson, doing business as Robinson Music Shop, Bankrupt No. 4170. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Buchanan, and his occupation is that of a merchant and music teacher. The schedule shows assets of \$4,106.22 of which \$850 is claimed as exempt, with

liabilities of \$1,197.15. The first meeting will be called promptly and note of same made herein. The list of creditors of said bankrupt is as follows:

Commercial National Bank,	
St. Joseph	\$200.00
Buchanan State Bank, Buchanan	940.00
Dr. Elmer R. Rodgers, St. Joseph	4,317.00
I. N. Barnhart, Buchanan	7.10
Buchanan Lumber and Coal Co., Buchanan	30.40
Buchanan Pattern Works, Buchanan	53.63
Buescher Band Instrument Co., Elkhart, Ind.	111.00
Century Music Publishing Co., New York City	35.85
Chicago Talking Machine Co., Chi.	647.68
Cole and Dumas Music Co., Chicago	162.07
Columbia Paper Co., South Bend	42.28
Consolidated Advertising Corp., Detroit	30.00
Continental Music Co., Chicago	184.84
Frank H. Clay Co., Kalamazoo	39.46
Jesse French and Sons, New Castle, Ind.	5.00
Lyon & Healy, Chicago	59.73
Dr. J. L. Norris, Longview, Wash.	100.00
Q. R. S. DeVry Corp., Chicago	10.73
Fred Moyer, Buchanan	350.00
W. B. Rynearson, Buchanan	10.82
H. C. Schultz, Buchanan	227.90
Standard Encyclopedia Corp., Chi.	84.00
Three Oaks Auto Sales Co., T. O.	57.81
Tonk Mfg. Co., Chicago	12.75
Western Michigan Music Co., G. R.	195.85
Weiss-Muessel Co., South Bend	233.37
Richard Fuller, Buchanan	20.00
E. C. McCollum, Buchanan	27.50

June 27. On this day was held the first meeting of creditors in the matter of Taylor Radio Co., Bankrupt No. 4138. The bankrupt was present by John Taylor, an officer of the corporation, and represented by Robert S. Tubbs, attorney. Creditors were present in person and represented by attorneys Clare J. Hall and Dunham, Cholette & Allaben, and by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt's President was sworn and examined with a reporter present. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

July 1. On this day was held the adjourned first meeting of creditors in the matter of Emmet P. Pelletier, Bankrupt No. 4109. There were no appearances. Briefs were filed in the matter of the claims of the estate to certain funds assigned to creditors before bankruptcy. The adjourned meeting, etc., then adjourned without date, the matters to be decided by the referee on the briefs submitted and filed.

July 2. In the matter of Elton Lahr, Bankrupt No. 4045, the trustee has filed his first report and account, and an order for the payment of expenses of administration and first dividend to creditors of 5 per cent. has been made.

In the matter of Ernest J. Plett, Bankrupt No. 3988. The final meeting of creditors has been called for July 25. The trustee's final report will be approved at such meeting. There will be a first and final dividend for creditors.

In the matter of Orlean E. Barker, Bankrupt No. 3920. The final meeting of creditors has been called for July 25. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

In the matter of William E. Woolfan, Bankrupt No. 3904. The final meeting of creditors has been called for July 25. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Abraham Siegel, Bankrupt No. 3914. The final meeting of creditors has been called for July 24. The trustee's final report will be approved at such meeting. There may be a first and final dividend for creditors.

In the matter of Robert W. Brame, Bankrupt No. 3989. The final meeting of creditors has been called for July 24. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Albert D. Cullison, Bankrupt No. 3944. The final meeting of creditors has been called for July 24. The trustee's final report will be approved at such meeting. There may be a small first and final dividend for creditors.

In the matter of Henry Wirth, Bankrupt No. 3978. The final meeting of creditors has been called for July 24. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

In the matter of A. Gust Glade, Bankrupt No. 3982. The final meeting of cred-

itors has been called for July 24. There will be no dividend for creditors.

In the matter of Ralph V. Allen, Bankrupt No. 3966. The final meeting of creditors has been called for July 24. The trustee's final report will be approved at such meeting. There will be no dividends for creditors.

July 7. On this day was held the first meeting of creditors in the matter of Carol W. McConnell, Bankrupt No. 4139. The bankrupt was present in person and represented by attorneys Clapperton & Owen. One claim was proved and allowed. No creditors were present or represented. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Henry W. Jolman, Bankrupt No. 4134. The bankrupt was present in person and represented by attorney S. Zamierowski. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Elmer H. Sheldon, Bankrupt No. 4142. The bankrupt was present in person and represented by attorneys Worcester & Worcester. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

The most important part of fact is act because it is more difficult to use facts than to find them.

The loudest complaints are not always the most sincere.

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.

WANTED—MERCHANDISE STOCK. 75-acre farm with beautiful ten-room modern house and good buildings, thirty minutes from Grand Rapids. Will trade for merchandise stock. Address No. 308, c/o Michigan Tradesman. 308

FFOR SALE—Feed mill, water power, with thirteen acres land; or will exchange for city property. V. H. Pike, Otsego, Mich. 309

Credit Manager Wants Position—Have had ten years' experience in the handling of credits, also capable of taking charge of office. Address No. 310, c/o Michigan Tradesman. 310

For Sale—Variety store, with small stock of drugs in county seat town. Small investment, low rent. Sickness reason for selling. Address No. 311, c/o Michigan Tradesman. 311

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

For Sale—Bowling alleys. Six Brunswick-Balke alleys, first-class condition; six pool and billiard tables. Central location, Lansing, Michigan. Good business. For particulars, address Kent Storage Co., Grand Rapids, Mich. 312

FOR SALE—BATTERY SHOP AND GAS STATION on highway U.S. 12 and 31, in town of Coloma, Mich. Wilcox's Battery Shop, Auto Service, Coloma, Mich. 307

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

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

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

ACTIONABLE FRAUD.

Watts Forced To Forego Proceeds of Fraudulent Scheme.

Ft. Wayne, Ind., July 1—At the time of the sale of stock of the Merchants Life Insurance Co., Mr. W. A. Watts, former President of that company, made a contract with the purchaser, the Lincoln National Life Insurance Company, dated October 16, 1928, whereby in consideration of services rendered and to be rendered by him for this company he was to be paid \$20,000 per year for ten years.

It has transpired that the services expected and required of Mr. Watts have been and probably will be much less than was anticipated at the time the contract was made and after consultation with the larger stockholders, Mr. Watts has decided to share with all of the stockholders the benefit of the major part of his contract, being the balance due under his contract, said balance to be apportioned to all former stockholders as their interests may appear. In order to effect a speedy distribution, Mr. Watts has requested us to commute the balance due all former stockholders, except himself and family, on a present worth basis, to which we have consented.

Mr. Watts and family owned 1520 3/4 shares of the Merchants Life stock. We have on hand \$8,333.33 accumulated salary funds due Mr. Watts from February to July 1, 1930, inclusive. The remaining payments to accrue under his contract total \$170,000. The commuted value of this latter sum calculated on a 6 per cent. semi-annual basis, plus said accumulated fund, is \$141,795.18.

Under the plan and agreement the net amount subject to distribution to stockholders other than Mr. Watts and family, after deducting from such amount certain expenses in the sum of \$3,839.85, is \$84,046.57, or \$33.90 per share, distribution of which is in full and final settlement with the stockholders of anything to be received from either the Lincoln National Life Insurance Company or Mr. Watts under his said contract with this company.

R. J. Stoner, Controller.

Thus ends one of the most crooked transactions ever entered into by an insurance company which assumes to be decently honest and a trusted official who betrayed the trust reposed in him by his associate stockholders by selling out their company (the Merchants Life) to the Fort Wayne corporation for \$450 per share, which it was vociferously asserted at the time was a very fortunate sale for the stockholders. It subsequently transpired that Mr. Watts, who negotiated the sale, made a purely personal and private deal on the side by which he was to be paid \$20,000 per year for ten years—a total of \$200,000. Such an arrangement was, of course, not only dishonest, but the concealment connected with the transaction made it a fraudulent act.

As soon as the fraud was discovered by local stockholders they immediately arranged with local attorneys to start suit against the company to annul the fraudulent agreement made with Mr. Watts and turn the proceeds of his fraudulent scheme over to the stockholders. Representatives of the company learned of the action which was being taken, which resulted in the officers throwing up their hands, admitting their part in the fraudulent scheme and offering to make restitution, so far as they were able to do so. As a result Mr. Watts was cut off

from further payments and the amount which would have gone to him if the clandestine arrangement had not been discovered has been divided among the stockholders instead.

Drives Sixty Miles For Eskridge Sausage.

A prominent Topeka woman says that the only way she can get the kind of good, home-made country sausage she likes is to drive out to Eskridge and buy it of the meat market in that town. Eskridge is thirty miles from Topeka, and the merchants out there sometimes complain because people in that vicinity are inclined to drive to Topeka and do their trading.

Yet here is a Topeka woman who is willing to drive thirty miles to Eskridge and thirty miles back just to get the kind of country sausage she likes. Maybe that Eskridge butcher is a genius at making sausage. He may have a little gold mine in his shop which he has failed to develop. If one Topeka woman is willing to drive sixty miles to buy his sausage, isn't it likely that there is a big market for more of that same kind of sausage with other Topeka women?

We know of several housewives in towns twenty or thirty miles from Topeka who are utilizing their skill in cooking by serving wonderful home-cooked dinners to automobile parties from town. It is worth driving fifty miles to eat one of those dinners.

Near the little town of South Newbury, Vermont, there is an abandoned sawmill, which somebody bought and converted into a factory for the manufacture of maple sugar candies, maple sugar cream and other maple sugar delicacies. It is called "The Twin Flowers." People drive a hundred miles and more to take lunch at the Twin Flowers and buy some of that maple sugar confectionery.

A little old man in a little old town in Louisiana, started recently a new kind of war against the chain stores. And now W. K. Henderson, of Shreveport, is the center of one of the most astonishing public uprisings of the year.

Emerson was right. Whether it is sausage, or candy, or propaganda, or mousetraps, if you make a better product than anybody else, the world will wear a path to your door.—Merchants Journal.

Bright Blue and Gray Lobster.

A Marblehead, Mass., lobsterman recently caught a good-sized lobster, normal in every way except for the colorings of its shell. Instead of the customary dark green shade, in this one bright blues and grays predominated.

While the normal color of the crustacean in its native element is green, striking variations are occasionally found. Lobsters have been taken alive where the prevailing body colors were blue, red, reddish-yellow, cream, or almost perfect albinos; while there are cases known of melanism in direct contrast where the body color was a jet black.

So, too, will many changes in the pattern of the colors be noted. In the normal variety the upper part of the body is mottled with green, blue and

cream color. Then there are spotted or calico lobsters, the coloration of which is a bold pattern of green and light yellowish spots. Variegated or pied specimens have been taken infrequently, in which the contrast of tints was abnormally pronounced.

In the bulletin of the United States Fish Commission for 1899 is an article on the lobster by John S. Cobb, then a New England agent of the commission, but now dean of the College of Fisheries at Seattle, Wash. In that report a number of oddly colored and marked lobsters were mentioned.

In April, 1874, a female lobster weighing two pounds was caught off Hurricane Island, Maine. Her color was a rich indigo along the middle of the upper part of the body, shading off on the sides into brighter and clearer tints. In 1892 a Peaks Island lobsterman caught an eleven inch lobster of a pure indigo blue. For many years Lewis McDonald, a Portland fish dealer, exhibited an absolutely white or albino lobster.

Grocer's New Idea For Handbills.

A housewife from Missouri, whose brother is a grocer, writes:

"I supposed that there was nothing new under the sun in the way of distributing handbills until one day I found at my door a large circular advertising the anniversary sale of a local grocery store. The sheet had been folded until it was about 2x4 inches, then had been slipped between the prongs of a clothes pin.

"The advantages of this method appeared to me to be as follows: The closely folded sheet, weighted somewhat by the clothes pin, was easily thrown upon the porches of the town, and did not readily blow about as the unfolded sheet might have done. The airplanish looking object was unusual enough to attract attention and would be picked up by the frugal-minded housewife for the purpose of salvaging the clothes pin, if for no other reason.

"When once it was picked up and the clothes pin removed, it is a safe bet that this same housewife had enough of a woman's proverbial curiosity to unfold the paper and see who was using this new plan of distribution, and for what purpose.

"At least, this is the way it happened at our house, and I am convinced that the grocer using this method of advertising was amply repaid for his expenditure for clothes pins."

Educating Customers.

Eugene Meyer has said, "Credit is like morphine in the hands of those who do not understand its principles and dangers as well as its benefits. It is a most useful and helpful invention; but either opium or morphine if used habitually and without proper direction leads eventually to the gutters."

It is the responsibility of the credit executive of to-day to see that credit is in the hands of those who understand its principles and are as competent to handle it as a physician morphine or opium.

We all know that a great number of our credit losses are due to incompetency in the people we sell. If we

endeavor to educate and train them to be more efficient, we render a real service to them, to the community, and to the credit profession, and we also reduce our losses and increase our sales and profits.

Let Them Earn.

Are you making use of the "dealer helps" that many manufacturers are sending you regularly?

If you had to sit down and plan just one from the nebulous idea stage to the finished product, you certainly would make use of it in your store. Why not take the same attitude toward the work the other fellow is doing for you? The best brains in the business work out the ideas for window trims, display cards, cut-outs and consumer folders you receive. The finest color work and printing go into making the beautiful pieces sent you free. There is real money in them for you if you put them to work for you. Look around to-day and see how much of your jobbers' and manufacturers' money is dust-gathering in your back storeroom.

The Rush Job.

I am a Rush Job. I belong to no one age, for men have always hurried. I pervade all human endeavor.

Men believe me necessary, but falsely.

I rush to-day because I was not planned yesterday.

I demand excessive energy and concentration.

I override obstacles, though at great expense.

I illustrate the old saying, "Haste makes waste."

My path is strewn with the veils of overtime, fatigue, mistakes and disappointments.

Accuracy and quality give way to speed.

Ruthlessly I rush on. The goal must be reached.

I am a Rush Job.

How Dangerous Is the Retailer's Trade?

The death rate of merchants and storekeepers, according to a bulletin on causes of death by occupation just published by the United States Department of Labor, seems to be about average, with low rates for tuberculosis and accidents and high rates for the degenerative diseases such as diabetes and Bright's disease. The death rate for retail store clerks appears to be below average, with the relative importance of the principal causes about the same.

In the absence of accurate figures for the United States, the above estimates are based on figures for England.

Roy Collins, druggist at Frankfort, renews his subscription to the Tradesman and says: "Your Out Around alone is worth more than \$3 a year."

John Rummel & Co., Sebawaing, dealer in general merchandise, says: "More power to you."

Cheese—Is rather weak and soggy with prices lower for the week. Demand is quiet.

The Searching Finger of Fire



Who wouldn't like to have his name on the front page of the home-town paper and those of the surrounding towns, woven into a story of some big, worthwhile accomplishment?

But suppose the story told of a disastrous fire—a fire which spread to other homes, perhaps made families homeless, some of them penniless, with helpless children clinging to despairing parents, wondering what it is all about.

In the above picture you see the accusing scar of a previous rubbish fire in the rear of a retail store and in spite of it a second pile, awaiting the searching finger of fire, the stray spark, the discarded match or cigarette.

Rubbish and litter is not only a serious fire hazard. It is an offense against public welfare with which no good citizen wants to be charged; because neglect of duty along these lines frequently leads to a disastrous conflagration, bringing great loss to a community.



The Mill Mutuals Agency

Lansing, Michigan

Representing the

Michigan Millers Mutual Fire Insurance Company

(MICHIGAN'S LARGEST MUTUAL)
and its associated companies

COMBINED ASSETS OF GROUP
\$63,982,428.15

COMBINED SURPLUS OF GROUP
\$24,219,478.93

Fire Insurance—All Branches

Tornado

Automobile

Plate Glass

**20 to
40%**

**SAVINGS MADE
Since Organization**