

MICHIGAN TRADESMAN

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Forty-seventh Year

GRAND RAPIDS, WEDNESDAY, JULY 23, 1930

Number 24434

FAR FROM THE MADDENING CROWD

It seems to me I'd like to go
Where bells don't ring nor whistles blow,
Nor clocks don't strike nor gongs don't sound,
But where there's stillness all around.

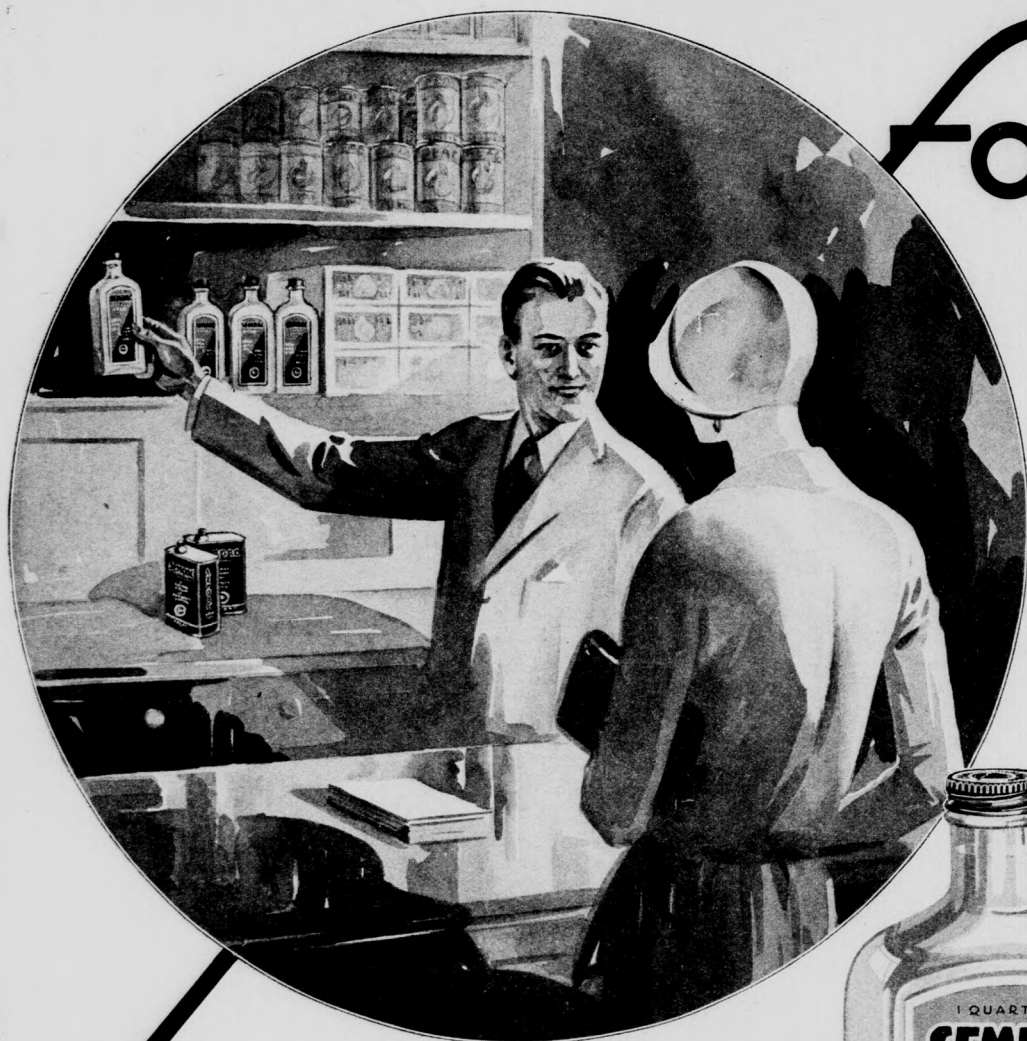
Not real still stillness; just the trees'
Low whisperings or the croon of bees;
The drowsy tinkling of the rill,
Or twilight song of whippoorwill.

'Twould be a joy could I behold
The dappled fields of green and gold,
Or in the cool, sweet clover lie
And watch the cloud-ships drifting by.

I'd like to find some quaint old boat,
And fold its oars, and with it float
Along the lazy, limpid stream
Where water lilies drowse and dream.

Sometimes it seems to me I must
Just quit the city's din and dust,
For fields of green and skies of blue;
And, say! how does it seem to you?

Nixon Waterman.

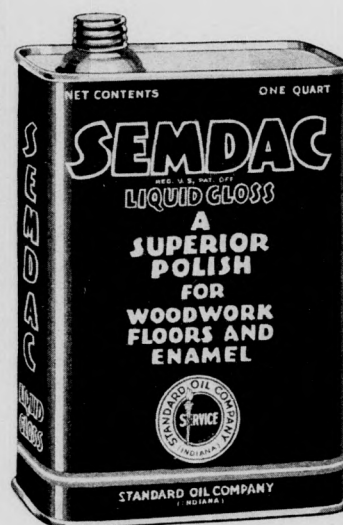


for
easy
sales

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

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

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



SEMDAC

FURNITURE
DRESSING
LIQUID
GLOSS

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

HENDERSON GOES WRONG.

Betrays the Retailers He Served So Faithfully.

The following correspondence is self explanatory. The first letter was written to W. K. Henderson, at Shreveport, La., by L. F. Padberg, for many years secretary of the Missouri Retail Merchants Association, as follows:

It has been reported in a meeting that you are going into the trading stamp business. That you are selling them over the radio, thereby educating the people to expect something for nothing, from the independent retailer.

That the "Hello World" Stamps are their legitimate cash discount, thereby inferring that the independent retailer has been overcharging.

Are you going to be a party to a scheme that will foster an unbearable burden on the independent retailer? Do you realize if he adopts your trading stamp scheme, he must either overcharge or rob himself?

In either case, the chain store will have the most formidable weapon, "price appeal."

Do you realize the injury you are doing some independent retailers, when you encourage the others to give away their wares? Instead of creating harmony, you sow discord.

Now listen! You were doing good to the public when you exposed the chain store menace, their thieving practices, their detriment to the public.

The laborer, the wage earner, never realized his own elimination as he did since you told the chain store story over the air.

The independent retailers did not condemn your practice of selling coffee at \$1 per pound, "although he did not consider it exactly right," because he realized the impossibility of operating your station without revenue.

To show his appreciation of your work, the independent retailer donated to you, he joined your Minute Men.

The members of the Missouri Retail Merchants' Association have sent you thousands of dollars to help you continue this work. They have been fighting trading stamps, and chain stores systems over twenty-five years.

Because you brought their story into the home, they joined hands with you. Three thousand five hundred copies of the Missouri Messenger carried your story into the homes of the members

monthly. Fifteen thousand inserts are placed into packages each month, thereby finding their way into the hands of the father, the mother, and child, each requesting them to tune in on KWKH, and listen to Henderson.

Our members have praised your work, at meetings and convention. Officers were going out into many towns, organizing new associations, have praised your work, and advised to tie up with you, to contribute.

The independent retailer has spread your good work over his counter, to the public, personally.

You have grown to be one of America's most popular men. No man ever received the ready financial as well as moral support as you did, from the American public.

Now, are you going to throw this aside for a few paltry dollars? Are you going to help foist a system on the independent retailer, more vicious than any chain store system. Between both, the independent retailer faces extermination.

Trading stamps are parasites. They live entirely on the independent retailers' labor. They market no goods. They build no cities. They create no opportunities. Most merchants, realizing their mistake too late, give up the ghost, or the stamps.

Now Mr. Henderson, if you are the courageous man we think you are, give us an expression that is honest and frank. We must choose. There is no neutral ground. If you intend to go with the trading stamps scheme, we are against you.

It then becomes my duty as Secretary of the Missouri Retail Merchants Association, to stand by their resolution, which is over twenty-five years old, one we reiterate annually; namely, the Missouri Merchants' Association is unalterably opposed to trading stamps and gift schemes of all kinds.

The schemes are unbusinesslike and deceptive. It is unfair for one merchant to give away another's merchandise, on which he relies for a living. Such practices drive men apart. Instead of creating confidence they breed hatred. Instead of building communities they destroy them. Instead of feeding a locality they drain it.

We intend to stand by this resolution. We hope your intention is to be the independent retailer's friend and not his enemy, thereby becoming an ally of chain store systems.

Let me hear from you soon.

The following is the reply of Mr. W. K. Henderson, the Hello World Corp., owners and operators of Stations KWKH and KWEA, Shreveport, La., to Secretary Padberg's letter on Hello World Trading Stamps:

Referring to your letter of July 2, I will say in the beginning that I never initiated or joined in a cause but what I was willing to at least attempt, candidly and openly, justify the faith that was in and that actuated me.

The trading stamp was determined on by me—not only as an effective means of aiding in the fight through publicity, but as a powerful means of appealing to the selfish side of the purchaser and consumer. Selfishness is not to be commended, but more often than any of us might be willing to admit, it is invariably persuasive and, not infrequently, it is the channel

through which you have to go to educate the greater part of the world.

The making up of my mind as to the value of the trading stamp was not in the least determined by how it would be immediately accepted by the independent dealers or merchants. I apprehended their opposition in the light of their want of understanding. This want of their understanding was more than offset by my confidence in what their judgment would be in the light of an acquired understanding.

You, nor any other who offer objections to the trading stamp, will contend that they are objectionable to the purchaser or the consumer. To safeguard belief in your own sincerity, you will have to admit so patent a fact. The determination of this fight depends—not on what the man who has the merchandise to sell wants, but on what the man who buys the merchandise wants, and the tradesman who cannot subordinate his own views to the views of those upon whom he must depend to survive is a failure before he starts.

The merchant who is able to increase his business through a method that appeals to customers and which draws them to his place of business and, then, is unable to take care of any justified increased cost incident to it, will not and cannot succeed on any basis.

By way of stressing the point that the customer is the man to please, I will cite as a concrete example an incident that occurred in New York's leading, most popular and successful hotel. A patron, or guest of the hotel, was in a controversy with one of the clerks at the desk and it became necessary to call in the manager for its adjustment. The guest stated his side of the case and the manager immediately declared that the patron or guest was right, whereupon the clerk remarked that he had not been heard. The manager replied that in all fairly controversial questions, this hotel had no right to be heard because—in such instances, the guest and patron of this hotel was always right. I concede the difficulty of impressing this wholesome truth upon many of our inexperienced independent business men—however I have hopes.

Did it occur to you that a member of the National organization of M. M. M.'s required or implied no obligation to use "Hello World Trading Stamps?" Though, under my contract with the Hello World Trading Stamp Corporation they are precluded from selling them to any one other than a member of the M. M. M.

Until I am shown in a practical and substantial way to the contrary, I will hold to my conviction that as a means of impressing and informing those who buy and consume the "Hello World Trading Stamp" is both most effective and powerful.

In support of my contention as to the advantage of the trading stamp, I refer you to those successful institutions that have adopted it and, for illustration, I cite you to the United Cigar Stores, a chain institution. The United Cigar Stores is a creature of the American Tobacco Co. The American Tobacco Co. fixes the prices of the raw material, from which comes its manufactured products. It then fixes the price at which the public can buy these products. Notwithstanding this arbitrary power to say what its profits must be, it forcefully, attractively and successfully appeals to the public

through the trading stamp, or what it sees fit to call coupons.

I appreciate the hearty co-operation I have received from the Missouri Retail Merchants' Association. We are working for a great cause. To save our country from the chains and monopoly, we must win and it is needless to say—"United we stand; divided, we fall." Therefore, I am hoping after reading this letter, you will understand my position and that I may hear from you at an early date, advising me to this effect. W. K. Henderson.

Electrical Items Move Slowly.

Buyers for wholesale establishments have been busy in the Eastern market this week inspecting Fall lines of electrical household appliances. According to selling agents, they are operating in a cautious manner and the orders placed have been extremely meager. Uncertainty over prospects for Fall business, it is claimed, accounts for the jobbers' reluctance to commit themselves. A few buyers for retail establishments are also in the market, but have purchased sparingly. The selling agents look forward to a better business from retailers next week, when many of the Western stores are scheduled to send their buyers into the market.

Glassware Sales Fall Sharply.

Retail stores handling glassware are experiencing a sharp drop in business at present, according to buyers now in the market to inspect new lines. Fall buying at wholesale, it is claimed, will be considerably affected by the drop which has been attributed to the present slow condition in general business. The demand for glassware during the early Spring and until the end of June was exceedingly good, but has fallen off since. At present exceptional values in tea sets and other lines of table glassware arouse only an indifferent response among consumers.

Do Clever Names Sell Food Products?

Do manufacturers who give their packaged food products clever names really gain by their cleverness?

R. Bostick doubts it.

Names like "Chocco Milk," he says, are descriptive of the product all right, and original, but customers feel silly when they pronounce them—somewhat like a man feels when he goes into a ladies' lingerie shop.

The name of the company making a product, Bostick believes, is more important than the name of the product.

Five New Readers of the Tradesman.

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

E. A. Bullard, Lansing.

Graham E. Farley, Grand Rapids.

Michigan Soap Products Co., Muskegon Heights.

F. L. Roosee, Rockford.

Wm. Dangelis, Muskegon Heights.

Recent Business News From the Buckeye State.

Warren—Edwin A. Neal has purchased the interest of his partner in the retail shoe business of Kinnaman & Neal and will conduct business in the future under the name of the Neal Shoe Store. Mr. Neal has been in the shoe business forty years.

Cleveland—The Proper Shoe Store, located at 425 Prospect avenue, is being closed out by the owners, I. J. Proper and S. Wyman. According to Mr. Wyman a new and better location will be selected at some future date for another store replacing the present Prospect shop. Proper & Wyman also conduct three other stores in the city under the style of Allen Shoe Stores and Sally Sweet Shop, the latter located on East Sixth street, and opened only a few months ago.

Columbus—Sales of the Schiff Co., 32 West Chestnut, conducting a chain of 169 retail shoe stores throughout the country, during the first half of 1930 were \$4,695,439.68, compared with \$3,770,675.85 for the corresponding period last year. This shows a gain of 24.52 per cent. with a gain of 11 stores since the first of the year. Sales for the month of June were \$876,556.90, compared with \$748,169.45 in June last year. This is a gain of 17.5 per cent.

Upper Sandusky—William Landversicht will open a general store at 217 North Sandusky avenue. He was formerly in a similar business here.

Wooster—The Wooster Brush Co. announces the addition of a new salesman, Harry S. Mills. Mr. Mills is the son of W. H. Mills, who has represented the Wooster Brush Co. for some twenty years. Harry S. Mills comes to the Wooster company from the oil industry, having represented the Vacuum Oil Co. in Illinois territory. His father will continue to represent the Wooster company in the same capacity in which he has so faithfully served in the past.

Columbus—Assets of the Welber Co., operating a department store under the name of the Golden Rule Store, which was placed in the hands of Stanley U. Robinson and C. M. Gibson as receivers, were sold at auction on July 16 to F. & R. Lazarus & Co., for \$35,200 for the stock and \$375 for the fixtures, the latter in the former store building, at 208 North High street. The fixtures in the building at 88 North High street, in which the company had been doing business since March 15, were not owned by the debtor company. The stock will be moved to the Lazarus store and sold in the basement. The sale was approved by Judge Henry Scarlett in the Court of Common Pleas, here.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Himes Garfinkel, haberdasher at 973 East 105th street, by Attorney Herbert Mendelsohn, representing Forest City Suspender Co., \$297; Kloppe Bros., \$541; Fay Stocking Co., \$27.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against the Parisian Bootery, 1603 Euclid avenue, by Attorney Herbert Mendelsohn,

representing New York Sign Co., \$13; Geo. A. Learned Co., \$450, and Vincent Shoe Mfg. Co., \$37.

Cleveland—Schedules filed by Harry Singer, fur cutter, 1841 Euclid avenue, list assets at \$16,000, which consists entirely of real estate, and liabilities at \$58,442. Liabilities consist of secured claims, \$12,000; unsecured, \$34,254, and accommodation paper, \$12,188. Almost all of these obligations were incurred by the petitioner as a member of the partnership of Harry S. & Israel Singer, trading as Singer Bros., a partnership. There are fifty-nine creditors.

Cincinnati—Ben Schaengold, trading as Ben's Family Store, retail apparel and furnishings, 1109 Harrison avenue, has filed a report in the U. S. District Court here showing that his composition offer of 35 per cent. has been accepted by a majority in number and amount of the creditors.

Recent Business News From Indiana.

Anderson—The Hughes-Curry Packing Co. has filed articles with the Secretary of State incorporating under the provisions of a new act passed by the last Legislature. The articles show capital stock of 4,000 shares of common and 2,000 of preferred stock, all having a par value of \$100.

Pendleton—M. M. Goff & Sons Co., Inc., has been chartered here, with an authorized capital stock of a hundred shares, \$100 par value, to buy live stock and meat products.

Boonville—Norman Wright, Inc., has been chartered, with an authorized capital stock of two hundred shares, \$100 par value, to engage in the meat packing business.

Montpelier—The Montpelier Union Stock Yards have been sold by Receiver W. A. Kunkel, Jr., of the Farmers Deposit Bank, to H. O. White, of Monroeville, and his son, T. E. White, of Berne. The yards have been opened with T. E. White in charge. This will make three yards operated by the Whites. The yard here will ship direct to packers.

Evansville—Percy E. Goodwin, 46, who for a number of years was associated with his father, the late James R. Goodwin, when the latter was manager of the Buck Buckskin Clothing Manufacturing Co., of this city, died at his home here after a long illness. He is survived by his widow and one sister.

Columbus—Charles S. Way, for years treasurer of the Columbus Handle & Tool Co., died recently at his home in Indianapolis after an illness of several months. Funeral services were conducted at the Episcopal church of the Advent and burial was in a cemetery near Columbus. He was born in Franklin, Ind., and in 1891 went to Columbus, where he was married. At one time, for a period of twenty-seven years, he was secretary of Reeves & Co., pulley manufacturers. He left this work to become president of the Columbus Chamber of Commerce, and two years later became treasurer of the Columbus Handle & Tool Co.

Indianapolis—The validity of Indiana's State chain store tax law is questioned in a case that has been appealed to the United States Supreme



Family Ties ~

often break because the husband neglected to make a Will.

Here is a very good way to keep your family financially intact.

Make your Will and state your wishes for them so clearly that any difference of opinion will prove fruitless.

Another precaution is this:

As a guarantee that your plans will not miscarry, name us in your Will as executor.

Your wishes are the only ones that we have to consider. You can leave it to us to explain to the "distant relative" our absolute obligation to act as you have directed.



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

THE MICHIGAN TRUST CO.

GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

Court. The case was taken to the highest tribunal from the Federal Court in Indianapolis, where it was held that the state law was invalid. In its decision the district court described as unreasonable and arbitrary the state laws classification of chain stores. The law finds its basis for taxation upon the number of stores operated in the state by any one company. Such a division cannot be sustained under the police power of the state since it has no relation to public health, welfare, morals or safety, the district court held.

Telephone Courtesy.

Patrons judge the service of the business you run by the service they receive from you over the phone; that is natural, for you are a direct representative. The memory of your actions, kind or otherwise, may last forever.

Smile over the telephone. The party at the other end of the line will notice it. Discourtesy hurts your store more than the person toward whom it is directed. The words "Thank You" cost little—well bred persons use them. Politeness is invaluable and costs nothing.

It is not always what a man knows, it is what he does that counts. Knockers do not kill men—they kill business. They are the persons who sift sand into the gear boxes of progress. Persons sometimes dig their graves with their tongues. Wounds inflicted by a knife heal more quickly than those inflicted by a sharp tongue. Birds are entangled by their feet—men by their tongues.

Kind words are as cheap as unkind words. He who knows courtesy reaps friendship. Courtesy enriches those who receive it without impoverishing those who give it.

New Jewelry Items Sought.

Retailers are showing strong interest in new developments in novelty jewelry. Stocks have been held down to a minimum in recent months, but indications are that new items among those offered by manufacturers and importers will do well. Matte or dull finish in gold and silver stone set necklaces and bracelets are expected to be well received. Pearl merchandise is believed likely to have a large share of the business, with domestic manufacturers seeking a broader distribution in view of the higher tariff on imported pearls. Genuine stones, such as carnelian and chrysoprase, are strongly favored, but interest also centers in imitation emerald, lapis and topaz.

White Demi-Bosom Shirt Popular.

The plain white spade bosom shirt is expected to be popular in the Fall, due to the fact that it is receiving strong favor in the college towns. This trend and the popularity of demi-bosom shirts in general indicates a leaning to more formal dress, it is thought. Horizontal-striped bosoms will be outstanding, with little favor shown to starched vertical-striped styles. In the less formal shirts, a novelty number is the shirt, with square small cornered collar and buttons attached to the band. The pre-

vailing popularity of solid-colored shirts has resulted in an equal demand for solid-toned ties, particularly in the lighter pastel shades.

Pewter Buyers Order Cautiously.

Manufacturers of pewter ware have booked only a limited amount of business so far this month in spite of a normal attendance of buyers in the Eastern market. The latter have inspected Fall lines, but have been reluctant to order for future delivery because of uncertainty over business conditions. Purchases made during the last few days have been confined to sales items which can be retailed at from \$1 to \$3. In spite of the lack of orders, manufacturers feel reassured on Fall business as they regard the interest shown by buyers as an indication that the pewter still holds its place in public favor.

August Sales To Be Broader.

An early start on August promotional events is indicated in retail preparations under way. Many stores are planning sales events of broader scope than a year ago, in order to hold down loss in volume, as compared with a year ago. The keynote of the selling procedure will be based on the appeal of lower prices made possible by the lower wholesale levels prevailing. Retail turnover of seasonal merchandise, while helped by sharp mark-downs, continues notably spotty. There has been no revision of the expectation that average sales for the month will be under a year ago.

Do You Check Your Advertising?

If you advertise in several newspapers how do you know which one produces the best results? Do you know whether they all justify the expense?

It is a good thing to test your newspaper results at least once a year. One way is to advertise the same item in all papers simultaneously offering a low price on condition that the coupon in the advertisement is brought to the store. You can devise other tests just as efficient with a little thought. The important thing is to make some test that will show you what you are getting for your advertising dollars.

Reefers To Be Popular For Fall.

Plain-colored shantung reefers with fringes are expected to be outstanding in men's wear for Fall. The reefers are being displayed in solid colors and also in reversible combinations, such as tan and blue, black and white, red and blue and yellow and black. For evening dress, a plain white reefer with black fringe is being shown. A wide variety of 24 and 36 inch squares is on display, with modernistic patterns, dots and foulards outstanding. A new style is a herringbone twill in brown shades. Blues and maroons are expected to be the most popular tones.

A Delight To the Eye.

"What time does the next train come in?" asked Edward, aged six, of the old rural station agent.

"Why, you little rascal, I've told you five times that it comes in at 4:44."

"I know it," replied Edward, "but I like to see your whiskers wobble when you say '4:44.'"

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

MOVEMENTS OF MERCHANTS.

Quincy—The Houghtaling drug store has opened to the public.

Lake Odessa—Herald Classic has purchased the Ruell drug business.

Detroit—The Reid Drug Co., 16548 Woodward avenue, has changed its name to Alex. Reid Drugs, Inc.

Wayland—Fire damaged the Wayland hotel and the Real Bakery July 19, entailing respective losses of \$200 and \$350.

Detroit—Rose Root, Inc., Book building, dealer in women's wearing apparel, has increased its capital stock from \$20,000 to \$40,000.

Kalamazoo—Harry Curkendal, a former Harbor Springs business man has purchased the Huntley drug store, which is located on Locast street, Kalamazoo.

Monroe—John Weisel, who has been in the drug business here for the past thirty years, acquired the store of the Hagans Drug Co., at 47 South Monroe street.

Centerline—After almost a month of negotiating Glenn E. Radenbaugh has purchased the interest of his partner, Miller C. Poppleton, in the Center Line Drug Co.

Monroe—The Co-Operative Motor Service, Inc., 1021 West Front street, has been incorporated to deal in trucks and autos, with an authorized capital stock of \$1,000, all of which has been subscribed and paid in.

Detroit—The New Lighthouse, 8038 West Six Mile Road, has been incorporated to deal in electrical fixtures and devices with a capitalization of 200 shares at \$10 a share, \$2,000 being subscribed and paid in.

Detroit—The Personal Hygiene Service Co., Inc., 1728 Buhl building, has been incorporated to manufacture and deal in drugs and chemicals, with an authorized capital stock of \$2,000, \$500 of which has been subscribed and paid in.

Grand Rapids—Blanche LeBaron, Inc., 9 Jefferson avenue, has been incorporated to deal in wearing apparel, lingerie, hosiery, etc., with an authorized capital stock of \$15,000, \$10,250 of which has been subscribed and paid in in cash.

Holland—The Model Laundry, Inc., 93 East 8th street, has merged its business into a stock company under the same style with an authorized capital stock of 60,000 shares at \$1 a share, \$60,000 being subscribed and paid in in property.

Negaunee—The Negaunee Furniture & Hardware Co., Iron street, is remodeling its store building. A modern plate glass front is being installed, the entrance has been widened and enlarged and more window display space has been arranged.

Detroit—The Federal-Scheiwe Coal Co., 6356 Mack avenue, has been incorporated to deal in fuel, gasoline, refrigeration and heating apparatus, with an authorized capital stock of 10,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Kalamazoo—David H. Reed has sold his interest in the Lincoln Wall Paper Co., 243 North Burdick street, to the Economy Wall Paper Co., of Cincinnati, Ohio, and will remove to Gary, Ind., where he will engage in business.

Hamtramck—Michael Bienka, plumber and hardware dealer, has merged the business into a stock company under the style of M. Bienke Hardware & Plumbing Co., 10227 Jos. Campau avenue, with an authorized capital stock of \$25,000, \$6,400 of which has been subscribed and paid in.

Kalamazoo—The Kooi-Knapper Co., recently organized, opened its boys' and men's clothing and furnishings store at 128 North Burdick street, July 16. Mac Kooi, Judson Knapper and Bert Cook, members of the company have all been affiliated with local clothing establishments for the last fifteen years.

Mackinaw City—Opening of the Hotel Howson, built by Dr. T. E. Howson and Stewart B. Howson, of Saginaw, took place last week. The new hotel, which will be managed by Stewart Howson, son of Dr. Howson, is of modern design and construction and equipped in an up-to-date manner. A new golf course and a municipal airport at Mackinaw City also were formally opened.

Manufacturing Matters.

North Lansing—The K. B. Hubbard Co., manufacturer of road-making and road-working machinery, has opened a distributing house at 1222 North Washington avenue.

Detroit—The Joy Jack Manufacturing Co., 69 Rowena street, has been incorporated, with a capitalization of 100 shares at \$10 a share, \$1,000 being subscribed and paid in.

Lansing—The Hein & Hutching Manufacturing Co. has been organized here to manufacture patented automatic garage door and cellar window catches. Several large orders have already been booked.

Port Austin—The plan of Mayes Bros. Tool Manufacturing Co., is being expanded to cope with the increasing demand for Mayes levels. It is estimated that the new addition, which is under construction, will be ready for occupancy in about thirty days.

Detroit—The Carbonic Appliance Co., 617 Farwell building, has been incorporated to manufacture and deal in apparatus for the control of carbon dioxide for refrigeration purposes, with an authorized capital stock of \$15,000, \$1,500 being subscribed and paid in.

Grand Rapids—The Veltman Biscuit Co. has merged its business into a stock company under the style of the Veltman Cookie Co., 232 Eugene street, with an authorized capital stock of 1,000 shares at \$10 a share, \$3,800 being subscribed and paid in. The company will manufacture and deal at wholesale and retail in baked goods.

Gabby G'eanings From Grand Rapids.

Richard J. Prendergast began representing the Aetna Life Insurance Co. last week and has already made a record which is very gratifying to himself and a source of great satisfaction to his friends. Mr. Prendergast is one of the most resourceful and dependable men the jobbing trade of

Grand Rapids has ever developed and it goes without saying that his success in his new undertaking is richly deserved because of the useful life he has led and the many friends he has made and been able to retain because of his innate fairness, goodness and fidelity.

Ira F. Gordon, district representative for F. E. Myers & Bros., is home from a two months' trip through the Canadian Northwest, the results of which entitle him to a fortnight's respite. Ira represents a big house, makes big jumps to big jobbing centers, sells big orders to big houses and then heads homeward to catch big fish and do big things for his friends.

Helen Eble Linn writes Edward Frick as follows regarding the death of James Addison Morrison, which occurred at Colorado Springs July 15: "I am more sorry than I can tell you to have to advise you that Mr. Morrison passed away Tuesday, July 15, at 10 p. m. For the past two or three months he had been feeling better, looking better and weighing more than he had for several years. He suffered an attack of acute indigestion on July 2, followed by heart trouble, but was improving and we thought he was going to get better again, but had an acute heart attack Tuesday night, which was very sudden and short. I am glad that his daughter, Adelaide Fawcett, was here, and had been for about three weeks. She and her two children had come to spend the summer and had taken a house at Broadmoor. Mr. Fawcett had just left for California Tuesday evening. The funeral will be held to-morrow afternoon at 3:30."

There was a Smart Aleck salesman from (name of town deleted by the censor) who sold a bill of hardware to William Jones, whom he had never met before. On that trip he called him "Mr. Jones." On the next, he called him "Jones." Then "Jonsey," "William," and finally "Bill." On the sixth trip he was not called upon to call him anything at all, as Mr. William Jones had decided to buy of another man.

In selling goods there may be two men equal in ability. One man has tact, the other has not. The latter fails. The man with tact succeeds. Every time we fail to do what we feel we should have accomplished, let us study carefully the cause of failure, go to the root of it and we will generally find that it was more tact that was needed. The tactful man will use all his resources to best advantage and is bound to succeed.

William Berner, manager of the local branch of Lee & Cady, leaves Saturday, accompanied by Mrs. Berner, for Detroit. They will go by boat to Buffalo, Toronto, Montreal and Quebec and take a boat trip on the St. Lawrence and Saguenay rivers. They expect to be gone about ten days.

A Grand Rapids jobber called on fifteen Northern Michigan retailers one day last week. He found eleven of them absent from their stores either on fishing trips or at golf tournaments. As most of the money made by merchants in the resort region must be made during the resort season, covering a period of three months, the job-

ber naturally wonders if it would not be a better idea for resort merchants to take their vacations during the winter.

The Newaygo Prospecting Co. has changed its address from Reed City to Grand Rapids, locating at 28 South Ionia avenue.

Chain Stores Fight Mississippi Tax.

A second attack on revenue measures passed by the recent Mississippi Legislature has been started in the United States District Court for the Southern District of Mississippi, when the Penney Co., operating a chain of grocery stores in Lauderdale county, secured an injunction to stop the enforcement of the gross sales tax on chain stores. The Penney Co. alleges that the gross sales tax discriminates against certain classes of industry. The general sales tax on retail stores is one-fourth per cent., while operators of more than five stores are charged an additional one-fourth per cent., making their tax one-half per cent.

Collection of taxes from chain stores is prohibited by the order until July 15, when a statutory three-judge court will hear application for a permanent injunction.

The special tax on chain stores violates not only the state, but also the Federal Constitution, the bill filed in the District Court contends.

Advocates "Read the Label" Clubs.

"Read-the-Label" clubs could help greatly in bringing about the results intended by Federal pure food legislation, says W. R. M. Wharton, of the United States Department of Agriculture, who is chief of the Eastern District for the Food, Drug and Insecticide Administration. The Federal food and drugs act is strict in requiring that labels shall not mislead consumers as to the quantity, quality or constituents of foods and drugs sold in containers. Consequently, a purchaser who reads the label carefully and intelligently can make sure that he or—as most frequently happens—she is getting what she thinks she is paying for.

Another Grocery Chain Fails.

Thirteen grocery and meat stores in Davenport and DeWitt, Iowa, Rock Island, Moline, East Moline, Silvis, Kewanee, Geneseo and Aledo, Ill., and a sausage plant in Rock Island, operated by the G. & M. Stores, Inc., have been closed upon filing of petition in bankruptcy by the company in Federal Court. The organization, which was launched a year ago and has been active in opening branches throughout the territory since. The American Trust Co. and Louis Nester, assistant secretary of the bank, have been named receivers and authorized to dispose of perishable goods.

Neatly Displays Grapes.

William Wallingford, Pasadena, Cal., says that in stacking grapes he finds that by turning under the stems it gives a much neater appearance to the display, the bunches are more easily handled, and prevents a lot of waste in loose grapes.

Pursue only happiness and you never catch up,

Essential Features of the Grocery Staples.

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

Tea—The demand during the past week has been better, especially for Ceylons, Indias and Javas. Foreign markets are fairly steady and so is the market in this country. Production of Indias will probably show a falling off in volume this month. Japan and China greens have been quiet during the week. Formosas are dull and weak. The consumptive demand for tea is very fair.

Coffee—The story of the past week in Rio and Santos coffee is another chapter of weak and dull depression. The market for these coffees green and in a large way did have one spurt of firmness during the week, but for the most part the market was very much depressed. The same cause exists, namely, an excessive supply of coffee, which the recent loan in this country has not helped. As the result of all of this the market for spot Rio and Santos green and in a large way declined about 1/4c during the week and large way price is now very close to 7c per pound, which is the lowest price for many years. Milds have been sympathetically affected and are off a small fraction as compared with last week. The jobbing market on roasted coffee is showing more or less weak undertone. Demand is about as usual.

Canned Fruits—The sour cherry crop of Michigan is now pretty well disposed of. Packers pay 5c per lb. and hold 10s red sour pitted at \$8.50 factory.

Canned Vegetables—Southern tomatoes have been very quiet, with prices unchanged since a week ago. The market for Southern pack string beans continues sloppy. Corn is sought in a routine way, with prices showing wide ranges. New York State golden bantam is said to have sold at 90c per dozen for 2s f. o. b. factory. Peas are not in large supply, but movement has been slow.

Dried Fruits—New York buyers have shown practically no interest in 1930 California fruits this week. Prices being quoted are evidently not agreeable, especially since they appear to be going lower every day. Apricots have reached a level where brokers are getting more attention, but as yet no sizable bookings have been recorded. Peaches have been going down, but have not yet reached a trading basis. Prune prices are meeting with resistance also. Santa Clara 30s at 6 1/2c and 40s at 6c meet with no active response. It is said that one packer has made a price of 6 1/4c on 30s. Raisin prices are expected soon, but unless the Farm Board plan is put into effect it is hardly probable that there will be any interest shown here. The Coast raisin market on spots has shown weakness. A car has been confirmed this week on choice Thompsons at 3 3/4c per pound f. o. b. dock, San Francisco. This was on 1929 pack merchandise. Imported dried fruits have met with no better attention than domestic goods. Movement has been routine in spots, and futures have not sold at all.

Canned Fish—News from the coast during the week is to the effect that

the pack of Columbia River chinook salmon is still running considerably behind last year. This scarcity has created a good demand in the East. Pink Alaska salmon is in rather a demoralizing position, owing to price cuts on the coast, though this was not general. Buying has slumped considerably in Eastern markets. There is considerable uncertainty in the market, due to heavy competition among the packers. Japanese crab meat, although usually active at this season, is dull just now. No future prices have yet been named. Lobster is also very dull. Shrimp is scarce on account of short catch in the South. Sardines show no change for the week, demand being light.

Salt Fish—The past week has brought a much improved demand for mackerel and other salt fish, as shipments of new American shore mackerel are in the market and are bringing good prices. There has also been some demand for small mackerel, which have been weak for some time on account of an excessive supply.

Beans and Peas—There is absolutely nothing doing in the dried bean market. Demand is very poor and prices are about unchanged, mainly because there is so little trade on which to quote prices. Dried peas same.

Cheese—There has been only a very moderate demand for cheese, but on account of also moderate receipts prices have been steady during the week.

Nuts—Market developments in shell and unshelled nuts this week have been of more or less an exciting nature. Trading has been quiet, both in spots and futures. Prices on only a few new crops have been named. Shelled almond prices from abroad are considered too high by the local trade, and in some quarters a distinct come-down is anticipated. Little attention has been given new crop Levant filberts. Reports from California this week were that the crop of walnuts would be considerably smaller than last year. This is one of the few items in California that promises a short production this year. Even California agrees that outputs of most other agricultural products will be generally heavy. Brazil nuts were not actively sought by the local importing trade. The primary market held firm, appearing in a strong position. Shelled Brazils ruled firm, with indications of an upward move in prices. Purchasing, however, was slight, both for prompt and deferred shipment.

Rice—No appreciable change has taken place in the rice situation this week. Locally the trade has been taking the usual small midsummer requirements from day to day out of spot stocks. Buyers here have avoided any possibility of accumulating big supplies of rice, and indications are that a hand-to-mouth buying policy will prevail for the coming few weeks. Prices here remain firm below a parity with the primary market. Mills in the South continue to show a disposition to sell out their remaining stocks for the season. Most mills have closed down, and the few who still have rice to sell are under no great pressure.

Sauerkraut—Brokers complain of a slack demand in both bulk and canned

sauerkraut. The tone of the market is weak. Both spots and futures attract little interest here. Stocks on hand are plentiful and buyers do not care to take on additional quantities.

Syrup and Molasses—Sugar syrup, in spite of lowering prices of many other foods, has been steady during the week, without change in price and fair demand. Compound syrup shows no improvement. Demand is poor and prices about unchanged. Molasses is in very fair demand for the season at unchanged prices, speaking of the fine grocery grades.

Vinegar—Sales are somewhat slower than is customary during the summer months, but no material decline in sales is generally reported. Prices are easy as the future outlook is for a large supply in the coming season, and stocks now on hand in producing centers are relatively large.

Review of the Produce Market.

Apples—Transparent and Duchess have declined to \$1.50@1.75 per bu.

Asparagus—\$1.25 per doz. for home grown.

Bananas—5 1/2@6c per lb.

Beets—40c per doz. bunches for home grown.

Butter—The market has had a fairly steady week with one small advance of about 1c per pound. The receipts are about equal to the demand and there is no sign of any convulsion ahead. Jobbers hold 1 lb. plain wrapped prints at 36c and 65 lb. tubs at 35c for extras and 34c for firsts.

Cabbage—Home grown commands 75c per bu.

Carrots—40c per doz. bunches for home grown.

Cantaloupes—Arizona stock is held as follows:

Jumbo, 45s ----- \$4.00

Jumbo, 36s ----- 3.75

Standards, 45s ----- 3.75

Flats, 12 to 15 ----- 1.50

Cauliflower—\$2 per crate for home grown.

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

Cherries—\$3.50 per crate of 16 qts.

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

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

Currants—\$3 for 16 qt. crate.

Dewberries—\$3.50 per 16 qt. crate.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans ----- \$5.75

Light Red Kidney ----- 6.25

Dark Red Kidney ----- 6.75

Eggs—The large supply of heat damaged eggs now on the market is very hard to move and very irregular in price. Fine fresh eggs are still rather scarce and keep cleaned up day by day. Local jobbers pay 22c for strictly fresh.

Green Corn—40c per doz. for Michigan grown.

Green Onions—Home grown, 30c per doz.

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

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

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ---- \$5.00

Imperial Valley, 5s, per crate ---- 5.25

Hot house grown, leaf, per lb. ---- 5c

Lemons—To-days quotations are as follows:

360 Sunkist ----- \$9.50

360 Sunkist ----- 9.50

360 Red Ball ----- 9.00

300 Red Ball ----- 9.00

If the weather continues warm, the price will go to \$10 or \$11 next week.

Limes—70c per lb.

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

126 ----- \$7.25

150 ----- 7.75

176 ----- 8.50

260 ----- 9.00

216 ----- 9.00

252 ----- 9.00

288 ----- 9.00

344 ----- 8.25

New Potatoes—Virginia in bbls., \$3.75 for No. 1.

Onions—Spanish from Spain, \$2.75 per crate; Calif. yellow in 100 lb. sacks, \$3.50; Calif. white in 50 lb. sacks, \$2.50.

Parsley—50c per doz. bunches.

Pears—Calif. Bartlett, \$3.75 per box.

Peaches—Elbertas from Georgia command \$4.75 per bu.; \$4.50 for 6 basket crate.

Peppers—Green, 50c 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 fowls ----- 20c

Light fowls ----- 16c

Radishes—12 1/2c per doz. bunches of outdoor grown.

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

Spinach—\$1 per bu.

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

Summer Squash—\$2 per bu.

Tomatoes—Home grown hot house in 10 lb. baskets, \$1.35 for No. 1 and 90c for No. 2.

Turnips—\$1.40 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy ----- 15c

Good ----- 13c

Medium ----- 11c

Poor ----- 10c

Water Melons—35@65c for Georgia.

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

Whortleberries—\$4.50@5 per 16 qt. crate.

Trading-Up Trend in Lamps.

Merchants, returning from the trade show now in progress in Chicago, report that lamp buyers are purchasing better quality merchandise for Fall but are restricting quantities. Table lamps retailing around \$9 and \$10 are being purchased by buyers who confined their Spring selections to items retailing at \$5 or less. Table lamps of glazed pottery are reported as especially popular. Lamps of this type with gold plated metal bases set into pottery are said to have found favor. They are priced at \$25 retail.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The Federal Trade Commission, in a case just ended, has scotched another coffee deceit. The name of the packer involved is not given, but under a stipulation just entered into with the Commission his coffee will no longer be described in radio talks and in other advertising media by words that would mislead purchasers into believing that it is treated with a special ripening process. This packer will cease employing in his catalogue, radio talks and in other advertising, words which would indicate that his coffee has been treated with a ripening process involving fungus growth, when in fact it has not been so ripened or treated. He agreed to stop using also a representation that his ripening process consists of a treatment under high temperature for two weeks and from other expressions which might mislead the public regarding the process.

The Federal Reserve Bank has transmitted to member banks a warning against a new counterfeit \$10 Federal Reserve note which it called "extremely dangerous." It described the note as follows:

"On the Federal Reserve Bank of Kansas City, Mo., 1928 series, check letter 'J,' face plate No. 2, back plate No. 29, H. T. Tate, Treasurer of the United States; A. W. Mellon, Secretary of the Treasury; portrait of Hamilton.

"This counterfeit, extremely dangerous, is printed from finely etched photo-mechanical plates on one sheet of bond paper of good quality, slightly thicker than the genuine. In the portrait, the eyebrows are heavily shaded and the eyes lack the vitality revealed in the genuine note. The lapel in Hamilton's coat is not clearly outlined in the counterfeit, seeming to merge with the coat. The finely engraved lettering under the signatures of the treasurer and secretary is barely discernible on account of faulty etching.

"This production has appeared with two different serial numbers—J061867-56A and J10568977A."

Groceries, malt beverages, grape juice and rubber tires all were misrepresented by manufacturing and distributing companies which have signed stipulations with the Federal Trade Commission agreeing to discontinue use of their misleading statements. Details of these cases are as follows:

A domestic company manufacturing, importing and selling groceries and food products will discontinue using on its containers for pimientos labels resembling those employed by Spanish packers of the product, and will stop carrying on these labels Spanish words and expressions not essential to description of the product, but tending to suggest a Spanish origin.

One company manufacturing a malt beverage and an organization selling and distributing a like product, will no longer carry advertising which repre-

sents that their products are made in Canada and imported to the United States when such is not the fact.

A manufacturing corporation distributing automobile tires agreed to stop advertising that a large mail order house and a large tire company have a director in common; that the respondent company at any time made all the rubber tires sold by the large mail order house; that the respondent learned of negotiations between the mail order house and the large tire company while they were in progress, and before a contract between such companies was executed; and that the respondent is in a more advantageous position in respect of the payment of a profit to the manufacturer than is the large tire company or the mail order house, when such are not the facts.

In selling and distributing grape juice products an individual proprietor will no longer advertise that he has branches in all principal cities; that he has warehouses at Jersey City, N. J., and a sub-warehouse at Hoboken, N. J., or elsewhere; that his company received diplomas or gold medals at expositions in various cities; that he or his company has vineyards and plants in California; and from statements and insinuations that competitors market either a pasteurized product or concentrate which is preserved with sulphur dioxide or other chemicals, when none of these statements are true.

David V. Bush, who maintains offices in Chicago, has been ordered by the Federal Trade Commission to stop representing a course in bodily weight reduction as "Nature's method of reducing," or that it is amazing, wonderful or new. Bush advertised his method in newspapers and magazines and mailed the instructions to persons in various parts of the country who wrote to ask for them and sent the required amount of money. Among other representations on the part of Bush as prohibited in the Commission's order to cease and desist, are the following: That his method does not involve processes of starving; that the alleged results will be obtained in a few days, or that upon following the instructions customers will find that their fat melts away like magic and that each of them weighs what he should weigh and that each will necessarily become "slim, bouyant, energetic."

The Daisy Manufacturing Co., of Plymouth, maker of such toys as air rifles and liquid pistols which it sells under the trade brand "Daisy", signed a stipulation with the Federal Trade Commission agreeing to discontinue several methods of resale price maintenance. The proceeding is made a part of the Commission's public record.

The company agreed to cease and desist from the following methods:

Seeking and securing from the wholesale and other trade assurances, promises, or agreements to co-operate

with the company in the maintenance of any system of resale prices whatsoever;

Seeking and securing the co-operation of its customers in reporting dealers who fail to maintain the resale price established by it;

Seeking and securing, by any means whatsoever, promises, assurances or agreements from price cutters, or alleged price cutters that such offenders will maintain suggested resale prices as a condition to further supplying such dealers with its products;

Directly or indirectly carrying into effect, by co-operative methods, any system whatsoever for the maintenance of resale prices established by the company.

They Must Act For Themselves.

Manufacturers of Nationally advertised brands are awakening rather tardily to the danger they are exposed to from private brands. News reports tell of admonitions in the form of shrinking sales. If probable causes of such loss had been studied in advance of their effect the remedial measures now talked of might have been taken before volume recession was well under way. The impulses of the moment appear to be twofold. The wholesalers say they were driven to private brands by the large allowances from manufacturers to direct-buying chains. It is common talk in the jobbing trade, also, that profits on private brands are relatively generous. The chains, on the other hand, say they have been turned to their own brands by threats of resale price regulation. The policy of the chains is to offer whatever their customers ask for, and, because the manufacturers have followed the policy of cultivating consumer good will by means of National advertising, nearly all the chains carry most advertised products when they can get them. The flow of goods through these channels was smooth enough until the "loss leader" came into prominence and set going the agitation, not always in good faith, to provide a legal means of curbing the practice. This and the wide differences in manufacturers' discount methods led to occasional breaks in the relations between manufacturers and jobbers and between manufacturers and chains. One result was the adventure of chains and jobbers into the field of private brands with varying degrees of success. The manufacturers of well-established lines have lost some ground, it would seem, by seeking as individuals to work out a problem in which all have a common interest. That is why they now find themselves confronted with complications on a fairly large scale requiring careful research before they can study out a sound policy adequate to conditions as they exist to-day. Some of the information they require will be supplied by the National Census of Distribution. On the quality side, which offers more promise for their purposes, they must act for themselves.

When On Your Way, See Onaway.

Onaway, July 22—The big dairy picnic to be held at the State park on famous Black Lake is attracting a lot of attention in anticipation of the second annual event. Last year the picnic

was a decided success under the supervision of M. G. Koepsell, proprietor of the Onaway creamery. This year Mr. Koepsell, with the assistance of his able committee and the co-operation of the business men, has made elaborate plans for a variety of sports, including boat races, water and land sports. In addition to this, several creamery men, who secure a lot of business from this section, have promised to attend, also contributing liberally in a financial way to the cause. Mayor Weingart has declared a holiday for the city and issued a proclamation to that effect, including a silent prayer for the weather man to perform his duty.

The annual school meeting held at the high school Monday night called out an unusually large gathering. A heavy vote was polled for the election of officers. City treasurer, John Shackson, was elected as a new trustee. George Pregitzer being re-elected, gave a report of the excellent financial condition of the school district, showing a nice cash balance on hand and entirely free from debt.

George Graves, who has been the manager of the Lobdell-Emery Co. general store for the past four years, has accepted a like position with the new Lee & Cadv cash-and-carry branch in Alpena.

R. D. Shaw, accountant for the Lobdell-Emery Co., of Alma, spent a couple of days with his family at their summer home on Black Lake. Bob still retains his fine "open countenance" like a summer half moon, together with the bear-like grip so genuine that there is no mistaking a warm heart full of sincerity. "Baub," as Mrs. Shaw calls him, was a live wire while residing in Onaway a few years ago, active in church affairs, athletics, minstrel shows and fraternal societies. Come often, Bob.

Squire Signal.



You
can obtain, from
your friendly Old
Kent neighborhood
office, any service
that any downtown
bank can render.

OLD KENT BANK

Grand Rapids' Oldest
and Largest Bank



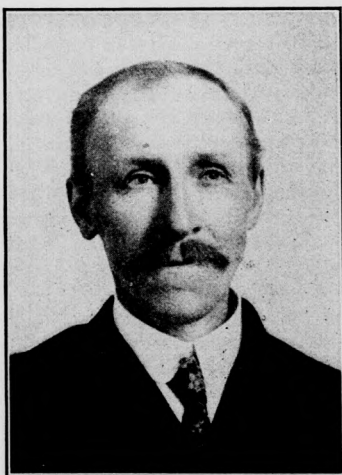
Evidently Not in Favor of Consolidated Schools.

Ann Arbor, July 19—July 16 was bargain day in Ann Arbor. Our folk all went, including the hired man, excepting myself. I never approved of leaving the place unwatched and unguarded all day, as is done by some farmers. When a family starts off in an auto it is best there be one survivor left in case of accident.

A crowd, a rush, a jam never appealed to me. I want to be at a safe distance. When all the printers left their work and rushed to the windows or sidewalks to view a parade I kept back where I could keep an eye on the floor or on the rear entrance. This is a wise precaution in any store as well.

The hired man said he must go to get a pair of shoes. I told him to go to the harness maker. The only place now where one can buy a harness or whip is at an agricultural implement store. The last harness shop is now stocked with shoes and work clothes, with power driven machines to do shoe and harness repairing.

The last time I was in Ann Arbor I received at two places Red Arrow money to the amount of my purchases. I am wondering if this is only another form of trading stamps. A published announcement said that holders of Red Arrow money should go to a certain



E. E. Whitney.

place on the forenoon of bargain day, where more than \$1,400 worth of various kinds of merchandise would be found, leave their bid or bids for articles they wished to buy, then in the evening they must be at another certain place when the bids were opened. The literature said that at last people had a chance to "get something for nothing."

The annual school meeting in the country districts happened on a cool evening for once. Farmers were not exhausted by a day's work in the hot fields with haying or harvest. After twenty-four years consecutive attendance at school meetings in one district, I moved into an adjoining one. It cost the former district \$1,800 for the year. Our district, with no school, no teacher's wages or fuel to pay for, paid out \$866.90. Six of our pupils were in high school and five in other grade schools. The bill for tuition was \$780, transportation, \$50, officers' salaries, \$25, insurance and electric light bill, \$11.90. The coming year there will be only four grade pupils and two in high school. One-third of the rural school houses would accommodate all the scholars.

It might be said this is an argument for consolidated schools. With 200 to 300 pupils in one building there are splendid courses open for all which cannot be conducted in smaller schools, nor even in high schools. At present

the expenses of such a school are enormous. I know one where the cost of transporting pupils and teachers was \$12,000 a year.

The boys and girls are not trudging the roads in constant danger from autos or in bad weather, but there are other dangers. Locked in a school bus, they cannot hop on or off. That is good. The driver operates a lever to open and shut the door of egress, but in case of accident, the driver or the mechanism may be disabled and no one can get out without breaking the windows. With the front of the bus in flames, the driver unhurt but on the ground, the lever in the midst of the flames and no other lever to open the door, a boy broke a window with his hands and began dropping the children outside. Then he told the other boys to break the windows and so the thirty-one pupils escaped, while the bus was destroyed. You did not read any of the anxious details in the newspapers. And another thing they do not advertise—many school busses have thin wood veneer sides, which would easily crash in a collision. They cost enough to have strong steel sides to protect the children.

For twenty or more years the rural district school houses generally have been in process of improvement—repaired, painted inside and out, better floors and comfortable desks put in, improved heaters installed, better blackboards, maps, charts, library books, toilets, and other things added to make the school room comfortable, pleasant and attractive. Once the houses might have been sold to farmers for granaries or shops. Now they are good enough to be made into dwellings but only here and there is a school located where it is needed for a dwelling, and could be sold without a big loss.

The farmers' taxes are one-third for schools and forty per cent. for roads, and in addition the farmer who buys an auto pays the manufacturer's tax, the license tax and a gasoline tax.

I just got another line on alumni associations. Thought they were financed by well-to-do graduates who could afford the reunions. I am told that many a teacher pays the big annual membership fee just for fear of losing his or her job.

Beware of mergers. Hear that a friend merged a prosperous business into a National project and lost \$50,000. In school mergers there is great risk of losing control of every good feature and being tyrannized over and defrauded by a clique, a ring, a machine or a despot.

Temperature 96 degrees at 3:30 p. m. and everything suffering for need of rain. Corn and potato crops may be saved by rain, but grain is apparently beyond succor.

E. E. Whitney.

Push An Item Every Day.

A successful grocer in Colorado selects some profit-maker for each day in the week which is to be pushed by the entire sales force. He goes so far as to check the actual number of sales on that particular item made by each salesman. This item is given a prominent display space in the show window and on the merchandise display tabel. If he runs an advertisement in his newspaper, it is also given advertising space. He makes a conscious effort to push the profit-makers and his grocery business one of the most profitable in the country.

But on the other hand it does not pay to substitute or to refuse to sell the product that does not pay a profit.

The second baby is just as happy as can be. He doesn't know he is being pushed around in a used buggy.

Sell What Women Want

Royal Quick-Setting Gelatin Dessert is big news to the busy housewife. It sets in less than half the usual time.

Royal Quick-Setting Gelatin Dessert is backed by the makers of the nationally famous Royal Baking Powder. Your customers would buy it on its name, alone.

This new quick-setting gelatin is sold under the modern merchandising plan of Standard Brands Incorporated. Saves you money, storage space and guess work.

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

Our Exclusive Pan Toasting Process



—of milling assures your customer a sweet, flaky dish of oats, *entirely* free from the usual mush taste.

Purity Oats and Chest-O-Silver are the best buys on the market today for you—the independent grocer—because our rigid policy of selling no chain stores—no desk jobbers—and backing every package with a solid guarantee is your weapon against indiscriminate selling.

PURITY OATS COMPANY
KEOKUK, IOWA

FURTHER SAGGING.

Little besides a further sagging in industry, typical of this period of the year, was visible during the week, although a more hopeful sentiment is discernible. However, there were features to be found in another drop in commodity prices and a decline in building. The levels of general business activity and employment are rapidly nearing the low points established in the 1924 depression and before the summer is over the present reaction will probably size up as something between that slump and the more serious one of 1921, as indicated previously.

The decline in commodities, according to The Annalist weekly index, amounted to 1.2 points with all groups but food products moving lower and building materials unchanged. The index now stands at 123 as against 150.1 a year ago. While business recovery may, and usually does, precede an advance in commodity prices, many of the abrupt and drastic declines will have to be more fully translated into lower-priced products before buying confidence is restored. In some lines, as pointed out previously, such reductions are very slow in being made and the general situation suffers to that extent.

The figures on building do not bear out the promise they gave last month. The daily average value of contract awards reported so far this month has declined 43 per cent. under a year ago. In the automobile industry sales have also been sliding off materially and those of General Motors to consumers last month were 27 per cent. under those of May and 36 per cent. under those of June, 1929.

There is little favorable that can be reported on agricultural conditions, which now exert so important a bearing on general business. The Farm Board has apparently receded from its attempt to control the situation artificially and is striving to persuade the industry to cut acreage without much effect. For the recovery in business this fall, which is being so freely predicted, an improvement in the agricultural end is sorely needed and unfortunately cannot be looked for in the present circumstances.

TOM THUMB GOLF.

There is apparently a National cordiality in this country toward any new game or diversion which enables every novelty in entertainment to sweep from one end of America to the other in a remarkably short time. Some of these innovations vanished as quickly as they came; others parallel the behavior of the Japanese beetle and, after reaching a peak of infestation, subside to normal and comparatively reasonable proportions. The most recent of the popular fads is the multum in parvo golf game, whose miniature courses are now to be found everywhere where men, women and children seek harmless and necessary amusement.

They vary considerably, from the professional courses which are made almost too easy in order to take care of as many customers as possible to the fearful and wonderful constructions of school children. There has been seen

in the suburbs of a nearby city a nine-hole course in a garden lot whose par score is 274 and whose seventh hole has never been played in less than 50. Its holes are flower pots sunk in the ground; its greens are kept cut with a pair of household scissors; its hazards include remnants of stove pipe, orange crates, discarded dispanes and an extraordinary bunker made of the garden hose. Father and son, mother and daughter, are all its victims and will putt and putter through a summer evening with no regard for time or dignity.

Those who take golf seriously and solemnly maintain that this new game has no right to the name of their ancient and honorable sport. This, they say, is not golf, nor is it good practice for the proper game. They say so, even though many of them have at times made a putting green of the living room rug or practiced in deadly earnest around the lawn. But it may reasonably be maintained that at bottom this Tom Thumb golf is exactly like its more expansive and expensive predecessor. Both are made up of manufactured difficulties and irritations, and both seem to exercise an unholy fascination for those who play them.

Any game that takes such ready root in the domestic scene is sure of a following. Other garden games have lately been revived, including bowling on the green and the quietly malignant sport of croquet. But this two-by-four golf is likely to settle down into a game of genuine skill and interest, with proper rules and regulations and some sort of agreement as to what constitutes a proper course. The time may come, indeed, when the suburban estate will be incomplete without its nine holes and miniature traps and hazards, just as the swimming pool and sandpan for the youngsters are accepted institutions. Just what this may do to the grand old game of golf itself is beyond prophecy, but it can scarcely make it a more general mania than it is already.

FALL RETAIL POLICIES.

In their buying operations for fall, retailers are displaying the caution which conditions certainly warrant. There are few of the uncertainties over styles and designs which characterized the situation a year ago, although later on in the season there will probably be presented many changes aimed at encouraging greater retail and consumer response. Prices are now of prime consideration, and by their limited purchases so far it is plain that retailers are shopping their markets thoroughly to obtain the best values and also to impress on producers their desire for lower prices.

However, there is a question that many stores will have to consider in their fall policies, and that is whether they will abandon quality standards entirely. Some have already indicated that this decision has been made, although it is rather well understood that what the public is looking for just now is not cheap merchandise cheap but good merchandise cheap. A revision of price lines is no doubt in order, but quality can still be achieved even at these lowered levels.

While a good deal of comment has been heard regarding the quick recovery which will be staged this fall, it is evident that merchants are taking these forecasts with the proverbial grain of salt. Unless the unforeseen occurs, there will doubtless be an upward movement in the fall, but normal conditions may not be reached until the turn of the year. To prepare for the doubtful season ahead, then, retailers are being advised to test more thoroughly than ever their offerings both for price and quality, and many of them will order sparingly until evidence of the recovery is more definite than it is now.

THE ROOT OF THE PROBLEM.

The superior way of dealing with the wage and salary problem is plainly seen by those who have been giving study to it. The depression from which we suffer is due in major degree to overproduction. And underconsumption is just another way of putting it. There would be no overproduction if there was enough consumption. A crying example is the surpluses of farm products which are in need of markets and the millions of Chinese dying from starvation on the other side of the world.

The cause of underconsumption is plainly evident. Certain groups of workers are well paid and offer a market for many articles beyond the immediate necessities of life. Other groups are perhaps working much harder and receiving barely a living wage. These last comprise the millstone around the neck of mass output and the high wage-low cost industries. Production along scientific lines can get just so far and is then stifled by the low wage-high cost lines.

The answer, then, to our principal problem is to promote consumption through maintaining our wage levels and improving them; improving them not foolishly and where costs cannot be reduced but bettering them by thorough studies of our backward industries, so that they too may be placed on a high wage-low cost basis. That this can be done has been demonstrated in many of the lines now listed as "backward."

But to seek temporary gains by reducing earnings has all the earmarks of backsliding that will not do the business of the country any good but is more than likely to react directly against its advocates.

BUSINESS POLICIES.

As a contrast between the new and the old in business policies, the instances presented by the General Electric Company and by the National Cash Register Company and certain of the automobile companies could not very well be improved on. In the former case, a plan for unemployment insurance is adopted in the midst of a depression, while the other concerns adopt the time-worn course of firing workers and cutting salaries.

Strangely enough, the companies that are reducing salaries 10 per cent. are those which have long been regarded as in the forefront of American business progress. What they are

doing now, however, is calculated perhaps to benefit a few stockholders, but at the expense of their workers, who are also consumers. And it is frightening many more workers with the thought that their action will be generally followed.

In the case of the cash register concern, it is to be wondered whether they have fully considered the effect on their own customers. Will the merchant appreciate having his customers purchase 10 per cent. less? After all, there may be only a few direct results, but there are bound to be many indirect effects, because the employees will buy 10 per cent. less of everything, and retailers, wholesalers and manufacturers will suffer by this example of retrenchment. If all producers and other trade elements were to follow the same course, there is little doubt but what business recovery would be appreciably delayed, even to the disadvantage of the company which now imagines that it has accomplished a good stroke.

DRY GOODS CONDITIONS.

To the clearance sales which now engage the major attention of retail stores there was fair response during the week, but not enough to draw close to last year's figures. In fact, the volume of trade is running near the rate of the decline registered last month, with price reductions and reduced purchasing power to blame in about equal measure. The recovery in the stock market has had a favorable influence on purchasing, but this gain is more than offset by the salary reductions which are spreading.

By now the movement among retailers to get their prices on a replacement cost basis has been accelerated by the usual summer sales. However, these sales this year will not represent temporary concessions in many instances but the new low level of merchandise values which will be carried into the regular lines for fall. These reductions have their favorable aspects in the stimulation they should bring to consumer purchasing and finally to production.

While the number of buyers visiting the merchandise markets last week was somewhat below expectations, more of these retail representatives are likely to be in the market this week. Apparently the buyers are holding up their trips until values become more settled. The same tactics are being followed in placing orders, which are for limited quantities.

Effects of the price reductions announced last week on sterling silver flatware will not be felt by manufacturers until later. Salesmen for all the major companies are now at their factories attending sales conferences and meetings and will not start out to call on their customers again until after the first of next month. The 10 per cent. reduction, however, is expected to stimulate buying at that time. In retail circles, however, the effects of the reduction were immediate, as most of the larger stores reduced prices on their present stocks to conform to the new schedule.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

I am beginning to think that the Saturdays in July are unlucky days, so far as my efforts to utilize them are concerned. The first three Saturdays have been abnormally warm and uncomfortable that I have been forced to abandon my complete plans, so far as calls on the trade are concerned. Last Saturday I looked forward to a visit to Big Rapids, but the intense heat compelled me to turn back homeward after a few calls at Howard City.

I found the merchants of Comstock Park very happy over the prospective opening of the cement pavement on Turner street all the way from Grand Rapids to that thriving suburb. Cement has also been laid on the river road to Plainfield as far as the Pine Island lake road—a distance of about two miles. The new bridge over the Rouge river is certainly a fine example of cement construction and speaks volumes for the thoroughness and efficiency of our county road commission.

At Plainfield Joseph Brewer is constructing two sunken gardens at the corner of U.S. 131 and the river road which will add much to the attractiveness of his wonderful home and home surroundings. I suppose some of these days he will give Eugene Goebel carte blanche to beautify the strip of waste land in front of his home, lying between the river road and Grand Rapids. When this is done and the work is accomplished in keeping with the high standard Mr. Brewer insists on in all his undertakings, the traveler on the Cannonsburg road may well imagine he is passing through a section of paradise.

I think Grand Rapids is very fortunate in having so many men of the Brewer, Greenway, Avery and Hefner type who are willing to devote so much time, effort and money to creating developments of a character which lifts their efforts up to a high plane and gives the general public a look-in.

The first threshing machine I have seen in operation this season was functioning in the wheat fields of Joseph Brewer, Saturday.

At Rockford every merchant I called on was at luncheon, so I had to pass them up for another—and I hope cooler—day.

I never pass through Cedar Springs that I do not call on Howard Morley, who has long been the pioneer merchant of that village. He and his assistant had just returned from a fortnight's respite at the summer home of his brother on Torch lake. Mr. Morley is 82 years old, but he is as sprightly as the ordinary man is at 50 and I am very confident I will be privileged to assist him in celebrating his 100th birthday, eighteen years hence,

The Morley store looks better to me than it has for years. As usual, Mr. Morley insisted on my inspecting his stock farm, but the thermometer was too ambitious to justify me in undertaking any extra effort.

Editor Gibson, next door to the Morley store, informed me that he planned to remove his printing equipment to Greenville where he will establish a new paper under the name of the Montcalm County News. He has sold the Cedar Springs Clipper to a man whose name I failed to obtain, as I should have done. The new comer will bring his own equipment with him and continue the publication of the Clipper without interruption. There is now but one daily newspaper in Greenville, owned and conducted by a non-resident, and Mr. Gibson is assured that a live weekly publication will fill a long-felt want. He says his refusal to accept any advertising from chain stores did not meet with the appreciation and encouragement of the independent merchants of Cedar Springs which he thinks he had reason to expect.

One merchant I miss greatly at Cedar Springs is the late William Black, who gave me his order for the Tradesman on my first trip to Cedar Springs in 1883 and whose successor in the management of the business (his son-in-law) handed me \$3 for the forty-eighth yearly subscription last Saturday.

Art Crook, the Howard City grocer—and one of the live merchants of Michigan—sold his stock to the R. Stores, Inc., about the time the agitation against chain stores started, in consequence of which many of his former customers pulled away from the old stand. He contemplates retiring as manager of the chain in a short time and taking an extended vacation, after which he will return to Howard City and open up the best independent grocery store he has ever conducted.

M. F. Butler, grocer and shoe dealer, is back from an extended trip through the Southern states, including Florida. He failed to find any state he likes better than Michigan or any town he likes better than Howard City.

Forty-seven years ago the Tradesman first saw the light of day. The issue of next week marks the beginning of the forty-eighth volume. I have never been absent from the office on a publication day except seven months in 1910 and 1911, when I was ill with fever, and five weeks in 1912 when I made a trip to the Panama canal. I think few men can present such a record. I am fully convinced that the record is an erroneous one on my part. I should have traveled more and seen more of the world and the people who live in it. This default to myself and friends has not been due to lack of funds or opportunity, but because I have always taken myself too seriously. I have gone along all these years on the theory that I could

do the work I had to do better than any one else could do it. This is a common mistake too many business men make. Like myself, they become aware of the situation too late to reverse the policy of a lifetime.

As usual, the birthday anniversary of the Tradesman will be celebrated by the publication of an anniversary edition a little later in the year, when the weather is a little more favorable for the prodigious effort which such an undertaking involves. No sooner is an anniversary edition issued than we begin planning for the next issue, which spreads out the work of preparation over a considerable period.

I am in receipt of a call from Raymond C. Viele, manager of the Charles Trankla & Co. dry goods emporium, who assures me that there is no intention on his part to dispose of the dry goods stock or store building owned by the late Mr. Trankla. On the contrary, many modern improvements are contemplated which will enable the store to function even better in the future than it has in the past. I am glad to be able to make an authoritative statement of this kind, because the Boston store has always been conducted in such a manner as to reflect credit on the management and add to the greatness of the city as a dependable retail market.

Relatives and friends of Gaius W. Perkins, Sr., journeyed to Northport Point last week to assist him in the celebration of his 83rd birthday. Mr. Perkins was born in this city and lived here for about seventy years. For the past dozen years he has divided his time between Grand Rapids, Northport Point and Los Angeles. He was originally a tanner and shoe dealer. Later he engaged in the hide, pelt and fur business, which he conducted many years at the corner of West Fulton and Louis streets under the style of Perkins & Hess. About forty years ago he organized the Grand Rapids School Furniture Co., selecting as his associates Wm. T. Hess, Frederick C. Miller, Chas. J. Pike, Charles J. Read and E. A. Stowe. This institution had a marvelous growth under the management of Mr. Perkins. The name of the corporation was subsequently changed to the American School Furniture Co. and later on to the American Seating Co., which is now the largest employer of labor in the city. Before engaging in the manufacturing business, Mr. Perkins was President of the Board of Education for several years. Several school houses built during his term of office are still in existence and are being used at the present time.

When we reflect on the course of our life and the development of our thought, we readily perceive that several circumstances and personalities have definitely shaped and influenced our careers. Occasionally, the circumstance is trivial and the personality touches us perhaps only for a few moments, and yet the effect becomes ineffaceable. There are also those who

exercise a long-continued influence over our life and thought; inspirers of our youth, instructors of our manhood, whose friendship encouraged and supported us in anything noble and useful which we may have tried to do. Among the men to whom I feel profoundly indebted and grateful Gaius W. Perkins stands supreme.

Mr. Perkins is no mere scholarly recluse so deeply engrossed in study that he has no time for dealing with ordinary human affairs. On the contrary, he planned his life and work while a very young man to include time for many other duties and much devoted service. The obscure and often dreary routine of committees he would valiantly endure if thereby any good cause could be assisted by his attendance. He has been interested in all kinds of movements for the promotion of truth and righteousness and the welfare of men. The poor and needy have been seldom absent from his thought and helping hand. In the days of his greatest activity his name appeared on numerous subscription lists; and if he asked others to give, he began by giving himself. His benevolences have been far greater than his closest friends are allowed to know. Indeed, owing to his imagining that other people were as pure-minded and noble as himself, he has sometimes been imposed upon.

Mr. Perkins can look back over his record as one he could hardly improve on if he could again start out in life with the general information he has accumulated during his busy and active career.

No non-resident who visits Grand Rapids during the summer season should fail to inspect the flower and rock gardens of Charles M. Greenway, manager of the Grand Rapids Press. They are located at the South side of Reed's Lake and are easily reached by taking Lake Drive out to Woodcliff. Turn in on the left at the first gate and take the first road running West, which reaches the level of Reed's Lake by driving to the right down an easy incline. After an inspection of the development the driver can proceed farther around the lake and along the brow of the hill back to the higher ground or follow the left hand road for a trip through the boulevard around the lake to M 16.

The display of roses on the Greenway development this year was the finest in variety and coloring to be found anywhere in Michigan. This Reed's Lake paradise was originally owned by W. A. Jack. Two years ago the property passed under the ownership of Mr. Greenway, who has added very greatly to the many attractions created by the original owner. Mr. Greenway proceeds on the theory that in providing such an inspiring spectacle for the people of Grand Rapids he is stimulating others to undertake the embellishment of their homes and surroundings along similar lines.

Not content with the remarkable things he is doing for Grand Rapids in the way of home adornment of a high order, created and maintained at enormous expense, Mr. Greenway has recently purchased 160 acres of land adjacent to Williamsburg, about twelve miles East of Traverse City and eight miles South of Elk Rapids, which is traversed by trout streams of unusual beauty and utility. He has planted several million small speckled trout in the streams and expects soon to have one of the finest fish preserves in the State. He has erected a commodious summer home on the place and puts in every other week end at Williamsburg, directing the work of development with a master hand and a plethoric purse. He proposes to make the Williamsburg undertaking one of the show places of Michigan, just as he has made his Reed's Lake development one of the show places of its kind in America.

By creating a fishing preserve of this kind Mr. Greenway will be able four or five years hence to hook a full creel of trout any time he wishes to do so, without regard to the stringent laws which control the actions of those who are confined to the whipping of streams used by the angler who does not own the property he invades.

Grand Rapids is exceedingly fortunate that it has a large number of citizens who are able and willing to do things of this kind in a large way. Some of them have generously taken the public into consideration and so planned their accomplishments along this line that the public is given ample opportunity to share in the beautiful creations provided by men who have ample means, artistic temperaments and a disposition to share their good fortune with their fellows. No one has done more in this direction than Mr. Greenway, who has so shaped his undertakings as to give the public the greatest possible degree of pleasure and satisfaction in inspecting the creations of his brain and check book.

The Booth syndicate has been very fortunate in the selection of its managers for its local newspaper property. The late Edmund Booth, who was Mr. Greenway's immediate predecessor, was a man of entirely different type than Mr. Greenway. I do not think it possible to find two men more unlike than Mr. Booth and Mr. Greenway. One was weak where the other is strong and vice versa. Yet they both achieved remarkable success in the positions assigned them and gave their readers a most remarkable newspaper for a city the size of Grand Rapids.

John W. Blodgett has created a gorgeous imitation of fairy-land at his new home at the corner of Robinson road and Cambridge boulevard. No expense has been spared to make this development one of the most ravishingly beautiful home surroundings to be found anywhere outside of California and Florida. There the climate makes it comparatively easy to create won-

derful things with semi-tropical trees, shrubs and flowers. Mr. Blodgett gave his landscape architects a free hand in the creation of this development and they appear to have mixed a due amount of genius with the lavish expenditure of money to good purposes. Some time I hope to see Mr. Blodgett open his gates at least one day a month during the summer season for the benefit of the public who would derive so much pleasure and satisfaction from being able to inspect this marvelous development at close range. Mr. Blodgett rendered Grand Rapids a yeoman service, which can never be computed in dollars and cents (perhaps millions would be more appropriate) by the erection of the Blodgett Memorial hospital and I believe the time is soon at hand when he will want to throw open his gardens to the public under proper restrictions as to hours and the conduct of his guests. It is just like Mr. Blodgett to do this, because all his life he has evidently undertaken to forget that he is one of the richest men in Michigan and to concede that a bulging bank account entails certain opportunities and involves certain responsibilities to the public which the good citizen—of which he is a conspicuous example—is bound to recognize and respect.

I fully realize the risk men of generous impulses run in opening up to the public the choice things they have gathered from the ends of the earth, because about one person in a thousand is a vandal who fails to repress the tendency of vandalism whenever the occasion presents itself. Mr. Arnold found this out to his sorrow when he opened to the public his arboretum near Boston. Joy Morton also had occasion to weep the first day he permitted the public to view his arboretum near Chicago. Under existing conditions it requires an army of special guards to protect such properties from spoilation by those who ought to be so thankful for a "look in" that they would not touch a leaf or blossom. It is very unfortunate that the teachings of anarchy, communism and unionism have found so many converts among the American people. E. A. Stowe.

Fur Trade More Optimistic.

While not a great deal of business as yet has been booked in fur coats, feeling in the trade is somewhat more optimistic than it has been. Because of favorable comment on the new styles and the lower ranges of prices prevailing on both finished garments and skins, producers look forward to substantially broader distribution than in recent seasons. Thus far, the orders placed by retailers for August sales emphasize coats to retail at \$100 to \$295, with particular stress on the former ranges. In some quarters the belief was expressed that, during the Fall season proper, fur coats will give increased competition to cloth styles wholesaling above \$59.50.

After our experience in dodging myriad motor cars at crossings we're not astonished to hear that a \$5,000,000 shoe concern has gone bankrupt.

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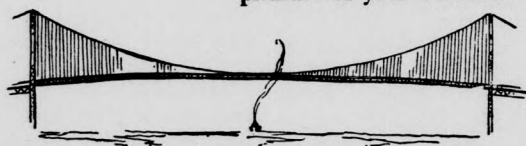
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Programme Arranged For the Apple Convention.

Arrangements have been completed for all of the entertainment features for the coming convention of the International Apple Association, which will be held at the Hotel Pantlind here on Aug. 12-15. All the various committees have been busily engaged completing the entertainment ideas for the large crowd that is expected here next month. Advance reservations indicate that the attendance will exceed expectations, and this city is preparing to take care of one of the biggest crowds that ever attended an apple convention.

In a circular letter issued recently, Secretary R. G. Phillips particularly requested that everyone make arrangements to get here as early on Tuesday as possible. There will be entertainment features on the first day before the business session commences, which will be extremely interesting. Already arrangements have been completed for a special train to this city from many different points, and all of these specials will get here some time on Tuesday.

The entertainment features will start on Tuesday evening with a get-together reception, to be held in the ballroom of the Pantlind. There will be a concert by Ernie Hoffman's orchestra, with vaudeville featured led by Joe Bren, of the Music Corporation of America. Following this there will be dancing until the small hours.

On Wednesday evening there will be a dance and entertainment, also to be held in the ballroom of the Pantlind. The annual banquet, always a feature of the convention entertainment activities, will be held in the Pantlind on Thursday evening. A. P. Johnson, the newspaper publisher and humorist, will act as toastmaster. In all probability, the principal speaker will be U. S. Senator Vandenberg. He will attempt to be here, but it is possible that the discussion of the naval treaty may keep him in Washington. During the evening golf prizes will be distributed.

Special entertainment features have been provided for the ladies. On Wednesday afternoon there will be luncheon and bridge at the Blythfield Country Club, with the provision that those who prefer to play golf or swim may do so. Prizes will be given at each of the bridge tables. On Thursday afternoon the ladies will be taken on an automobile tour through many parts of this city, followed by a visit to one of the furniture factories for which this city is famous. Luncheon will be served at the Women's City Club. There will be favors for the ladies at the Blythfield Club, as well as at the banquet.

There will also be some entertainment for the men, in addition to the regular business session. A golf tournament will be run off on Tuesday and Wednesday at the Cascade Country Club. Cups and prizes will be given to the winners, and these will be distributed at the banquet. On Wednesday morning the men will be taken on a visit to the Graham State Experi-

mental Farms and also through an apple packing house at Fennville.

One of the outstanding features of the business sessions of the convention will be the address on "Progress in Long-Range Weather Forecasting" by Herbert Janvrin Browne, of Washington. Mr. Browne is, by long odds, the leading exponent of long-range weather forecasting, which is based primarily on changes in solar radiation that affect the surface temperatures of the oceans with the massing of the surface waters in warm and cold areas, aided by the tidal influences of the moon.

This startling innovation was made about six years ago, and its practical application has grown to the point where forecasts can be made in every principal country for seasons and years in advance. Mr. Browne's theory now has followers and students in every quarter of the globe, and undoubtedly has colored forecasting methods in all the great meteorological services. The U. S. Weather Bureau is using his method. Leading officials of the Air Ministry of Great Britain are working out worldwide correlations of weather effects at 35 points, more than three-fourths of which are oceanic stations.

Mr. Browne, born in New Hampshire, has represented leading New York newspapers in Washington for twenty years. He organized the Congressional Commission which investigated conditions in Cuba just prior to the Spanish war and wrote the report which President McKinley said made the war inevitable.

Some years later Mr. Browne was commissioned by President Roosevelt to investigate the shooting up of Brownsville, Tex., by soldiers of a colored regiment. He learned the identity of the sixteen soldiers responsible for the shooting, and his findings were sustained on fourteen of the sixteen by a military commission of enquiry composed of five retired major-generals.

In 1915 the not-widely known fact that Mr. Browne was a qualified deep-sea sailor with a master's ticket was influential in causing him to be selected to have charge of shipping immense quantities of arms and ammunition into Mexico in the interest of General Carranza, who was fighting to restore constitutional government against the usurping de facto President, General Huerta. Before the machinery of government succeeded in operating with sufficient energy, Captain Browne had landed in Tampico three shiploads of munitions of war, the possession of which enabled Carranza to win Mexico and drive out the usurper.

Where He Drew the Line.

A fine example of self-denial was that exhibited by a rotund Detroiter. Although he had had only a light snack, consisting of two English mutton chops, weighing about a pound each, seven broiled kidneys, eight or nine broiled mushrooms, five ears of corn on the cob, a sheaf of asparagus, six rolls, a bowl of soup, ten crackers, a quarter-pound of cheese and four cups of coffee, he steadfastly refused potatoes. "Potatoes," he explained, "are fattening."

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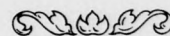
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FINANCIAL

Business Recession Now About Run Its Allotted Course.

Colonel Leonard P. Ayres is one prophet who seldom sidesteps, even in times like these, but in his current monthly bulletin courageously stakes his reputation on the prediction that from this time forward the sentiment in business is likely to improve.

With everybody else he expects that industrial and business records for the current month will "reach a low ebb," but he cites reasons for expecting that business will be better in August than in July and better in September than in August. Chief among these is the program of motor companies to increase their output after this month and the underlying improvements in new construction. Nor does he overlook that "we are having the kind of bond market that is most effective in aiding business recovery."

The bond market "is demonstrating its ability to absorb increasingly great volumes of new flotations at gradually advancing prices. Markets having similar characteristics ushered in the business recoveries following the depressions of 1908, 1921 and 1924. It is always the case in times of business depression, when the productive capacity of industry is overample to meet current demands, that the proceeds of new flotations are used to improve and increase capacity for output, and recovery emerges from this anomalous procedure."

Colonel Ayres in the Cleveland Trust Company's bulletin this month makes a study extending back fifty years of business cycles in this country that shows "we are now well along in a rather mild business depression." In the span of fifty years we have witnessed fifteen periods of prosperity followed by fifteen periods of depression with an average swing from one prosperity period to another of three and one-half years. What his study shows is that in times past the recovery of business from the lowest point even from our most serious depressions "has got underway promptly after interest rates fell as low as the 3 per cent level," where they were at the end of June this year.

Colonel Ayres is the last to say that history affords us an infallible guide to the future but he emphasizes the conclusion that we are now going through no unprecedented phenomenon. Recovery, as he says, "has always followed in the past rather promptly after the development of conditions very similar to those now prevailing. We are warranted in believing that definite improvement in business will become evident during the months that lie directly ahead."

Paul Willard Garrett.
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Further Rise in Bonds Seen.

With the spread recently in demand for fixed-interest obligations to long-term bonds, further evidence is found of a definite forward movement in this branch of the securities market. Investment bankers look for a long sustained rise.

Reason for this view is based on the fact that at all previous times when

commercial interest rates have fallen below yields on first-class investments a substantial advance in bonds followed. Buying of short-term bonds has been fairly good for several weeks, and within the last week or two this demand has broadened to include issues with later maturities.

The beginning of the movement finds a scarcity of new offerings, with the result that seasoned issues have been taken in larger amounts. A considerable amount of new financing is due soon, but it is unlikely to be sufficient to meet the revived demand.

Institutional buyers, of course, exert a powerful influence on the market, and when they are buying prices tend to move forward briskly. Concerted action on the part of banks and insurance companies in enlarging portfolios recently is believed to have accounted for the latest upturn in bonds.

Attempts have been made to estimate the probable extent of demand from this source. It has been pointed out, for instance, that if member banks in the Federal Reserve system increased their investment holdings to the high point of 1928 they would need to buy more than \$750,000,000 additional bonds. Moreover, since reporting member banks account for less than half the country's banking resources, the total demand might easily be twice this sum.

In addition, insurance companies that were compelled to sell securities a few months ago or to withdraw from the market because of abnormally large loss claims, appear to be ready to replace investments on a large scale.

Although time money and commercial interest rates have fallen to around 3¼ per cent., compared with 4¼ per cent. in 1928, long-term bonds have thus far failed to advance sufficiently to bring their yield to a level comparable with that of two years ago.

Highest grade fixed-interest obligations have been selling at prices to yield about 4½ per cent., compared with a basis of less than 4¼ per cent. in 1928, so that a further rise of 5 points or more would be indicated to bring them in line with time money rates unless the latter should show a tendency to advance.

William Russell White.
[Copyrighted, 1930.]

Uncertain Factor Is Future Trend of Business.

Puzzlement over the extent of recovery likely from this point on in stocks is responsible for a theory by chart readers that the market's test will come when half the April-May-June slump is recovered.

Interesting it is to note that on this theory of "halves," by which is meant that resistance will come after half the recent loss is regained, the market will run into its testing ground ten points up. Here is the intriguing, if not logical, reasoning that is advanced. Half the ground lost in the September-October-November crash was regained before the market on the upside met decisive resistance. Is it not then reasonable, say the chartists, that its crucial test in the current rally will come when stocks recover half the April-May-June decline?

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Nobody knows. The difficulty is that whenever its followers dope out a reasonable performance in stocks, the market, with so many working on the same theory, is pressed into channels entirely different very often from those anticipated.

At any rate roughly a third of the April 16-June 24 decline in prices has been recovered in the bulging quotations of two successive weeks. Specifically the market in the recent liquidation, concentrated between those two dates, fell 51.8 points. Since June 24 when bottom was touched it has risen 15.3 points. If its next test is to come when it recovers half the spring decline, as was the case after the autumn break, the market with ten points more of advance will be in that zone. But who knows whether recent precedent is now to be a guide?

Uncertainties over the market's performance from this point on arises wholly from the difficulties in judging the extent of improvement in business that is taking form underneath the market. Much of the market's recovery in the last two weeks can be explained purely on technical grounds. Deflation in brokers' loans had run beyond that in market prices. This oversold condition within the market itself prepared the way for a recovery.

Purely on the basis of technical considerations the market cannot move forward indefinitely. That everybody knows. What nobody knows is whether in addition to its strong technical position the market is feeling the first benefits of a slowly changing sentiment in business.

Paul Willard Garrett.
[Copyrighted, 1930.]

Strong Technical Position of the Stock Market.

A more rapid reduction in brokers' loans than in stock values in recent weeks prepared the way for a bolstering movement in stock prices purely in response to internal technical forces apart from any underlying improvement that may be starting in business.

The shift in stocks from weak to rich pockets in the course of market adjustments, or its redistribution by rich hands back to margin holders, is perhaps nowhere more graphically illustrated than in the weekly relationship of loans to stock values. When the expansion in brokers' loans runs far beyond that in stock prices we usually find that this topheavy position in market credits sooner or later induces widespread liquidation. Since the autumn's crash in stocks the curves on brokers' loans and stock values have behaved somewhat differently than before but they do portray in striking manner the recent technical improvement in the market.

The story is told in the statistics. Not many weeks ago the curves were nearly closed. Now with relation to their 1926 position stock prices stand at 165.1 whereas brokers' loans are down to 117.9. What this handsome spread indicates is that the market has been thoroughly liquidated. It suggests that the proportion of stocks held loosely on margin in the financial district is indeed small. History is never a complete guide to the future but in times past so strong a technical

position in stocks rarely has been followed by severe market setbacks.

What these interesting curves tell you in a very rough way is that the liquidation in stock prices has restored the market to its level of mid 1928. A thoroughgoing deflation in brokers' loans carries us back to the middle of 1927. For the scientific student there are more accurate methods of measuring the relative shrinkages in stock prices and in market credits but these figures in their own rough way suggest the generalization at least that loans are down more than stocks.

What they do not tell you, of course, is whether in addition to these purely technical improvements there is any sign of an underlying turn upward in business.

Paul Willard Garrett.
[Copyrighted, 1930.]

Circumstances Suggest Trade Upturn in August.

July, 1930, will go down in history as the bottom in business for the current depression, if the best guesses of our economists prove correct, but July likewise happens to be the month that most often in times past marked the low point preceding revival.

We are now at a time of year when the decisive turn came in the last two important depressions. These were 1921 and 1924. The depression of 1921 was a "U" shaped affair, and 1924 was "V" shaped, but July in each instance marked rock bottom. The current recession so far most resembles 1921 in shape and 1924 in severity. The July bottoms both in 1921 and 1924 were preceded by slightly more than a year of falling industry. July, 1930, marks the completion of a full year of receding business.

Now of course it somewhat begs the question to speak of June and July in the past tense. Statistically they still lie in the future. Our monthly production indexes even for June are not yet computed. We must assume what they will be. Most everybody assumes that June will be down from May and that July will be still lower. By the time the turn is registered in our statistics it will be old history.

Good reasons can be given why July often is the low month in a business depression, and why June ranks next in popularity as the turning point. Rock bottom was hit either in June or July in the depressions of 1894, 1904, 1908, 1921 and 1924. August and September are conspicuously absent from the list of months marking depression bottoms. Late summer instead has been the usual time for revival. With the seasonal forces back of this trend we are all familiar.

Nobody will mistake historical precedent as an invariable guide to the present. But the weight of evidence suggests that bottom in the current business depression will be reflected in the July figures. Possibly it was reached in June. August will not run true to form unless it ushers in an upturn. The fact that industry already has been depressed for a full year gives August additional opportunity to press its seasonal advantages over early summer.

Paul Willard Garrett.
[Copyrighted, 1930.]

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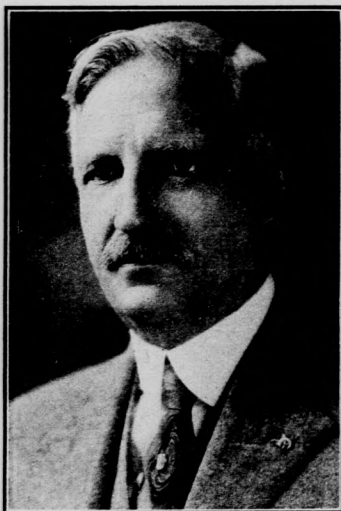
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MEN OF MARK.

Dexter G. Look, the Well-Known Lowell Druggist.

The Tradesman has frequently called attention to the fact that altogether too few business men are sent to the Legislature for the good of the people. Voters of the Second Legislative district of Kent county again have an opportunity to be represented by a business man, Dexter G. Look, the Lowell, druggist, having announced his willingness to again serve the people of his district at Lansing if they desire to have him do so. It is men of Mr. Look's type whom we must utilize to elevate the Legislature to the standard it should have to receive the confidence of the people and function in such a manner as to do the people lasting good.

Dexter G. Look was born on a farm at Farmer's Creek, Lapeer county, March 3, 1863. His antecedents were French on his father's side and English on his mother's side, his father's grandfather having been born in France. He attended country school winters and worked on his father's



Dexter G. Look

farm summers until he was 14 years of age, when the family removed to Lowell. Here he attended the high school, graduating on the English course in 1880. He started at once to learn the drug business, working the first year without salary in order to get a start in the business he had always wished to follow. The date Mr. Look entered a drug store was Sept. 15, 1880, and if he lives three weeks longer—and he is apparently in robust health—he will have rounded out fifty years as a druggist. He clerked six years in the drug store of his brother, John Q. Look, at the end of which period he purchased on borrowed capital a half interest in the drug business conducted by J. B. Yeiter. At the end of six years he purchased his partner's interest and since has conducted it alone.

About twenty years ago Mr. Look installed Harry J. Paterson as clerk in his store. At the end of his fourth year of service Mr. Look suggested that they start another drug store at

Alma under the style of the Look-Paterson Drug Co., Mr. Paterson assuming the management of the Alma branch. After fifteen years of successful merchandising in Alma Mr. Look sold his half interest in the business to his partner, who now conducts it under the style of H. J. Paterson.

Mr. Look has always taken an active interest in public affairs and in the progress of Lowell and Kent county. He was a member of the village council sixteen years and six years its President. During these years a municipal lighting plant was installed, many streets were paved and a new city hall was built. He was a member of the school board about fourteen years, five years its President. He is actively interested as director and Vice-President of the City State Bank of Lowell, was Treasurer of the Lowell Specialty Co., the largest manufacturer of hand sprayers in the United States, for twenty years until the business was sold to H. D. Hudson, of Minneapolis. He served on Kent District No. 2 draft board during the kaiser's war and acted as its Secretary. He has been chairman of the Legislative Committee of the Michigan State Pharmaceutical Association for the past seven sessions of the Legislature and has been actively interested in all meritorious measures for the improvement of the public health which have come before the Legislature during these fourteen years. He is an Ex-President of both the Michigan State Rexall Club and the Michigan State Pharmaceutical Association. He is a firm believer in Work and Service. He figures that during his fifty years in the drug business he has actually put in twelve hours each day for the entire period and if a person needs drugs at 12 o'clock midnight he is entitled to the same service and consideration as he would be at 12 o'clock noon.

Mr. Look is a trustee of the Congregational church of Lowell. He is a member of the Blue Lodge and Chapter (F. & A. M.) at Lowell and the Consistory and Shrine at Grand Rapids. He has held several offices in both of the Lowell organizations. He is also an honored member of the Odd Fellows and the Moose.

Because he has served the Second Legislative district of Kent county four consecutive terms in the House of Representatives, his friends insist that he must continue in that capacity for at least another term, which he is very willing to do under the circumstances. It is reported that George Welsh, our new political boss, has decided to use the influence of the Welsh machine to further the interests of a competing candidate, but the name of the servile tool he has selected to represent him has not yet been disclosed. The district comprises the six Southern townships of Kent county, the city of East Grand Rapids and that portion of the city of Grand Rapids South of Burton avenue. As Mr. Look's acquaintance in this territory is large and his record in the Legislature is remarkably free from error and attack, it is believed that no machine candidate can defeat him. The political situation appears

to be akin to the chain store situation, which is dominated by a machine about as compact and arrogant as the George Welsh political machine. Mr. Look represents the independent merchant, the independent worker and farmer and the independent thinker generally. Whoever consents to be the George Welsh candidate will simply be a cog in the Welsh machine to respond to the will of one of the most notorious wire pullers and political shysters who has flourished in Grand Rapids since the hectic days of Deacon Ellis.

Mr. Look has made it a rule to introduce as few bills as possible. He succeeded in securing the enactment of a law prohibiting any drug store to be conducted unless 50 per cent. of the ownership was in the hands of a registered pharmacist. This would have put a crimp in the starting of chain drug stores, but as similar laws were held unconstitutional in other states, no attempt has ever been made to enforce the Michigan law.

Mr. Look has made a careful study of our present school laws. The conclusion he has reached is that the State exercises too stringent supervision over the country districts in the matter of construction of buildings and also undertakes to dictate the curriculum; that much of the authority now assumed should be curbed by the strong arm of the law.

If returned to the Legislature Mr. Look proposes to introduce a bill making it compulsory to teach local, county and State government in our public (Continued on page 31)

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MUTUAL FIRE INSURANCE

Some Strange Types of Insurance Risks.

Of course fire, life and accident insurance are familiar to all of us. Aeroplane insurance has recently come into existence, as has automobile insurance.

But there are some comparatively new forms with which the public is not generally familiar. For example, that which contracts to indemnify against loss due to confiscation of property by public authority on account of the violation of any statute, the validity of which has been upheld in two instances.

Thus a contract insurance the seller of an automobile against confiscation thereof for violation of the National prohibition law by a person other than the seller is held not to be void and unenforceable as against public policy.

Another species of insurance is the contract guaranteeing a fixed revenue per acre for farming land, and which for a certain consideration agrees to pay a fixed amount per acre for the crop grown upon such land without regard to its value, if the owner chooses to sell it.

Hail insurance, burial insurance, lightning, group insurance, livestock insurance, strike insurance, rent insurance and title insurance are familiar to all of us. Indeed insurance has been attempted in nearly every line. What was known as graveyard insurance was insurance obtained by fraud or other illegitimate means, or on the lives of very young infants, aged persons or those mortally ill. Such insurance flourished at one time but has now disappeared because of the action of the public authorities.

A number of companies were at one time formed for the purpose of promoting or deterring marriage, but were held to be invalid.

Birth of issue insurance, based largely on the chances of having issue, and dependent upon age, health and other circumstances, is mentioned by Bunyan in his work on life insurance as having existed in England and as having been written by companies especially authorized to effect such contracts. But such species of insurance never seems to have gotten a foothold in the United States and probably would have been struck down as being against public policy.

Insurance against unemployment has been tried on a large scale in some of the European countries and has gained a foothold in the United States. Policies insuring the use and occupancy of buildings are also written, and war risk insurance came into activity during the World War.

George A. Bowles.

Selective Insurance Underwriting.

The fundamental purpose of insurance is to make the uncertain certain. That is a tremendous task.

The foremost requirements are these: To guarantee the stability of any enterprise; to insure the replacement of any given property in the event of loss.

Every available precaution should be taken to prevent the happening of the contingency which necessitates the

insurable recourse to the company for payment.

Payment of a loss is one thing. Destruction of a business institution or even mere impairment of its efficiency does not begin to be compensated by a mere replacement in dollars.

No honest business man would trade his plant for its insurable value, with a knowledge that he must immediately start to build anew and in the meantime have his field of distribution invaded by competitors.

Prevention is the watchword of our time. But there is yet another element in insurance that should be of commanding importance. That is the matter of underwriting.

Haphazard underwriting can lead to but one conclusion. That is great losses and higher rates.

The man who carefully protects his property, who places inflammable articles in safe places is entitled to insurance. The man who invites the roaring blast of fire is not entitled to the same protection that his careful neighbor ought to have.

Careful underwriting will answer this defect and should go hand in hand with the wide range of preventative measures that are constantly being enlarged.

The lust for business, the fury of competition, the grasp for dollars should not overshadow the fundamental right of every American citizen to his life, liberty and pursuit of happiness.

Joseph F. Holland.

Why the Greyhound Bus Failed To Function.

Muskegon, July 16—In reading the last issue of the Michigan Tradesman I ran across the article which has reference to the Greyhound lines. The reason I am writing you is to give you the true facts relative to this incident. I also feel that your magazine has done an injustice to the driver you refer to as "Tony," inasmuch as Tony was not supposed to pull the 6 a. m. run from Grand Haven to Grand Rapids on that particular day, he having received my permission to have the day off. An extra driver was sent to Grand Haven from Muskegon the night before to pull this run and it was he who didn't show up to pull this run and for which offense he was immediately discharged from the service of the Greyhound lines.

I at this time want to apologize for the inconvenience caused the disappointed passengers through the negligence of one of our employees and I also want to assure you that it is the aim of the Greyhound lines to give their fullest consideration to the traveling public and in our long experience, especially in this part of the country, this is our first experience where an employee failed to take out his run without notifying this office.

Now a word on behalf of Tony Holzinger, who was accused by your magazine as being the guilty driver. Holzinger has been an employee of the Greyhound lines for a period of five years and is a very trustworthy and dependable employee.

I assure you and the party of six who were inconvenienced that our service in the future will be up to the standard set by the Greyhound lines.

C. E. Graves,
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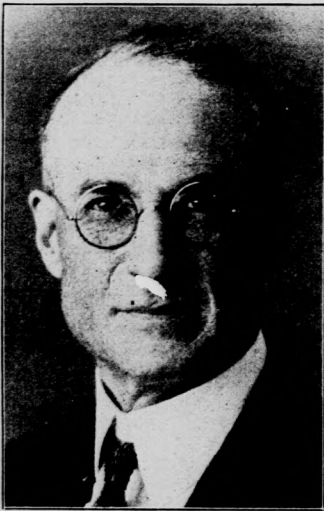
YOSEMITE VALLEY.

One of Two Side Trips From Camp Curry.

The "floor" of Yosemite Valley proper, how many acres in extent I do not know, but spacious and roomy, is crisscrossed in every reasonable direction by level highways paved with asphalt or concrete. The Merced river is bridged substantially by concrete generally and in one location by a perfectly proportioned stone arch of great beauty of design. One can drive about in every direction, therefore, to all points of interest or convenience, as easily and comfortably as in any city.

The road from Merced is built along similar lines, generally concrete or asphalt, with some portions of the mountain highways as yet simply smooth graveled and oiled, but soon to be concrete. Large, handsome, commodious stages run on schedule between Merced and the Valley. There is no lack of comfort or reasonable convenience, and the run into the Valley proper is beautiful, varied, impressive mountain scenery.

Within the Yosemite is every mode of accommodation. I made a curious



Paul Findlay.

mistake in my former paper in stating that the Curry facilities of various kinds now provide for one thousand persons. The fact is the employees of the various branches of the Yosemite Park & Camp Curry Co. total more than 1,000—around 1,300 all told, or even more. The Curry personnel handled at headquarters runs to 1,200 and Uncle Sam's boys are additional. What I had in mind was Camp No. 16 only, the tent colony in which we lived, and there are several such camps. All the camps together will house 7,000. Camp Curry itself can care for 1,300. Yosemite Lodge has 1,200 capacity and the Ahwahnee Hotel can lodge 250. So 10,000 is nearer the capacity of all facilities. This, too, is in the Valley proper, which is but a small portion of the entire park.

Now, with all these facilities and resources for entertainment, living as you prefer and comforts, the Valley is preserved in as "wild and natural" a condition as possible. One may camp with his own conveniences, auto or

otherwise—and some outfits are elaborate to the last word while others end with an auto seat bed or a sleeping bag per each—without charge and no formality save a costless registration; or one may live at the Ahwahnee Hotel for \$10 to \$12 per day, American plan, probably with some higher charges for those who want them, surrounded with every luxury, convenience and comfort afforded by the finest hotel in the largest of our cities, supplied with a variety and excellence of food not to be purchased for several times the indicated cost elsewhere in America; and here he is in a setting of charm and beauty, within and without his rooms, not to be equalled in many places on the earth's surface. In fact, there is not a charge for any supply, convenience or service anywhere in the Valley that is not actually surprising in its moderation.

Camping one may purchase wood for his fire or he may roam the hills and gather his own fuel. But in gathering fuel there is one restriction that, so far as I observed, is rigidly enforced and willingly obeyed—that wood taken shall be dead limbs or trunks. One must not cut or damage a living tree or shrub. But at that there is plenty of fuel for those who like to hunt and "pack" it.

There are side trips in many directions. Cost by stage runs usually to \$10 per person for the round journey. Considering the character of the travel and the kind of facilities provided, this charge is moderate. We took two such journeys—to Glacier Point and to Hetch Hetchy Water development for future San Francisco supply.

The run up to Glacier is about twenty-eight miles of steep, rather constant ups and downs, ending 3,200 feet above the floor of the Valley. Glacier Point Hotel is located virtually at the edge of the sheer precipice of Glacier Point, whence the Fire Fall is dropped off each night. A nice room with good beds, without bath, is \$5 per day for two. Meals are cafeteria; excellent cooking and baking—and I mean excellent in its full significance—at prices which, considering the fact that all supplies must come up over the mountain roads, are low. The hotel itself is of perfectly suitable modified Swiss architecture.

There was just one false note here and elsewhere throughout the Valley, but that so extremely, glaringly false that I hereby protest against it. At the curio shop at Glacier my wife thought to purchase a "Yosemite Whistle" for the grandchildren, and would have done so, but she found the article stamped "Made in Germany." Can you beat that?

Now let it be noted that I have no patience whatever with the reproach of "American Commercialism." The real glory and true source of American eminence is rooted in commerce and she has led the world along the paths of progress by and through the arts of peace. I have lived by commerce all my life and am proud of it. In this truly fair field with no favors to any, I entertain the most liberal views as to who shall have chances to make good commercially. I have always held that Germany was making rapid strides along perfectly legitimate

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lines toward commercial eminence before the kaiser started the war. She might have attained a proud and useful place in civilization by that means had her Junkers not spilled the beans. Now that she has turned again toward peaceful pursuits, I grant her every right and privilege to capture any market she can get—EXCEPT the market of our National parks and American monuments.

Here, I hold, commercialism does not belong at all. In our own distinctly American public playgrounds, where historic traditions should be kept pure and undefiled, the question of being able to obtain articles for mementoes a bit more cheaply by buying them abroad should not for a second be considered. If we cannot make with our own American hands our local mementoes and curios—if we Americans have completely lost the mechanical cunning so long characteristic of Yankee ingenuity—if, in short, a Yosemite whistle cannot be made by American handicraft, then by the Great Horn Spoon let us confess our inability and be dignified enough to do without such things.

But when have we as yet felt obliged to confess that we could not make such things for as little as any other people? Beautiful bits of true craftsmanship can be purchased in the Valley, items made by hand, real works of art. It is conceded that not everybody can afford to pay from one to several dollars for articles of that grade and kind. Many folks must have things which cost a dime or a quarter. But since the days of the famous Connecticut wooden nutmeg, Americans have prided themselves on their ability to manufacture little things and big for less per item than any other people. Unless we are ready to confess that this ability has passed from us, let us continue to roll our own.

All over this region of American history, tradition and sentiment—of poetry and tale that must become part of our folklore if and as we develop it—the atmosphere is sullied with such incongruities. "Germany" is stamped on all kinds of things supposed to be "reminders" of a purely American spot and district. Why say more? What more is there to say? The mere mention of such a glaring anomaly should result in its obliteration at any extra cost.

The Hetch Hetchy trip I shall describe another time, for it merits an entire story longer than I can write of it here. Likewise I again refrain from any attempt to describe Yosemite scenery. Let those whose conceit of their own descriptive powers is more fully developed than mine do that or try to do it. I write in the hope that more folks will go to the Yosemite and see it for themselves. I tried last time to indicate how the great granite rocks hemmed the valley in. A figure occurs to me for slight descriptive use: that the rocks have on their tops what looks like the fuzz on a man's face who has not shaved for three days, and we gain some conception of the heights when we arrive at the summit and find that fuzz is made up of every forest growth from seedlings to trees standing 85 to 210

feet in height—among them pines and cypresses that were saplings when Columbus touched at Santo Domingo.

The fire fall was instituted by a fore-runner of the Currys some thirty-five or forty years ago. It is a nightly feature during the season. A large bonfire is built on the very tip of Glacier Point. It is mostly pine bark and is burned until the bark is all a mass of glowing embers. Promptly at 9 each night certain electric light flash signals are interchanged between the Point and the center of Camp Curry proper. Then the man in charge below calls with the peculiar note that carries his voice to the top of the Point, and he is answered from above. Then he intones: "Let the fire fall." It is all impressive and weird. At this signal the man above shoves the glowing embers of his bonfire over the brink of the precipice with a long iron rake. This makes a "waterfall" of fire which drops a sheer 2,000 feet before it strikes any obstruction. In the clear California night air this is beautiful beyond description, and the fall lasts for a full minute or minute and a half.

The luxury place of the Yosemite is the Ahwahnee Hotel, a remarkably successful bit of architecture which belongs in its setting. It is of barked pines—veritable giants of the forest—so interblended with concrete which is moulded in the rough and stained brown to harmonize with the natural colors of the pine beams as to carry the illusion that the entire structure is of pine. Yet it is thus fire proof as to its main structure and sleeping chambers—every portion, that is, except the dining room, which is a wing apart on the ground floor.

Exterior and interior are perfect. There is no other fitting term for its description. Indian browns, yellows and greens predominate throughout. This is suitable, by the way, because the name Ahwahnee is that of the aboriginals who inhabited the Yosemite Valley and this region before the white man came to disturb their age-old proprietorship. The piers and other stonework are of rough granite, material indigenous, ready to hand everywhere hereabouts. One might easily spend days here discovering new points of beauty, then return again and discover more, for who has ever been fully able to grasp a work of nature, intelligently and with good taste supplemented by the best that man can do?

Stanley Underwood, Los Angeles, was the architect of the Ahwahnee. Doctors Pope and Ackerman, New York—who, incidentally, I am told are husband and wife—were the interior decorators. It would be difficult to accord excess of credit to any of them.

I'll give you more of this later, if the Tradesman's readers can stand for more.
Paul Findlay.

Regardless of what our personal feelings on the subject may be, the public is sold on the idea of installment buying.

Price your goods in plain figures. No price means high price to the average consumer.

Your Customers Know

that the **quality** of well-advertised brands must be maintained. You don't waste time telling them about unknown brands.

You reduce selling expense in offering your trade such a well-known brand as

K C Baking Powder

Same Price
for over **40** years

25 ounces for 25c

The price is established through our advertising and the consumer knows that is the correct price. Furthermore, you are not asking your customers to pay War Prices.

Your profits are protected.

Millions of Pounds Used by Our
Government

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.

Manager Hammond Back on the Job Again.

Lansing, July 22—We do not claim that all vacations are equally enjoyable but there are some compensations. Our stay of about three weeks in the hospital has resulted beneficially and we have been on the job for two or three days.

In the meantime, Mr. J. W. Knapp, whom it is not necessary to introduce, has been lending a helping hand in matters of office detail, especially the matter of issuing bulletins. A very helpful News Letter was sent out last week and we learned on our return that he has a good one nearly completed. We thank him on our own personal account and on behalf of our Association for getting out something worth while during the interim.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Assn.

Mr. Knapp Is Now Speaking.

I know that I share with members of the Michigan Retail Dry Goods Association the joy and pleasure of seeing Mr. Hammond "back on the job," as he puts it. We all owe much to him as manager of this most splendid organization. Some business men think and feel that there is not much sentiment in business, but I say that there is a heap of sentiment in business. In fact, without sentiment the world would not move very fast, and if it did, it certainly would not be in the right direction.

Take it as you may, you will find that there is more good done in business and in every other direction of life through sentiment and admiration than anything we can call at hand. I say this because I wish to express to every member of the Michigan Retail Dry Goods Association my wonderful affection for you all. I am deeply interested in the success of members and stand ready at any time to help, in the small way that I can, the promotion of a better and more friendly feeling among the business men of Michigan. The fellow that is in the dry goods business in these days has certainly something to contend with.

The merchant must be brave and as I have stated in the former bulletin this is the time for courage. It takes the courageous fellow to do what he knows is right and to stick to it. I especially refer to the fact that there are men now trying to pick up in every way possible the unthinking merchant who allows himself to be hooked by a persuasive salesman with propositions that eventually work to his detriment and loss. I am pleased to quote in this communication a bulletin that was issued by the Merchants Association of Lansing which reads as follows:

During every period of industrial depression, with its consequent slowing down of retail sales, promoters of the various types of special discount schemes find merchants usually receptive. Three such schemes are known as being promoted in Lansing at the present time. The main facts relative to such are as follows:

Claims general office, Indianapolis, had local offices in Capital National Bank Building. Sells a "membership card" (four page folder 4x2½ inches) for \$1 to general public. "Card" contains names of eight firms promising to "members" special discounts varying in amount from 2 to 10 per cent. "Memberships" were to be sold by house to house canvasser. One canvasser reports forty-five calls and no sales. Since the first of the month the firm has been ejected from its offices

for non-payment of rent. One canvasser, who had "membership cards" for sale, said she did not know whereabouts of representatives, had heard they had gone to Saginaw, said further she did not know what to do with membership cards on hand.

Offices for Michigan, 303 American State Bank Building, O. L. Bensinger, Manager. Sells a book of coupons to general public, each coupon entitling holder to special discount when presented at store whose name it bears. No record in this office of price of coupon book to customer but believed to be between \$3 and \$4. Bensinger states expects to sell 10,000 books. Charge to participating stores is \$1.

Bensinger exhibits book of coupons similarly used in North Carolina, as part of sales talk. Some of the participating concerns and discounts offered were as follows:

Gas stations: 10 per cent. discount on five gallons of gas.

Dry cleaners: Two suits cleaned for the price of one.

Photographer: Two for price of one. Delicatessen: Flat discount of 25 per cent.

Restaurant: 15c discount on 50c luncheon.

Another: 10c in merchandise on every sale amounting from 50 to 74c.

It is plain that the cost to the merchant lies not in the \$1, which he pays the promoter, but in the discount which he gives the customer. The merchant who gives such discounts, as cited above, is doing business at a loss.

The promoter talks much of the advertising value of the discount, that it increases volume and induces cash payments. The same claims have been made by promoters of trading stamps. The general use of trading stamps, however, is on the decline throughout the United States, and for excellent reasons.

Investigation reveals that every known form of special discount as a sales builder has been tried by individual merchants and by organizations within the past few years, especially since the World War. The writer knows of no case in which the results were deemed good. They do not pay.

It is interesting to note the character of the stores that "fall" for this type of promotion. They are usually (1) small stores; (2) outlying stores; (3) stores belonging to no organization, which know little of the history of special discounts or what has been the experience of other stores with them.

Retailers who listen to the siren song of the promoter of special discount schemes are stores who do not know how to investigate such promotions and who have no one whom they can ask to do it for them.

Promoted by a company, Thrift Bonds, Inc., headquarters Edgerton, Wisconsin, local representative, George C. Maass (or Haass), of Battle Creek.

This scheme is more similar to trading stamps than the other special discount schemes already described. The notable exception from ordinary trading stamps is that the "bond," or stamp or coupon 4½x2½, is redeemable only in cash, usually at a bank. It is in denominations of 1c and 2c and substantially amounts to a 2 per cent. discount on cash sales. The store making use of "thrift bonds" pays the promoter \$120 membership or service fee the first year and \$100 each year thereafter. Besides he buys "bonds" in the same manner as trading stamps are usually bought.

Investigation of the foregoing special discount schemes revealed that Mr. Maass, promoter of "thrift bond" formerly sold to Lansing merchants a savings envelope distributed by banks and carrying merchants advertisement. Banker and merchant agreed after a trial that it was worthless.

One of the house to house canvassers for Merchants and Peoples Co-operative Association said that she

was hired to sell a ticket scheme to Lansing merchants seven or eight years ago; that the scheme netted the promoter about \$15,000.

In other words, most of the schemes are old, even the promoters are old in the game. The only thing that is new is the protection afforded by Merchants Association, Inc. Not one member of this organization has fallen for one of the three schemes described above.

I only ask that every merchant read this through and study it very carefully as I am quite sure that the merchant that goes into the proposition of hooking up with a lot of sales schemes that are afoot will be sorry in the long run.

It has been my pleasure to be associated with John W. Haarer, Executive Vice-President of the City National Bank of Lansing. Mr. Haarer is also President of the Bankers Association of the State of Michigan. He has been giving some talks to dinner clubs in the vicinity of Lansing for the last two or three months and has advocated and stated that things are going to be better. I was inclined to think that he was too optimistic as to better times coming, yet I am convinced that he is right, that the good times are starting and the depression is on its way out.

He has just returned from New York and makes the statements clearly and positively that New York is now commencing to enjoy a revival of business and all the financial institutions of New York, with which he came in contact (He comes in contact with those of the best) stated to him that things are on the way to a clearing up and that better conditions than any we have had for some time are coming; that by the end of this year we certainly will all feel much better regarding business in general.

I quote Mr. Haarer because I am quite sure that he knows what he is talking about and I am only too glad to convey to the merchants of Michigan the feeling that is abroad at the present time. The main part of my message to you all is—Do not lose your heads at this time. Under no circumstances sign up with any of these wild sales schemes with the idea you are going to get more business; or that you are going to put on a big sale through the promotion of these sales outfits that are around the country and by these means increase or better your position.

Sales promoters usually not alone sacrifice all of the profits but when they get through you have sold a lot of merchandise for less than it cost you to say nothing about the amount you are compelled to pay them for their services. Do not sacrifice your desirable merchandise under any circumstances for the fact that you will want to replace this merchandise and will have to pay the long price.

Keep away from all of those schemes. Economize wherever it is possible and do not sacrifice good demandable merchandise. Work off your merchandise as every merchant should that is not desirable. Go through your stock with more pains and with the thought of getting rid of the merchandise that does not move. Otherwise, try to clean up your frozen assets in your merchandise. This is a time when every merchant must and should give every minute to the promotion of his business.

Investigate it entirely yourself, do not do the lazy man's job by trying to hire someone to do the things that you should do. Hard work is the fellow you want to hook up with and that means go over your merchandise as thoroughly as possible and reduce the merchandise that is not turning, also do not expend unwisely money for fake or other kinds of advertising. The country is all right and everything is coming all right, just a question of sticking to it and doing the things that

you should do, and you know what they are better than I do. I am quite sure that within the course of three to four to six months you will all say that our country is as sound and substantial as ever, and the loud mouthed politician and the calamity howler will be gotten rid of by that time.

J. W. Knapp.

Chic and Compact Friday-To-Monday Wardrobes.

The trick of getting together a week-end wardrobe that can be squeezed into the least possible space is to apply the "overlapping principle." For the more costumes that can be made to cover several occasions, the more parts of one outfit that can be used to complete another, then the more adequate the wardrobe is without being unwieldy in size and numbers. And not one iota of chic need be lost in the process.

To be specific, we are outlining such a week-end wardrobe, and rather than making concessions in style for the sake of compactness, we have capitalized the interchangeable quality of current fashions. The basis is the tailored outfit that will be used for the trip to and from.

The wardrobe starts with a simply tailored suit of brown lightweight wool crepe, with a crepe or handkerchief linen blouse. With a sleeveless, crew-necked jersey tuck-in or a polo shirt, in turquoise, yellow or orange, the skirt of this suit may be worn for golf, while the jacket may be worn over a sleeveless crepe tennis dress to give it an added touch of formality for spectator sports.

The hat worn for traveling should be a natural bako or ballibuntl, with a plain ribbon band in brown. This may be worn just as it is with the jacket and tennis dress, and for the other dresses included in the wardrobe it may have different ribbons in matching colors.

These other dresses should include one or two sports dresses, besides the one which may be worn with the brown jacket; a printed chiffon afternoon dress that will also be correct at an informal dinner party and an evening dress of lace or some other fabric that will not require pressing after being packed. If the evening dress has a matching jacket, the question of evening wrap is solved; otherwise a velvetene paletot, which may also be worn with sports dresses, is in order.

Since there must be a formal hat for the afternoon dress, we submit that there is nothing smarter or more readily packed right in the suitcase than a softly draped beret shape of pliant visca straw. For active sports there is the ever faithful flannel beret. The shoe problem resolves itself into spectator sports pumps of brown and white, sport shoes and a pair of slippers to be worn with both afternoon and evening dresses.

A sports topcoat, a bathing suit and lounging pajamas, the long coat of which might also serve as a negligee, are additions to the wardrobe, depending upon the locale of the week-end.

This is a busy age. Every customer is too busy, or thinks he is too busy to wait for any merchant to dig into boxes or search under counters for the merchandise he wants.

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.

Appraisal Shows Hanan Estate Shrunk Over Two Millions.

John H. Hanan, of the shoe manufacturing firm of Hanan & Son, who died in August, 1920, left a gross estate of \$3,965,885, in an appraisal just announced. Because of litigation, the estate, chiefly divided between his two sons, Herbert W. and Addison G. Hanan, was not settled for almost ten years.

Debts and other deductions brought the net figure down to \$1,584,326, with each son left \$788,163. The debts included more than \$500,000 in taxes, mainly to the Federal Government, \$1,640,000 on notes to F. S. Moseley & Co., and \$385,998 owed to the John H. Hanan Realty Co.

The 40 per cent. interest in the undistributed assets of Hanan & Son of New York were reported as \$1,392,367, while \$244,546 was given as his interest in the Hanan shoe business of Chicago. Mr. Hanan owned 35,207 shares of United Shoe Machinery Corp. stock, valued at \$1,408,280; 2988 shares in John H. Hanan Realty Corp., valued at \$389,330, and 340 shares of common stock in the Hanan Shoe Co. of Paris, listed at \$26,149.

The estate of Alfred P. Hanan, who died in September, 1919, the appraisal of which was likewise held up and not announced until now, was given as \$585,773 gross and \$326,964 net, being reduced by debts of \$226,465 and other deductions. The estate included \$471,714 as Mr. Hanan's interest in the Hanan business in New York, and \$85,515 in securities. His wife, now Ethel H. Taylor, received \$112,248, while \$107,358 each went to his children, Mildred E. and Alfred P. Hanan, Jr.

Addison G. Hanan, mentioned in the first will, is now dead, having passed away in 1923.

More Single Pairs.

No season in the history of the shoe business to date has been so loaded with single pairs. Many factories are now geared up to small order service; but when a factory gets in one mail a thousand single pairs, it can almost say that it, too, is in the retail business.

In times of economic stress, to buy "hand-to-mouth" may be necessary; but to buy "lip-to-chin" must invariably increase the costs of handling. A well-organized instock department is perfectly competent to handle single pair orders. The bane of every factory business is special measurement pairs and special colors. One factory spent \$37 in time, telegrams and transportation to complete a pair of orchid shoes for a special customer of a shoe store, to find the shoe returned two days later without rhyme or reason.

Conditions necessitate maximum service to the customer at the fitting stool. Granted that no store can be expected to carry a full line of orchid kid novelties—a considerate policy on single

pairs is needed. Nothing disrupts factory system more. These incidentals increase the cost of business.

The public has been led to believe that it can get most anything in footwear by just expression of the wish. But oftentimes it is better business to substitute some other shoe, approximate to the needs, than to go the whole irritable distance in making a special pair at no added cost to the customer but a tremendous aggregate cost in special pairs to the store and to the factory.—Boot and Shoe Recorder.

Paid the Usual Dividends.

The deferred election of directors of the Selby Shoe Co., which operates shoe making units in Portsmouth and Ironton, was held at the company's office July 8.

Two new directors were added to the board. They are H. T. Bannon, attorney of Portsmouth who has represented the company in a legal way for many years. The other is H. M. Marler, president of H. M. Marler & Co., Ltd., Auckland, New Zealand, who has represented the company in Australia and New Zealand for a number of years.

The directors authorized the payment of the regular quarterly dividend of \$1.50 per share on the preferred stock and 35 cents per share on the common stock, to stockholders of record on July 15, the dividends to be paid August 1.

Glorious Tribute To the Beauties of Michigan.

St. Louis, Mo., July 21—You will, no doubt, recall that the writer was in charge of the Grand Rapids office of the Corn Products Refining Co. for a number of years. Just a year ago he was promoted to be manager of our St. Louis office. Naturally that means I have had to leave Grand Rapids permanently, a step I have taken with a sad heart, for in my opinion there is no other spot in the world that can compare with good old Grand Rapids when it comes to comfortable living, congenial people, beauty of surroundings and, in fact, all other factors which make a town "A Good Place To Live."

I don't mind adding that goes for Western Michigan as well; in fact, all of wonderful Michigan. Speaking of Western Michigan, that glorious country which beautiful Mother Nature chose as her permanent home. It is regrettable indeed that residents of Western Michigan do not travel into other parts of our country more frequently. They would then more clearly and full realize, appreciate and broadcast to a nature-loving world the incomparable splendors of the wonderful country in which they luckily abide.

Rest assured that I for one realize now, more than ever, the many gifts of nature in your "Wonderland." The many splendid lakes, rivers and streams full of clear, clean, cold waters and abounding in delicious fish of all kinds and the wonderful roads which lead to those majestic woods, hills, dales and into Mother Nature's private chambers, which she has spared no effort to beautify and glorify as only Mother Nature is capable of. I only sincerely hope your Western Michigan will some day fully awake to a full and vivid realization of the many blessings you enjoy in that wondrous garden spot and multiply a hundred fold your efforts to tell of the reality of the existence of such a "Heaven on Earth" to the many thousands who are deluded with the

thought that Mother Nature's real home of splendor exists only in dreams.

With such a sincere affection in my heart for the land of my dreams, in which I have spent so many joyful years, it is only natural I want to always keep in intimate contact with all its activities and progress. I have always considered the Tradesman the Pulse Chart and therefore I am only too anxious to forward you check covering the continuation of my subscription.

Gerald J. Gay.

New Silver Price Lists Out.

Circulars sent out by leading manufacturers of sterling silverware, who have lowered their prices on staple lines of flatware, are in the hands of

buyers. The new prices conform to earlier predictions, as they show an average reduction of 10 per cent. on the staple patterns of spoons and knives. As predicted earlier, the new prices showed little changes on silver knives with steel blades. In a few instances the latter type of flatware was increased from 25 to 50 cents per dozen by the manufacturers. Hollowware prices are unchanged, but are expected to be revised sometime next month.

The unsuccessful man is a single chord—the successful man is a symphony.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS

CASH ASSETS

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

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

\$425,396.21

for
Information write to

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

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



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.



RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooning, Grand Rapids.
First Vice-President—William Schultz, Ann Arbor.

Second Vice-President—Paul Schmidt, Lansing.
Secretary — Herman Hanson, Grand Rapids.

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

Here and There in Groceries.

A grocer writes to me: "In Ohio where I live there is a town with seventy-five grocers in it and three of those firms do over half the grocery business. Is not this an aggravated condition?"

Well, that is somewhat extreme yet not so much so as one might think. For a condition which has obtained for generations is that 25 per cent. of the grocers do 75 per cent. of the business; and of the 25 per cent. who thus occupy the king row another rather limited proportion do the really big things in the trade.

Typical figures would therefore be seventeen out of the seventy-five doing three-quarters of the business. Three grocers out of seventy-five equal 3.75 per cent. of the total; and it is conceded that for years the ratio of worthwhile prosperity has been 5 per cent. among grocers. That is, five out of the hundred have made real money, doing a good business. About 10 per cent. more have been moderately prosperous, doing plenty of business but making only extremely modest profits. The remaining ten out of each 100 have been doing a good business so far as volume went but have not been making any real financial progress. The seventy-five below this select few are what we call potential failures: those who never have made a dollar and will not—who never see a day when they could liquidate and pay out.

I fully believe that the crucible in which the business is now being refined is going to result in vast improvement of these typical ratios.

The latest news of the activities of Old Man Henderson is that he is not working so much on the "doggone" system of merely "cussing out" chains, but is now broadcasting to grocers the sound advice that they clean up, paint up, and systematize their own business. This is real constructive work.

Henderson has a great advantage for doing this kind of upbuilding because he gets his words directly to grocers without exertion on their part. All grocers have to do is sit and take it in. In contrast, any work to be done through the printed word involves the will of the grocer to read what is printed. That means exertion on his part and brain exertion at that. That is why writers have such difficulty in getting their lessons across to grocers.

Everybody in the trade will welcome Henderson's assistance along the lines now indicated. We shall all cry "more power to his voice."

Incidentally, let it be noted that Henderson spends about \$28,000 per month on this work and that all his sales of coffee and other fixings bring him back only half that sum in profits. Hence, nobody can claim that he is

doing this work exactly from a money-selfish standpoint.

As inferred from mine of two weeks ago, individual grocers will progress farther and faster if they quit fighting anybody, take what is good for themselves from chain ways and habits and put all their energy into adding those improvements to their own business, thus building their own without tearing down their neighbor's business.

John Johnston, Dundee, Scotland, does not take it all out in kicking against the pricks. Instead, he subscribes for a chain management paper. Therein he reads what chain organizations print for their own personnel. This gives him the chain point of view and he is able to get first hand information on their advanced moves and systems. This he can adopt bodily or adapt to his own circumstances.

The result is Johnston feels extra friendly toward American chain organizations and his business grows. He comments thus: "Things are moving faster than ever before and unless one keeps up the speed, he goes to the wall. One must extend, giving the last ounce of service because you have a very critical public now, demanding better service than ever, which they are entitled to get."

"I admire the way you men go into the management end of the business, nothing spared to get at the cost of all things—a very essential procedure, but obviously lacking in the majority of the grocery trade. We are prone to take things for granted and slog along any old way."

"Have you cooperative stores? They are our biggest competition here now. In this town they give a dividend of $\frac{3}{8}$ (say 87c) to the pound (say \$4.86) on all purchases, and doing some business, too. Their turnover in the past six months was 500,000 pounds (\$2,430,000) in our population of only 180,000. What can you make of it?"

"I thank you for many hints and advice I have got from your articles in the Tradesman."

Let any man reflect that this business of the Scottish co-operatives in the city of Dundee amounts to an average of \$13.50 for every inhabitant for six months and he may realize that this is truly "big competition."

When I was last in Dundee, six years ago, I was told that chain—or "multiple shops"—competition did not worry the individuals much, but that the co-operatives did.

Co-operatives are not due to come to our country for a long time yet, I believe; and wakeful men no longer fear chain competition. So maybe we better forget it and go forward.

I got a sidelight on some chain limitations last Spring in Boston. At about 11 in the morning of a Friday I went into a Mohican store and found virtually no customers. Clerks were all busy, as one of them told me, "lining up" for later trade. That is to say they were arranging cut meats, fruits, vegetables, delicatessen and all that, ready for the trade to begin soon and rush until about 1 p. m., then drop off again and come for the final rush hours of 3:30 to 6. Here, then, is a typical instance to illustrate one great

(Continued on page 31)

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

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO. Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

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

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.

MERCHANT PARCEL FREIGHT TRANSPORTATION

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.
SEVERAL TRIPS DAILY TO SURROUNDING TERRITORY.

We ship only packages weighing 1 to 75 lbs. and 70 inches in size (girth plus length). State regulated. Every shipment insured.

NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

MEAT DEALER

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

Horse Meat Sold As Beef By Chain Stores.

Bootlegging is now no longer confined to illicit liquors. Horse meat and goat meat are now handled in a surreptitious manner by the chain stores and used as substitutes and adulterants for beef hamburgers.

Horse meat costs about one-fourth that of beef. Hence the incentive to use this as a supplement or a substitute.

No one contends that there is less nourishment in horse meat than in beef particularly the aged bull and dairy cow; but it is largely a matter of sentiment and custom that causes the American meat consumer to choose beef, pork or mutton, instead of horse or colt meat. Then, too, most consumers prefer to eat horse meat only when they order it.

The same situation exists in a more or less limited way as regards goat meat. We have not practiced the eating of goat meat to any extent.

It is legal to sell goat meat, the same as it is legal to sell horse meat when it is labeled under its true name. But the laws of practically all states require that goat meat be sold as goat meat and not as mutton, as is frequently the case.

A more appealing, elegant and less prejudicing name has been permitted by law to be used, that of chevon for goat meat. Little, however, is sold as chevon, notwithstanding the fact that it is nutritious, and the young goat meat quite well flavored and easily mistaken for mutton.

Perhaps a considerable quantity of goat meat is dried and panned off as jerked venison. Some is worked up into cooked sausage and other masked products.

Horse meat is being consumed in increasing quantities, unquestionably, throughout the entire United States as beef. There are now several horse slaughtering plants located in the Middle States. It would not be difficult to move these horse meat materials into many of the nearby states and substitute the same for beef.

The surest way to detect horse meat products is to submit some of the juices of the meat to what is known as the "precipitation test." This is a laboratory procedure.

The test is practically the same as that which is used for the detection of human blood in murder case investigations. The test is such that any species of animal meat may be determined.

Another way to test out horse meat is by ordinary examination. Horse meat is dark red in appearance. The fibers or grain of the meat is coarser, and the fat is not evenly distributed throughout the tissue.

When cattle are being used for hamburger, the meat from their bones is first cut away and the bones are then sold to hotels and restaurants for use in making soup. When there is a shortage of soup bones, one can rea-

sonably suspect that beef substitutes are being used.

When beef hamburger meats cost around fifteen cents per pound before it is ground up into hamburger, one's suspicion should be aroused when two pounds of hamburger is offered for a quarter. There is often a reason for excessively cheap meats.

What About the Slumped Coffee Market?

Only a few months ago came the end of coffee control by Brazil. It is estimated that the resultant loss on coffee stores in Brazil alone is not less than \$300,000,000, which loss must be borne by the planters, bankers, commission merchants and exporters. After unusual prosperity and inflation, Brazil is now facing deflation and general business depression. Her coffee planters, in fact, all coffee planters, just like the rubber planters before them, are left in a far worse state than that which unsound policies meant to improve.

Brazil's abortive experiment with agricultural relief thus again confirms faith in the law of supply and demand and brings the conclusion that agricultural relief can come only through sound economic policy. It proves the importance and the need of maintaining a fair balance between supply and demand. Evidently Brazil realized this long before the collapse of the stabilization plan, for some time ago she took official steps to educate the planter to produce a better quality of coffee and to bring him to greater efficiency in both management and marketing. Considerable progress in these matters has been made. With production and marketing costs reduced, quality improved and attractive prices offered to the world's consumers, the desired balance between supply and demand should soon be achieved.

Consumption of coffee will undoubtedly increase by leaps and bounds, as the consuming public realizes that at present prices the cup of coffee is by far the cheapest, though perhaps the most important, items constituting the meal. In home preparation there are forty cups of proper strength coffee to the pound. Even when the highest grade of coffee is used, and with the addition of cream and sugar, no other item of a good meal costs less. No need of anyone denying himself or herself an extra cup at this low cost, and many a household will now serve coffee at lunch or dinner, or both, where at former prices they served coffee only at breakfast.

Artificial means and unsound policies have given way to common sense in Brazil and in other coffee producing countries.

The industry is now on the right road. By furnishing consumers with better coffee at a fair and reasonable price, as at present, it will regain their good will and support and this will undoubtedly lead to largely increased coffee consumption and to a better balance of supply and demand.

Felix Costes,

Sec'y National Coffee Trades Council.

He does not know happiness whose heart doesn't daily radiate warm goodwill towards his fellowmen.

Uncle Jake Says

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

KVP DELICATESSEN PAPER

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

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

KALAMAZOO VEGETABLE PARCHMENT CO.
 KALAMAZOO, MICHIGAN

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.

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.

An Early Start For the Fall Stove Campaign.

An outstanding trait of the successful hardware dealer is that he is never idle. He finds something to occupy every spare moment. If he is not busy with his work, he is at least engaged in healthful recreation.

Still, there are times in the hot, wilting days of July and August when even the most intensely ambitious of men is apt to sit around in his shirt sleeves and take things easy. There are always days in summer when there is little to do around the hardware store. On the extra hot afternoons there are few customers, and about all the salespeople have to do is to keep cool.

There are a good many things, short of lugging around packing boxes and rearranging the stock, that the hardware dealer can do in these dull mid-summer moments. Among other things, a great deal of valuable preliminary work can be done in connection with the fall stove campaign.

For instance, there is advertising to be arranged. The prospect lists have to be revised. Orders must be placed. All this requires considerable thought and attention.

Many dealers leave these necessary preparations until the last possible moment. They dawdle through the slack spells in the summer months and do not begin to get ready for the stove campaign until that campaign is right upon them. Then there is a mad rush of last-minute preparation, but in nine cases out of ten the campaign is rendered ineffective through lack of preliminary work.

Then the dealer lets things slide and just takes what trade comes his way.

Much of the work in connection with the fall stove campaign can be done well in advance. Advertising matter can be prepared, at least in outline. It takes considerable thought to write a series of good advertisements, and thought requires time. If this work is left until the last moment, the time will not be available. As a result, the advertising copy will be "just dashed off," with all that phrase implies.

A better method is to select some quiet July or August afternoon or forenoon when there is little doing in the store, and give a few hours careful study to the subject of how best to advertise your stoves. Look over the literature supplied you by the manufacturers and pick out the strongest selling points to be found. With this material it should be possible to draft some forceful advertising copy. Then take pencil and ruler and figure on lay-outs.

Many hardware dealers pay little attention to the manner in which their advertising is arranged. They leave that entirely to the printer.

It is better, however, to plan a lay-out in advance, when time permits. By utilizing spare moments during the summer, you can find all the time you need for this.

Incidentally, it will pay to study the work of good advertisers—not merely local advertisers, but city merchants, department stores and National advertisers. Don't make the mistake of trying to achieve the effects in lay-out which cost them thousands of dollars, but see if you can't find some striking idea in this respect which can be inexpensively adapted to your space and purposes.

The prospect list is a necessary adjunct to every successful stove campaign. The stove dealer can divide his public into two categories; those who are not in the market for stoves and are not likely to be under any circumstances, and those who are good live prospects. If he can find out just what individuals belong to the latter class, he can concentrate on them instead of scattering his efforts.

Many dealers send out the literature supplied by manufacturers to people who, they think, may be induced to buy. This is an excellent method of creating interest, but care must be exercised. To send out literature to a promiscuous list of names is apt to be a wasteful process. The list of recipients for this literature should be selected with an eye to probable sales.

The pitfalls attendant on promiscuous distribution of advertising matter are exemplified at the average fall fair. Smith's Hardware Store has a handsomely illustrated booklet describing the new line of ranges. Among the juveniles attending the fair a keen competition springs up as to how many books and other souvenirs they can collect. Johnny Jones every little while drifts around to Smith's booth and begs or swipes another stove book. He gathers half a dozen in a single afternoon—and on the way home he gets tired carrying them and dumps them under a culvert.

That isn't profitable circulation of advertising matter. The intelligent method, if you want to do broadcast advertising, is to hand out a little inexpensive folder; and to reserve your heavy ammunition for a follow-up campaign directed at actual prospects.

The most effective form of advertising is the follow-up variety; involving a series of letters, perhaps three or four, perhaps half a dozen or even more. It is better business to send four different circulars to one individual who is actually in the market for a new stove than to send the same circular to four different individuals three of whom may not be in the market for years to come. And it is better to concentrate your selling campaign upon a few hundred definite prospects than to scatter your efforts broadcast over the whole community.

The drawing up of a prospect list will provide occupation for a good many odd moments in the summer.

Every live retailer nowadays keeps such a list. Names are picked up in various ways. People enter the store to buy something and show interest in the stoves—get their names and addresses. Again, an order for repairs may come in. Find out if the stove is old and in poor repair; if it is, here is the liveliest kind of prospect. Then new

families come to town; and spring and summer brides are starting housekeeping but are putting off the purchase of the heater until cold weather comes. Jot down these names.

It is not difficult, by such means, to compile a lengthy list. The dealer who has a good number of definite prospects will be justified in confining his ultimate mailing list very largely to these names. He will be working in fruitful soil.

The sending of stove literature and personal letters to these prospective customers is educational work. It may be some time, it may require several circulars or letters or booklets, before you get any definite response. You should, in view of this, begin your campaign some little time before the active buying season opens. Educational work started in August will bring its harvest of sales in September and October.

This direct-by-mail advertising will not sell stoves. It accomplishes its purpose if it induces the prospect to visit the store, look at your stock, and give your salespeople a chance to talk stove. So the keynote of your advertising matter should be not "Buy our Stoves" so much as "Come in and see our stoves." Once you get the prospect inside the store, the battle is more than half won. Personal salesmanship and the merit of your goods will do the rest.

It will pay you to devote a little time every now and then throughout the summer to mapping out your fall stove campaign. In addition to outlining your newspaper advertising, you

can draft any circular letters you propose to use. Window displays can be sketched on paper, and ideas for displays jotted down. Give some study, too, to the prospective floor arrangement of the stove stock. Are there any improvements you can make over last year's arrangements?

Then, too, get a line on the new models; and take time to post your salespeople in regard to the strong selling points of the heaters and ranges you intend to feature. This work is not merely helpful in the stove campaign, but is good training for the salespeople in other lines.

One hardware dealer has a representative of the manufacturers spend an afternoon, more or less, coaching his salespeople in regard to stove selling. Another merchant takes each member of his staff in turn, himself personifies a difficult customer, and drills that salesman thoroughly in the art of selling.

This sort of training takes time, but it is immensely helpful in business-getting.

The stove salesman cannot afford to "guess" or "think." He must know the goods—know them thoroughly—and know just what sort an argument to use against this, that or the other stock objection. More than that, he must know how to handle customers; how to size them up, what approach to adopt. Training for this work takes time, but it is time well spent. It will help to make the fall stove campaign the success you want it to be.

Victor Lauriston.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

Legality of Promise To Pay Debt of Another.

The question of the legality of the promise of one person to pay the debt of another is one of great importance in the commercial world, because it is constantly arising in the buying and selling of goods and in the giving and asking credit therefor. And, as may be expected, the subject has perhaps been the cause of as much litigation as any other single point of law. So, now let us see.

In the first place, under the statute of frauds, which has been fairly uniformly enacted in most of the states of the Union, any promise to answer for the debt, default or miscarriage of another must be in writing and signed by the party to be charged to be enforceable. And, in the light of this provision, it is perfectly obvious that an oral promise of this kind cannot be enforced by law; in other words, to be legally sufficient such a promise must be in writing and signed by the party making the promise. For illustration.

In one case of this kind, a repair contractor entered a retail merchant's place of business and ordered a quantity of paint and hardware for use upon a building he was repairing. The contractor stated that he would not be paid for the job until it was completed, and requested that the paint and hardware be charged to him until that time when he would come in and pay.

The bill was not large, being a little over \$50, and yet, since the contractor was a stranger to the merchant, the latter hesitated to open the account. So, on being told the name of the house owner where the repairs were being made, the merchant stepped to the telephone and gave this gentleman a ring. The latter was out of the city, but his brother, who was a business man and resided with the house owner, answered and assured the merchant that it would be all right to let the contractor have the paint and hardware.

However, this did not completely satisfy the merchant, and he pointedly asked the brother of the house owner if he would stand good for the account. "Why certainly," replied the other, "if the contractor don't pay you I will. Go ahead and let him have the stuff, I know my brother wants the job completed without delay."

Acting upon this assurance, the merchant let the contractor have the goods which were actually used in the job that the contractor was working upon. The merchant gave the subject no further thought, but when the bill was not paid made enquiry several months later. At this time the merchant was informed that the contractor had been fully paid, and had departed for other fields.

The house owner was much surprised when he was told of the unpaid bill, but since he had paid the contractor in full and the time had expired for the filing of a merchant's lien by the merchant, he declined to assume any responsibility. The merchant then called the house owner's brother, who had orally agreed to stand good for the bill, and requested that he pay it,

This gentleman too was much surprised that the bill had not been paid, for he had great faith in the honesty of the contractor, but having a knowledge of the law he took refuge therein, and declined to be bound by his moral obligation. In other words, he declined to pay because his promise was not in writing and signed by him, as the law required of such contracts. Of course, the merchant lost the account.

Now, there are sometimes legal quirks and quibbles in situations of this kind that may permit a merchant to recover upon an oral promise, as where the one making the promise actually benefits from the deal to such an extent as to make his promise what the courts term original. But, generally speaking, the rule is as stated and a mere oral promise to answer for the debt of another cannot be enforced in law unless reduced to writing and signed, by the person making the promise.

Further, the case reviewed above constitutes an apt illustration of how retail merchants are caught on this snag in the majority of the cases of this kind. The law reports contain case after case which has arisen under circumstances similar to those recited above, and unless the merchant was able to bring his case within some exception of the general rule he has lost. Moral, if one is needed, when anyone offers to stand good for another have the promise reduced to writing and signed.

Leslie Childs.

Kroger and A. & P. Clash at Cincinnati.

The Kroger Co. has entered actively into competition with the A. & P. Co. in starting what are called "super stores" and has just opened one in Cincinnati. A number of new and novel things are introduced in this store. The new Cincinnati store will be in operation sixteen hours of the twenty-four and two complete staffs, each working eight hours, will be required. The store will be open from 7 a. m. to 11 p. m. every day except Sunday. Among the numerous departments in the new store are one for tobacco and cigarettes, magazines, soda fountain products, delicatessen foods, fresh meats and poultry, groceries, candies, bakery products, fresh fruits and vegetables. It is stated that 1,000 customers an hour can be served. Another novel service is a department headed by a hostess who will conduct shoppers through the store and answer any questions about the city or company, deliver messages to customers and friends who wish them to do so. This hostess will also suggest gifts for special occasions, such as birthdays and anniversaries, and if the gifts are bought in the store they will be delivered by girls on the staff of the department.

Handling Purchases By Customers' Children.

T. Knapp, grocer at Sistersville, West Va., gives a typewritten note to the child whenever a mother sends her kiddie for an order. This reads as follows:

"Dear Madam: We have tried to fill this order for you the same as we

would had you been here in person. We hope that we have given you just the things you wanted. If, however, any part of the order is unsatisfactory, we want you to return it and we will be glad to exchange it. We are glad to serve the children and you may feel assured that you can always depend on us to give them the highest quality."

They Ask Questions At Fifty Cents.

Up to 25 cents people buy goods silently, with little examination; at 35

cents they look goods over; at 50 cents they ask questions.

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

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

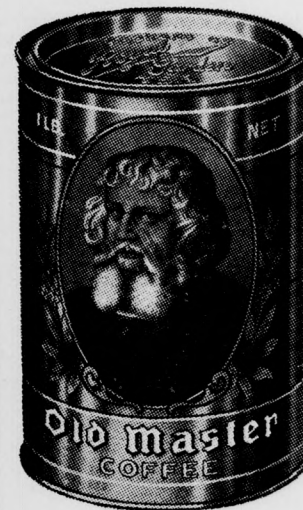
Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and
MUSTARD

OTHER SPECIALTIES

These Be Our Leaders



Sold only by

The Blodgett-Beckley Co.

Members India Tea Bureau

Toledo, Ohio

Halloran Detective Agency

High Grade Detective Work

506 G. R. Savings Bank Bldg.
Grand Rapids Michigan
Phone 65626

WHITEFISH and TROUT

By Air Daily

from Lake Superior Region.

GEO. B. READER

1046-1048 Ottawa Ave., N. W.
GRAND RAPIDS, MICHIGAN

Phone 61368
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
Expert Advertising
Expert Merchandising
209-210-211 Murray Bldg.
GRAND RAPIDS, MICHIGAN

HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Milwaukee, July 20.—At Benton Harbor Mrs. Jennie Lloyd Grof has about completed improvements on Hotel Benton, the result being that this popular caravansary is greatly enhanced in attractiveness. The large reception hall has been newly furnished. Eventually this will be one of the headquarters for social activities, as well as an abiding place for commercial men and tourists. Mrs. Graf is entitled to much consideration in her efforts to restore the Benton to its former popularity.

The hotel men of Detroit have done one thing I heartily approve of—they have taken a survey of themselves and their resources. Instead of crying about hard times, they have gone about to see if there really is any special cause for worry and, if so, to remove it. Each hotel is called upon to make a report on actual conditions, especially as to room occupancy, which is most highly important. In the past there has been too much bluster as to just what Detroit hotels were actually doing, and laymen have been led to believe they were making "scads" of money when the real facts were that very few of them were keeping out of the red. If hotel men would broadcast to the world the fact that there are too many hotels instead of boasting about what they are doing it would discourage the tendency to build more.

Julius Waller and Emil Focht have purchased the Lakeview Inn, near Port Huron, from T. A. Huston, its former owner, and have changed its name to Port Hope Inn.

Mrs. Marian Celia Whitney, who, with her husband, Dwight A. Whitney, was well known in hotel and club circles in Michigan, passed away at her home in Adrian, recently, at the age of 82. Mrs. Whitney was the daughter of W. T. Lawrence, who purchased the Brackett House, later known as the Lawrence Hotel, in 1860, and conducted it for many years. The old hotel was moved five years ago to be replaced by the New Lenawee. She married Mr. Whitney in 1870 and for many years they managed the Old Club, at St. Clair Flats, a water front social resort with an exclusive membership from among the aristocracy of Detroit.

Justus S. Stearns, owner of Hotel Stearns, Ludington, was presented with a commission as colonel on the staff of Governor Flem D. Sampson, of Kentucky, at a dinner given at Hotel Stearns recently. This recognition was given because of his work in developing one of the obscure sections of Kentucky and supplying employment for about 6,000 persons in that district through the operation of coal mines, a sawmill, oil wells and other properties. Mr. Stearns also conducts another Hotel Stearns, at Stearns, Kentucky.

H. E. Hedler, of the Valley Inn, at Newaygo, is reported to be doing a very satisfactory business on account of activities at Oxbow dam, which is located near there and is now under construction.

Joseph P. Allen, proprietor of the Allendorf Hotel, at Holly, has petitioned the courts for the privilege of selling the hotel property. The Allendorf was operated for many years by H. F. Barrett, who now owns and manages Hotel Barrett, at Lapeer.

The Griswold Hotel, at Detroit, which was conducted for many years by the late Fred Postal, has been taken over by L. G. Olsen and associates, and being greatly improved. The lobby of the hotel, fronting on Griswold

street, has been redecorated in a lighter tint, and the old registration and cashier's desk at the back of same has been done away with and replaced with a modern walnut affair, upon the left of the main entrance. The smoke shop remains on the Griswold street side of the building, with an entrance off the lobby. The greatest change, however, has been made on the second floor. At the head of the stairs coming up from the lobby, is the men's lounge. The woodwork is of a mahogany finish with silver striping. The walls are papered in light tints and heavily upholstered furniture in green leather adds to the effect. Every one of its 144 rooms has been decorated, and new furniture and carpets do much to add to its attractiveness and comfort. After having been known as the Goodman House, Fred Postal took possession of same on a long term lease, thirty-five years ago, and renamed it the Griswold. During the later years of his incumbency, R. B. Kernihan, now managing director of Hotel Barlum, and after him Seth E. Frymire, now resident manager of the Barlum, managed the property. For the past five years, until very recently, the hotel was managed successively by Joseph T. Sullivan, David Davis and William Stickles, the latter having been connected with same as a room clerk for thirty-five years.

The Detroit Hotel Association entertained the Buffalo Hotel Association last week. On the program were such events as a luncheon at Hotel Norton-Palmer, Windsor, with the compliments of Preston D. Norton, a golf tournament, and a dinner in the ballroom of the Prince Edward Hotel, with Manager Myron R. Gilbert as host.

While there has been no official report from the Federal authorities concerning the results of the 1930 census, enough is known to show that hotel operation has come to be the leading industry of the country. Also that the average occupancy, big and little, is 75 per cent., which in the abstract means that the margin of profit has been very small. It is not belittling the profession to tell the truth about these figures. The hotels which are deserving, where needed, have done well, but thousands are on the rocks and must be converted into some other occupancy.

While resort hotels are not possibly doing a normal business, owing to depression in business, there is no reason for believing that this type of hotel activity is lost forever. The resort business has been one of constant changes during the past few years, or, rather, since the introduction of the automobile as a means of transportation, but other resources have been drawn out, and others will be. The tourist of the future will undoubtedly be less inclined to demand special service, and if the operator keeps his establishment in trim, he can meet competition unquiveringly.

Out in California old direlects in the shape of automobiles are loaded upon barges, towed seaward and dumped into the ocean. Why cannot old razor blades be dumped in the old surface water wells where once hung the famed and storied bucket?

The Hotel Elkin, at Mt. Clemens, which has been under lease for the past three years, is now back under the management of the Elkin family, who know how to operate hotels, and do so successfully. The Elkin will be under the personal management of Joseph Elkin, assisted by his brother William, while the Olympic, another extensive proposition will be in charge of Max Elkin. The three brothers belong to the younger generation of ho-

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

HOTEL CHIPPEWA

HENRY M. NELSON, Manager

European Plan

MANISTEE, MICH.

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

150 Outside Rooms

Dining Room Service

Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

HERKIMER HOTEL

EUROPEAN

Rates \$1.25 to \$2.50

RAYMOND G. REID, Mgr.

Cafe in connection.

313-337 Division Ave., South

GRAND RAPIDS, MICH.



Warm Friend Tavern

Holland, Mich.

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

Free private parking space.

E. L. LELAND, Mgr.

The LaVerne Hotel

Moderately priced.

Rates \$1.50 up.

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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

"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

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

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

CHARLES RENNER HOTELS

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to

Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

Wolverine Hotel

BOYNE CITY, MICHIGAN

Fire Proof—60 rooms. THE LEADING COMMERCIAL AND RESORT

HOTEL. American Plan, \$4.00 and up; European Plan, \$1.50 and up.

Open the year around.

HOTEL OLDS

LANSING

300 Rooms 300 Baths

Absolutely Fireproof

Moderate Rates

Under the Direction of the Continental-Leland Corp.

GEORGE L. CROCKER,
Manager.

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

tel operators, but they have been significantly successful.

One of the few residential and transient hotels which seems to be doing its customary business, notwithstanding business stagnation, is the Premier, at Benton Harbor. I had a nice little visit with its operator, A. H. Michaelson, last week, and he certainly never gave me the impression of ever having heard of the Wall street debacle. His hotel specializes on mineral baths, which seem continuously to be in demand, and his registrations are very satisfying. A specialty at the Premier is the Red coffee shop, which has a wide reputation for the excellence of its output.

Mrs. Octave Perry, owner of the Paris cafe, at Munising, is now conducting Hotel Munising, in that city, succeeding Mrs. Lucy Babcock who has been in charge the past year.

Harry Cooper, assistant manager of the Hotel Detroit-Leland, is the latest member to be placed on the roster of Hawkshaw the Detective. Recently an habitual crook, Nationally-known, appeared at this hotel and Mr. Cooper, who not only manages the hotel, but also reads hotel publications, spotted him. He recognized the crook from a published photograph, then remembered having cashed a check for the man under another name several years ago. Mr. check-passer is now in durance vile or equivalent to it.

Work on the new nine-story hotel at the Canadian Soo, to be known as the Windsor, started a few days ago. It will cost \$240,000 and will be ready for next year's tourist business. It will have 118 rooms.

A new hotel at Frankfort is again being talked of. It has been a topic of conversation for some time. Of course it is not needed, but if built will cost approximately \$130,000 and a like number of headaches.

This year Hotel Grand, at Mackinac Island, will be in charge of Manager Myers, with Charles G. Whiprecht as his assistant. The hotel has been entirely repainted and is said to present a very attractive appearance.

The hotel men of California are putting up a stiff fight against the adoption of daylight saving, which is to be placed on the official state ballot next November, claiming it will add to their expenditures, and not make one iota's difference with anyone's welfare. They have already been bunked on Farm Relief, and are not inclined to fall for regulation of the solar system by legislation. The desalting of the Pacific ocean is of far more interest to them.

From my Los Angeles newspaper I glean the information that California authorities report the carelessness of resorters and campers to the extent of nearly 300 forest fires. The state and Federal Governments have continually done everything in their power to prevent these, but like the careless driver the careless camper and smoker has to be reckoned with. For many years conservation officials and organizations have been preaching the doctrine of precaution against forest fires. Michigan has had its share and a dry season will mean many more of them. They may not burn resort properties but they remove the attractiveness which surrounds them, besides destroying game, bird life and water supplies for the trout streams. Beautiful woodlands are destroyed forever because humans refuse to be careful. A campfire left burning, a cigarette tossed carelessly into the brush, a match thrown heedlessly away—things that an intelligent human being

knows better than to do, but are the causes of these fires.

For the past week I have been an associate of ex-Governor Otero, of New Mexico, at Edgewater Club, St. Joseph, one of the chief executives of the American Green Cross, which has for its object the conservation of timber and I have been astounded at his revelations. Millions of acres of forests, so necessary to the maintenance of water courses, have been destroyed in the past few years; millions of dollars have been expended in propaganda intended to minimize this danger, and yet the loss continues at a fearful cost. If only human beings in the woods would be more careful, would bear in mind the potential consequences of a carelessly flipped match or thoughtless casting away of a cigarette stub or an uncovered spark in an abandoned campfire, the fight would be much easier. Nature, to be sure, causes some fires, but if these were not augmented by man-made conflagrations the battle to save the woodlands would not be half so hard.

The Interstate Commerce Commission is now figuring on giving certain rail lines increased freight rates to the extent of \$50,000,000, principally on farm products and live stock. Many able financiers do not agree with the Commission in their view of the situation. Contrary to the claims made by Congress that an increased tariff would benefit the farmer, the Commission makes no claims of benefits to anybody but the railroads. But will it do this? The competition of truck lines which are not under Government control, will be accentuated, and a higher freight rate will be reflected by a falling off of traffic. That result may be accepted as a certainty. The rail lines will not only lose business, but it will be the cream of the business for the trucking companies are in a position to select what they want to haul, and this will not include movables on which low rates must necessarily prevail.

It is a well established fact that before the Commission began to tamper with rail rates, the amount of freight carried by the railroads increased in close relationship with the increase of population. Since then the business of the railroads has not kept pace with the growth of population. The only time when this relationship seemed on a fair way to be restored was after a 10 per cent. decrease in rates ordered in 1922. No one wants the railroads to lose money, and no one but railroad managements are responsible for their so doing. They alone made repeated attempts through the railroad commission to establish a species of highway robbery. It is largely due to them that the Kansas farmer has been bankrupted and the Arizona cattle raiser has gone out of business. It might be added that the selfishness of such officials may very properly account for the condition of passenger traffic, through which long trains of expensive equipment make daily trips across the continent with a handful of passengers. A period of depression and falling commodity prices would seem to be a most unfavorable one to revise rail rates upward. They are now more than twice what they were before the war, and there is presumptive evidence that it is unfair to the Nation's shippers and will certainly not redound to the ultimate benefit of the railroads.

That the tourist and resort business for this season will show a falling off over previous years might reasonably be expected, due to financial stagnation and unemployment, but at that quite a number of Michigan hotel men, with whom I have recently visited, claim that while business is woefully short there seems to be a change in the conditions as well, but few have

come to any conclusion as to what the outcome will be and where they will take permanent form—if anywhere. In one statement I have read by the operator of a high-class Michigan summer resort, his observation is that the resort business is changing materially, there having been a decided falling off in what is classed as actual touring business, while there has been a visible increase in permanent summer boarders. He adds that the transition which is taking place "makes it difficult for those in the game to decide just what the future will bring forth." In other words he feels that we have really reached the peak and are booked for a slump that will continue for several years. Offhand, it would seem that most resort hotel landlords would welcome a drift back toward the permanent guest, rather than the brief stop of the motorist who flits here and there, but never remains long at any point. Certainly it would enable the operator to get a better and more accurate line on "where he is at," for at present many famous resorts are little more than transient hotels, with practically a complete change of faces daily. In any event, it is difficult to believe that city people are going to quit spending their vacations in the country, and whether the motorist makes long or short stops, he certainly will be abroad in the land during the summer season. Some hotel somewhere will be called upon to take care of him. I have held all along that the tourist camp was a sort of "craze;" that eventually it would become the stopping place of birds of passage who cared little what happened to them, so long as they could "imitate" those who, from freak of fortune, were enabled to indulge in greater luxury, or, for the first time were participating in a romantic program. In the long run the vacationist who can afford to do so is pretty sure to gravitate to the hotel which can provide him with the comforts which he enjoys at home. He isn't going to make himself miserable during the summer months, under the guise of a vacation, hence it behooves the operator to keep his lamps trimmed for any emergency, and to couple up with his program a schedule of charges which will attract families and justify the guest in his belief that he is being fairly treated.

Frank S. Verbeck.

The last of the resort hotels to open its doors for the season was the Hotel Emmett, of Harbor Springs, which is under the management of the owner Mrs. J. Simpson, who has returned from France and who with other Gold Star mothers made a tour of the battlefields as a guest of the United States Government. Harbor Point clubhouse has been open for more than three weeks and patronage so far exceeds last year. Other hotels have bookings which promise a good season.

A Hostess Pays.

There's a hostess in the grocery department of the Brandeis Store, Omaha, Neb. She gives advice to customers on what to take along on picnics in the way of lunch, and what kind of place cards to buy for parties, also what foods, favors and table decorations to select for more elaborate functions. Occasionally, for the sake of advertising, she also leaves the store to supervise the decoration in the home. This is a position that the intelligent wife of any grocer can easily fill.

Lull in Notions Activity.

The activity which marked the sale of notions during early months of the

current year has subsided to some extent. The drop in activity has been general and affects all items for current consumption. There has been a fair volume of orders, however, for specially packaged holiday items during the last ten days. Producers are looking forward to an active Fall business which they believe will develop after the first of next month and carry through until September.

Know Your Groceries.

One big sales executive said that a most effective way to hold the interest of the customer is to give him information about the goods he is buying. Far too many sales persons, he adds, know too little about the merchandise they are selling. Department stores have found by actual tests that sales of particular articles have increased from 30 to 200 per cent, after their sales forces had been given adequate information about such articles.

Stetson To Make Women's Hats.

The John B. Stetson Co., manufacturer of men's hats, will begin the production of tailored town, travel and sports hats for women next month, according to an announcement made by George V. MacKinnon, president of the company. The hats will be completely styled and marked for head sizes, he said. Felt hats will be made of one piece, as are men's, and stitching together of crowns and brims will be eliminated.

Weather Balloons.

Human beings cannot ascend to heights of ten or fifteen miles to obtain the scientific data which the Weather Bureau must have. Therefore balloons are sent up. The latest balloon used for this purpose is made of rubber. When it reaches a certain height, it is burst by the outward pressure of the gas it contains and the meteorograph falls to the ground with its record of atmospheric pressure, temperature, and humidity.

Courtesies Pay.

When customers purchase beets or carrots ask them if they want the tops left on. They seldom do. And they will appreciate your thoughtfulness in making their packages smaller and easier to carry. It will save paper and bags for you, too.

Striving and driving bring thriving.

Republican Hotel

MILWAUKEE, WIS.

Rates \$1.50 up—with bath \$2 up
Cafeteria, Cafe, Sandwich Shop
in connection

Hotel Hermitage

European

Grand Rapids, Mich.

RATES:

Room and Bath \$1.50 - \$2

JOHN MORAN, Mgr.

DRUGS

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

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

Soda Fountain and Ice Cream Profits.

At the recent meeting of the Massachusetts State Pharmaceutical Association, Professor Doherty gave abstracts from the survey report on soda fountain and ice cream profits, prepared by the College of Business Administration of Boston University for the Massachusetts Pharmaceutical Association and the New England Association of Ice Cream Manufacturers.

The copyrighted survey, which is the second, the first having been published January, 1929, is published in booklet form and is for sale at a nominal price by Bureau of Business Research, 525 Boylston street, Boston, which also holds the copyright.

The features to which special attention has been called are: Profitable Ice Cream Merchandising, recommendations, purposes of the survey and methods used, experiences in stores, profitable merchandising of ice cream, serving and care of ice cream, merchandising store-packed carry-out packages, merchandising factory filled packages, merchandising ice cream for profit.

Section Five, a most important section, although, perhaps, not more so than others, is as follows:

Ice cream and allied soda fountain commodities are healthful and highly nutritive, but the strongest factors in building sales are quality, taste, appearance, and the refreshing character of the ice cream and the materials served with it.

Many commodities can be sold primarily on the basis of convenience or price, but in the soda and ice cream business large value and large profits come primarily from satisfied customers who return and bring their friends.

While price is a factor in attracting soda fountain patrons, a dealer need worry but little about price competition, except where better service or better quality material is used. The dealer's major problem is to keep ahead of competitors, not by sales or cut prices, but by setting a high standard of dependable, unvarying, day-to-day service to attract permanent patrons who desire this kind of service. Many dealers fail in this because they lack the vision and the courage to insist on the constant maintenance of high standards both in material and service.

To build sales volume on cut prices is a mistake. Cut price trade is fickle. Customers attracted by cut prices are often misled by advertising and other forced appeal. They transfer their trade frequently from store to store.

It is always a question whether they buy much at any one store.

First in importance among the factors essential to "repeat" sales volume is quality. Good materials make fountains popular. Inferior ice cream or poor syrups produce insipid sodas and sundaes. The dealer who allows the use of inferior materials should not expect to build up a permanent trade of sufficient size at profitable prices.

When a customer enters a store he anticipates satisfaction. The quality of the serving should please and delight him. Not only must the ice cream be of the right type and grade but all other materials used should be of the same uniform quality.

The following factors are essential for serving high quality ice cream:

1. Use the best quality of extracts with full bodied syrups.
2. Soda water should be thoroughly chilled and fully charged. This gives life, sparkle and zest to servings.
3. Whole milk or cream adds richness to servings.
4. Nuts, fruits and other dressings need to be fresh, of the same high quality as the other ingredients.

The quality of service should be consistent with the quality of materials.

Quality is not necessarily expensive. Frequently it is merely a matter of knowledge, of judgment, of discrimination coupled with painstaking care and supervision. Often it is also a matter of energy, force of character and integrity rather than added cost.

The vital importance of care in making and in dispensing cannot be over-emphasized. Hit or miss methods drive trade away. Indifferent, careless service will disappoint and displease.

Experience demonstrates conclusively that appearance is an important factor in influencing sales. Since customers receive the majority of their impressions through their eyes, it is vital that every part of the soda fountain and every phase of mixing and serving be studied from the point of view of its appearance and the effect it creates in the mind of the customer.

Neatness, cleanliness, and perfect sanitation are essential both to appearance and to quality.

Nothing should come within the range of the customer's vision which may cause a disagreeable impression or raise any question in his mind regarding either the cleanliness or the quality of the service. Not only must the appearance of the fountain be attractive but other parts of the store should be in harmony.

Specifically, the customer notices on entering:

1. General neatness, cleanliness and orderliness of fountain and the store.
2. Lighting, ventilating and temperature.
3. Condition of floor and ceiling.
4. Odors.
5. Appearance, manners, habits and cleanliness of employees.
6. Cleanness of glasses, containers and mixers.
7. Pleasing colors and color combinations in decorations and in displays.

Merchandise should be neatly ar-

ranged on the shelves and attractively displayed, without crowding, in show-cases and on counters. The store, particularly the portion around the fountain, should be brightly but not glaringly lighted. The service bar must be kept clear. Only the back bar should be used for decorative displays. These should not interfere with easy access to service equipment, such as electric mixers, juice extractors and dispensing containers.

The customer's opinion of the fountain is influenced largely by the appearance of the employees who handle soda fountain materials. Customers prefer a fountain attended by neat, clean, wholesome, well-mannered employees.

These factors are of more importance in dispensing than experience and training. Frequently inexperienced dispensers can be eliminated. Unfortunately, many experienced dispensers acquire unpleasant and unsatisfactory habits. The most experienced and skillful dispenser will drive away trade quickly if he is slovenly or otherwise unattractive. Any clerk of this type is a detriment and costs more in loss of trade than any economy in his wages would justify.

Inefficient help is expensive at any price. Dispensers have access to money and materials. They can easily lose, waste or misappropriate more than enough to offset the few dollars a week difference in salary.

A well-trained dispenser requires less supervision than a poorly-trained dispenser, does better work, makes fewer

mistakes, and gives more satisfaction to the customers.

Each dealer should work out for himself a definite schedule of training and instruction to ensure that dispensers know exactly how work is to be performed.

A good dispenser is a merchandising asset. By offering explanations about the make-up of special dishes and by giving suggestions to hesitant or undecided customers, he can increase the sale of fountain delicacies. Teach him to feature the higher-priced drinks and sundaes; the ordinary drinks will take care of themselves.

Ventilation must be such as to change the air frequently and keep the atmosphere fresh and free from stale odors. People do not like to drink soda in an atmosphere of stale tobacco smoke or other accumulated odors indicative of poor ventilation.

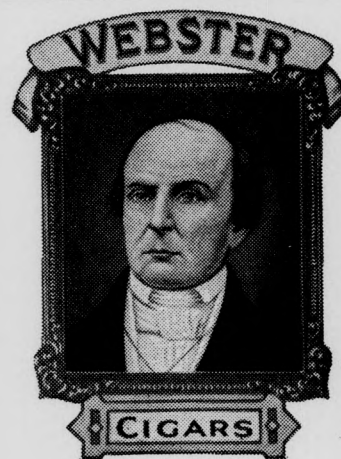
It is impossible to maintain the attractive appearance of the soda fountain except through scrupulous cleanliness.

Absolute cleanliness, so vital to the securing of trade, can be secured only by thorough, daily, systematic cleaning.

A store and its merchandise soon begin to show the ill effects of spasmodic, hit-or-miss cleaning. Frequently this is the chief difference between the store attracting the better type of trade and the one which has to content itself with ordinary patronage.

Each dealer should work out and put into effect a daily routine for cleaning, replenishing and rearranging the fountain.

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



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

**Distributed Throughout
 Michigan by
 Lee & Cady**

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Lamb
Mutton
Pork
Smoked Meats

AMMONIA

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



MICA AXLE GREASE

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

APPLE BUTTER

Quaker, 24-21 oz., doz.	2 15
Quaker, 12-38 oz., doz.	2 35

BAKING POWDERS

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

K. C. Brand

10c size, 4 doz.	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
40c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER

Lizette, 16 oz., 12s	2 15
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BLUING

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

Perfumed Bluing

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

BEANS and PEAS

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

Dbl. Lacquer, 1 gross	16
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BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	2 00

Post Brands

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand	
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No. 10	5 75
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No. 2	3 75
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Pride of Michigan	3 25
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Mich. red, No. 10	12 50
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Red, No. 10	13 00
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Red, No. 2	4 25
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Pride of Mich. No. 2	3 65
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Marcellus Red	3 25
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Special Pie	2 70
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Whole White	3 10
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Gooseberries

No. 10	8 00
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Pears

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

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

No. 2	3 75
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Pride of Mich. No. 2	3 25
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Red Raspberries

No. 2	3 25
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Marcellus, No. 2	3 75
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Pride of Mich. No. 2	4 25
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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
Postum Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 50
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 00
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, Kless	4 75
Salmon, Red Alaska	3 35
Salmon, Med. Alaska	3 50
Salmon, Pink, Alaska	1 95
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1 35	2 25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/2 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., 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, 1/4s	1 50
Deviled Ham, 1/4s	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 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.	1 05
Quaker, 16 oz.	85
Freemont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES

Hart Brand	
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Baked Beans	
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Medium, Plain or Sau.	85
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No. 10, Sauce	6 00
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Lima Beans	
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Little Dot, No. 2	3 10
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Little Quaker, No. 10-14	00
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Little Quaker, No. 1	1 95
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Baby, No. 2	2 80
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Choice Whole, No. 1	2 60
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Choice Whole, No. 1	1 80
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Cut, No. 10	10 75
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Cut, No. 2	2 15
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Cut, No. 1	1 60
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Pride of Mich. No. 2	1 75
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Marcellus, No. 2	1 60
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Marcellus, No. 10	8 50
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String Beans	
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Little Dot, No. 2	3 45
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Little Dot, No. 1	2 50
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Little Quaker, No. 1	2 00
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Little Quaker, No. 2	3 00
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Choice Whole, No. 10-13	25
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Choice Whole, No. 2	2 60
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Choice Whole, No. 1	1 75
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Choice Whole, No. 1	1 75
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Cut, No. 10	10 75
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 50

Beets

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

Carrots

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

Corn

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

Peas

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

Pumpkin

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

Sauerkraut

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

Spinach

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

Hominy	
Pearl, 100 lb. sacks	3 50
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 60
Bulk Goods	
Elbow, 20 lb.	7 @ 8 1/2
Egg Noodle, 10 lbs.	14
Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 75


Sage	
East India	10
Tapoca	
Pearl, 100 lb. sacks	6 00
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors	

FLOUR	
V. C. Milling Co. Brands	
Lily White	8 30
Harvest Queen	7 50
Yes Ma'am Graham	
50s	2 20
Lee & Cady Brands	
American Eagle	7 40
Home Baker	
Kitchen Gold	7 00

FRUIT CANS	
Mason	
F. O. B. Grand Rapids	
Half pint	7 50
One pint	7 75
One quart	9 10
Half gallon	12 15
Ideal Glass Top	
Half pint	9 00
One pint	9 50
One quart	
Half gallon	15 40

GELATINE	
Jell-O, 3 doz.	2 85
Minute, 3 doz.	4 05
Plymouth, White	1 55
Quaker, 3 doz.	2 25

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

JELLY AND PRESERVES	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 85
Pure, 6 oz., Ass't., doz.	90
Pure Pres., 16 oz., doz.	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 40
Ohio Blue Tip, 144 box	4 20
Ohio Blue Tip, 720-1c	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

Safety Matches	
Quaker, 5 gro. case	4 25

NUTS—Whole	
Almonds, Paragona	25
Brazil, New	17
Fancy Mixed	24
Filberts, Sicily	22
Peanuts, Vir. Roasted	11
Peanuts, Jumbo, std.	13
Pecans, 3, star	25
Pecans, Jumbo	40
Pecans, Mammoth	50
Walnuts, Cal.	27 @ 29
Hickory	07

Salted Peanuts	
Fancy, No. 1	14
Shelled	
Almonds Salted	95
Peanuts, Spanish	12
125 lb. bags	
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, Stuffed, doz.	1 35
6 oz. Jar, Stuffed, doz.	2 25
9 1/2 oz. Jar, Stuffed, doz.	3 75
1 Gal. Jugs, Stuffed, dz.	2 70

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

PEANUT BUTTER

	
Bel Car-Mo Brand	
24 1 lb. Tins	4 70
18 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

ISO-VIS MOTOR OILS	
In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1

Iron Barrels	
Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	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

Perfection Kerosine	
Gas Machine Gasoline	38.1
V. M. & P. Naphtha	18.8

Smoked Meats	
Hams, Cer. 14-16 lb.	@ 26
Hams, Cert., Skinned	
16-18 lb.	@ 26
Ham, dried beef	
Knuckles	@ 40
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 39
Mixed Hams	@ 18
Bacon 4/6 Cert.	24 @ 31

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

Liver	
Beef	17
Calf	55
Pork	10

RICE	
Fancy Blue Rose	5.65
Fancy Head	97

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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	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	22
Good	19
Medium	16
Poor	13

Mutton	
Good	12
Medium	11
Poor	10

Pork	
Loin, med.	19
Butts	19
Shoulders	15
Sparr ribs	11
Neck bones	05
Trimnings	10

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

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

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

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

Smoked Meats	
Hams, Cer. 14-16 lb.	@ 26
Hams, Cert., Skinned	
16-18 lb.	@ 26
Ham, dried beef	
Knuckles	@ 40
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 39
Mixed Hams	@ 18
Bacon 4/6 Cert.	24 @ 31

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

Liver	
Beef	17
Calf	55
Pork	10

RICE	
Fancy Blue Rose	5.65
Fancy Head	97

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

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

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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

Sweet Small	
16 Gallon, 2250	27 00
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5 gallon, 400 count	4 75

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

Wood boxes, Pure	--	30
Whole Cod	-----	11

PERSONAL LIBERTY.

It Is Dependent on Respect For Others' Rights.

The words of Abraham Lincoln—"It is rather for us to be here dedicated to the great task remaining before us, * * * that this Nation, under God, shall have a new birth of freedom—and that government of the people, by the people, for the people shall not perish from the earth"—should inspire us with the same resolve to experience this freedom as it did at the time it was uttered.

Lincoln referred to the freeing of the slaves, but he had the vision, also, of the release of every individual citizen from the slavery of his own ignorance.

Every man, woman and child wants to be independent, wants to be free. Yet how many are willing to fulfil the requirements of freedom?

Uncivilized tribes roaming the forests are not free, they are the slaves of natural forces and of their ignorance. Freedom is the fruit of education and social discipline, and integrity is its strength and sinew.

Without integrity, the sudden gift of freedom is apt to develop license. Russia and the Spanish America are examples of this. When the Spanish-American countries adopted democratic constitutions, graft was everywhere.

Lack of integrity has greatly delayed the political, industrial and social freedom in these countries. We will find that wherever integrity is the highest, democracy is the most stable.

In our own country to-day, our continued progress industrially, socially and politically is dependent upon our self-government so vital to a democratic form of government.

A country without integrity should "perish from the earth" for it has no right to exist. In a government "of the people, by the people," the people themselves must be actuated by integrity, else the government will not be "for the people," but for those who happen to be in power. Integrity promotes freedom.

Every day people from foreign countries come to our shores, longing for freedom from the oppression of poverty and intolerance of their native lands. Their decision to leave their home lands was the result of a declaration of independence in the heart of every emigrant to be free from the bondage of their old conditions.

They come to us ignorant of our laws, with a background of oppression and suspicion of their fellowmen, and instilled with the idea that they must use their wits to get the best of a bargain. A bargain to many of them means that one of the parties concerned must lose if the other is to gain. They do not know there is an ideal in America that a bargain is a fair exchange, everyone involved being benefited by it.

Our country is a melting pot; but do we keep the fire under it burning with an intensity that will separate the dross from the gold of human beings? Are those with a background of American ideals of integrity proving themselves fit teachers of these seekers after freedom?

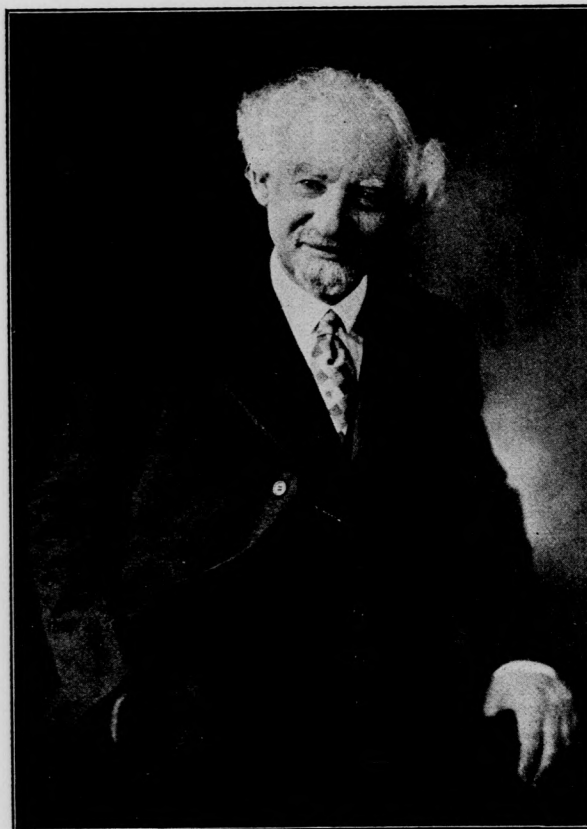
We hear a good deal about the "new

freedom" and the "old freedom;" why, there is not any such classification. Freedom is eternal; and those who live up to its requirements are free, and those who do not are more or less in bondage.

But new influences, a bigger place in our relations with other nations, force us to develop within ourselves those qualities which can withstand the temptations of wealth, power and popularity. The newcomers to this country will make as good citizens as we teach them to be.

The future of our country depends upon the quality of its citizens, and integrity must be the cornerstone of our building if we would not "perish from the earth."

Solomon Levitan,
Treasurer State of Wisconsin.



Solomon Levitan.

Independent Grocers May Lose Ground They Have Gained.

It was the wonder of the advertising and publishing fraternity that some of the supposedly high grade newspapers of the Southland stooped to carry the rotten advertising copy sent in and paid for by Clarence Saunders in his attacks on "Old Man Henderson."

The advertisement literally "stunk to high heaven" and the news in the Tradesman that Clarence Saunders' some 150 chain outfits in the South have gone to the wall is not surprising.

Even in a heated political battle mud slinging becomes a boomerang.

Saunders' brand of invective could never hope to arouse one iota of support on the part of the public. They were nauseated and disgusted. With good reason.

Henderson may have used sulphuric language on occasion, but he never stooped so low as this manipulator of stocks and juggler of finance.

We hold no brief for Henderson's peculiar (to say the least) come backs over the air at "Clarence." Henderson had full cause to froth at the mouth, and he did.

We note an A. & P. slipping out of the picture in Allegan. We note two R chain stores recently closed in Grand Rapids and other chain outfits closing or combining, cutting corners everywhere. This is in line with the retirement of the Saunders outfit.

Chain store magazines would lead the public—so far as the public read chain store magazines—to believe that

lars, yet in Western Michigan scarcely 5 per cent. of the independents are doing a thing to support the battle.

It is comforting and reassuring in the face of this neglect and thoughtless attitude on the part of the legitimate trade to note the passing of Saunders and many of his cohorts in the chain gangs. It is comforting to realize that the American public once thoroughly aroused will continue to face the right and play the game.

It is a good thing for the lethargic, self-satisfied, short-sighted independents that this is so, otherwise the men for whom the fight has been waged would find themselves in a sorry plight. In passing it is to be noted that the chain outfits are using even more publicity—Sears-Roebuck at this very time are distributing big booklet form circulars over the entire territory—the local papers carry broadsides of copy and the National radio chains are surfeited with chain talks and programs.

It may be if the grocers, hardware and drug men of the State do not gird up their loins and bestir themselves with a bit more financial ammunition and more individual efforts to continue the good work done that the claims of the chain gangs will have a more solid foundation of fact in the near future than at the present time.

Hugh King Harris.

A Business Man's Philosophy.

The daily 6 per cent. interest on \$1,000,000 is \$164.

On \$100,000 the interest is \$16.43.

On \$1,000 the interest is 16 cents.

In business time is really money. Each year the demonstration becomes more convincing.

Commenting on the recent progress of industry, Colonel Leonard P. Ayres, vice-president of the Cleveland Trust Company, says:

"A few American firms learned that the most important thing in the world is time. They learned the secret of mass production, which is that all the parts entering into the manufactured article should be kept moving without loss of time from process to process and combination to combination until the finished product comes off the assembly line. They learned that goods in stock represent labor's time that has been paid for, but is now idle on the shelves or in the warehouse. They learned hand-to-mouth buying. They learned that the firm which intelligently strives to use all its equipment, all its labor and all its capital all the time can make profits undreamed of in earlier years." William Feather.

Will Rogers Must Take a Back Seat.

The A. & P. organization has developed a streak of humor which is decidedly nauseating, judging by the following sample, which appeared in the local newspapers last week:

(Personal)

Some customers say that A&P store are too crowded. So are good movies, good baseball games, good summer resorts.

Crowds go where they get what they want,

here in Grand Rapids Kroger and the remainder of the chain syndicate barons are gaining headway, that the loss they sustained in the winter is being returned. The claims and the facts do not jibe.

Independent dealers are woefully lax in any sustained effort to combat chain practices. The majority of independents seem content to slide along on the mistaken assumption that the battle is won, that the campaign of the winter will last forever in the minds of the public. There should be more concerted and unified effort in every community to keep up the education of the public.

There are many facts arising every day which should be handed out through efficient publicity in trade and community papers or even by circu-

MEN OF MARK.

(Continued from page 14)

schools, as he finds people generally know very little about our Government.

Mr. Look had the speakership offered him at the start of the 1927 session and believes he could have been elected practically unanimously had he chosen to accept it, but preferred to sit in the body of the house. He served on the Ways and Means Committee (the most important committee of the House) for two sessions and only through his efforts was the appropriation for the Soldier's Home secured to the institution. This help was much needed, as the Home had been much neglected in past years.

It will be noted from the above details connected with the career of Mr. Look that he has always been first and foremost in every movement for the good of the community or the State in which he lives; the profession which he has pursued with singular fidelity for nearly fifty years; the people he has associated with and who delight to honor him when the occasion presents itself. He has always been noted for the high standard of honor he has established in connection with every activity of life. Such men reflect credit on themselves, their occupation and the community in which they live.

Here and There in Groceries.

(Continued from page 20)

advantage enjoyed by the local family store—that half his trade is finished by 11:30 a. m., while comparatively few customers have entered his store. The telephone, delivery and credit are mighty diligent and effective handmaids in attaining this happy result.

But verily "nothing ever stands still." Buying exchanges, or co-operative wholesale grocers have made great and useful progress of late years. Now, right on top of such a fine record comes a forceful speaker at the National grocers convention in Dayton and points out that such organizations have made little progress of late years, due to five causes. (1) Emphasis on reducing wholesale costs or reduction of retail expenses. (2) Reductions more apparent than real, many of their savings being passed on to other wholesalers. (3) Too much attention to buying and not enough to selling. (4) Final authority rested with the retail members. My reporter forgot the fifth point, but says the discussion was heated and vigorous.

But all this rings true. Individuals have always thought too much of buying and mostly have completely omitted to think or act on selling. At this writing, grocers are holding prices in line with actual costs which were far higher than to-day's replacement values. They thus manifest ignorance of the fact that the only way they can avoid taking a loss on such merchandise is to reduce prices to conform to present values regardless of what they actually paid for the goods.

In this way they can regain their ground while retaining their business, buy again, make a profit through further sales, and keep up their volume of trade. No profit ever is made on goods not sold, regardless of what

"margin" your prices may theoretically provide. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 7.—On this day was held the first meeting of creditors in the matter of S. Anne Sheldon, Bankrupt No. 4141. 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.

On this day also was held the first meeting of creditors in the matter of Wynn Pemberton, doing business as Pemberton Motor Sales, Bankrupt No. 4150. The bankrupt was present in person and represented by attorneys Knapen, Uhl & Bryant. Creditors were represented by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. 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 8. On this day was held the first meeting of creditors in the matter of Joseph C. Stehouwer, Bankrupt No. 4143. The bankrupt was present in person and represented by attorney John J. Smolenski. The creditors were represented by attorneys McAllister & McAllister and Eerde Hoogsteen and certain of them appeared in person. The matter was adjourned to July 14 for further proceedings.

In the matter of Ralph R. Robinson, doing business as Robinson Music Shop, Bankrupt No. 4170. The first meeting of creditors has been called for July 29. In the matter of Margaret E. Simpson, individually and doing business as Grand Rapids Hair Bazaar, Bankrupt No. 4165. The funds have been received and the first meeting of creditors has been called for July 29.

In the matter of Ralph Hineine, Bankrupt No. 40727. The funds have been received and the first meeting of creditors has been called for July 29.

In the matter of Alton W. Pickett, Bankrupt No. 3956. The funds have been received and the first meeting of creditors has been called for July 29.

In the matter of Delmon Esh, individually and doing business as Heights Bargain Store, Bankrupt No. 4168. The funds have been received and the first meeting of creditors has been called for July 28.

In the matter of Charles P. Thomson, Bankrupt No. 4125. The funds have been received and the first meeting of creditors has been called for July 28.

In the matter of William Kooiman, Bankrupt No. 4169. The funds have been received and the first meeting of creditors has been called for July 28.

In the matter of Ivan L. Dadd, Bankrupt No. 4165. The funds have been received and the first meeting of creditors has been called for July 28.

July 8. On this day was held the first meeting of creditors in the matter of Philip B. Woodward, Bankrupt No. 4133. The bankrupt was not present or represented. By agreement the matter was adjourned to July 22.

On this day also was held the first meeting of creditors in the matter of Steve B. Lynch, Bankrupt No. 4148. The bankrupt was present in person and represented by attorney John W. Rody. No creditors were present or represented. One claim was proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of William H. Boyer, Bankrupt No. 4147. The bankrupt was present in person and represented by attorney R. L. Sowers. 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.

July 9. On this day was held the first meeting of creditors in the matter of Edmund Siegel, Bankrupt No. 3918. The bankrupt was present in person and represented by attorney Horace T. Barnaby. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The first meeting then adjourned without date. The bankrupt was sworn and examined without a reporter. 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 Clyde J. Garn, Bankrupt No. 4144. The bankrupt was present in person and represented by attorney James J. Spillane.

No creditors were present or represented. Claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

In the matter of Oscar F. Goldman, Bankrupt No. 3936, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held June 20. There were no appearances. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of the remainder of expenses of administration and for the payment of the balance of funds on hand to the preferred tax claim duly filed and allowed. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Horace D. Crandall, Bankrupt No. 3921, the trustee has filed his final report and account, and a final meeting of creditors was held June 20. There were no appearances. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, and for the declaration and payment of a first and final dividend to creditors of 1.9 per cent.; no objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case has been closed and returned to the district court as a case without further assets.

July 14. We have to-day received the schedules, reference and adjudication in the matter of Harry W. Hill, Bankrupt No. 4116. The matter has been referred to Charles B. Baur as referee in bankruptcy. The bankrupt is a resident of Colo., and his occupation is that of a merchant. The schedule shows assets of \$2,659.80 of which \$350 is claimed as exempt, with liabilities of \$1,074.33. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

State Bank of Coloma	\$650.00
Ella M. Hill, Coloma	1,000.00
A. J. Brown & Sons, G. R.	131.73
J. Oliver Johnson, Chicago	15.01
Michigan Retail Hardware Ass'n., Marine City	7.05
Liquid Veneer Corp., Buffalo	9.60
S. Friedlander & Bros. Co., Fort Wayne, Ind.	9.93
Belding Basket Co., Belding	24.23
W. J. Gallagers & Sons, Greenville	11.00
International Fork & Hoe Co., New Haven, Ind.	37.21
Luna Mattress Co., Lima	140.16
Rex Pump Co., Fort Wayne	8.20
Holliger Cutlery Co., Fremont, O.	52.33
Ideal Refrigerator, Michigan City	11.50
Western Shade Cloth Co., Detroit	2.84
Rutland Fire Clay Co., Rutland, Vt.	6.60
Card Seed Co., Fredonia, N. Y.	unknown
Lake Shore Seed Co., Dunkirk, N. Y.	unknown
Donaghy-Kelly Glass Co., Hoama	14.34
W. A. Ives Mfg. Co., Meriden, Conn.	12.32
Oscar Brock Co., Louisville	6.12
Danascus Steel Products Corp., Rockford	21.81
Rome Co., Chicago	69.96
McLaugain Paint & Varnish Co., Muskegon, Ind.	50.53
Smith Alsop South Bend Paint Co., South Bend	17.40
Van Camp Hdw. & Iron Co., Indianapolis, Ind.	63.08
Butler Bros., Chicago	34.83
Wayne Hdw. Co., Fort Wayne	261.47
Joseph Schlagheck, Toledo	32.50
J. C. Decker, Montgomery, Pa.	12.32
Electric Spray Co., South Bend	26.13
Hunting & Fishing Magazine, Boston	8.88
J. O. Ballard & Co., Moline, N. Y.	52.49
Beckwith Co., Benton Harbor	587.36
Indianapolis Plating Co., Indian- apolis, Ind.	21.42
Comstock Castle Stove Co., Quincy, Ill.	47.45
Albert Lea Foundry Co., Albert Lea, Minn.	105.26
Goodyear Tire & Rubber Co., South Bend, Ind.	18.13
Kirsch Co., Sturgis	14.25
Kidd Dater Price Co., Benton Har.	33.32
Universal Metal Goods Co., Chicago	13.00
Rubber Patents Corp., Grand R.	4.91
Illinois Steel Cloth Corp., Chicago	23.50
Heights, Ill.	28.92
Plough, Inc., Memphis	11.00
Tenn. Mfg. Co., Charlotte	10.49
Reese Padlock Co., Lancaster, Pa.	25.96
Hartwell Bros., Chicago Heights	21.75
J. J. McIntosh & Sons, Tipton, Ind.	

Vaughan Novelty Mfg. Co., Chi.	12.75
Florence Stove Co., Boston	180.00
Wholesale Hdw. Co., Wabash, Ind.	35.00
Art Novelty Sales, Chicago	16.50
Republic Paint & Varnish Co., Chicago	202.04
Dayton Display Fixture Co., Dayton	43.15
Alex. Motor Fuel Co., Chicago	19.40
National Matt. Co., Grand Rapids	16.50
Standard Oil Co., Grand Rapids	292.07
Coona Oil Co., St. Joseph	500.00
Ender Co., Benton Harbor	31.20
Illuminating Supply Co., South Bend	unknown
Line O. Scribe, Adrian	unknown
Anderson Matt. Co., Anderson, Ind.	6.75
Arrow Brush Co., Troy, N. Y.	24.71
Ackerman Elec. Co., Grand Rapids	8.13
Abby & Imbrie, New York	17.35
Bostick Brown Co., Toledo	130.95
Falkerson Bros., Puxico, Mo.	53.30
Fibre Grand Co., Grand Rapids	17.10
Gilbert Bennett Co., Chicago	41.94
Indestructo Trunk Co., Mishawaka, Ind.	21.00
C. J. Litscher Elec. Co., Grand R.	59.96
Mfg. Supply Co., Chicago	17.55
Merkle Bron Co., Paris, Ill.	47.28
Reps. Heater Co., Clyde, Ohio	38.90
Furner Bros., Wellington, Ohio	13.06
Davis Kahn & Sons, Louisville	19.80
Schwyder Trunk Mfg. Co., Denver, Colo.	56.93
Quaker Mfg. Co., Chicago	28.16
Excelsior Stove & Mfg. Co., Quincy, Ill.	139.75
Phil M. Gallaghe, Chicago	21.58
Lisk Mfg. Co., Cananadigua, N. Y.	45.51
Van Camp Hdw., Coloma	600.00
Michigan Farmer, Detroit	105.00
Lockway Stouck, Benton Harbor	200.00
University Extension, Chicago	25.00
A. Krolik & Co., Detroit	36.71
International Harvester Co., South Bend	39.50
Buhl Sons Co., Detroit	unknown

We people are trained to expect too much, so we grumble a lot when we just get everything we need.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

For Sale—Coal business in Saginaw. Am retiring. \$10,000 down payment, or Detroit property accepted. Write No. 313, c/o Michigan Tradesman. 313

FOR SALE—GOOD BUSINESS LOCATION—A prosperous village dry goods store in East Central part of Michigan is for sale. Present proprietor has made money. He has larger business opportunities and anyone who aspires to get located in a small business in a prosperous village, should address No. 314, c/o Michigan Tradesman. 314

FOR RENT—Store building, located central block of good town, 9,000 population. Address P. O. Box 104, Sturgis, Michigan. 315

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

FOR SALE—Feed mill, water power, with thirteen acres land; or will exchange for city property. V. H. Pike, Otsego, Mich. 309

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 RENT—Wanted, meat market at 769 W. Main street, next to A & P. Halls 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. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

Passing of the Army in Blue.

Grandville, July 22—To-day the United States is at peace with all the world. What a grand consummation after all our numerous wars on land and sea. Looking over the situation one wonders how long it will be before another war cloud looms and once more the drum and bugle will call our young men to arms.

Thinking back one recalls those days nearly seventy years ago, when our sons and fathers sprang from farm and forge to go to the front in defense of the flag which had been ignominiously hauled down in several sister states.

"We are coming, Father Abraham, three hundred thousand more." How it thrills to recall that time when mothers parted with their sons and wives with husbands as the boys in blue flocked to the standard of the Union.

Somewhere around two million freedom's sons enlisted for that spell of war. Many of them laid down their lives on Southern battle fields. Others fell victims to camp fever and the horrors of prison pens. That was long ago, and when we contemplate the scene and look for the more than a million young soldiers who returned after saving the Nation we see them no more.

Go East, North and South, even to the Pacific coast, and we no longer see the hosts that marched to the call of Abraham Lincoln. Where are those men? Echo answers where?

At the last memorial services only now and then an aged veteran responded to the music of the drum. All gone before the inexorable hand of time. The last roll has been called. It was a pathetic sight to see one old soldier keeping step to the music as he marched where scores once kept step.

These men, these boys in blue, have long been mustered out, never more to answer the call of the war drum. We loved and revered them then. We love their memory now. Sad thoughts throng the brains of those few who are left of all that grand army which kept step to the music of the Union in days past.

Very few veterans of 61-65 will answer the call next memorial day. Where are they, you ask? Go visit the various homes of the dead throughout the land and there, sleeping the sleep which knows no waking, are the ranks of the old army of the Union.

We say they are sleeping. Is this true? Per contrary, is it not more than likely that those bright young minds who fell in battle long ago are marshaling on high in spirit living over again the scenes of battle and camp?

We cannot believe them dead. Has it ever occurred to you, my friend, that if the lad who was shot on the battlefield lost his life forever the whole business was a sad mistake and the Nation was not worth saving.

One old veteran now where were scores. The world will soon know the veterans of the civil war no more forever. By ones and dozens they are passing away. Two million once strong young men gone into nothingness. We soon shall know them only in tradition and the sight of tottering old men in blue will no longer greet the eye at re-unions of any sort.

Wiped out, gone forevermore! What a sad commentary on patriotism. Is all this sacrifice worth the candle? An aged man goes to a country cemetery, searches among the slabs and monuments until he finds the one he seeks, on which is the name and company of his soldier brother who fell to death at eighteen on a Southern field of battle.

Is it comforting to stand and gaze at the weather-stained slab marking that lonely grave? Surely not if this is the end. Under the blue sky, with here and there a drifting cloud, that man leans against the shaft at the grave and murmurs the name of the

one who sleeps there, who died that the Nation might live away back in civil war days.

Again the sound of the drum beats to arms. Again that lonesome man sees the marching columns in blue and once more stands as a boy with uncovered head while the volunteers go by on their mission of nation-saving. That Nation was saved intact, but what of the men who did the saving? Where are they to-day at the opening of the twentieth century? Echo answers where?

We love and revere the men who saved us at Gettysburg, at Stone River and the Wilderness, yet what good does it do the brave fellows who sank to death on those fields of carnage so long ago?

It is not pleasant to reminisce of war days. It is not pleasant to think of our soldier heroes as mere clods of the valley to-day. Is it fair to those young soldiers shot down in the prime of life, while their neighbors who were not at the front live on for decades enjoying long life and many of them no small degree of happiness?

Does it pay for a young man to die as a soldier for his country? Surely not if death on the battlefield ends that one's existence forever. Standing in the light of the rising sun we see myriads of faces peering from the upper strata of the universe, the faces of those long dead in war. They still realize that what they did here was worthy of all the trials and struggles of a great war.

Soon the last veteran of the sixties will pass to the other world and not a single representative of that great war will remain to tell the story of how they fought and how they fell for flag and country.

Two million gone before to light the way for us all to an eternal paradise beyond the sins and sorrows of old mother earth. Old Timer.

Late News From the Metropolis of Michigan.

The A. R. Reno Co., one of the oldest drug organizations in the down river, having been established in River Rouge and Ecorse more than fifteen years, opened its Lincoln Park store recently.

An involuntary petition in bankruptcy has been filed against Rays Exclusive Clothes, Inc., by John McNeill Burns, representing R. M. Teitelbaum Co., \$268; Faultless Clothing Co., \$124; Rightwear Clothing Co., \$200.

Appeal has been filed by Samuel Isberg, retail dry goods and furnishings, 6255 West Fort street, to the Circuit Court of Appeals, Cincinnati, from the order of Judge Charles C. Simons, of U. S. District Court at Detroit, affirming an order of the referee sustaining objections of Butler Bros., a creditor, to confirmation of a composition made by the debtor to his creditors. The opposition was based upon the ground that the debtor had received a discharge through the confirmation of a composition he made to creditors in a prior bankruptcy action in 1926, and that confirmation of the second composition would operate as a discharge in bankruptcy within the prohibition of Section 14-B-5 of the National Bankruptcy Act. Schedules of the debtor listed Butler Bros., Chicago, with claim of \$1,304.

A 50 per cent. offer of settlement made by George W. Fectau trading as George & Henry, retail men's clothing and furnishings, with two stores in this city, has been accepted by creditors. Arrangements to give up

the store at 2137 Woodward avenue within the next few months have been completed, it was stated. Heavy operating expenses in connection with the Woodward store coupled with a decline in business due to widespread unemployment in the Detroit district has been largely responsible for the offer of settlement, it is pointed out.

The Plymouth Motor Corporation is conducting a prize essay contest with "Why I'd Buy a Plymouth" as the subject. The first prize will be an annuity of \$1,000 for life and the next five winners are to receive round-the-world trips, starting from their own towns. Five cash prizes of \$1,000 each will be given and twenty-five Plymouth cars will be included in the list of prizes. There will also be 970 other cash prizes ranging from \$500 down. More complete details may be obtained from any Dodge, Chrysler or De Soto dealer.

George M. Malcolm, director of export for the Hupp Motor Car Corporation, has arrived in Detroit from a trip about the world, visiting more than a score of countries in the interest of Hupmobile. He reported that the "brightest spot" abroad is France, where a number of automobiles of American make are popular. He also said that the British Empire was not so good a market for American cars as formerly, partly because the slogan, "Buy British-made goods," is having an effect. It is his opinion that Germany, while not a particularly good market at present, will be so in the future.

Walter P. Chrysler, president and chairman of the board of the Chrysler Corporation, has announced that F. L. Rockelman has been appointed president and general manager of the Plymouth Corporation, and that P. G. Sauerbrey is now vice-president and operating manager of the corporation. Mr. Rockelman, who has been associated with the Chrysler Corporation on Mr. Chrysler's personal staff since April of this year, was formerly connected with the Ford Motor Co. He was prominent in re-organizing the Detroit, Toledo & Ironton Railroad and in the direction of sales for the Ford company. Mr. Sauerbrey has been with Chrysler since 1926 in executive positions in the manufacturing division.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 22—This is the height of the tourist season, but it does not look as though we are to have any record breaking season. It looks as if the break in the stock market is responsible for slackness. Another thing we find this year at the camp site is that the big majority of the camp tourists are renting cottages, instead of living in tents, as they did heretofore.

Our roads have been under construction between St. Ignace and the Soo, but work on the roads has put them in good condition, so there should be no objection on account of poor roads. Our Chamber of Commerce has had much to do in getting the road builders busy, so as not to discourage travel and still keep the Soo as headquarters for the tourists.

A. Robson and Fred Bye have opened an abattoir for local beef in the slaughter house built by the late J. H. Moher, which has a daily capacity of thirty head of beef. It is being

equipped with ammonia refrigeration. A large number of cattle in this country which have heretofore been shipped live to other markets will be killed locally and sold to the meat dealers. Both Mr. Robson and Mr. Bye are experienced men, having been in the stock buying business for many years. No doubt they will do a large portion of the dressed meat business here.

Lloyd Wilson, of Detroit, is conducting experiments here in washing gravel which may result in the organization of a company to ship gravel out of the city. The operations will be located on the land owned by the White Lumber Co., at Algonquin. Mr. Wilson has taken out a building permit to construct a gravel washing plant to cost \$4,500. The gravel is considered of the highest grade.

Mark Tymon, one of our well-known citizens, died at the War Memorial hospital last week Monday. He was stricken with a severe heart attack while conducting business at the Hotel Ojibway. He was removed to the hospital, where he passed away. Mr. Tymon was Mayor during the war and was a candidate again at the last election, but was defeated by only a few votes. He was in the lumber business, but was unlucky by having his mills destroyed by fire five different times. Each time he came back and started again; and in spite of his numerous losses he left a comfortable fortune to his widow and children. Mr. Tymon was of a cheerful disposition and beloved by a host of friends and his death has caused deep regret.

S. Zellar has decided to build a brick building on Ashmun street on the lot where the building which was destroyed by fire last winter was located. When this new block is finished it will add much to the street. J. B. Irwin, the contractor, will build the block.

A writer declares that a garden keeps a man out of mischief. What about Adam?

Newberry is getting to the front. Last week they entertained the air circuit and also had a real hold-up such as is pulled off in the larger cities. One of her citizens was relieved of money and other valuables on his way home and the thief escaped through the alley. It may be signs of hard times which is bringing about these changes.

The Kresge stores on Ashmun street expect to open their new store August 6. G. L. Martin is the manager. They are now advertising for fifty clerks for the opening. The new store will be the 644th store opened by the Kresge people.

The Retailers-Wholesale bakery is now located in its new building on South Ashmun street. The opening took place last Wednesday evening. It is one of the cleanest and most sanitary bakeries in the State, with all of the latest electric machinery installed. The process of baking was explained by the Manager, Sherman Overhalt, and other members of the company. This new enterprise surely made a hit with the public, as it has been announced later that it will be necessary to install another large electric oven, as business has increased to that extent in so short a time.

D. D. Hynes, former constable, and in the confection and smoke shop business, off and on for the past forty years, is going out of the tobacco business and will engage in the clothing business.

Mrs. Lona Lassard has opened the Ideal delicatessen and lunch room at 110 Portage avenue, West. She will handle home made baking and will specialize in the cooking of roast meats, salads, baked beans, etc. Mrs. Lassard has had ten years' experience in that line of business in Lower Michigan.

William G. Tapert.

The lazy are easily overtaken by adversity.

The Searching Finger of Fire



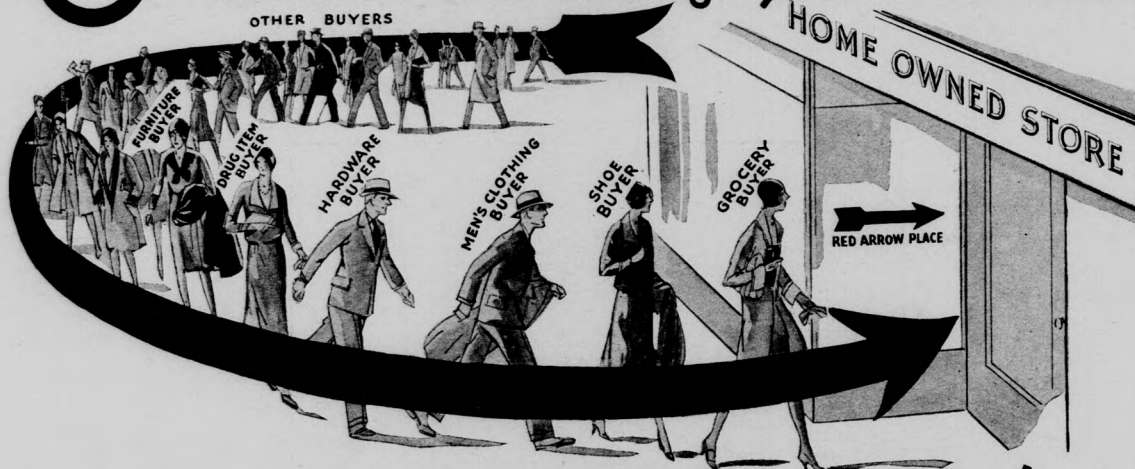
Who wouldn't like to have his name on the front page of the home-town paper and those of the surrounding towns, woven into a story of some big, worthwhile accomplishment?

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.

get Department Store PULLING POWER *without increasing your overhead*



they Shall Not Pass!
"RED ARROW" will pull them in

Hundreds of people pass your store daily, so intent on buying articles of merchandise which you do not carry in stock, that they take no notice of your place of business.

Yet you know that each one is a consumer for your line of merchandise also.

If you carried all the items they have in mind you could sell to them what they want now and they would come back to you when in need of something from your present line of stock.

But you are not in the department store business and it might be unprofitable for you to branch out into that field.

However, there is a way to induce the buyer of these other lines of merchandise to come to your store when in need of the articles you do carry in stock. That way is by using the practical, proven plan of the Red Arrow Service Company. It is a Plan which will make it unprofitable for shoppers to buy your line of merchandise at any other store.

Your greatest defense against the Chain Store is Red Arrow! It will advance you by building up your business rather than tearing down the other fellow's. Therefore, it is economically sound.

RED ARROW
SERVICE Co.
SPRINGFIELD - ILLINOIS

*Clip and mail
this today*

Kindly tell me how Red Arrow Service will
build up my business.

Firm Name _____

City _____

State _____