

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 30, 1930

Number 2445

The Woman Who Understands

Somewhere she waits to make you win, your soul in her firm
white hands—

Somewhere the gods have made for you the Woman Who
Understands!

As the tide went out she found him

Lashed to a spar of Despair,

The Wreck of his Ship around him—

The wreck of his Dreams in the air;

Found him and loved him and gathered

The soul of him close to her heart—

The soul that had sailed an uncharted sea,

The soul that had sought to win and be free—

The soul of which she was part!

And there in the dusk she cried to the man,

"Win your battle—you can, you can!"

Broken by Fate, unrelenting,

Scarred by the lashings of Chance;

Bitter his heart—unrepenting—

Hardened by Circumstance;

Shadowed by Failure ever,

Cursing, he would have died,

But the touch of her hand, her warm, strong hand,

And her love of his soul took full command

Just at the turn of the tide!

Standing beside him, filled with trust,

"Win!" she whispered, "you must, you must!"

Helping and loving and guiding,

Urging, when that were best,

Holding her fears in hiding

Deep in her quiet breast;

This is the woman who kept him

True to his standards lost,

When, tossed in the storm and stress of strife,

He thought himself through with the game of life

And ready to pay the cost.

Watching and guarding, whispering still,

"Win! You can—and you will, you will!"

This is the story of ages,

This is the woman's way;

Wiser than seers or sages,

Lifting us, day by day;

Facing all things with a courage

Nothing can daunt or dim,

Treading Life's path, wherever it leads—

Lined with flowers or choked with weeds,

But ever with him—with him!

Guidon—comrade—golden spur—

The men who win are helped by her!

Somewhere she waits, strong in belief, your soul in her firm
white hands;

Thank well the gods when she comes to you—the Woman

Who Understands!

Eyerard Jack Appleton.

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

CREATE A DESIRE TO BUY



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

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

— LET US HELP YOU MODERNIZE YOUR STORE —

TERRELL'S EQUIPMENT COMPANY

GRAND RAPIDS, MICHIGAN

Old Master COFFEE

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

SOLD ONLY BY
The Blodgett-Beckley Co.
Toledo, Ohio

We Cater to Independent Merchants Only
FRUITS AND PRODUCE
BANANAS A SPECIALTY

D. L. CAVERA AND CO.
THE HOUSE OF PERSONAL SERVICE
Phone 9-3251



The SALE You Might Have Made

When a customer buys an article or product intended for cleaning anything in the home, it's easy to make another sale and another profit, by suggesting a bottle of PARSONS' HOUSEHOLD AMMONIA.

The sales you might make in this way, would run into a surprising volume, and a fine profit, in a year's time.

That is true because PARSONS' makes good on every claim we make for it, satisfies the customer, and brings her back for more.

PARSONS' is a Nationally sold, Nationally advertised Ammonia. More than 7,535,000 women are reached regularly by PARSONS' advertising in their favorite magazines. Known quality is the best of all salesmen.

Order Through Your Jobber



PARSONS' HOUSEHOLD AMMONIA

Major E. Jones, Michigan Representative, 1941 W. Fort Street, Detroit, Michigan

MICHIGAN TRADESMAN

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JULY 30, 1930

Number 2445

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.

Justice To Small Investor.

Recently it was estimated by competent authorities that there are in the United States not fewer than 20,000,000 people who have invested their savings to a greater or less degree in the common stocks of American industrial corporations. Popular ownership of industrial securities has increased enormously during the last fifteen or twenty years. It was extended after the stock market collapse last year brought countless securities down to what were called bargain prices. Current reports of some of the better-known industrial and railway corporations show a steady increase in the totals of common stockholders and a steadily widening distribution of shares bought in small lots for cash.

Here, then, is an entirely new economic phenomenon never before encountered anywhere else in the world. A year ago economists viewed with great enthusiasm a drift of affairs in which all the country seemed destined to share directly in the earnings and opportunities of its major industries. There was talk of a swiftly approaching new age in which there could be no hard times, no social discontent and an approach to all the ideals of life dreamt of vainly by radicals. The wise and humane direction of industry and the scientific use of private capital, we were assured, would bring something like an economic millenium in the United States.

This, indeed, is what capital in a few of the brilliantly managed corporations was actually aiming at. The investment habit as it has developed in the United States was encouraged by the banks and by a few of the far-sighted corporations in various fields which began twenty years ago to make the way easy for "employee ownership" and "public ownership" and "consumer ownership" of their shares. Small investors have profited greatly by their small partnerships with well-managed corporations. Those who invested in common stocks of the better class a

few years ago can look with equanimity on the wild fluctuations of current quotations in the general investment markets.

The question now, however, is whether some of the new plans for money and credit control and the concentration of almost unlimited power in the hands of special financial groups will not tend to discourage and dissipate the whole class of small and moderate investors. There seems to be something radically wrong in the way in which the Nation's credit resources are being controlled. A glance at current prices of gilt-edged stocks shows clearly that, while the credit of all foreign industrial groups is being strengthened through the force of American loans, the credit of even the best of American industries has been systematically weakened. Similarly, while American money is going in a flood to every section of Europe, a man who wishes to build a house anywhere in the United States will find it hard to find the necessary credit.

When millions of small investors began pooling their resources and their enthusiasms with those of the country's industries, Wall street was confronted with a new set of responsibilities. It will have to take these responsibilities seriously.

Buying Power Largely "Bunk."

Too much emphasis must not be placed on buying power by independent retailers, is the advice of Sam Rosenblum of Omaha, president of the Nebraska Retail Grocers' Association, to food merchants.

"Only one thing can save the average independent merchant from the neglect and scorn of the public," said Mr. Rosenblum, "and that is making it easy and interesting for the public to patronize him. The average merchant says to large jobbers, 'If I only had the buying power of the chains, they couldn't frighten or hurt me.'"

"Buying power does not make a store clean. Buying power of itself does not make a store interesting to a shopper. Buying power does not make electric lights brighter or clerks more industrious and energetic.

"Lack of buying power has been the greatest alibi the average independent merchant has ever had for his inadequate treatment of the public as a storekeeper. An independent merchant could have the buying power of the United States Treasury—but if a chain store next door to him or in the next town to his kept a cleaner, brighter store than his, then his buying power would avail him nothing.

"The average merchant could have unlimited capital to his credit and bulging warehouses of merchandise purchased at the market's lowest level, but they would not insure a steady

stream of customers up and down the aisles.

"The average independent merchant has been for several years directing an insistent appeal to manufacturers and wholesalers, crying aloud for 'prices,' 'concessions,' 'discounts!'

"He will never become a competing factor to the chains until he turns completely about-face and broadcasts his plea to the public, saying, 'Here are my windows and my counters, offering clean, interesting, much wanted items. My store is well lighted, well dusted, well polished; my clerks are courteous, industrious; my prices are all in plain figures; I always have some bargains to offer you; I show seasonable merchandise at the time you want it; I have made it easy, through my displays, for you to see, examine and buy!'

"The independent merchant who will appeal to the public through the fundamentals of good advertising can expect to make real profits whether he ever gains big buying power or not.

"A merchant who cannot make his store interesting and inviting without buying power could not be expected to do so with buying power. It would do him as much good as owning an airplane when he couldn't intelligently operate a bicycle.

"The buying power alibi is 'bunk.' Keep a good store. Offer bargains regularly every week and every month. Give people the same reasons for entering your store that the chains give them—bargains via the buying power route is only one of a hundred customer-drawing things in a chain store. "Get into the swim. Line up with the thousands of independent merchants who say, 'We will learn how to do it from the successful merchandisers.'"

Passing Through the Valley of Shadows.

Comment on business conditions these days is largely taken up with problems very different from those which engaged attention only a few months ago. Then the talk was of expansion—more intensive cultivation of existing markets and plans for entering new markets. Optimism and enthusiasm ruled the council room. To-day we are hearing more of retrenchment—elision of doubtful markets and reasons for deferring advances into new territory. Hesitation and doubt are the ruling influences. Accompanying the new notes is a tendency to condemn those who, in the first shock of a radical change in conditions, ventured suggestions not yet fully vindicated by events. This is natural. Human nature in the mass is sensitive to immediate environment. The facts of today easily take on an aspect of importance, which the facts of yesterday as easily lose. Some of us pride ourselves

on readiness to adjust our thinking overnight to the conditions of the moment, as though extreme flexibility was in itself a virtue of surpassing excellence. Self-satisfaction of this kind stands out for approval against a background of one-track minds and dogged resistance to change. The rational attitude, which encourages examination of essential facts of any situation and judgment based on their relation to fundamentals of all time, gives little heed to either of these extremes. We are passing through the valley of shadows that follows peaks on every road of progress. To those of us whose experience is brief the shadows seem more portentous than they are. They do not enliven the spirits of anyone. But they are really harmful in the long run only to those whom they move away from sane thinking and consistent courses.

Business Without Profit.

The superior advantage of sound general thinking and careful research over mere technical dexterity, when wise merchandising is essential to success, is indicated rather strikingly by two cases recently reported in the daily press. A silk company which was suffering from competition and quick changes in styles was taken over by a couple of industrial engineers unversed in silk making. It has been following old-country ideas that went with the capital invested in it; the machinery was out of date, the labor inefficient. These were replaced. Distribution was clogged. Short cuts were adopted which opened direct selling to stores and makers of dresses. This necessitated wide-awake stylists to insure salable lines. As a result of these changes the company is now making money.

In the case of a woolen mill, the same transformation was accomplished by a man with none but business school training. By study of potential markets and trends he discovered large demand for goods his mills could make at a profit. These he supplied and cut out all others. He also eliminated waiting stations on the road to quick sales, modernized the whole outfit, and in a comparatively short time was earning returns large enough to give substantial value to stock in the company which the owners, before his day, had been willing to sell at a nominal price. We should hear less than we do of business without profit if capital made sure of management possessing good brains as well as routine experience.

Bread and Butter Day.

One of the large retail stores recently observed "bread and butter day." Two loaves of bread and one pound of butter were sold for the price of one pound of butter.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The notorious Bixler (whose alias is the Continental Jewelry Co.) recently started suit against a Northern Michigan merchant to enforce payment for a shipment of junk jewelry which the consignee refused to accept because the order was obtained under false pretenses. The agent stated that the Bixler gang was recommended by the Tradesman. Correspondence with the Tradesman soon satisfied the merchant that the representation was false. His attorney arranged with the writer to give a deposition as to the falsity of the statement. As soon as Bixler was given notice of this action, he instructed his attorney to cancel the arrangement made for deposition proceedings and discontinued the action against the merchant, because he thoroughly understands that any order obtained by fraud is fraudulent and will be so held by any court of competent jurisdiction. Any merchant who does business with Bixler agents is quite likely to find later that he has been deceived.

Proceeding on the principal that genuine Indian shawls are made by hand by American Indians and not by machine, the Federal Commission has ordered N. Shure Co., Chicago dealer in merchandise, to cease and desist in its advertising from use of the phrases, "Beacon Casco Indian Blankets," "Casco Indian Shawls," or "Oneida Indian Blankets," or other phrases that would convey the idea that these blankets or shawls are made by hand by American Indians. The company is prohibited from this sort of representation unless the blankets or shawls are so made. The Commission found that the company's goods were not manufactured by American Indians, but were made, woven or knit, by machinery in mills or factories.

The Espositer Varni Co., of New York, importers of semi-precious stones, have been ordered by the Federal Trade Commission to refrain from designating or selling products as rose quartz or rose quartz beads unless cut, carved, or manufactured from rose quartz.

For years beads cut or carved from quartz in Germany, Switzerland and other countries have been described as rose quartz beads on account of their natural deep rose color. They have been in large demand for use in necklaces and the designation "rose quartz" has come to signify beads cut or carved from quartz having this natural color.

Other beads have been cut or carved from quartz in China but this stone of inferior quality lacks the deep rose hue of the beads usually labeled and sold as rose quartz. The Chinese quartz beads are often dyed so as to acquire the deep rose. The respondent has sold such beads without disclosing that the color was obtained by dyeing. Such quartz beads so dyed have been bought by the respondent at a cost

substantially less than the original cost of rose quartz beads of genuine color.

The respondent's practices were held by the Commission to furnish jewelry dealers the means of deceiving customers and to constitute unfair methods of competition.

The Hamilton Garment Co., of New York, is ordered by the Federal Trade Commission to stop advertising that it is a manufacturer or that products sold by it come direct from manufacturer to purchaser unless and until the company actually owns and operates, or directly controls, a factory in which the goods it sells are made.

Advertising in catalogues the company declares that "Hamilton manufactures practically all of the ready-to-wear in this catalogue. Buying direct from the manufacturer, you eliminate the middleman's profit and save \$5 to \$15."

The company neither owns nor has proprietary interest in any factory or machines that are in any mill in which the garments, as advertised, are made. The respondent contracts with companies owning or controlling factories or machines and machines in factories in which the garments are made. The Hamilton company takes the entire output of these factories while the contract is in force. The stock is removed from the factory to the work rooms of the Hamilton firm and shipped directly from there to the buyer. Hamilton retains ownership of all goods and designs and holds the right to supervise and inspect the work and to discharge employees suffering from communicable diseases, or to stop work at any time on a garment when the piece is not being made in accordance with its design.

The Commission held that respondent's use of the word "manufacturer" to describe itself, and the representation that certain of its products come direct from manufacturer to purchaser, has the capacity to deceive the buying public into believing that Hamilton manufactures all or some of the articles it sells, and that in such instances, the buyer by dealing with Hamilton, is eliminating the middleman's profit.

These practices were held to constitute unfair methods of competition.

A Chicago medicine manufacturer producing what are known as "Boal's Rolls" is enjoined by the Federal Trade Commission from representing that this medicine prevents constipation or influenza, and that it is a fruit laxative.

Boal's Rolls Corporation, the respondent in the case and manufacturer of the medicine, advertised that its remedy would prevent constipation and influenza and was a "delicious fruit laxative composed of figs and other fruit."

The Commission notes in its findings that the "laxative properties of the respondent's product are not due to a fruit ingredient, but to the presence therein of phenolphthalein, cascara, and senna, nor is the said product a preventive of constipation and influenza."

Advertising in connection with the sale of a "vaporizer and decarbonizer" for automobiles that ford cars run fifty-seven miles on a gallon of gasoline, is prohibited in an order of the Federal Trade Commission to J. A. Stransky and L. G. Stransky, copartners trading under the name of J. A. Stransky Manufacturing Co., at Pukwana, South Dakota. Among other phrases contained in the company's magazine advertising was the following:

"Five hundred dollars per month selling a new patented fuel vaporizer guaranteed to save up to 50 per cent. in gasoline; forty miles per gallon made with ford cars."

Representations made by the company were found to be exaggerated beyond what was possible of accomplishment as a result of the use of the "vaporizer and decarbonizer" device, and statements to the effect that the device would remove carbon, prevent spark trouble and overheating, and make engines start easier, were found not to be substantiated in fact.

The order of the Commission prohibits among others, such representations as the following:

"Five hundred dollars per month selling a new patented fuel vaporizer guaranteed to save up to 50 per cent. in gasoline; forty miles per gallon made with ford car."

"ford runs fifty-seven miles on gallon of gasoline."

"ford makes forty to fifty-seven miles to gallon; other cars show equally remarkable gains; increases power 25 to 50 per cent."

"Why not buy gasoline for 10 cents per gallon. New invention. Cuts fuel bills 25 to 50 per cent."

"An automobile goes twenty-seven miles on air by using an automatic device which was installed in less than five minutes. The automobile was only making thirty miles on a gallon of gasoline, but after this remarkable invention was installed, it made better than fifty-seven."

"Makes more miles per gallon than any other device on the market, regardless of price."

"This wonderful little device cuts the cost of gasoline in half—it made it possible for an auto to go sixty miles on a gallon of gasoline."

"Enables ford cars to make as high as sixty-one miles to the gallon of gasoline."

A copy of a fraud order against the Chinese Herb Co. of San Francisco, its head and other members of the concern, issued last Wednesday by the Postmaster General of the United States, has been received by the Realm. The order prevents the company, which had been operating under several names, from doing any further business through the mails. The postmaster at San Francisco is forbidden to pay any money orders to the company and is directed to return all mail addressed to it to the sender, with the words: "Fraudulent. Mail to this address returned by order of Postmaster General." Mr. Brown said that such companies exist in every city with a

large Oriental population, and that it is surprising how many Occidental persons are deceived by such quackery as herb treatments. Only last February, he said, a Chinese herb company was forced out of business selling love potions by the Health Department. The California concern, according to the report by Solicitor Horace J. Donnelly attached to Postmaster General Walter F. Brown's fraud order, sold "treatments" for \$10 each, irrespective of the disease or ailment to be treated and its severity.

When You Hold a Check Too Long.

Here is an interesting case which grew out of the fact that the payee of a check, instead of presenting it within a reasonable time, held it rather longer than usual, and meanwhile the bank on which it was drawn failed. The maker of the check, who had his account there, refused to give another check because, he argued, if the payee had presented the first one in time, he would have gotten his money.

This situation arises many times. It is remarkable how careless some business men are about depositing checks—they often carry them around in their pockets or throw them in a drawer in their desks for days and even weeks. It is all right if nothing happens, but if the maker of the check or the bank on which it is drawn fails before the check gets in, the tardy payee is out of luck.

In every state of the Union the law is that a check must be presented for payment within a reasonable time, and the Uniform Negotiable Instruments Act, which is in force in many states, prescribes the time during which it must be done under different conditions. The basis, however, is reasonable time under the circumstances. Naturally, this varies somewhat; what would be reasonable time in some cases would be less than reasonable in others.

In this case one Buxton gave a check to one Russell. It was drawn on the Farmers' and Merchants' State Bank of Austin, Minn. Russell was a farmer living 7½ miles outside of Austin. The check reached Russell Tuesday, Nov. 27. Next day, Wednesday, Russell stocked corn fodder. Next day, Thursday, was Thanksgiving day. Friday and Saturday were also devoted to work on the farm, and it was the following Monday before Russell went to town to deposit the check. He deposited it in his regular bank, the Austin National Bank.

Before the Austin National Bank could transmit the check to the Farmers' and Merchants' the latter blew up and the check of course couldn't be paid. Russell demanded another check from Buxton, who refused it. "From the day I gave you the check until the day the bank failed," he argued, "I had money there to meet it. The trouble with you was that you were too slow—you should have gotten the check in before, when it would have been paid."

The men being unable to get together Russell brought suit for his debt, and the case, when tried, hinged on the question whether Russell, under all the circumstances, had presented the check within a reasonable time. It appeared

on the surface as if he hadn't, but the court decided that he had. The court said:

In this State a check must be presented for payment within a reasonable time after its issue and delivery, or the drawer will be discharged from liability thereon to the extent of the loss caused by the delay. Regard must be had of the facts in each particular case. Delay is excusable when it is caused by circumstances beyond the control of the holder, and not imputable to his default, misconduct or negligence.

The rule applicable to the drawee and holder who lived in the same city requiring the holder to present the check for payment not later than the next business day after it is received is not applicable to the parties to this action, since they do not live in the same city. Nor does the statute say that one situated as plaintiff must present the check at the earliest opportunity. Each case must rest on its own facts. What is a reasonable time for presentment when the drawer and holder do not live in the same city is usually a question of fact under all the circumstances of the particular case.

We are of the opinion that the question as to whether or not the check in this case under all circumstances was presented for payment within a reasonable time was for the jury.

The jury found that the check was presented within a reasonable time, so that settled it.

My observation of these check cases, however, is that in most courts the decision would have been the other way. A man living within seven miles of the bank on which a check is drawn—fifteen or twenty minutes by automobile—and who doesn't present it until the Monday after the Tuesday when he got it, having meanwhile filled the days with non-emergency farm work, is just a little slow, and I think most courts would be apt to decide that way.

Many business men, when checks are a bit slow coming in, save them up to a certain point to save the trouble of going to bank. Sometimes it is a lazy employe who does it. I have known the tardy check question to arise out of both situations.

You see, of course, the difference it would have made had the decision in the above case been the other way. Then Russell would have been paid by the original check. He could have filed a claim in bankruptcy against the failing bank, but the difference between the dividend and the full claim would have been his loss. Buxton would be out of it. Under the decision as made, Buxton must pay Russell again. It is he, Buxton, who then claims against the defunct bank.

Elton J. Buckley.

[Copyrighted, 1930.]

The Fight Against Patent Medicines.

Slowly but surely the American Pharmacist is being relegated to professional obscurity, an obscurity which I attribute to the gradual decadence of Pharmacy as a profession. Those of you who have given the subject serious thought will no doubt agree with me, while those of you who have not, owe it to yourselves and the thousands of your fellow pharmacists to come to the aid of the stalwarts of the profession on their fight for the restoration of pharmacy to its former high station in the professions.

There are several factors, which have contributed towards the commercialism and degenerations of Pharmacy as a profession, but the most potent factor is the tendency of the physician to prescribe patent remedies for the treatment of his patient to the utter disregard of U. S. P. and N. F. preparations, an indeed deplorable state of affairs.

Instead of the wholehearted co-operation between the two professions, a co-operation which I base on the grounds of common necessity, because the two professions are fundamentally as joint as the Siamese twins, we encounter a new type of modern physician whose method of prescribing drugs and preparations is very injurious to the interest of both professions.

And upon being reminded by the pharmacist of his dangerous policy to prescribe patent medicines, he usually answers the pharmacist in a manner which is almost insulting. "You mind your business, and I'll mind my own," that is what he tells the pharmacist. I should like the physician to point out to the druggist what is there to stop the layman who imagined himself benefited by the use of a certain patent remedy, not only to continue its use under similar conditions without professional advice, but even to recommend the patent medicine to others without professional advice. Does the physician perceive the calamitous possibilities of his encouraging the patient to mislead and ill-advise others, which patient may become a dangerous element to the wellbeing of our community. It is for this reason that I cannot too strongly insist that pharmacist and physician not only stand on common ground in the warfare against patent medicines, but must take the offensive against this threatening evil.

I am confident that an effort made by pharmacists to convince the physician that it is his own professional life that is as much at stake as the pharmacist's will meet with great success towards the solution of our problem to the mutual benefit of both professions.

And so far as the pharmacist himself is concerned, if he expects his profession to merit the regard and esteem accorded other professions he had better wake from his lethargic slumber. Also let me remind those who are doing their very best to commercialize our dignified profession, that there is something nobler, finer in life than mere monetary gain and that something is the courage to fight for the ideals which inspired your study of pharmacy as a profession. In conclusion I should like to appeal to every high minded and right minded pharmacist to rally round the standard of his profession in her warfare against patent medicines and other pernicious forces which undermine our profession.

Morris Berg.

Elimination of waste is the biggest problem in merchandise distribution. Chain stores eliminate enough waste to pay an exorbitant overhead.

The lack of anything which attracts customers is waste.

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.

Detroit—William B. Teichner, dealer in boots and shoes, has filed a petition in bankruptcy.

Dowagiac—The India Tea Co. has increased its capital stock from \$20,000 to \$100,000.

Mt. Clemens — The Mt. Clemens Savings Bank has increased its capital stock from \$250,000 to \$500,000.

Detroit—Isadore Taub, 4650 West Fort street, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit — Roy Nathan, dealer in boots and shoes at 29770 Woodward avenue, has filed a petition in bankruptcy.

Lake City—The Peoples Cash Store has added a line of boots and shoes to its stock of general merchandise and groceries.

Detroit—The Unit Sales Co., 6201 Woodward avenue, has increased its capitalization from \$5,000 to 20,000 shares at \$1 each.

Muskegon—The Central Hardware Co., 241 Irwin avenue, has been incorporated with an authorized capital stock of \$8,000, \$4,000 being subscribed and paid in.

Nashville—J. W. and R. T. Beedle, recently of Henderson, have opened a modern bazaar store in the Gribbin block. The store will be under the management of J. W. Beedle.

Detroit—The Detroit Peanut Products, Inc., 3481 Harding avenue, has been incorporated with an authorized capital stock of \$25,000, \$10,000 being subscribed and \$5,000 paid in in cash.

Lowell—The Lowell Board of Trade will give a banquet Aug. 13 in honor of Dexter G. Look, who will on that date celebrate the fiftieth anniversary of his engaging in the drug business.

Battle Creek—The Battle Creek Biscuit Co., 11 Hamblin avenue, has been incorporated with an authorized capital stock of 10,000 shares at \$1 a share, \$10,000 being subscribed and paid in in cash.

Detroit—The Delray Coal Co., 667 South Post avenue, has been incorporated to deal in fuel with an authorized capital stock of \$5,000, \$2,500 of which has been subscribed and paid in in cash.

Sault Ste. Marie—The Sault Wholesale Grocers, 224 East Portage avenue, has been incorporated with an authorized capital stock of \$80,000, of which amount \$50,000 has been subscribed and paid in in cash.

Saline—The Fitch Sales Corporation has been incorporated to manufacture and deal in tools and machinery with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed and paid in in cash.

River Rouge—The Everson Fuel & Supply Co., 401 Elliott street, has been incorporated to deal in fuel and builders supplies, with an authorized capital stock of \$10,000, \$6,100 of which has been subscribed and paid in.

Detroit—The R. & K. Products Co., 712 Penobscot building, has been incorporated to deal in food products at wholesale with an authorized capital stock of \$10,000, all of which has been subscribed and paid in in cash.

Detroit—Helen M. Peck, Inc., 408

Francis Palms building, has been incorporated to deal in cosmetics and hygienic preparations with an authorized capital stock of \$1,000, all of which has been subscribed and paid in.

Detroit—Your Store System, 5044 St. Antoine street, has been incorporated to sell at lower prices to businesses of members, with an authorized capital stock of \$200,000, \$1,000 of which has been subscribed and paid in in cash.

Flint—The Genesee Dairy Co., 1023 North Saginaw street, has been incorporated to manufacture and deal in ice cream and dairy products with an authorized capital stock of \$50,000, all of which has been subscribed and \$43,000 paid in.

Detroit—The McFaddin Distributing Co., Union Produce Terminal, Fort street and Green avenue, has been incorporated to deal in produce with an authorized capital stock of \$25,000, \$3,000 of which has been subscribed and paid in in cash.

Detroit—An involuntary petition in bankruptcy has been filed against Samuel Sedon, retail dry goods dealer, 12,137 Gratiot avenue, by Fixel & Fixel, representing A. Krolik & Co., \$345; Burnham, Stoepel & Co., \$30; Peninsular Stove Co., \$246.

Detroit—The Motor City Equipment Co., 14518 Coolidge Highway, has merged its business into a stock company under the same style with an authorized capital stock of 1,000 shares at \$10 a share, \$2,000 being subscribed and paid in in cash.

Detroit — The Peacock Shop, 228 West Grand River avenue, dealer in apparel for women, has merged the business into a stock company under the same style with an authorized capital stock of \$15,000, \$12,300 of which has been subscribed and paid in.

Lake Odessa—Merritt Wade, traveling representative for the Wear-U-Well Shoe Co., has purchased the stock of William Gardner, who conducted a shoe and furnishing business for the past three years. Wade will continue on the road and Mrs. Wade will handle the retail end.

Pontiac—An involuntary petition in bankruptcy has been filed at Detroit against Asa L. and Clifford A. Reed, individually and copartners, trading as E. & R. Boot Shop, by Fred B. Darden, representing B. F. Goodrich Rubber Co., \$1,042; International Shoe, \$211; Jung Shoe Co., \$294.

Monroe—The Custer Heating & Plumbing Co., Hubble and West Third streets, has merged its business into a stock company under the style of the Custer Heating & Plumbing, Inc., with an authorized capital stock of \$5,000, all of which has been subscribed and \$3,000 paid in in property.

Hartford—Geroge T. Chamberlin, Hartford druggist, has been on the Main street of this enterprising town fifty years and the Day Spring last week gave the veteran a fine write up, illustrated with an excellent likeness of Mr. Chamberlin. The Day Spring's article closes as follows: "It is an achievement to spend a half century in one line of business in a country town, claim the people of the countryside

generally as one's friends, and remain young in spirit and in one's interest in business and community activities. That is George Chamberlin's achievement."

Manufacturing Matters.

Wayne — The Industrial Electric Manufacturing Co. has changed its name to the Industrial Wire Cloth Products Corporation.

Dowagiac — The Kulp Theftproof Lamp Co., is removing its plant here from Chicago and expects to be in production the latter part of August.

Detroit—The Arrow Satmpings, foot of Iron street, has been incorporated with an authorized capital stock of \$10,000, \$1,500 of which has been subscribed and paid in in cash.

Detroit — The Rawson Brake & Equipment Corporation, 20171 Derby street, has been incorporated with an authorized capital stock of \$10,000, all of which has been subscribed and paid in.

Detroit—The Michigan State Leather Co., 2134 Grand River avenue, has merged its business into a stock company under the same style with an authorized capital stock of \$25,000, all of which has been subscribed and paid in.

Kalamazoo—The Kalamazoo Moulded Products Co., Edwards and Water streets, has been incorporated to manufacture waxed paper products and appliances for paper mills with an authorized capital stock of \$10,000, \$5,000 of which has been subscribed and paid in.

Detroit—The National Door-Check & Manufacturing Co., 7427 West Chicago boulevard, has been incorporated to manufacture hardware specialties with an authorized capital stock of 150,000 shares at \$1 a share, \$90,200 of which has been subscribed and paid in.

One Hundred Per Cent. Gasoline?

The possibility of making crude oil yield two barrels of gasoline where only one was obtained before is held out for a new process described as hydro-generation, which is jointly owned by the Standard Oil Company of New Jersey and a German concern. It may have striking consequences apart from the multiplication of the yield of gasoline. For one thing, the Standard of New Jersey announces that it had brought oil companies representing 80 per cent. of the refining capacity of the United States into association in one company to control the future of the new process. As this arrangement involves most of the defendants in the existing Government suit to restrain the pooling of oil-cracking patents, there may be some question how the Government will view such a combination. Intermediate judgments during the last five years have regarded the oil-cracking pool as a violation of the Sherman act. This suit is about to reach the Supreme Court.

From an industrial standpoint, the effect of the new process may be heightened by the fact that the multiplication of the yield of gasoline has been demonstrated with Venezuelan

crude oil. Since Venezuela is now one of the largest producers of crude oil in the world, this development will make control of the process one of the most important factors in dealing with the overproduction of crude oil and price-cutting which have occurred even with existing refining methods. The announcement states that the production of 100 gallons of gasoline from 100 gallons of crude oil, whereas only forty-five gallons were obtained before, is no idle boast. But this is only one of several features suggested by the process while it is still in the experimental stage.

The Grocers' Biggest Asset.

One of the largest and most successful retail grocers of the East, answered the question of "What Is the Retail Grocers' Biggest Asset?" with the following remark:

"Earn a reputation for having the best goods in town—the reputation of giving something the other fellow doesn't give in service—the reputation of always being square in your dealings with your customers and of never substituting. You earn the reputation—the rest is very simple."

This man has striven to be different from his competitors in the character of the merchandise he handles—it is better. He knows it is—and his customers rave come to rely on what he tells them.

He is no different from the average grocer. He is quite plain and he has realized some fundamental truths about business and has put them into practice in his grocery store.

The evidence that his creed is a good one is testified to and proven by the steady stream of pleased and happy customers who go in and out of his store every day—and the success he has had in just, as he terms it—"the grocery business."

Eight New Readers of the Tradesman.

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

Leonard Klotz, Flint.
Fred Bliss, Coopersville.
John Krenler, Rochester.
Jackson Grocer Co., Jackson.
W. B. Covey, Honor.
A. Adams & Son, St. Louis.
R. Muller, Grand Rapids.
Mrs. P. D. Mohrhardt, Grand Rapids.

If a majority of your old customers stick with you, and there is a healthy increase in new customers, the public is thinking favorably of your store.

**FIRE AND
BURGLAR
PROOF**

SAFES

**Grand Rapids
Safe Co.**

Tradesman Building

Essential Features of the Grocery Staples.

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

Tea—The very hot weather of the past week undoubtedly improved the consumptive demand for tea; the conditions in the first hands market showed no particular change. Ceylons and Indias are about the same, with a fair movement. Everything desirable seems to be steady. Indias, Ceylons and Javas of course have the call, as they have had for a long time. One tea importer during the week made a suggestion that the demand for tea could be greatly improved if Americans could be educated into making iced tea stronger.

Coffee—The market for Rio and Santos coffee, green and in a large way, and speaking now of futures, has fluctuated both up and down since the last report. The Brazilians' attempt to help the markets in this country by sending reports of crop damage has had very little effect, and what effect it had was soon lost. Spot Rio and Santos market, green and in a large way, is exactly where it was a week ago. The basis is very low. Mild coffees also show no change since the last report, although some of the grades are a bit stronger. The jobbing market on roasted coffee is none too strong.

Canned Fruits—Future fruits show little change, but downward revisions are seen in California Royal Anne cherries. Peach prices are expected this week, after being postponed many times. New York State red sour pitted cherries, 1930 pack, are quoted at \$8 factory for light pack Montmorencies in No. 10 tins. Buyers here purchased lightly on that basis, resisting the \$9 price quoted by some canners. The cherry crop of Michigan is rapidly going into cans. The Grand Traverse crop is larger than ever. The Oceana crop is larger than last year, but not so large as it was in 1928.

Canned Vegetables—More attention is being devoted to future canned vegetables this week as news pours in from various producing sections of the country that heat and drouth are taking their toll of the canning crops. Two staples, corn and tomatoes, have been apparently rather hard hit in many parts of the country. Sweet corn estimates in some states in the Middle West are reduced somewhat because of the damage wrought by unrelieved heat. Tomatoes, although a dry-weather plant, are ripened too quickly by the broiling sun; reports of serious damage came in from the tri-States and the Ozarks. String bean crops, which might have been large, are badly hurt in the South, and the pack will be shorter than earlier estimated. The market on string beans has greatly improved.

Dried Fruits—California dried fruit packers, entering the field in a big way for the first time this season, are forced to pay more for their fruit than they expected. They have paid growers for Blenheims: 8½¢ for standards, 10½¢ for choice, 12¢ for extra choice, 14¢ for fancy, and 15½¢ for extra fancy. This means that the boxed price will have to be higher and one important packer has advanced his quotations 2c over

the opening. The leading wholesale grocers here showed slightly more interest in future apricots on these advances, and have booked part of their requirements. Interest in other dried fruits remains at a standstill. Spot market value on the major dried fruits have not varied much this week. Demand has been fair, with orders still running to small individual quantities. Prunes are quoted at wide ranges because of the presence of old stock which is offered cheaper than 1929 pack. There are no large supplies of any dried fruits, however, and a clean-up may be experienced before new crops can reach this market.

Canned Fish—News from the coast is that the catch of Alaska salmon is even shorter than was expected, especially on reds. Some packers have withdrawn prices. It looks as if all grades of salmon will be short during the coming season. The pack of Maine sardines has been very poor so far and some of the packers pronounce the situation serious. Stocks in packers' hands are light and the situation is quite firm. Of course everything will change if the catch, when it comes, is heavy. The demand for sardines is not very good.

Salt Fish—Demand for cured and salt fish, including mackerel, has been rather poor during the week. There is still a good quantity of shore mackerel being caught. Buyers are holding off. In spite of this the market exhibits some firmness. The trade seem to want large fish rather than small.

Beans and Peas—The whole dried bean market was dull and easy. From beginning to end it is a buyers' market, but with very few buyers. The same applies to dried peas.

Cheese—Demand for cheese is not very heavy. The market, however, seems to be fairly steady. Later in the week there was a small advance on account of moderate offerings.

Olives—Local business in olives has fallen off somewhat this week, according to the wholesale and packing trade. Grocers appear to be well stocked for the time being. Spot prices have shown no change, however, exhibiting particular strength in the large sizes, both stuffed and plain queens. The bottling trade reports good sales to date this year. In Spain, adverse crop conditions have driven prices higher during the week. The market is now 12 to 15 pesetas higher than at the start of the year. The olive crop in Spain is estimated privately at only 2 per cent. of normal.

Pickles—The pickle and condiment trade remains in the doldrums. Sales of all kinds, both for prompt and future delivery, are slow. While this has been noted for a long time in the New York district, reports coming from other sections of the country indicated that a large volume of consumption is being experienced and that the outlook is comparatively good.

Rice—This week is one of the duller for a long time in the rice market. Local operators have found the general demand exceedingly light, but report their supplies shrinking under the small orders coming in daily. Spot prices have held up, due in part to the lightness of stocks on hand here. The situation in the South has been devoid

of new feature. There are still a few mills in the picture, but they have considerably less rice than was available in the South at this time a year ago. However, they appear willing to clean up at slightly under market quotations.

Sauerkraut—No improvement has appeared in the kraut situation here, sales in both spots and futures having been exceedingly slow for the past several months. The market exhibits an easy tone.

Syrup and Molasses—The market for sugar syrup, in spite of the poor demand, is steady on account of small supplies. Compound syrup is unchanged, with a light demand. Molasses is also unchanged, with a very fair demand for the fine grocery grades. Sellers are not inclined to shade.

Vinegar—Locally, business is quiet. Primary centers report a normal movement, but no general anticipation of future requirements. Prices on the spot are steady on all descriptions.

Review of the Produce Market.

Apples—Transparent and Duchess are in ample supply at \$1.50@1.75 per bu.

Bananas—5½¢@6c per lb.

Beets—40c per doz. bunches for home grown; \$1.25 per bu. for fully matured stock.

Butter—The market has had a firm week. There have been a succession of small advances aggregating 3c per pound. Receipts of fine butter are not very heavy and the demand is taking them all. Jobbers hold 1 lb. plain wrapped prints at 39c and 65 lb. tubs at 38c for extras and 37c for firsts.

Cabbage—Home grown commands 75c per bu.

Carrots—40c per doz. bunches for home grown; \$1.25 per bu. for fully matured stock.

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, \$1.25 per doz.; No. 2, 50c; outdoor grown, \$2 per hamper.

Currants—\$3 for 16 qt. crate.

Dewberries—\$3.50 per 16 qt. crate.

Eggs—Fine fresh eggs now comprise a very small percentage of the receipts and this grade of eggs is scarce and firm. Undergrades are irregular and not easy to move. Local jobbers pay 21c for strictly fresh.

Grapes—\$2.85 for Calif.

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

Green Onions—Home grown, 30c per doz.

Green Peas—\$3 per hamper for Calif.

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

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	-----	\$4.75
Imperial Valley, 5s, per crate	-----	5.00

Hot house grown, leaf, per lb. ---- 5c
Lemons—To-day's quotations are as follows:

360 Sunkist	-----	\$12.00
300 Sunkist	-----	12.00
360 Red Ball	-----	11.00
300 Red Ball	-----	11.00

Last week the Tradesman stated under this heading that if the weather continued warm, the price would go to \$10 or \$11 this week. As a matter of fact, the advance was \$1 more than we predicted, so that merchants who acted on our advice have made enough to pay their subscription to the Tradesman for several years.

Limes—\$1.25 per box.

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

126	-----	\$7.25
150	-----	7.75
176	-----	8.50
200	-----	9.25
216	-----	9.25
252	-----	9.25
288	-----	9.25
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, \$3.25; Calif. white in 50 lb. sacks, \$2.50.

Parsley—50c per doz. bunches.

Pears—Calif. Bartlett, \$3 per box.

Peaches—Elbertas from Georgia command \$3.50 per bu.;

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.

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

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

Spinach—\$1.25 per bu.

String Beans—\$1.50 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; outdoor grown in 20 lb. baskets, \$1.50.

Turnips—\$1.40 per bu. for new.

Water Melons—35¢@65c for Georgia.

Wax Beans—\$1.50 per bu. for home grown.

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

Poultry—Wilson & Company pay as follows:

Heavy fowls	-----	20c
Light fowls	-----	15c

Veal Calves—Wilson & Company pay as follows:

Fancy	-----	15c
Good	-----	13c
Medium	-----	11c
Poor	-----	10c

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$6.25
Light Red Kidney	-----	6.75
Dark Red Kidney	-----	7.25

The man who helps you the most is not the man who does things for you, but the man who lets you do things for yourself.

All people are alike in one respect. They want the most comfort, convenience and satisfaction they can get for their money.

HOME OR FOREIGN RULE?

Some Correspondence Which Tells Its Own Story.

Monroe, July 24—We are making very determined efforts to consolidate our independent merchants into a powerful Association. We had Mr. Fenner, of the Home Defense League, to address the boys on July 22. There seems to be a determined effort on the part of our merchants to get a clear understanding regarding Mr. Fenner and Mr. Henderson. We are quite willing to support the proper institution and, with that in mind, are asking five or six of the leading trade journals and men who have been prominent in this fight on behalf of the independent merchant for their confidential advice on this matter, so that we may decide correctly and be on the right track. We realize that splitting the forces is detrimental, but if this split was caused for the reasons as laid down by Mr. Fenner, then we would be inclined to favor his Home Defense League and to drop the M. M. M. Jack Gammond,

Acting on behalf of Monroe Independent Merchants.

Grand Rapids, July 25—I cannot for the life of me see why the merchants of Monroe should want to form an alliance with any outside organizations. The problems you have to face as merchants are common to your town and with a united front you can pretty nearly move the world if you stand together and work as a unit.

I speak as a man who has devoted forty-seven years to the best interests of the retail merchant. I have been fighting the chain store for over twenty years. In fact, the Tradesman was the first publication which took up the subject and the only one which gave it any attention up to four or five years ago, when numerous ephemeral publications jumped in the game and got out their brass bands and played loud and long to the galleries.

Some of the Eastern mercantile organizations, which have been in business fifty years or more have accomplished wonders for their members by refusing to make any outside affiliation and confining their operations and activities to the topics and abuses which come up from time to time in their communities.

I enclose herewith tear sheet from this week's issue of the Michigan Tradesman showing why it is necessary for me to part company with Henderson and his methods in the future. The other man you mention I have never met. I do not understand his contact with the retail trade.

If you feel the necessity for strengthening the hands of your local merchants, I think the best way to accomplish that result is to get every one of them to subscribe for the Michigan Tradesman. The price of the paper is only \$3 a year, if paid in advance. It has worked day and night for forty-seven years to keep the merchant out of trouble and to assist him to make more money and to elevate the standard of his business.

We have a great many accomplishments to our credit, some of which are set forth in the enclosed circular, to which I invite your attention. I do not want to intimate that you cannot succeed without the Michigan Tradesman, but I am willing to state that, in my opinion, the constant perusal of the Michigan Tradesman and action on the things it suggests and the movements it recommends, will add very greatly to the profit, prosperity, satisfaction and happiness of any retail merchant. E. A. Stowe.

Monroe, July 28—We do not agree with you (my personal opinion) as to

why our merchants should not link hands with either a state or National organization, because numbers make strength.

Our trouble is which one to back up, Henderson or the Home Defense League.

When we talk merchants we do not mean grocers alone. We mean insurance men, hardware men, real estate men, etc., anyone in business and not connected with organizations like Kroger, A. & P., Liggets, Kresge, Sears-Roebuck, etc.

We think you have a wonderful paper and do not see why all merchants do not read it, clean up, wake up and kill the chain stores.

Julien Lamour.

Grand Rapids, July 29—I am pleased to receive your letter of July 26 and, of course, respect your judgment as I respect the opinions of any man who is working along sane and sensible lines to improve the condition of the independent retail merchant. I say this because I gladly accord any co-worker the right to think and act and function in accordance with his best judgment whether I agree with him in his methods or not.

It so happens that I am a strong advocate of unity of action on the part of each individual community, because I notice that when communities seek to ally themselves with other communities they too often go on the theory of letting George do it and they do not face situations which may be peculiar to their own towns and which may not be in existence in any other town in the country.

I was born and raised in Hudson and have been fairly familiar with the mercantile and municipal history of Monroe for the past sixty years. One of my very best friends, Mr. Charles A. French, was the owner of your daily newspaper for ten or a dozen years. Through him I kept in close touch with mercantile conditions in Monroe. Many years ago Paul Morgan, a pioneer grocer of Monroe, was my lifelong friend and he discussed Monroe conditions in season and out of season for more than thirty years.

As a boy I used to hear discussions as to which would be the larger city, Monroe or Toledo. I think if the Monroe people had gotten together fifty years ago and worked together as a community they could have made of Monroe what the Toledo people have made of Toledo, but there was a good deal of competition, opposition, enmity and class feeling in Monroe the earlier days and this is the reason why Monroe failed to score the success which Toledo has achieved as one of the great cities of the Middle West.

In the East you find a great many towns and cities and counties which have maintained organizations on an individual and unit basis for many years. They have not reached out to cover a congressional district or an entire state or a chain of states. The merchants have faced the problems that confronted them every day by concentration, agitation, discussion and action along right lines, have settled their problems in their own way and in accordance with their best judgment.

Because we have these wonderful examples before us, and because affiliation with some outside source results in a fiasco ninety-nine times out of a hundred I am disposed to think that the best way for any community to function when it comes to seek the help of organization is to confine its operations to its own town and its own people, insist on their doing their duty by themselves and their neighbors in trade.

What I have said above does not apply to class organizations, such as drug, grocery, hardware, shoe and dry goods dealers. They can derive great help from district, State and National

organizations, but general improvement organizations such as you have created in Monroe with so much care and solicitude will, in my opinion, do best by "going it alone." E. A. Stowe.

War Is in the Air in Europe.

Grandville, July 29—Now that the London treaty seems assured of success we may conclude that wars and rumors of wars are over for a time at least. Nevertheless there are other nations to be taken into account beside those who have signed the naval pact.

The principal one of these is Italy. That country is a nation of warriors and they are not content to sit aside and play second fiddle to any other world power. Since the first Napoleon stood gazing across the hills uttering the significant words, "Across the Alps lies Italy," there has been an intense bitterness of feeling between the French and Italians.

James W. Gerard, ambassador to Germany under President Wilson, expressed the belief upon his return from France that a new war is brewing between France and Italy.

"It is imminent," he said. "It is in the air."

He did not think this war would come about because of a French desire to try titles with the Mussolini government. France feared war would soon come and the talk of peace would be dispelled at one blow.

Why should France and Italy start a war? Many will ask but no truthful answer will be forthcoming. These two nations have long been at sword's points in the past, and nothing will prove satisfactory to either country save a trial at arms. 'Tis true and pity 'tis true.

Now that a naval compromise has been entered into between three great naval powers it seems a shame that Italy should plan to start trouble with her French neighbor.

It is so with the conception of all wars. Little things at times breed severe penalties. Europe is still a hotbed of restless foment and not until a trial at arms between the French and Italians will there be peace in the land.

Germany is doubtless out of the picture at present, yet there can be no doubt but she will not be sorry to see her old enemies by the ears in a conflict for the mastery.

When peace advocates picture the lion and the lamb lying down together the lion is even then planning to see the lamb inside his own maw. War is no respecter of persons. Business troubles render the populace uneasy and even war is sometimes welcomed to break the strain.

Over the Alps lies Italy and there can be no doubt that France means to make a trip across the mountain range for the purpose of getting better acquainted with her neighbor.

Meantime Uncle Sam can sit by and watch proceedings with ample reason to congratulate himself that he at least will be out of the next war.

Your Uncle Samuel should not feel too sure of his position, however. The passions excited by the world war have not been entirely obliterated. Germany will always have an eye out for the main chance.

War between France and Italy is in the air, says Ambassador Gerard. He studied the situation when in France and knows whereof he speaks. Italy perhaps needs to be thoroughly thrashed before she will consent to settle down within her own domain and let well enough alone. Whichever nation sets the ball a rolling that nation will be held to account for the bloodshed by the other nations of the world.

Go slow and learn to peddle is a much better motto for either France or Italy, yet the firing of the first gun announcing another war will be hailed with delight by a certain class of citizens who get their sustenance from

war rather than from the quiet nooks of peace.

Much is expected from our agreement with three other nations as to the size and quality of navies. Britain long prided herself as ruler of the wave. It comes hard for such a country to agree to be on a parity with the Yankees whom they once tried to whip into submission and leave the ocean to the supremacy of Great Britain.

All things have an ending. Britain's proud boast was well taken until the new nation across the Atlantic came into being and made naval building a part of its military program.

It is not likely that the war between France and Italy will depend on water battles for its outcome. Cruel clashes on land will settle whatever controversy may exist between the Frank and the Italian.

Perhaps Uncle Sam might exert his influence as between the parties at odds, and yet the less we thrust our finger in the European pie the less likely are we to find ourselves involved in war.

It seems that a long-time enmity between the French and Italians is rapidly coming to a climax. And yet it is not believed that France desires a trial at arms at this time. Should hostilities come about it is safe to say that France will not be the aggressor.

From the kaiser's war Italy did not seem to think she got her share of the spoils as being one of the victors. Those spoils will come later when only one nation is pitted against another.

That war is seriously debated among a certain class in Europe at the present time is not to be questioned. "War is in the air," and all peace-loving people may as well make a note of it right now. How soon the crash of arms begins is the only debatable question. Old Timer.

Who Set the Trap?

Colonel Henderson's foot slipped.

That is the only way he can account for his fall into the trading stamp trap.

Maybe this trap was set for him by the chain store gang. Maybe Clarence Saunders set it to catch his "shiny eyed rat."

But the chances are that Henderson was simply out talked by some of the crowd of promoters that is constantly after him. Somebody persuaded him that independent merchants could use trading stamps to good effect in the fight on the chains—and there are very plausible arguments to be made on that topic. And Henderson, not having been long associated with the retail merchandising game, and having no "background," fell for the talk.

People who have been in the mercantile business a long time know that the premium trading stamp is about the biggest nuisance merchants ever had to contend with.

Henderson speaks about the United Cigar Stores using trading stamps, which shows how little he is in touch with the situation. The United Cigar Stores quit using stamps and coupons nearly a year ago. They cost too much. If even the great United Cigar Stores could not stand the expense, what about the small independent merchant?

The best thing Henderson can do is to dump his trading stamp idea overboard as quickly as possible, and forget it. Otherwise it is likely to sink his ship.—Merchants Journal.

Let your work, rather than your tongue, speak for you.

SUDDEN GROWTH OF CHAINS.

Due To the Commercialization of the Press.

At last the country seems to be waking up to the positive injury that is being done by chain stores, and Salem is getting its share of the excitement. Last Saturday a downtown retailer who has been made the special target of chain stores employed a professional anti-chain store lecturer who talked to the crowd through amplifiers and said some very plain things about chain stores and their methods. The chain stores tried to retaliate by placing loud-mouthed hecklers on the sidewalk, who tried to start a riot, but were suppressed by police. This week the manager of one group of Salem chain stores paid a fine of \$100 for short weights, and then showed the chain store idea of good sportsmanship by trying to lay the blame on a clerk and claiming that he knew nothing about it himself. Can anyone imagine a clerk deliberately making up a lot of shortweight packages without being so instructed? The editor of the Press knows a man in Salem who quit his job in the meat department of another chain store because he was plainly told that he would be expected to make his salary over the scales. One investigation after another has shown that much of the chain store stock in trade is put up in "skippy" packages, looking like standard packages but in reality a trifle smaller or containing a trifle less. A farmer will bring boxes of berries to town and sell them for 7 cents a box, some to local merchants and some to chain stores. The local merchant puts them on sale at 10 cents a box, while the chain store takes them into the back room and by gentle handling makes the contents of two boxes fill three boxes, and then puts them on sale at three for a quarter, thus apparently underselling the local merchant and at the same time making 5 cents more profit from the same goods than he. This is what the chain stores call "modern merchandising" and "service." And the foolish housewives who buy the berries will tell about how much cheaper they buy at the chain store than at the local merchant's store.

All of these things have been known for a long time, but people have still seemed anxious to prove that Barnum knew what he was talking about when he said that the people love to be humbugged. They just dote on the privilege of getting three 10 cent articles for 28 cents and getting gypped on something else to make up for it.

But the greatest damage done by chain stores is their ruthless destruction of everything else in the community. By clever business chicanery they attract customers, robbing other establishments of the means of existence. They smash community life and infringe on every other line of business. Last week the Hollywood Bakery quit business, while the big chain store bread wagons from Portland continue to unload at the one chain store in Hollywood every day. This one chain store in Hollywood has forced three

other local establishments out of business and is trying its best to do the same to still others. The four establishments which have been forced out were customers of all other lines of business and assets to the general community life. There are now four less businesses to pay taxes and contribute to the general upbuilding of the community, four less places for solicitors to visit asking contributions for worthy causes and enterprises. Chain stores take no part in such matters. Their local managers are virtually forbidden to take part in local affairs. Their sole job is to get the cash and send it out of town—like a circus or mail order house. They help to build no school houses, churches or other things which make a community a fit place in which to live. They do not even pay livable wages to their employees. They do not want employees who think and feel, but only those who will obey orders and hustle for sixteen hours a day at a beggar's wage. They are as transitory as Methodist preachers. Very few chain store employers own property or pay taxes in the town where they are employed, for they are apt to be called upon to move at any time. Becoming attached to community life would humanize them and ruin their usefulness to their contemptible employers.

Chain stores are a continual financial drain upon the community. They take all and give nothing in return. The millions of dollars which they send out of Salem every year are gone forever. It is Salem money, but it is doing Salem no good. If it were still here, circulating among us and being invested in Salem enterprises, it would make a tremendous difference in our wellbeing; instead of which it is back East being used to build additional rolls of fat on the bellies of the gross plutocrats who own the chain systems.

The key-stone of the chain store's argument is that they sell cheaper than local merchants. It isn't true. They merely pretend to sell cheaper. Conscientious tests have been made all over the country. People have purchased for a month at a chain store and the next month have duplicated the purchases at a privately owned store, and have found that the private store proves the cheaper as often as the reverse. Sometimes the chain store price is a few cents less, but weighing and comparing the goods more than offsets it.

The sudden growth of the chain store system has been made possible only by the commercialization of the press of the country. It couldn't have happened in the old days when a newspaper had a conscience and took a fighting interest in the welfare of its community. But now, with love of the dollar overshadowing everything else, newspapers very carefully refrain from saying anything detrimental about a good advertiser. It is not probable that either of the Salem dailies will have much to say on this subject. Let us wait and see.—Salem (Oregon) Press.

Many a man too frequently on pleasure bent ends by not going straight.

Items From the Cloverland of Michigan.

Sault Ste. Marie, July 29—We are fortunate in living at the Soo, according to reports from the excessive heat waves which are hitting most of the other places. We are contented to stay at home, where the cool breezes from the lakes and the water canal flowing through the heart of the city makes life a pleasure. The tourists are beginning to realize this advantage more each year and the number is increasing again. If this warm weather keeps on we will see a large increase of tourists making for this place. The nights are cool and afford the tourist comfortable slumber.

Herbert Ryan, the well-known candy salesman, is going into politics again. He is seeking the nomination of county treasurer on the Republican ticket. Herb would make a good man for that office. He has a host of friends who wish him success and are working for him.

Burglars broke in the dance pavilion of Jack Wilds last week, going through the cash register, but they were disappointed. The joke was on them, as Jack had been there first.

Another up-to-date business block is going up at the Canadian Soo in the place occupied in the past by T. J. Wilcox as an insurance and real estate office, 508-10-12 Queen street.

"Heaven is not reached in a single bound," said the poet. Nor is it avoided by a single bound in these days of speeding automobiles.

The many friends of Jack Graham, assistant postmaster, were shocked last Thursday to hear of his sudden death. Jack was captain of the Chippewa County Gun Club and one of the best shots in the Club. After eating his evening meal he went to the trap shoot and after breaking twenty-five birds—a perfect score—returned to his home about 8 o'clock and ate a light lunch. A short time after he was taken suddenly with an acute attack of indigestion. The family doctor was called. He left after the first convulsion had passed. About an hour later a second convulsion occurred, causing his death before the doctor could call. He is survived by his widow, two brothers and one sister.

Clyde Hewett, of the Hewett Wholesale Grocery Co., has taken to the water. Clyde saw so many of the idle rich enjoying life on the luxurious yachts docked at the Government pier here that he decided to dispose of some of his surplus and purchase one of the fine speed boats from the Chris-Craft, which can make fifty miles an hour, which is much faster than any of the yachts docked here can do.

Ham Hamilton, of the Pickford Grocery Co., at Pickford, was a business caller last week, taking back a load of supplies.

M. A. Fair, the well-known meat merchant at St. Ignace, was transacting business here last week.

Albert Bjork has taken a lease on

the Voelker building, Ishpeming, and will at an early date remove a part of his stock of hardware there from his store at the corner of First and Pearl streets. The remainder of the stock and his mortuary will be maintained in the present stand. The interior of the Voelker property is now being repaired and will be redecorated. The front is being painted. Mr. Bjork states that he will have a very attractive store and he expects to develop considerable new business in the new stand, there being no hardware store on Main street since the closing of the Thoney business.

William G. Tapert.

Letter To Get Back Old Customers.

Dear Mrs. Consumer: Did you ever have the feeling that some friend whom you valued had been avoiding you—for some reason you could not learn? That is how we feel when we realize how long it has been since you have used the account which we carry for your convenience.

We are constantly striving to improve our service, and when old friends desert us we feel that some misunderstanding must have arisen. We hasten to assure you that if we are at fault in any way, we would deem it a favor if you would inform us so that our old pleasant relations might be immediately renewed.

We value your patronage, we want your friendship; therefore we ask you to kindly note on the back of this letter any complaint you may have regarding service—or merchandise, as friendly suggestion or criticism materially assists in building up the service we endeavor to render.

Very sincerely,

Retail Grocer.

Making It Easy To Buy.

Here's a good one. A grocer out in the west section sells a quantity of five and ten cent candies and confections because—first—he has a nice display of them right next to the cash register, and, second, he has made it a habit to include some dimes and nickels in the change he gives each customer.

Many times a day customers return five or ten cents of their change to the grocer and carry away something from the confections display. This grocer says, "I am quite sure that if I returned 50 cents or the 25 cents change in the one coin, the customer would think it too much trouble to buy the candy. So I make it easy for them to buy."

Western Michigan Grocer Company

Grand Rapids, Michigan

— WHOLESALE GROCERS —

17-19 Ionia Ave., S. W.

DISTRIBUTERS

All Gold California Fruits — Q Macaroni Products

Stokely's Canned Vegetables

Red Top Malt — Paramount Condiments — Blue Ribbon Malt

Pure Gold Flour

NEW DUTY FOR MANAGEMENT

While the question of when the business tide will turn and the problems connected with sales and profit obtain first consideration among industrial interests, there is no gainsaying the fact that the more thoughtful executives of large enterprises are giving an increasing amount of attention to what might be described as the new role assumed by progressive management. This is a duty which must be undertaken if business is really to prosper and, in a few words, it is the adoption of a program which will protect workers against unemployment or else ease conditions for the jobless when curtailment becomes necessary.

The smaller manufacturers, to an extent, have always accepted this duty, not for the larger interests at stake but because their closeness to their employes has engaged their sympathies. They do not lay off their friends so quickly. They try to carry on even at personal sacrifice when, to protect dividends, the big companies are coldly cutting down their working forces.

Since immigration restriction and the growth in skill required to operate new machinery, the larger companies have appreciated the advantages in "holding together their organizations" as long as possible in spells of business-reaction, and many of them have also recognized the importance of conserving purchasing power by keeping their employes on the payroll, if only for part-time work.

The various expedients adopted to meet the issue of unemployment and reduced buying power point to progress in the new duty of management, but they have, as yet, not met the issues squarely enough to prevent continuance of a major depression. The great handicap is the promotion of the idea that this issue is one for individual judgment and handling, when what is needed is a thorough-going study of measures whereby management may be as assiduous in its protection of its employes as it is in looking after its stockholders. After all, the welfare of one group makes for the prosperity of the other.

CUTTING OUT THE GRAFT.

One good result of the present business depression is the decision of many store managers to do away with the so-called buying trips of their buyers to the New York market. A great many retail concerns are not only cutting down drastically upon early buying appropriations, but are also curtailing to a marked extent on the trips of their buyers. One very large establishment is reported to have ordered its buyers to cut out their trips altogether and do all their buying with local brokers and traveling salesmen, experience having demonstrated that goods can be bought cheaper and much more satisfactorily in this manner than in New York, where the buyers are easy prey of sales agents who stand ready to receive them with lavish expenditures of liquor, theater tickets and worse.

The reasons for this policy in a way are obvious. Economy is the order of

the day in the retail world. Then, too, it is believed that operations in this unsettled period must be moved closer to the consumer—there is no room for the usual guesswork involved in early purchasing. Another and possibly stronger reason is that delayed buying by the stores is expected to result in a pressure that will produce further price reductions in the wholesale markets and convince some manufacturers who have so far held up the concessions which might be expected that to do business they must accept the lower level on values now established.

Hand-to-mouth buying was brought about in 1920-21, but there continued to be a good deal of advance purchasing, the profit of which was open to question. In the period ahead there may develop a reduction in early orders to amounts which will serve only to test out consumer demand, following which volume and not hand-to-mouth orders will be placed on the basis of actual consumer demand as determined by these experiments.

THE RESTLESS SEASON.

Vacation is no longer a synonymous term for rest from ordinary labors and occupations. It usually suggests the quest for change and novelty in places beyond the range of usual habit. Travel is become the vacation custom in this land and others, so that this is the most restless season of the year for all who have time and money to spare from their necessities.

It does not follow that those who go the farthest from home will see the most. The richness of holiday experience depends more on an understanding eye and an imaginative sympathy than on mileage. Very likely there are as many adventures waiting within reach of a man's own home as he would find in some far-fabled city if he would take the trouble to seek and savor them. Certainly a wise man afoot on a day's ramble will discover more of beauty and interest than many globe-trotters will notice in a long day's journey.

It is a wholesome and necessary thing to break the routine of the year's work by seeking new places and new company. But those who find even their own neighbors interesting and the most familiar scene a source of surprise will get the most good from travel. They are also fortunate in that they need not go far to find fresh experience which will serve for pleasant memories when vacation is over.

BUILDING CONTRACTS DOWN.

Further evidences of summer slackening are to be observed and, since the reaction already in progress represents a major decline, the slowing down naturally brings business to new low levels not found since the post-war collapse.

In the recent outflow of gold another unfavorable factor has developed, since it means a narrowing of the credit base at a time when there is still very urgent need of promoting easier money rates throughout the country and thawing out some of the bank loans made on collateral.

The slump in wholesale commodity

prices continued last week with another drop of a point this time in the Annalist weekly index. The figure dropped to 122 as against 150.4 a year ago. Six of the commodity groups were off, the one increase was in fuels, and building materials were unchanged.

Despite the recent stability in building material prices, the construction itself seems to have taken a rather bad turn. Average daily contracts this month are 47 per cent. under the July, 1929, average and some 43 per cent. below the average last month. This does not speak well of the industry which was depended upon to lead the recovery in business.

Textile markets offered several matters of interest during the week in the reductions on rayon and the opening of clothing fabric staples by the leading producer. The rayon cut was long rumored, due to the drop in silk, and amounted to 20 and 25 cents a pound or from 13 to 22 per cent. The reductions announced in wool goods ran up to 10 per cent., coincident with the close of the London wool auction where the prices were from 5 to 15 per cent. under those of the May sale.

While there is an opinion now that the heat will reduce crop yields and surpluses, prices have not gained much, and results are much in doubt and still lean toward the unfavorable.

DRY GOODS CONDITIONS.

Record hot weather and the number of persons away on vacation did not help retail sales last week and depressed the level of trade still further. Here and there, however, despite adverse conditions, there were instances reported where special values appeared to have attracted consumer interest. It is considered quite likely that price reductions will soon exert their usual influence and increase trade totals when shopping becomes more comfortable and needs more pressing.

While real improvement must wait upon general business recovery with reduced unemployment and elimination of the fear of losing positions or suffering wage cuts, there seems to be more than a little basis for the theory that the public is also holding back on its purchases because of its desire to benefit through lower prices. The general situation is by no means as "psychological" as many would have it—there are too many without a means of livelihood to accept that rather common label—but it is true to a degree that buying is being held up all along the line until goods come down to their proper levels.

It is enough for the retailer to figure out how he is operating himself in order to get a pretty fair idea just now of what many consumers are thinking.

From all present indications, real volume business for fall in the wholesale merchandise markets will be from two weeks to a month late this year. In addition to the delay, it is likely that operations of the retailers will be considerably restricted in their initial purchasing, so that thorough tests may be carried out on the prices, qualities and styles which will find most favor with the public next season.

COSTS OF CRIME.

The \$45,000,000 figure set by Daniel R. Goodwin, secretary of the Philadelphia Criminal Justice Association, in estimating the annual cost of crime in Philadelphia sounds big, but in all likelihood it is too conservative. Only a few weeks ago figures were cited in Chicago showing that the National cost of crime runs something like \$3,000,000,000 a year. At the same time it was estimated that as early as 1926 one Chicago racketeer organization netted \$70,000,000 in one year. Beside these, Philadelphia's figures seem moderate. Philadelphia is not alone in its problems. Every large center of population in America has its gangs. It is estimated that last year something like 6,000,000 Americans were engaged in racketeering of one sort or another. The problem is National.

To solve it would require faultless police and court systems. Neither has ever been perfect. Crooked politics is largely to blame. Machines require votes to remain in power. Votes can be bought with protection. And protection means unpunished crime. Mr. Goodwin points out that big-scale crime can be crushed only by a public realization of the seriousness of present conditions favorable to lawlessness.

GUARDING THE LANDSCAPE.

It was a wise and timely movement which, broadening the activities of the garden clubs, made their members guardians of the natural scenery of the country. These zealous women have carried forward with vigor their campaign against the disfigurement of the countryside by billboards; and considering the difficulties in their way, they have made remarkable progress.

The activities of the Billboard and Roadside Committee of the Garden Club of America during the last few years have included agitation for State legislation, successful in New Jersey; taxing billboards and surveys of this form of advertising in Virginia and other states. Besides discouraging billboarders as a defacement and as a peril to the users of roads, the committee has promoted the planting of roadside trees. And in more than half the states of the Union women in increasing numbers are uniting to protect the country's heritage of natural beauty and picturesqueness.

Never let our minds be lulled to rest by an imaginary sense of accomplishment. By so doing we are fooling only ourselves. Many and many a man has been satisfied, after reaching a moderate success, to sit back and rest on his laurels, with the thought that he has reached the limit of his abilities. There is no limit to man's capabilities, there is no accomplishment, however great, that cannot stand some improvement. Edison's success is only one example; what would we be using today for light if Edison had thought that his first incandescent lamp was the height of his resources? Only continual striving for better and better things, therefore, will bear the fruits of success.

Don't make the mistake of believing that discussion is thought.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Taking pity on the merchants who have had to function for many weary days of almost unprecedented heat, I threw my folio in the discard Saturday and made a bee line for the famous Getz farm on Lake Michigan, where I made the acquaintance of many new birds and animals, saw flowers I had never seen before and had the pleasure of a chat with the genial gentleman who is responsible for the most wonderful development of its kind in this country.

One of the most interesting features Mr. Getz has added to his collection is a pair of black swans which he obtained from Australia. These birds have deep red bills with white primary wing feathers. The trachea does not enter the sternum as is the case with white swans.

The growth of the elephant which came to the Getz farm about four years ago is remarkable. She is now about two-thirds of the size she is expected to reach and at times appears to take great delight in splashing water on her admirers when she is in a playful mood.

Baby monkeys born this year add much to the interest of the collection. Female monkeys are fond mothers and nearly cover and apparently smother their offspring with their long arms. The father monkeys are very solicitous for both mother and child during the period of childhood and are not always in good humor when things do not go to their liking.

The corner field, as the visitor approaches the farm, has been converted from an orchard to a beautiful lawn since last season.

The crowds who visit the farm this year are fully up to the record of previous years. The percentage of flower lovers, naturalists and scientists who come to inspect the development gradually increases every year as the fame of Mr. Getz as an expert caterer to the public increases. I wish I knew how much it costs Mr. Getz to provide this wonderful experience for his countrymen—I suppose it must be somewhere from \$50,000 to \$100,000 per year—but I think the expenditure pays him ample dividends in the satisfaction it gives him to bring so much real pleasure into the lives of many people who have altogether too few opportunities to inspect the beautiful and unusual things which nature and the animal world provide under auspicious circumstances. I fully realize Mr. Getz has to face many trying ordeals in the form of vandalism by those who do not appreciate the wonderful things he is doing for the people who find real enjoyment in visiting his farm, but I rejoice that he is big enough and broad enough to overlook such lapses on the part of mental perverts and vicious individuals who are not worthy of the freedom accorded them.

The gradual decadence of the National Grocer Co. during the past half dozen years is one of the most deplorable tragedies recorded in the Detroit mercantile market. Under the general management of Mr. Musselman and Mr. Letts this house occupied a proud position in the trade, but because it undertook to carry on both wholesale and retail branches at the same time it has evidently been hopelessly wrecked. The common stock, which has absolutely no value, is being quoted on the Detroit Stock Exchange around \$2 a share. The preferred stock (\$100 per share par value) has been offered as low as \$25 per share, with no buyers. It is reported that Cliff Elliott, who owns 1,400 shares of the preferred stock, has repeatedly offered his holding at \$50 per share, but has been unable to find an outlet for the stock even on a still lower basis. Aside from the misfortune which has come to Mr. Elliott in his old age, because the fortune which he accumulated by patient industry through long and weary years has been greatly impaired by the unfortunate management recently accorded the National Grocer Co., the loss falls heavily on country merchants who were induced to exchange their mercantile stocks for common stock of the National Grocer Co. on the basis of \$10 per share and join the R. Store, Inc., fiasco.

Butler Bros., of Chicago recently issued a somewhat flamboyant letter to the retail trade, announcing that radical reductions in all kinds of merchandise handled by that house would go into effect on a certain date. In general, they are right in their statement that commodity prices have fallen. The misleading factor is the impression which they inspire that they are leaders in passing on savings to the public. As a matter of fact, prices have been falling ever since the beginning of the business depression last October, becoming more marked, of course, with the beginning of 1930, and continuing to date.

Retailers all over the country, and to my knowledge in Grand Rapids, have been passing these drops along to the public as they occurred and without any great fuss about it. All Grand Rapids stores have been going with the market as soon as replacements were coming in, and also, of course, with all new goods on which lower prices were quoted in the market. A catalogue house is not in a position to change its prices so readily, with thousands of issues over the country, and, unless a supplementary catalogue is issued at a tremendous cost, is forced to await its regular Fall edition before it gets its new prices before its public. So that all this noise is only "keeping step." Part of the lost retail volume is due to lower prices, as the number of transactions hold up, and in many commodities are greater.

I am in receipt of a report issued by the Seventh Federal Reserve District, which includes Grand Rapids, showing sales in many classes of merchandise for June. The lower stocks are a reassuring feature, as buying must

start again as inventories become lower. Some manufactured articles show considerably greater decline than the commodity price drop, because of a desire to keep plants going. A few items have shown relatively little drop. They are rugs, aluminum ware, gloves, corsets, sheets and blankets. On the other hand, hosiery has no bottom and the \$1.35 hose of to-day is the equivalent of \$1.95 last year. So more pairs must be sold to hold volume. This accounts for so many hosiery sales at from \$1 to \$1.25.

Like the National Grocer Co., Butler Bros. are undertaking to ride two horses at the same time. They are undertaking to sell goods at wholesale to the retail dealer and at the same time conduct a chain of retail stores under the name of the Scott stores. I have never known but one man (Marshall Field) who made a success of selling the wholesale and retail trade at the same time. Ninety-nine out of every 100 who undertake the experiment fail. When Butler Bros. started this dual arrangement its stock was quoted on the Chicago Stock Exchange at \$60 per share. Last Saturday an even 100 shares were sold at \$8.50 per share. I regard the Butler organization as a bunch of fine merchandisers. They have made a wonderful success of their business in the past. The president of the company—Frank S. Cunningham—was stenographer for the elder Butler when I did business with the house, more than forty years ago, and I have reason to regard him as one of the outstanding men in the wholesale mercantile field, but I do not believe he can follow in the footsteps of Marshall Field and avoid wrecking the great establishment which was founded with so much care and shrewdness by the elder Butlers.

I cannot help feeling that much of the disaster that has come to the Butler Bros. stock of late is due to the suicidal policy of the company in its dealings with worthwhile trade journals, due to the unfortunate attitude the advertising department of the house has assumed in its dealings with the publications which did much to build up the business in its early days of rapid growth and almost unparalleled prosperity. It is possible, of course, that when Mr. Cunningham comes to analyze the situation, with a view to finding his way out of the present unfortunate dilemma his advertising department has deliberately precipitated, he will speedily remedy this defect and restore his great establishment to the confidence and co-operation of the trade.

I hope none of my readers will have reason to conclude, from the fiasco of the National Grocer Co., that the wholesale grocery business is not a profitable undertaking—when properly managed. The old Ball-Barnhart-Putnam Co. paid 20 per cent. dividends yearly until it was wrecked by Fred H. Ball. The Musselman Grocer Co. paid 20 per cent. dividends yearly so long as Mr. Musselman was manager. The Judson Grocer Co. paid 20 per cent. and better for a long period of

years. The Worden Grocer Co. paid better than 20 per cent. on the common stock until the business was gutted by Guy Rouse. The Rademaker-Dooce Co. and the Grand Rapids Wholesale Grocer Co. have both made large earnings on their capitalizations. The stock of the former meets with ready sale at five to eight times its face value. I make this statement so that no one may feel any hesitation in investing in wholesale grocery stocks—if the management is capable and honest.

I recently had occasion to urge my readers to visit the Hardy dam, which is being constructed at enormous expense at the Oxbow bend in the Muskegon river, five miles up the river from Croton dam. I took my own advice early in the week and spent an hour on the scene of the greatest outdoor activity to be seen anywhere in Michigan at this time. The dam will be 100 feet high when completed, which is expected to be next spring. The employes work every day in three eight hour shifts. They are all comfortably housed in the vicinity of the dam. Merchant Turner is very much in evidence with his general store and string of eating establishments. No one within 500 miles of this gigantic undertaking should fail to visit it during the next two or three months. The roads leading to the dam are good and the facilities for handling automobiles are excellent. Visitors are given every opportunity to inspect the work of construction under the most advantageous circumstances.

Large local advertisers face an ordeal which they appear to think should not be forced on them at this time—an advance of 10 per cent. in advertising rates by the Grand Rapids Press. The Herpolsheimer Co. has retaliated by reducing its daily space from a page to a half page and other advertisers feel the necessity of making corresponding reductions in their expenditures for advertising space in that sterling publication.

Through the kindness of a friend, I had the pleasure of hearing a brief speech by Hon. Chase S. Osborn before the Rotary Club one day last week. Mr. Osborn's talk was along altruistic lines. It was based on his personal knowledge of that portion of Italy which was visited by earthquakes the day before. His language was beautiful, his argument was irresistible and his conclusions were in keeping with the best scientific thought of the age. Mr. Osborn has, to a considerable extent, lost the fire and vim which made him a dynamic orator of great impressiveness twenty years ago. His opinions have been mellowed by age. His former radical statements are no longer in evidence. If ever any man grew old gracefully and bore his years with becoming dignity and discretion, that man is Chase S. Osborn. He is an ideal citizen, a constructive thinker, a marvelous writer and a convincing talker. As a didactic lecturer, a creator of wonderful books of great educational value and a man who can still give the world a great deal of valuable information which no

other living man possesses the ability to do, Mr. Osborn is a very useful citizen. I candidly think he is now too old to engage in the hurley burley of a political campaign and hold his own with men of the Couzens type who disgrace themselves and their positions by picking flaws in bigger men and repudiating the platforms on which they were elected and the promises they made their constituents to secure their elections. I have no possible use for a man of the Couzens type and have repeatedly put myself on record as opposed to his re-election. I shall vote for Chase Osborn, because, if elected, he will be true to himself and his constituents. I wish he were twenty years younger, because if he were, I think he would be overwhelmingly elected and that his career in the United States Senate would place his name and fame in the same class with Cass, Chandler, McMillan and Smith, all of whom wrote their names in the Hall of Fame with letters of gold.

E. A. Stowe.

When On Your Way, See Onaway.

Onaway, July 29—It is estimated that 3,000 people attended the dairy picnic held at State park on Black Lake last Wednesday. It seems that everyone who ever lived in Onaway returned for the occasion and the gathering resulted in the biggest event the park has ever witnessed. Caretaker Robert says: "I thought I had seen crowds here before, but this one capped the climax. Another day like that would put me under."

Perhaps you poor fellows down there in the cities are complaining of the heat. Well, 85 in the shade is pretty hot for this country, too, but it cools off when the sun goes down and the pure fresh air makes one sleep, so that he is perfectly refreshed each morning. Try "Up North."

Saturday last was a busy day in Onaway. The streets were lined with vehicles and cars. The stores were crowded with purchasers. Tourists came pouring in, some seeking information, others scattering to the numerous camping grounds; happy on their vacation trip, later to return to their homes with tales of pleasure mingled with scenery, snapshots, sunburn and other experiences.

C. S. Voorhees, of Perrinton, is spending a few days with his family on Black Lake. "Casey" at one time conducted the city drug store in Onaway; held an important position on the Board of Public Works and was active in municipal affairs. Oh, yes, Casey was also express agent for a number of years. It seems good to shake the hands of such an old timer; and best of all, he appears even younger than formerly, even though the children are married.

Squire Signal.

Names Fall Hosiery Colors.

Twelve colors are portrayed on the Fall hosiery color card which has just been issued to members by the Textile Color Card Association. Eight of the shades are new, four being repeated from past seasons because of their continued fashion importance. The new tones are caresse, a blush tint; oak rose, acajou brown, nightingale, a mauve gray; mauve beige, promenade, a natural beige; brownleaf and Bahama, a light brown. The four repeated shades are sable, rendezvous, duskee and beige clair.

No one dreamed that the much talked of "next war" would break out among the dignified book publishers.

SMART LUGGAGE.

Matching Hand Pieces With Trunk Features Popular.

However carefully a woman selects her traveling clothes, she cannot lay claim to true smartness unless she has given equal thought to her luggage. You have all seen the woman who habitually neglects this truism. She steps from a train looking very fine in her chic ensemble, but the effect is spoiled as the porter dumps at her feet a weird and worn assortment of bags and suitcases. No two pieces are even distantly related; the lot tells a story of spasmodic and haphazard purchasing. Sometimes—major crime!—they are still plastered with stickers and labels acquired on her last trip abroad.

Not many people buy luggage for a lifetime all at once, but the knowing ones select a type they like that can always be found in the shops, so that later additions will fit into the general picture. Fortunately, fashion has aids for the less foresighted woman who is sick of the bargain sale look of her odds and ends of luggage, but feels they are too good to throw away. A set of matching fabric covers is inexpensive and good looking. A smart New Yorker recently sailed for Europe wearing a dark blue suit, and all her bags had cloth covers of the same tone. Canvas in neutral colors looks well and is easy to keep clean. Some people like a colored stripe on the end of each piece which simplifies the problem of finding them amid the confusion and bustle of stations.

There is a trend for more hand luggage and fewer trunks. A great many experienced travelers, especially if their trip is along the well-portered high roads of Europe, prefer taking a few extra pieces of hand luggage to the nuisance and delay involved in looking after trunks. If trunks are chosen, they are smaller and lighter than the old-fashioned kind.

Hand luggage for long distance travel is sold in ensembles. A largish suitcase shaped like a steamer trunk but capable of slipping under a berth, is usually the main piece. Provided with a tray and compartments to hold everything that can be folded, with a varying number of hangers for dresses and separate sections for shoes and lingerie, it is a thoroughly satisfactory investment for any traveler.

A popular ensemble designed by Louis Vuitton of Paris consists of an ample suitcase for dresses and lingerie, hat box, overnight bag and, by way of extra luxury for the woman who is not happy without a complete shoe wardrobe, a separate shoe case. It stands on end, the front opening like doors, each in a velvet-lined compartment. These ensembles are made in various leathers and in the new airplane linen. Another luxury item is a fitted duplex bag that is built to open just like a poudreuse with the necessary bottles, jars, mirror and manicure set in the upper half. The lower half holds lingerie and handkerchiefs sufficient for an overnight visit.

A unique case, also by Vuitton, is designed for the professional woman or private secretary, who cannot for-

get business even when she travels. Built like a small trunk, it stands upright and opens into shelves for notes and pads. The center compartment is for larger books, and underneath there is space for a typewriter and paper.

What with the flying companies issuing time-tables, and people hopping off casually in all directions every day, airplane luggage calls for special mention. It is cleverly built to keep the total weight under sixty pounds. Mostly it is made of stout weather-proof linen on basswood frames, some in black and some in olive green linen banded with a gay plaid. The suitcase, in 26, 28 and 36 inch sizes, will hold almost as much as a steamer trunk. The hatbox, smartly covered in tan, orange or black, is 18 inches square, 12 inches deep, and has a tray and pockets for shoes. A trick piece called a wardrobe hat box has six hangers for dresses, a compartment for two pairs of shoes, and others for lingerie, soft hats and small accessories. A suitcase for the air traveler made of balsa wood is three times as light and five times as expensive as the ordinary case.

People who still stick to trunks should investigate the new steamer-size wardrobe trunks that hold as much as standard sizes, yet are slender enough to go under a berth. They have ten hangers, a drop tray for lingerie and partitioned boxes for shoes and medium-sized hats. A trunk specially designed to be strapped on the back of your car is as nearly indestructible as possible. The heavy coat of enamel will gracefully endure any amount of scuffing, and the chromium-plated brass fittings will not tarnish.—N. Y. Times.

Zoning and Bonus Plans Cut Delivery Cost.

Through a carefully worked out system of co-operation between butchers and the shipping department, a peculiar system of zoning the trade territory and a merit system for the drivers, the management of the Alta Market of Denver has reduced delivery costs to about 5.22 cents per stop and increased the number of deliveries with one less truck than formerly. This is the statement of R. B. Parker, secretary and treasurer of the company.

To understand fully the significance of this one must consider the character of the firm's clientele. It consists of some of the wealthiest people of Denver. They want service, credit and high-class merchandise, and are willing to pay for it. So whimsical are they that some of them expect instant service the moment that the desire to purchase is aroused. Yet their whims are worth catering to.

To start with, the trade territory is divided into four zones. One zone has five deliveries a day, two others have four a day and the fourth has three. Six delivery trucks are operated.

The first delivery into the five-delivery zone leaves at 7:30 o'clock in the morning. The meat dealers telephone as many of their customers in that zone as they can before 7:30, and everything that can be gotten out by that time goes. Then the meat dealers switch to another zone, who first

delivery leaves around 8 o'clock, then to the next and the next until all early deliveries are accomplished, whereupon they go back over their lists and call those they did not reach on the first series of calls.

No truck driver is assigned to any regular zone. All drivers are trained to the routes in all zones, which makes it practical to shoot out the first truck into any territory for which a load has accumulated. This not only reduces delivery costs but takes care of any emergency which might arise in case of the illness of any one of the drivers.

While no two trucks leave at the same time for the same zone, it sometimes happens that a second truck is entering a zone at the time the first is emerging, for it is the firm's endeavor to give the customers delivery within two hours of the time the order is placed.

All of the zones, with the exception of one, contain approximately 400 square blocks, but the orders are stowed into the trucks in such a manner that each trip is a circle.

A merit and bonus system serves to keep the drivers from soldiering on the job and being careless with the equipment. At the beginning of each month each driver is started out with 100 points. Ten points are taken off for each complaint received, each accident to the truck or any unnecessary expense, for each case of leaving the order at the wrong house, etc. Ten points are awarded for each report of courtesy, for each time the driver catches an error in checking, for each new customer he obtains, or for anything he may do to reduce operation and delivery costs or get more business for the firm.

At the end of the month the driver who has made the most deliveries with the least operation expense and complaints receives a bonus of \$6. The second man gets \$5, the third \$4, etc.

A careful record of the hours of departure and return and the number of orders delivered by each driver is maintained on a time tape provided for the purpose.

It is rather odd, but seldom does one driver win first place two months in succession, or one driver remain at the bottom twice in succession. If he did have the low mark twice in succession, it is quite likely that the firm would dispense with his services.

In a market of this kind, catering to the wealthier class of people, the special delivery of meats is a curse. Some of the firm's best customers live eleven miles from the store. To make a special delivery would mean a round trip of twenty-two miles. For a time it seemed impossible to break these customers of the habit of giving their orders around 11 a. m. and asking for delivery by noon. It was accomplished, however, without irritating the customers by the simple process of advancing the time of calling a few minutes a day. For example: Those customers who wanted to be called or were in the habit of calling around 11 o'clock, were called a minute or two earlier until they became accustomed

(Continued on page 31)

MEN OF MARK.

Fred D. Vos, President Grand Traverse Grocer Co.

The science of accounts is a development of age and experience. The book-keeping of the trapper, the pioneer settler on the prairie or of the general storekeeper on the frontier is as primitive as their way of life; but when the number of transactions multiply and their scope enlarges, and as the wonderful credit system which may be either a master or a servant brings the business under its influence, accounting becomes a science, in its application demonstrates the right of a business to live and tests the wisdom of business policies.

In the United States, a new country, too little attention has been paid to accounts. In England, an old country, perhaps too much attention has been paid to elaborate and in many cases useless records. But in the older countries, with their close and continuous competition and where little economies must be depended upon to save even narrow margins of profit, correct book-keeping is of serious moment. If sometimes it would seem that more attention had been paid to finding out about a business than to doing business, it was a not unnatural development of the hard conditions under which business was done. In the United States, where, on the whole, profits have been large as compared with the older countries, where opportunities have been more numerous and action freer, there has been a sort of impatience with the elaborate accounting methods of the Old World, and from it has come much of the influence which has led to the simplification of old methods, making book-keeping the servant rather than the master.

Still to the older countries must we look for the most perfect methods of accounts. In the United States book-keeping is largely looked upon as a stepping stone to a higher class of work. In the older countries accounting is a profession to be adopted as a lifelong pursuit. As fine accountants as there are in the world are to be found in the States, but their average in accuracy, reliability and knowledge of the art does not begin to be so high as in Europe.

Fred D. Vos was born in Grand Haven Jan. 23, 1873. His antecedents were Holland on both sides. His father, Fred Vos, was the oldest grocer in Grand Haven at the time of his death in 1912.

Fred D. attended the public schools of his native city, supplementing the education thus obtained by taking a course at the Grand Rapids Business College, then under the supervision of Mr. Parish. His first job was as clerk in the Grand Haven postoffice, then under the management of the late Geo. D. Sanford. He delivered the first special delivery letter which came to the Grand Haven postoffice, where he remained two years. He spent the next two years as the manipulator of a lath machine in local sawmills. He then came to Grand Rapids where he found employment in the tea and coffee house of J. F. Ferris, 51 Monroe avenue. Three years later he re-

moved to Chicago, where he clerked four years in the clothing stores of F. M. Atwood and Willoughby, Hill & Co. He then returned to Grand Rapids and worked a few months in the clothing store of Rhine Vanderwerp. In 1896 the late Amos S. Musselman invited him to join forces with the Musselman Grocer Co., a relation which was continued for twenty consecutive years. He started as billing clerk, occupying successively the positions of book-keeper, cashier, credit manager and manager of all the financial departments of the business.

In 1916 he was appointed a member of the United States Registration Board for Michigan. He subsequently applied for a commission and was ap-

pointed August 1, 1929, he was appointed receiver of the Straub Candy Co., at Traverse City. He has disposed of everything owned by the defunct organization except the building and machinery. He expects to be able to pay the creditors about 40 per cent., which was more than they expected to receive when the receiver was appointed.

On account of the illness of Howard Musselman, Manager of the Traverse City branch of the National Grocer Co., he was requested to take charge of the business, which he consented to do. In this capacity he has been able to acquaint himself with the record of the institution under Mr. Musselman's management during the past twenty-seven years. On being

years and was Past Grand Chancellor of the order during 1924 and 1925.

Mr. Vos owns up to two hobbies—fishing and hunting. He resides with the family of John Hoxsie, of Acme, eight miles East of Traverse City. He has been an inmate of the Hoxsie family ever since 1926.

Personally, Mr. Vos is a very agreeable man to meet, to know and to continue to know. Because he is a good judge of human nature, he selects his associates with great care and thoroughness and seldom makes a mistake in placing confidence in men he assigns to responsible positions. He is a man of sturdy character and his word has always been as good as his bond. That he will achieve a large measure of success in his new undertaking goes without saying.

Editor's Son Had a Nose For Business.

You remember Mother Shipton's prophecy which ended with: "And the world to an end shall come in eighteen hundred and eighty-one?" In the year 1881, in the then little village of Milan, Michigan, on the line of Washtenaw and Monroe counties, the Morning Star was a recently established newspaper. The publisher's name was Onderkirk or Oederkirk. His wife attended principally to the business of the paper while his boys set the type.

It was in the fall of that same year a farmer drove into the village with a load of cider apples and stopped on the street in front of the newspaper office. Out rushed the editor's sons, several of them, and climbed on the wagon to eat apples. As one of them thoughtfully munched an apple he said: "They say the world will come to an end in 1881. It hasn't come yet, but if it does, we'll have an item for the paper."

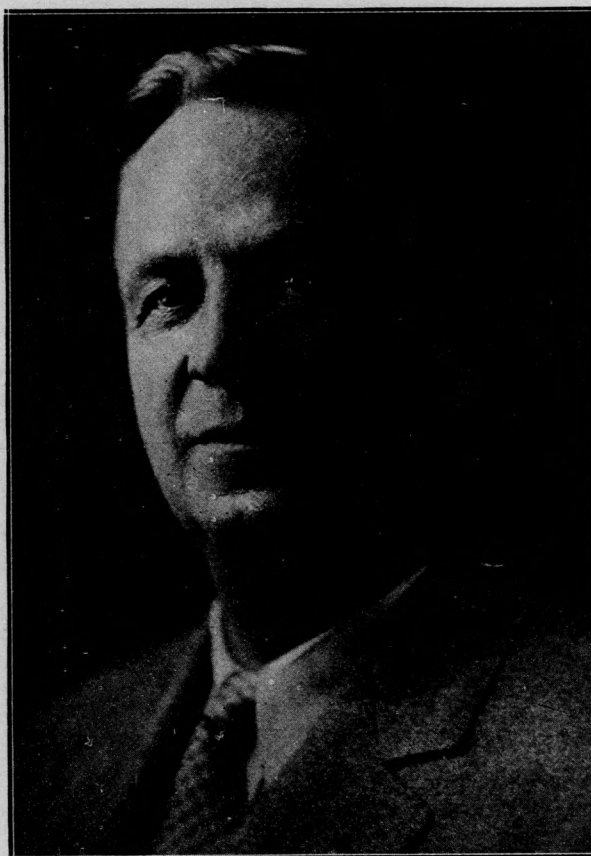
Minion.

Fall Pottery Buying Starts.

Closing a season which established new records for profits and volume in the sale of outdoor pottery, manufacturers are now turning their full attention to Fall and holiday business. New lines of vases, jardinières and similar pieces suitable for ornaments inside the home are on display in most of the local show rooms and are being ordered in fair quantities by buyers now in the market. Pieces finished in pastel shades of green, blue and yellow are finding favor with stores. One producer reports a good demand for vases and bric-a-brac finished in blood red and also in freak glazes, which combine a number of colors run together. Medium priced merchandise is wanted.

Stores Cautious in Gift Purchases.

Uncertainty over business conditions, according to gift ware sellers, accounts for the extreme caution being shown by stores in ordering Fall and holiday merchandise at this time. By the middle of July last year, Fall buying was well under way and reached its full activity early in August. So far this month little real business has developed, although the attendance of buyers has been fair. Most of the store representatives report that they are merely inspecting the new offerings now and will not be ready to place orders until the middle of next month at the earliest.



Fred D. Vos.

pointed captain in the Quartermaster's Department. Greatly to his regret, he never saw active service on the field of battle.

In 1918 he was employed in the accounting department of the Michigan Trust Co., under the personal supervision of Claude Hamilton.

In 1920 he joined local capitalists in the organization of the Contract Finance Corporation, taking the positions of secretary, treasurer and manager of the organization. Four years later he lost his health and was in retirement for two years. During the next two years he was in the employ of the National Grocer Co., closing out their branch stores at South Bend and Decatur.

informed that the property was for sale, he purchased the building, fixtures and stock and will continue the business under the style of the Grand Traverse Grocer Co., with a capital stock of \$150,000, officered as follows:

President—Fred D. Vos.

Vice-President—Robert A. Vos.

Secretary and Treasurer—Adrian Cole.

The Vice-President will not be active in the business.

A complete equipment of traveling salesmen will be employed and kept constantly in the territory.

Mr. Vos is a member of all the Masonic bodies, including the 32nd degree. He is also a Shriner. He has been a Knights of Pythias for many

FINANCIAL

Monthly Review of Business Conditions in Michigan.

Some improvement in the general business situation may be expected during the month of August. Previous recessions have usually lasted from twelve to fifteen months, and the current decline commenced just about a year ago. Precedent also favors an upturn in business when interest rates reach levels such as those now being maintained. Further, among the basic industries, automobile production, steel output, building and construction activity, and railway traffic are expected to make material gains in August and September.

At the moment, automobile output is being curtailed because of annual vacation and inventory provisions, and steel activity is also restricted, partially reflecting the seasonal decline in automobile production. Railway traffic, likewise, is still light, but will increase as crops begin to move to market. The wheat harvest is already in full swing, and the July 1 forecast of the Crop Reporting Board of the United States Department of Agriculture is for a crop as large as that of 1929, and only 3 per cent. under the average of the last five years. The Board also estimates a corn crop 7 per cent. over last year and 1.5 per cent. above the average of the five years, 1925 to 1929. Though the margin of error in the corn crop estimate is still large, inasmuch as July and August weather plays such an important role in the crops development, the outlook at present is very satisfactory.

Construction contracts awarded in June reached the highest total since July, 1929. While it is true that a large gas pipe line contract, a non-recurrent item, swelled the June total, exclusive of this item, a moderate increase was still shown.

It is reported that plans for over 2,000 miles of gasoline pipe line are being rushed to completion, and that construction on one line a thousand miles long is to commence about August 15. The real motive for constructing such pipe lines is to reduce gasoline transportation costs, of course, but the immediate effect, and the effect of most interest to us at this time, is to increase the demand for labor and raw materials. Manufacturers of steel pipe and pumping equipment will probably be the first to feel the stimulus, but the steel industry will also be benefited thereby, as well as transportation companies.

In the field of finance, it is interesting to note the very satisfactory manner in which the bond market has absorbed the large volume of securities issued in recent months without any material weakening of bond prices.

And, finally, it should be noted that business men will, from now on, be comparing their monthly records of accomplishment, not with the abnormally high monthly totals of early 1929, but with the early recession totals of the last half of last year. Future comparison should be much more productive of business optimism.

The leading bankers of Michigan, in their replies to the Union Guardian

Trust Company's recent questionnaire, report a variety of business conditions, depending largely upon the section of the state in which they are located. In industrial Southeastern Michigan manufacturing activity is less than that of last year in 18 of 21 cities; in one of the 21, no change is reported, and slight improvement is indicated in two. In only 7 of the 21 is any improvement expected in the next month. Employment in this section of the State is running considerably below that of a year ago, and in most cases some further decline is expected. Money in most of these cities is not over plentiful, but several reports indicate an excessive supply of loanable funds. Compared with 1929, there is some decrease in the demand for money, a condition which may persist for some time.

The volume of retail trade in Southeastern Michigan is below that for the same period of 1929 and no change is expected in the near future. Collections are slow. The building industry in this territory is still below 1929 totals, and although some improvement is expected in Jackson and Bay City, little change is looked for in the other cities. Crops in this section of Michigan are quite universally reported as good, and in several areas, excellent. Prices of farm products are low but good crops at low prices may be more satisfactory to the farmer than smaller crops and high prices.

What has been said of economic conditions in industrial Southeastern Michigan is quite generally true of industrial Southwestern Michigan. Employment is below last year in all centers except Battle Creek and Kalamazoo. In Kalamazoo some decrease is expected. Crops are, in most cases, reported good or excellent except in the South Haven area, where the cherry crop is only about 50 per cent. of normal and only a fair peach crop is expected.

In the Ionia district, the farm outlook is reported to be the best in years with an increase in acreage under cultivation of about 20 per cent. Farming and other outdoor work has absorbed a large proportion of the unemployed in Ionia.

In Northern Michigan, there is a sufficient supply of money. Employment is slightly below last year but some increase is expected as tourist demands reach the peak. Retail trade likewise is less than it was a year ago, but should increase materially in the immediate future because of the tourist trade stimulus. What manufacturing is carried on in this section is curtailed, as in the lower part of the State, and no immediate improvement is expected. Crops, while not so uniformly good as in the Southern counties, are about normal.

In the Upper Peninsula, the supply of money is considerably in excess of needs. Employment is lower than it was a year ago and little or no change is anticipated. Retail trade is curtailed, but the seasonal improvement resulting from tourist demands is about due. Prospects are good for the forage crops and potatoes, the principal crops in the Upper Peninsula. Forage crops, which are utilized in dairy and beef cattle feeding, are especially good this

year in the Western counties. The farm outlook is clouded, however, by the low prices of cattle and dairy products. Lumber and sawmill operations are much less than they were a

year ago, but iron mining is only slightly restricted.

The total value of building permits issued in 21 important cities of Michigan was about 15 per cent. under the

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May, 1930 totals, and less than half as large as the total for June, 1929. The principal decreases in June occurred in Grand Rapids, Flint, and Dearborn. Lansing, Kalamazoo, and Ann Arbor reported reported substantial gains.

Electric power consumption for the State, as reported by two important producers of electric power, amounted to 79,058,092 kilowatts in June of this year as compared with 84,019,700 in May and 93,257,893 in June, 1929.

Shipping on the Great Lakes in June as indicated by traffic through the Sault Ste. Marie canals decreased 12 per cent. from June, 1929. Bituminous coal and wheat shipments were larger than a year ago but iron ore shipments declined by 14 per cent.

There is at least a reasonable possibility that July will mark the low point of the recession in Michigan business as well as that of the United States. Seasonable quietness in the final months of the year may be expected, of course, but comparisons with last year's business should, we believe, become increasingly favorable.

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

Good Stocks That Did Not Meet Market Expectations.

To those who see in the present era of depressed business a golden opportunity, through purchases of good common stocks, to lay the base for a future fortune, history suggests that the trick is not so simple as all that.

What many an American reckons is that all he needs to do now is to buy wisely into the market and hold on. Differences you will find in the application of this theory. Some investors prefer bonds, some preferred stocks, some common stocks and some a mixture, but very few understand that the task does not end there.

Even the old theory that all you need to do is pick good stocks leads sometimes into trouble if after picking you simply sit. Since many people this year will be revamping their investment programs let us see what history teaches.

Fixed lists of good common stocks have not always in the past rewarded the investor who stuck through thick and thin. The reward has indeed been rich for those who were wise enough, through substitutions when necessary, to keep their lists good. But the trick has been sometimes to know when to abandon a losing horse. It is the hardest lesson of all to learn.

It is not true that any good stock bought ten years ago, let us say, and held through all its vicissitudes, still shows its purchaser a handsome profit. Let us illustrate what happened to the investor who bought American Sugar on December 31, 1919, impressed by its thirty-year dividend record, and held on for ten years, to December 31, 1929. A broken dividend record and a shrinkage in the value of the investment to 43 per cent. of the original outlay were his rewards.

Other stocks that anybody might have put into a good investment list at the same time ten years ago are P. Lorillard Company, Pacific Mills, Tidewater Oil Company, Ajax Rub-

ber Company, Kelly Springfield Tire Company, Goodyear Tire and Rubber Company, Great Western Sugar Company, American Beet Sugar Company, Armour of Illinois A, American Woolen Company, Central Leather Company (U. S. Leather), American Agricultural Chemical, Consolidation Coal Company, Minneapolis, St. Paul & Sault Ste. Marie and American Hawaiian Steamship Company. Yet the man who held these to December 31, 1929, would have found, aside from dividend losses, that the market value of his investments had shrunk to 36, 23, 31, 2, 3, 38, 90, 7, 15, 4, 8, 8, 16, 50 and 27 per cent. of the original outlay, respectively.

What it all illustrates is the necessity for intelligent supervision of investment lists down through the years rather than the patience to sit with an arbitrary selection even though the investor picks common stocks of long dividend records entitling them to a quality rank.

Paul Willard Garrett.
[Copyrighted, 1930.]

A Business Man's Philosophy.

Instead of sitting in an office trying to figure out what's on the mind of the workingman, Whiting Williams got a "bowl" haircut and took a job in a steel plant. He worked in mines, in factories and on railroads in this country and abroad.

In his recent book, "Mainsprings of Men," he presents some of his conclusions.

It seems that men, whether they work with their hands or their heads, in white collars or overalls, have identical yearnings. Among these is the desire to amount to something, to do work that is worth while and to feel a sense of importance.

These yearnings are as common to the humblest worker as to the president of the largest corporation.

Men do not work for wages alone. The desire for self-expression is not confined to the graduates of art schools. The man with a shovel is inspired with the same itch. The expression of his character and temperament may take a crude form, possibly the straightness and plumbness of the trench walls.

Few of us properly appreciate how deep is the instinct in every human breast to do worth-while work.

William Feather.

It is not the critic who counts; not the man who points out how the strong man stumbled, or where the doer of deeds could have done them better. The credit belongs to the man who is actually in the arena; whose face is marred by dust and sweat and blood; who strives valiantly; who errs and comes short again, because there is no effort without error and shortcoming; who does actually strive to do the deeds; who knows the great enthusiasm, the great devotion, spends himself in a worthy cause; who at the best knows in the end the triumph of high achievement, and who at the worst, if he fails, at least fails while daring greatly, so that his place shall never be with those cold and timid souls who know neither victory nor defeat.

Theodore Roosevelt.

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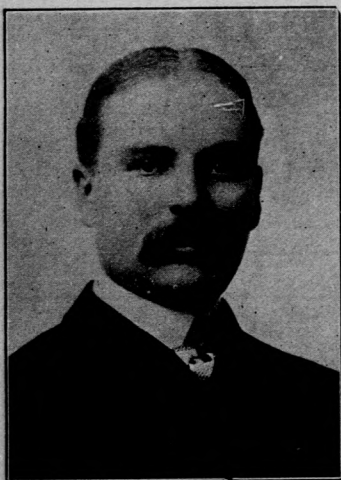
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MEN OF MARK.

Howard Musselman, the Well-Known Wholesale Grocer.

Howard Amos Musselman was born on a farm near Fairfield, Pa., July 5, 1865. When he was three years of age his family removed to Fairfield and started a store and here Howard obtained his schooling, working in the store before and after hours. He then went to work on a farm, where he remained until 21, going to school winters. He then went to Baltimore and took a course in a commercial college. About this time his father was taken sick and he took charge of the store at Fairfield for about four years. On the death of his father, in December, 1890, he succeeded to the business, continuing it three years, when he closed out the stock and retired from the retail trade, removing to Grand Rapids and taking a clerkship in the wholesale grocery establishment of the Musselman Grocer Co. From time to time he filled every position in the counting room from billing clerk to cashier and was thoroughly familiar with every detail of office work as



Howard Amos Musselman.

well as the salesroom. He also made rapid progress in acquiring an intimate knowledge of the wholesale grocery business, doing the local buying, pricing the city orders and attending to the duties of house salesman. When the Musselman Grocer Co. decided to establish a branch in Traverse City, the management concluded to send Mr. Musselman there to take charge. He continued in this capacity twenty-seven years, during which time he turned over to the parent companies—the Musselman Grocer Co. and the National Grocer Co.—\$800,000 in net profits, the best showing made by any of the dozen other branches owned and conducted by the National Grocer Co.

Mr. Musselman lost his health last fall and he and his wife spent the winter in Florida in hopes that a complete recovery might take place. He felt so much better on his return to Traverse City in the spring that he again occupied his desk at the store, but he soon found he was not strong enough to assume full charge of the business with his old-time vigor and effectiveness and relinquished his position until he should completely recover

his health. His many friends—and their name is legion—trust that his recovery may be both rapid and permanent, because his presence and service are needed in many fields of usefulness. He is President of the First National Bank of Traverse City and holds important offices in other organizations which mean much to the well being of the city of his adoption.

Mr. Musselman was married Oct. 3, 1900, to Miss Elsie D. Kellogg, of Grand Rapids. They have one daughter, now woman grown. They reside in their own home on one of the best residence streets of Traverse City. Mr. Musselman was originally a member of the Lutheran church, but is not a member of any secret or fraternal order whatever, having never aspired to a reputation as a "jiner."

Personally, Mr. Musselman is a singularly charming man. His mind is catholic. He is utterly without ostentation or affection of any kind. He is as scrupulously honest, morally and intellectually, as he is financially. He is slow to anger and even tempered to a remarkable degree—always in complete mastery of himself. He has the bulldog characteristics of the Pennsylvania Dutch people—persistency, steadfastness of purpose, general reliability, strict attention to business. He is a devout and earnest Christian who has nothing of the Pharisee about him. The City on the Bay shelters no gentler, kindlier, nobler, manlier man.

Orders Appearing For Overcoats.

A slight heightening of interest in overcoats has begun to appear with an increase in the arrivals of buyers in the New York market. Purchasing of coats is still lagging far behind last year, but as the season advances, a greater demand must necessarily appear, if retailers wish to obtain merchandise. The current demand seems to be centered on fleeces, boucles and camel's hair fabrics, with greater favor shown to lighter colors than last year. The California weight coat continues to make strong progress, and it is felt that this model will be one of the outstanding styles for the Fall.

Trees.

Trees are nature's comforters
I know that;
Not alone contributors
To our fruit and shade and wood
Doing just a world of good
But the presence of a tree
Always means the most to me
I know that.

Trees are truly lifelong friends
I know that;
From the first their friendship lends
Something more than fruit and fire
For their branches lift a lyre
Where the winds and breezes play
Lilts or larges every day
I know that.

Trees are fascinating things
I know that;
How to each a beauty clings
That betrays a happy heart
Yearly throbbing with an art
Which can gain its fondest hope
As the buds begin to ope
I know that.

Trees are almost human too
I know that;
For they reckon what to do—
When to work and when to rest
Or for years will manifest
Blazed old trails, ere harm befall
Some lone traveller; more than all
I know that.

Charles A. Heath.

When dad gets out his old summer suit he finds that it isn't as good as he thought it was.



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

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—Napoleon I.

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MUTUAL FIRE INSURANCE

Arson Ring Got Millions.

In a recent statement the police authorities of Buffalo, New York, estimate that fire insurance companies have been defrauded out of nearly \$4,000,000 during the past seven years by a gang of fire bugs which has been operating through Western New York, principally in Buffalo. The Buffalo police department arson squad, co-operating with representatives of various insurance concerns has determined that the organized incendiaries number seven all of whom will be arrested in the near future.

Renewed activity of the police has been spurred by several recent mysterious explosions and fires, the latest of which destroyed ten stores in Kenwood, a suburb of Buffalo.

The plan of the arson gang, according to police, is to approach a house or store owner and suggest that he permit the gangster to blow up the place while he is away, the gang to take ten per cent. of the building's insurance and five per cent. of the furniture. In order to increase the insurance, a vast amount of furniture and valuable goods are moved in. Then the contents gradually and secretly are moved to another house which would be blown "later."

When nearly all the contents have been removed, the place is destroyed. The same procedure is followed for the next touch off, the gang collecting insurance each time on the same contents. In some instances, after the owner has collected the insurance, the touch off men have demanded and received, under threat of death, the entire amount of insurance collected.

In the so-called shooting of a house or store, a piece of punk a foot long is suspended over a pan of gasoline. The alcohol or some other highly inflammable substance is spread all about the place. On the punk, near the end, are attached matches and a heavily soaked cloth containing gasoline. The punk is lighted. All participants get out of town and several hours later the burning punk sets fire to the matches, the cloth catches fire and drops into the pan of liquid, the burning liquid is thrown over the room and into the spread alcohol, and the place is blown to bits.

An additional source of revenue to the gang has been weekly collections from certain storekeepers of stated amounts, under threats of burning the stores if they refused to comply with the demands.

Motives For Arson.

According to the National Association for the Prevention of Arson and the National Board of Fire Underwriters at least forty per cent. of all our fire losses are the result of incendiaryism. Fire Marshal Hogston of Indiana classifies the motives for arson and places the percentage as follows:

1. Revenge, about 5 per cent.
2. To cover up another crime, about 4 per cent.
3. The motive of the pyromaniac, about 1 per cent.
4. To collect the insurance money, about 90 per cent.

That is a rather serious indictment

of insurance that the Fire Marshal makes. Over one-third of the fire losses caused by insurance itself. And the great majority of insurance men will agree that the figures are not overstated. Pretty heavy price the public has to pay for the meager profits which we are told accrue to the capital invested in the insurance business.

Spread of English as Language of World.

With the increasing importance of business in the modern world, with more travel and intercommunication, it is my belief that the tendency will be more and more to substitute English for the native tongue in every non-English-speaking country, and eventually -to relegate other languages to the place which foreign tongues now occupy in the United States and Canada.

This venture at prophecy may seem chimerical to-day. It will probably seem less so a hundred years hence.

In the Scandinavian countries to-day, practically every high school boy and girl learns English. In German, French and Italian schools. English is the preferred foreign language.

In Spanish-America English is the "second" language. Even the Irish don't object to speaking English any more.

The significant thing is that the language of England, Scotland, Ireland and Wales, of the United States, Canada, Australia, New Zealand and South Africa, is becoming the second language of almost every civilized country.

Being the language known to all, this "second" language is due to become more and more, the language of commerce, industry and finance; the language of travel and international correspondence; the language of commercial travelers and exchange professors; even, eventually, the language of diplomacy.

It is interesting to recall that in the recent Londong conference, French was not used as exclusively as it once was in negotiations between nations.

Theodore Christianson.

Henry I- Not a Political Prophet.

Detroit, July 26—As a sample of the drawing power, little attention and utter indifference to his wishes (of which Henry Ford seems to have forgotten, though it has been several times demonstrated to him by the people of Detroit), glance at the recall of Mayor Bowles election vote. Ford assured Bowles he was all right and could not lose. He posted "vote no" all over his factory and preached to his "laughing-up-their-sleeve" employees. Bowles was bowled over to the tune of 30,000 majority.

You hear Ford telling that Dearborn-fordson is dry. That is as much of a joke as Ford's Bowles prophecy. Tell me why people swallow this dry humbug talk? Why they believe English-bred and educated (in a business and political way) Hoover is dry except only in a political way. Anyway, Hoover is well aware that he is a one timer and that Morrow is slated for the White House, though I hear that our own Senator Couzens has a very small "lightning rod" up.

W. L. Smith.

F. J. Brattin & Son, Shepherd, writes: "The Tradesman is the best trade paper which comes to our office and we take many of them."

Kitchenware Items in Demand.

Buyers were active in the New York market last week placing orders for kitchenware for special sales and for regular Fall trade. Most of the buying has been concentrated on low end merchandise, with buyers seeking combinations of items which can be sold at a unit price of \$1 or less. Combinations which include a cake box, bread board and knife have been popular. Buying this season has been between two and three weeks later than usual, according to selling agents, and the orders received much smaller than customary.

Fall Chinaware Buying Starts.

Fall buying of chinaware got under way in local wholesale markets this

week with the arrival of a large number of buyers. Purchases for future delivery have been made in fair volume so far, but have centered principally on the lowest priced items. Pastel shades of green, pink, blue and yellow are wanted by those specializing in the lowest price ranges, while white and cream-colored sets decorated with floral patterns are sought in the medium-priced ware. Orders are expected to increase in size and number from now until the end of August.

The average wife is just as young as her husband can afford for her to be.

Say what you think—not what you think your boss thinks.

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Grand Rapids, Mich.

PUBLIC SCHOOL TRAINING.

Its Broadening Will Solve Many Perplexing Problems.

Having given considerable study to the results of our present educational system, it is clear to me that it should be modified and broadened. It is not producing the standard of citizenship that is desired. Changed conditions have developed a new situation that did not exist when our educational system was set up. The home, the church and the school provide the environment and training. These three major influences are responsible for society as it is to-day. The increase in crime in youth, also the present economic distress, shows failure in some one or more of these three major factors. It is evident that the home, the church and the school are not co-operating sufficiently. One is depending too much upon the others and the result is an unbalanced educational training.

If our civilization is to progress, we must build an orderly society, with crime at a minimum. A balanced educational system should turn out men and women of high character, who will be amenable to our laws and their observance. This cannot be brought about by sumptuary and prohibitory laws. It must be done by practical education, that trains all the natural faculties of child life. If we succeed in raising our citizenship to a higher standard, we must start with the child, when the life is most plastic, and can best retain impressions of fundamental truths. This is the vital period in child life; and whatever the impressions and influences it comes in contact with at this time, determines largely its future. A balanced educational system would train and cultivate every sense with which a child is endowed. The spiritual, intellectual and physical sides of its life, should be developed. By common consent, these duties are delegated to the home, church and school. From the home and church, the child receives its religious instruction and spiritual training. The public school develops the intellectual and physical training. All three factors of training are supposed to co-ordinate and produce a well rounded education for life work.

This has not worked out, and here is where the difficulty lies. There was a time when the home and church had a greater religious influence with youth, than to-day. During the past few generations, we have been passing through the greatest epoch of our National history. The development of science and invention, have revolutionized industry and transportation, affecting every phase of our lives. We have become a leading nation in wealth, and highly commercialized. We have been developing the intellectual side of life, and neglecting spiritual training, until we have become a nation of dollar worshippers. Our educational system is largely directed to this end. A man is measured more by his wealth, than his character. The result is a falling off in religious training in the home, and a decline in church attendance.

Every child should be grounded in the fundamental principles of religion,

in order to develop its spiritual sense, which forms the foundation on which moral character is built. It is evident that the home and church are not meeting these needs, so necessary to character building. The fault is largely in the home, because the parents control the child, and it is at their discretion, whether the child attends church and Sunday school. Unless the public school provides religious instruction, the child grows up without this important influence. It is more easily tempted to crime. These results are plainly shown by the records of our courts and prisons.

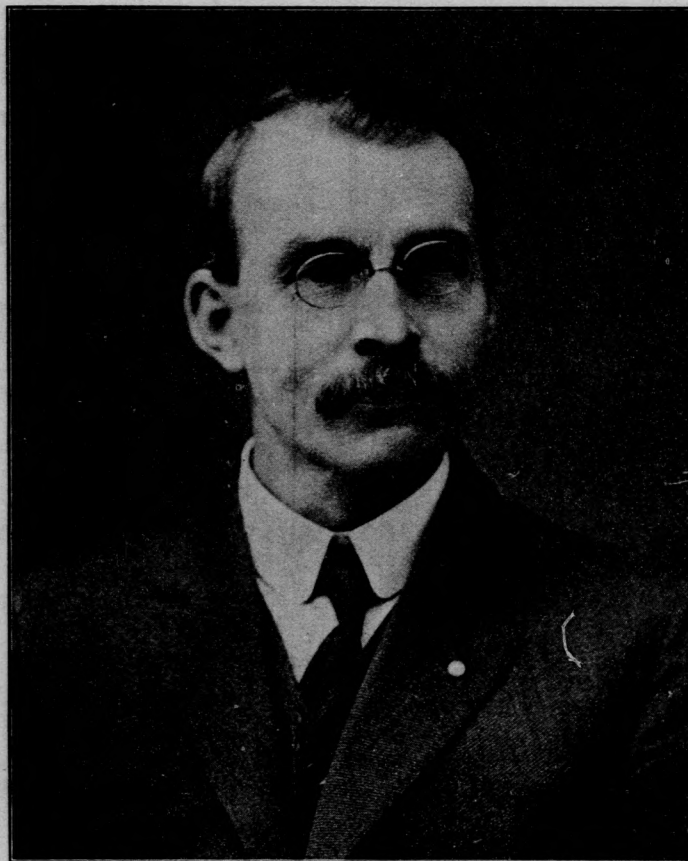
The Creator has wisely provided two great pillars of strength, on which rest the temple of our being. The spiritual and intellectual senses, support the

need of religious training, in character building. It is optional with the parent, whether the child has any religious instruction whatever. The church and church school can reach only those, who elect to attend. This is why we have an unbalanced educational system. It develops the intellectual and physical, but does not reach the spiritual sense of the child sufficiently. Character building should come first, as it is the bedrock needed, upon which to build good citizenship. The instruction of fundamental religious training, is apart from all sects and creeds. Christ taught none of these. Nearly all religious denominations in this country, accept the same underlying religious truths, as the base of their creeds. Creeds are non-

cation of youth, under a public school system, that develops and trains the spirit, the mind and the body. A little child holds great possibilities, if it is fully nurtured and trained. It is entitled to this care. We all know it is difficult to correct the life of an adult. If we are to build a better society, we must start with proper training of the child. Then, if trained wisely, another generation will have a higher standard of citizenship and crime among youth will lessen. It will build self-respect and help in discipline. This influence will reflect back into the home and be helpful to the parents. It will help solve the perplexing problem of church attendance. It will reach out and help the entire community. Science has taught us the value of a balanced diet and rations. This has benefited health and increased our interest in better bred hogs and cattle. The scientists in education, should make a more thorough study of child life, and the need of training all of its faculties. We should take more interest in the lives of boys and girls, as well as in better livestock. Thousands of children are being reared to-day, in homes with poor environment. This is being reflected in the increase in crime. The public school trains the mental faculties, but if a child is inclined toward a criminal career, its mental training will make it a more cunning criminal. An educated criminal is more dangerous.

Our normal schools, colleges and universities, should include primary religious courses for teachers. None should qualify as such unless they have lived exemplary lives that would be a helpful contributory influence to the pupil. This needed training and influence should be made compulsory by law, and embodied in our public school course of study, as early as possible. I cannot see anything to hinder any public school district, adopting primary religious training for its school, at the present time. It is largely a matter of preparing a proper course of study, and having qualified teachers. When primary religious training is adopted by law, then a uniform course would be provided by the state department of education.

In the past, we have been inclined to become extremists, and some have undertaken to abolish parochial and other church schools, and to compel all parents to send their children to the public school. This extreme demand has lessened, and many begin to see there is a real need for religious instruction. The increase in crime and lawlessness makes this more clear. Our educational system should also include a thorough training in economics as related to thrift. It should give to every child the training it needs, to meet the realities of the business world so that when it starts out to make a living, it will know and understand better the course it must follow. This is a fundamental need upon which to build good citizenship. Lack of this training in the home and school has made spendthrifts of a large per cent. of our people. To-day, we see the results, with many thousands of families destitute. They spent their income as fast as received. Many have contracted debts beyond their ability to pay.



E. B. Stebbins.

structure we are to build. This work must be directed by education. Our Nation holds no greater obligation, than to see that every child has a balanced educational training. Our public school system is good so far as it goes, but it should be broadened. It might be necessary to eliminate some of the non-essentials, to provide time for spiritual instruction. It is fortunate that we have compulsory educational training. Our forefathers saw this need. Nearly all of our early schools were church schools. This finally led to a conflict among creeds, and they wisely separated church and state, and founded the present public school system, leaving religious training to the home and church. This worked out well for many decades, until we entered a new era. Home and church influences have not kept pace with the

essential, in religious training, and embody only a choice of ritual.

There should be no cause for alarm, in placing primary religious training in our public school course. When our forefathers separated church and state, and set up the first public school system, they did not remove religious rites from our constitution and laws. Our dollar proclaims, that we Trust in God. Our laws provide for chaplains to invoke His blessing over the proceedings of Congress. Our "oath of allegiance" to public office supplicates the Almighty, to help us carry out our trust. We claim to be a Christian nation, and to honor the heritage handed down to us by our fathers, who founded this, the best government yet known. If we are to preserve this heritage, and raise it to a higher standard, it can be done only through edu-

This has brought on the present economic panic. The only hope of preventing a return of these periodic panics, is economic and thrift education.

The broadening of our public school training will solve many of our most perplexing problems. It will help us to control selfishness and greed, which is the cause of most of our troubles. When our public schools turn out students with a better balanced education, society will become more humanitarian. The commercial world will see that lasting prosperity can only come when selfishness and greed are curbed. Great corporations and mergers will not be permitted to absorb such a large part of the National income, and leave distress and poverty in their wake. No nation can remain happy and contented when its wealth is permitted to gravitate into the hands of a few. Thrift training must be recognized as a most important part of our educational system, in order to build up a resistance against high-powered salesmanship, which is used so effectively in inducing thousands to buy and obligate themselves beyond their ability to pay. The birthright of every boy and girl in this Nation must be safeguarded to them. The right to enter into every line of business must not be cut off by combinations of wealth, seeking control. This problem of open opportunity must be settled right, if we are to avoid trouble ahead.

The public school system of this Nation is not excelled. From its doors have gone forth the men who have guided our destiny and made the Nation a world power. It is our greatest instrumentality for continued leadership. We are confronted with economic and crime conditions to-day which show the need of broadening this great institution. The settlement of many of our problems must start with the training of the child in the schoolroom. The school cannot substitute for, nor take the place of, either the home or the church. Both of these influences are fundamental and the public school should be directed more toward them. As we train the child so will its life and that of our Nation succeed.

E. B. Stebbins.

Why Herman Hanson Got in the Political Game.

Grand Rapids, July 24—In the Tradesman of July 23 my attention has been directed to your article eulogizing the Honorable Dexter G. Look, Representative from the Second District of Kent county, and your expressions with reference to whoever the person is who dares to oppose Mr. Look is untrue and entirely uncalled for and feel as a matter of justice to me, a corrected statement should be published in your next issue of the Tradesman.

It so happens that I have aspired to the Legislature for some time past, which is the constitutional right and privilege of every American citizen, but due to my position as Secretary of the Retail Grocers and Meat Dealers Association, considered it would not be advisable to run, as the voters seemed to have the opinion I was connected with an organization whose sole purpose was to control prices and secure arbitrary legislation and which I now believe has been practically eliminated and its real purpose of constructive nature pretty well establish-

ed and due to this change from my observation in public opinion, I was prompted, strictly on my own initiative, to file as a candidate from the district I reside in and which Representative Look has been honored with four consecutive terms and which I believe the average citizen will agree is an unusual honor conferred upon any citizen.

According to your article, the candidate who dares oppose Mr. Look is the "Servile Tool" of George Welsh, whom you refer to as the new political boss who will use his machine to further the interests of the competing candidate and "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."

While I think you should know from personal contact with me, covering a considerable number of years, I have always been credited with doing my own thinking and have never been the type of citizen that has followed what might be termed ill-advised dictatorial advice and have always endeavored to be guided in all my contacts strictly by the dictates of my conscience.

As a matter of fact, I am located just across the street from the city hall, the office of City Manager Welsh, and have not even seen him to talk to for at least three months, have never even mentioned to him my intentions to become a candidate for the legislature and have not been solicited by any of his many friends, many of whom are acquainted with me, acting strictly on my own initiative.

I do, however, confess with much pride my admiration for George W. Welsh as a man, his unusual ability as a politician, his remarkable accomplishment in straightening out the shameful condition of the finances of Grand Rapids and which the former administration, supposed to be composed of "honorable men," was responsible and with no political organization or so-called machine other than his many loyal friends, as far as I know, and if he has any such organization as you mention I should be pleased to learn more of it, as I would like to become a member of same and would be proud to have the political support of same, for the voters of Grand Rapids have shown their approval in very decided and favorable manner and my election would be pretty well assured.

Herman Hanson.

Growing Business of Government.

Among the big business institutions of to-day, none is bigger than government itself, nor is any so important.

Government touches the daily routine of every man and woman in countless ways. It pledges you the enjoyment of life, of liberty and of happiness.

In doing so it not only protects you from the menace of fire and theft, but watches out for you in many ways which you may not realize.

It watches over the water brought into your home, so that it will be free from typhoid germs and other bacteria dangerous to life; it guards against contagion in the milk which you feed to your babies; it watches the food which you purchase, to be sure that it measures up to the proper standard of quality, and that it is not underweight; it checks over your gas to see that it is up to the required heating standards, and that you are not charged more than a reasonable profit.

Government has been called on to take the lead in accomplishing that

which is impossible by individual efforts. Huge construction programs have provided you with paved streets and ornamental lighting systems, with water plants and sewage treatment facilities.

The State has been called on to father a great system of improved highways. It must build and maintain great institutions to provide proper care for the unfortunates of the State. at the same time it is being called on to develop the scenic spots within its borders, to maintain parks and to provide recreational facilities.

These are only a few of the myriad activities which government has assumed in keeping pace with progress in other lines. As the years go on we may expect that additional burdens will be heaped at the door of government.

Government of to-day can in no way be compared to government of the early days of our country. In those days government was a stabilizing power. It prescribed rules by which men could live in close contact, each assured that his rights would be respected. It left the individual and the community to work out its own problem.

To-day government has become a great providing agency. It furnishes good roads, great bridges, and a hundred and one other things vital to the development and progress of the Commonwealth. And, judging from the continued demands being made upon the legislature, there is every reason to expect that the State government will in the years to come continue to assume additional burdens.

Louis I. Emmerson,
Governor of Illinois.

In a store a merchant was checking his inventory and he came across an item of 250 knife sharpeners. He found they were tucked away under a display table, with a few of them on top of the table, together with a display of electric sockets, electrical fittings, etc. The merchant had the knife sharpeners moved, for no one would think of rubbing an electrical socket on a knife sharpener. These were moved to the table where paring knives, carving knives and slicers were displayed, and in a short time the merchant was making out an order to his jobber for more knife sharpeners.

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



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Michigan Retail Dry Goods Association.
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 Second Vice-President—J. T. Milliken, Traverse City.
 Secretary-Treasurer—Thomas Pitkethly, Flint.
 Manager—Jason E. Hammond, Lansing.

White Vogue Includes Lingerie.

It is hardly necessary to state that the white dress, whether for daytime or evening, to be most effective, demands a white foundation. This single fashion fact has served to revive considerable interest in white lingerie and corsets.

For active and spectator sports wear girdles and corselettes are made of white linen, batiste or net. For evening wear corselettes of white satin, white brocade, lace, or net, frequently introducing a dark ecru alençon lace in the brassiere, are successfully solving the foundation garment problem for the white dress.

Likewise in lingerie, sheer white fabrics, made of a flat chiffon, or nylon, are not only good with white dresses, but have a particular elegance in themselves when they are combined with a dark ecru lace.

For active sports wear, under white shirts and shorts, additional white shirts and shorts of balbriggan, or other very light weight cotton, rayon or woolen undies are available.

In addition to pure white and ivory white in undergarments, a delicate eggshell color is being used considerably in sheer materials.

With frocks of any one of the numerous tricky off-white colors, the green-whites, blue-whites and pinky-whites, it is a good idea to have one's slip made of the same off-white color. For such colors in dresses, worn over a dead white or a pastel color, easily lose the faint tint that is their distinguishing feature:

Black and White Accessories.

When all is said and done, it is really the accessories completing a black and white costume that give it the cool, crisp assurance of perfect grooming. And, from the point of view of one's pocket-book, the beauty of many of these accessories is that they are long-lived, often being as suitable for Fall and Winter as they are now for Summer.

The jewelry, for instance, that one might buy now to wear with black and white outfits would be perfect accompaniments for the black canton Fall dress. Clear crystal beads are being used, with small jet rondels separating them, for necklaces of medium length and afternoon formality. Carved beads of black and white galalith, which are correct now for wear with black and white prints or with sports clothes, will be equally good with the Fall tweeds and wools in black and white mixtures. Crystal, in clear and black versions, is still a Parisian favorite and is certainly most smart with either Fall or Summer black town clothes. Pearls have acquired new chic and are appropriate, Summer or Fall, with black and white costumes.

The black belts which now adorn our black and white printed crepes and chiffons may be used again with tailored Fall daytime frocks—even those

that are red or green. In fact, many of the accessories one chooses for wear now with black and white outfits may be worn with colored Fall ones, thus adding to their scope.

Black gloves will rank high in fashion quarters this Fall.

Black and White in the Hat Mode.

Hats are always one jump ahead of the season. The first straw hats appear before the snow is melted and the population out of its fur coats. In similar fashion the first Fall hats are ready for wear by the middle of Summer.

Not only are they ready for wear in July, but this season they possess commendable adaptability to Summer clothes, which means that a hat bought now may well do service right into Winter. Especially if that hat be either black or white, colors first in fashion significance, it will be as smart later as it is right now. The two are combined in many new models.

Paris is sponsoring white hats with dark clothes for street wear. It is therefore safe to assume that a white velvet beret—a Patou design—may be worn now and also be worn in the Fall with a black or navy sheer woolen dress.

In like manner a black hat of French derivation that will be very chic with a white spectator sports outfit—a black jacket, white dress, black and white sports shoes—will be just as smart later with a black costume or with one of the new dark Fall colors, such as wine red, dark green, deep blue, that are being advanced for coats and dresses.

Blacks Are Both Dull and Shiny.

The question is not only whether to wear black, but also whether to wear dull black or shiny black. For black is indubitably top-notch among fashion colors and Paris has its backers for both somber and gleaming versions.

Canton crepe leads the parade of the dull blacks for dresses, especially among those that the shops are suggesting for the late Summer and early Fall. Every year, it seems, we discover anew the inimitable air of chic and perfect grooming lent by the classically simple black crepe dress to town and travel costumes. On the bright side of the black picture is satin, destined for evening conquests. Black velvet has its proponents—certainly the panne velvets out-luster satin—but so well established is satin that it is also a likely afternoon candidate.

There are, too, dull and shiny black accessories. Mat kid, antelope, felt and suede offer dull surfaces to hats, bags, shoes or gloves; while patent leather shines in belts, shoes, boutonnieres and trimmings on handbags and tweed frocks. Velvet is the shining rival of felt for hats. With the colored costume one may wear either dull or shiny black accessories—with the all-black outfit, a contrast between the two is desirable.

Vague on Retail Decline.

Indications that retail sales in July may show as much of an average decline as the 9 per cent. drop shown in the Federal Reserve figures for June led a banking executive in New York

who is in close touch with the retail situation to raise the question of whether the slump reflected increasing sales resistance on the part of the consumer.

"Frankly," he said, "I am at a loss to figure whether the drop in sales volume is due to lower retail prices, occasioned by the commodity decline, or to increased sales resistance by consumers. It may be said, however, that the lower retail price level has been a continuing process through the early months of the year, whereas retail distribution did not begin to fall off sharply until June.

"The situation, of course, will demand close analysis by retailers, particularly with reference to its Fall aspects. In some instances the attitude of consumers may be affected by an actual decline in their purchasing power and in others by an excess of caution which is causing them to withhold purchasing. I do not believe that the flood of low price advertising which has developed is materially helping the stores under present circumstances."

Bedsread Orders Satisfactory.

Although the amount of orders being placed for Fall bedsreads is not equal to last year's total, the trade is satisfied with the business which is coming in. Buyers are making commitments cautiously, but it is thought that eventually re-orders will make up for the lack of volume in the initial purchasing. Retailers and jobbers are also spreading their purchases over a more varied number of lines, it was said, with no one pattern outstanding, in contrast to former years, when buying was concentrated on just a few numbers. Rose continues to be the outstanding shade, with helios and greens following. Some of last year's styles are being sold, but the bulk of commitments center on the new patterns and shades.

Neckwear Buyers Show Interest.

Buyers are just beginning to show an interest in men's neckwear for the Fall, although at the present time most of their demand is for special merchandise. Some few orders have been placed for the Autumn, but these are not very sizable. There seems to be a tendency to return to stripes, mogadors and regimental reps. It is not expected that plain colors will be as popular in the Fall as they have been during the current season. Neat patterns will continue to enjoy their present vogue, it was said. Buying has been so delayed that manufacturers visualize an exceedingly busy season when the demand does materialize.

Infants' Wear Group Planned.

Manufacturers of knitted infants' wear have under consideration a plan to form a group within the National Knitted Outerwear Association. There are about fifty producers in this line throughout the country and their first organized step will be to co-operate with the Federal Tariff Commission in its investigation of costs here and abroad to determine if additional protection is warranted. Other problems will then be taken up. A meeting to discuss the project is scheduled for the near future.

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

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

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

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

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



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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.

Ohio Merchants Planning For Fall.

With clearance sales holding the center of the stage in the shoe department of department stores and in exclusive shoe shops at Columbus, buyers and merchandise managers are turning their attention to the fall season. Some early showings of fall merchandise are being made by several stores and so far it is confined to light colored and dull mat kids, genuine reptiles, especially lizards, and combinations of kid and lizard and suede and lizard.

The white season was only fair and as a result stores have been cleaning up their stocks to a large extent. The response to the clearance sales has been very satisfactory as a rule. Some of the stores are also cleaning up their stock of light colored kid shoes, especially beige claires and rose beiges which were one of the leading features of the past season.

The fall last is slightly different in that it is slightly longer and the toe is medium rounded. Ties and straps are being exploited for the fall season with pumps not being given much attention. In heels there is a marked tendency to the 16 or 18 eighths baby Louis heel which is desired to wear with the longer skirt of the new silhouette.

Genuine Rajah lizard in black and white and coffee color are being bought for the fall season by the Columbus Walkover Shoe Store according to Phil Griffiths, the manager. Tan kids are also expected to sell fairly well. Patents while bought in a limited quantity are not expected to have much run.

Need of Stock and Cost Control Stressed.

With 112 retailers in attendance, the fourth of the series of district meetings sponsored by the Ohio Valley Retail Shoe Dealers' Association, the Ohio Retail Dry Goods Association and the Ohio Retail Clothiers' and Furnishers' Association, held at Norwalk recently, was a marked success.

Shoe dealers were in the majority at the meeting, which was in the nature of a merchandising clinic, headed by Frank Stockdale, head of the store management division of the Associations. Mr. Stockdale called attention to the marked changes in merchandising methods in discussing "What's Ahead in Retailing." He showed that former methods cannot be successful and that full knowledge of the various lines of stock is necessary for successful selling. Control of stock, selling expense and quicker turnover are essential elements for a profitable business.

C. W. Patterson, of Norwalk, was chairman of the meeting. Counties included were Ottawa, Seneca, Sandusky, Erie, Huron and Lorain. Robert Vestel, shoe dealer in Elyria, was chairman of the shoe division. The program was arranged by C. E. Ditt-

mer, secretary of the three associations.

A meeting of District No. 7 at Canton, consisting of the counties of Medina, Summit, Wayne, Stark, Holmes and Tuscarawas was arranged for July 29. Other meetings will be held during the remainder of the summer.

Hart Shoe Co. Expands.

Another step in the expansion of the business of the J. C. Hart Shoe Co., at Indianapolis, has been taken in the purchase of the shoe department of Selig's, a cloak and suit house of this city.

The business was bought from the Artistic Footwear Co. The new branch of the Hart company already has opened with a sale. The department will be maintained at the Selig store under the management of Edward Haldy, partner of Mr. Hart, who has been in the Hart organization for the last twenty-one years.

Hart's main store recently was opened in the Circle Tower building on Monument circle, after moving from its former address on North Pennsylvania street, where it had been thirty-eight years. A noticeable increase in business has been noted in the new location.

Dity's Opens Shoe Department.

Establishment of a shoe department in Dity's men's furnishing store, 16 North Meridian street, Indianapolis, was announced Tuesday. The department will be the exclusive distributors for the French, Shriner & Urner line of footwear and will handle sport lines as well as the better lines of dress and business shoes.

The new department will be under the management of E. E. Mouck.

Perilous Napping at Wheel of Automobile.

The movement of an automobile is conducive to slumber with some people. It has happened frequently that persons otherwise alert will drop off an instant after driving a car too long. Each operator ought to consider this particular danger, and remember that he has a limit of endurance, even if the machine has not.

Serious accidents occur again and again because of a momentary dozing off of lack of attention caused by drowsiness. It is a good rule for the driver to measure his capacity carefully, and at the first indication of fatigue or weariness to stop operation and rest or let some one who is wide awake operate the car.

Traffic managers of trucking concerns should be sure that their schedules will not overtax the drivers on long runs. Every such manager ought to be sure that each operator is not overtired, and has endurance for long runs which may be assigned to him.

If there is a helper, this assistant should be as good a driver as the first, so that they can relieve each other and neither be overfatigued and liable to go to sleep while driving.

It takes strength and endurance to drive a big truck. The custom now is to route much of the truck traffic through at night, as there is less con-

fusion in traffic and more miles can be covered.

There is a tendency on the part of everyone to sleep at night, whether or not the person has slept in the preceding daylight hours. There is always a chance of dropping off for the fraction of a second which will cause the damage.

The driver should remember that if he falls asleep at the wheel he may never wake up. Robbins B. Stoeckel.

Salesmen More in Demand.

A steady increase in the demand for salesmen to cover territory in all parts of the country has developed during the last two months, William G. Adams, managing director of the National Council of Traveling Salesmen's Associations, writes the Tradesman. The additional salesmen, he says, are needed because retail stores are now curtailing expenses and the average buyer now makes only one-third or one-half the number of trips to merchandise centers that were formerly made.

"The demand for salesmen is most apparent in ready-to-wear lines, although all divisions catering to retail establishments have been affected," Mr. Adams continues. "The number of salesmen needed will increase steadily as the Fall buying season gets under way. Those now on the road report that they are getting orders for larger quantities because of the infrequency with which buyers now reach the markets."

1931 Bathing Suits To Open Aug. 15.

The opening of 1931 bathing suit lines will take place about Aug. 15, according to trade reports. The exceptional year which the trade has enjoyed is causing manufacturers to look forward to next season with considerable optimism. Prices, however, are expected to be decidedly lower, though they will not be determined until the last minute. In the men's division, the speed model suit will be even more outstanding than it was during the current season. Women's suits will tend to fancier effects, with the two-piece models meeting with greater favor, it is thought.

Felt Hat Orders Coming In.

Although a fair number of orders have been placed for Fall on men's felt hats, a considerable amount of buying still remains to be done, ac-

cording to trade reports. Several of the largest department stores and individual retailers in the city have yet to make their commitments, it was said. No particular change in styles from last season has been made. The narrow, snap-brim style is expected to continue in favor. Although 1931 straw hat lines have been opened for a few weeks, no buyers have appeared as yet. Salesmen on the road are reported to have received some orders.

The restless bolsheviks are trying to do away with comfortable chairs and sofas. Of course one can sit on a rail fence.

Most men have sailed into the harbor of success on hardships—not dreamships.

Planning for Shoe Profits

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

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

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

It will pay you to investigate.

Herold Bertsch Shoe Co.

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

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

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

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooging, 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.

How To Make Money While in Business.

In the midst of the depression of last November, when stocks had virtually hit the bottom, a baker laid some \$4,000 on a broker's counter with a list of stocks he had selected, made his purchase and prepared to leave. It was all as if he had bought ten barrels of sugar.

Because at that moment purchasers were few while the number of sellers was legion, the broker asked how the baker had arrived at his selection and why he had bought just now. It developed that that baker had quietly laid away a portion of his earnings in a savings account. Simultaneously, he had studied certain leading stocks until he had become quite familiar with their character. He had talked with his banker on the subject from time to time.

Now that he had selected his list he showed it to his banker. "That is all perfectly good stuff," said the banker; "but the question is, how do you plan to handle it?" The baker told him he planned to buy outright and put the certificates in his safety box for years; that he had no thought of selling again for the present. "All right," decided the banker. If that was the plan it was sound. If there had been any thought of "making a quick turn," the banker said he would not advise or countenance it.

The broker learned, too, that the baker had figured out the yield on the selected stocks and that the yield averaged 8 per cent.; hence both security and yield were sound and conservative. He expressed admiration of the baker's method and plan, as any sensible man must do. For this is what the baker had done:

He had conserved his earnings, thus piling up a reserve of capital for not only the rainy day—though that, too, he had provided against—but against any emergency in his business. During the time when stocks were selling at high levels, he had figured out that the returns were two to three per cent. and that hence prices were too high. When prices got down where returns reached the ratio he felt was sound and secure—8 per cent.—he bought.

Making this change he had not sacrificed a single feature of security. He had, in fact, added thereto. For now he had his \$4,000 just as available as it had been in the bank. He could borrow against those stocks on favorable terms in view of what he had paid for them. Thus he could handle any business emergency. Besides this, he was now getting 8 per cent. returns and he was mighty certain that as time passed he would be able to sell the stocks for a fine profit. When the market should recover again, he

would sell and reinvest his enhanced capital in bonds or mortgages and be ready for the next cycle of market change.

In fact, that baker was as perfect an example of the successful financier as any of the big boys of whom we hear so constantly. His act illustrated the soundness of the saying that "There would be little money lost if men could realize that one of the best ways to make money is to keep it." We might say—and say truthfully—that this baker ate his cake and had it, too.

Statements of small merchants, interviews with them and observations over wide areas during a generation of time have all taught me that the small merchant has little conception of the proper use of money.

It is a characteristic of most men's affairs that they may show all kinds of possessions—stocks, fixtures, book accounts, homes—all things except money. It is quite usual to find possessions totaling thousands in goods and chattels while the bank balance is less than \$100. I seldom find the money end equals 2 per cent. of the whole, but I know that it is a rule among really skillful business men to keep a cash reserve equal to 10 per cent. of their working capital.

If the small merchant is asked why he keeps so little liquid capital on hand, he is apt to say that money in the bank makes him nothing, that it lies there idle, drawing no interest, while merchandise is the item which makes his earnings. But experience shows us that the man who carries a good cash reserve enjoys great advantages thereby.

He is enabled to buy for cash to advantage at times when cash counts for most. The fact that he is always able to pay cash—that he discounts every bill—is known to every supplier he has, and those men are always eager to favor the man with cash on hand. But there is a consideration much more potent than any other. That is, that the man who piles up money is likely to be slow about parting with it. The habit grows on him. He learns that compound interest is a tremendous force. He realizes mighty soon that 6 per cent. compounded doubles the principal in something over thirteen years.

The habit of piling up reserves thus grows on him. He gets to be a much more conservative, more exacting buyer than formerly. He becomes a wonderful collector. His stock is well trimmed to meet actual daily needs. His warehouse is not filled with what is real idle money—stocks far in excess of requirements which cost interest, insurance and the expense of labor to handle and rehandle them.

Before one knows it, such a man is the holder of sound securities—mortgages, bonds and stocks—to an extent which would have seemed altogether unlikely a few years before. He is then provided with working capital in plenty, with ample flexibility of resources, with every dollar really working and producing. His money works daily and nightly, Sundays and holidays, literally while he sleeps, without thought on his part—once he has

(Continued on page 31)

Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

Rowena Yes Ma'am Graham

Rowena Golden G. Meal

Rowena Pancake Flour

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

Baked in the right manner—backed by the right advertising—the result can only be a steadily increasing demand for HOLSUM.

GRAND RAPIDS LOOSE LEAF BINDER CO.

Manufacturers of The Proudfit Loose Leaf Devices.

Write for information on our system forms for all purposes.

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.

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

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Have Display of "Reminders."

Do you get all that's coming to you? Not if there are leaks in your trade. For instance, how many dollars do you lose on your customers who come into your store to buy their entire week-end purchases, but forget necessary items and have to send elsewhere later.

Women like to be reminded of the things they forget, but for the most part, they dislike to be reminded of the things they don't want. They are annoyed, for instance, with the clerk who sing-songs the endless "need any butter, eggs, coffee, bread, soap, washing powder, etc."

A tactful and time-saving reminder is a "Please Don't Forget" table which will be a very useful memory-checker for week-ends and holidays. If you have space, display these foods which everyone needs over the week-end in tempting array. If you haven't space to spare, feature your specials and some attractive summer suggestions and include a "Please Don't Forget" list.

Some happy reminders for the summer table will be canned asparagus tips, tiny beets, baby limas, berries for pies, fruits for salad, canned fish, along with the necessities, such as coffee, tea, sugar, bacon, eggs, butter, cereals, etc. Fruit juices in bottles and cans, grouped with your special assortment of fancy wafers, will be a timely suggestion.

A week-end basket of assorted fruits with here and there a can of marmalade or jam and a tin box of salted nuts, candy or other goodies will be a stimulus to sales for the woman who is spending part of the week-end with a friend and wishes to take along something useful and appealing. Tins of fancy crackers will be a welcome part of this display, since cakes are hot work to make in summer, and nearly everyone likes sweet crackers.

Public Again Warned Not to Eat Raw Pork.

Reports that trichinosis has caused the death of three persons and illness of thirty other residents of Reading, Pa., recently has led the United States Department of Agriculture to renew its warnings against eating raw pork. In Reading the disease was the consequence of eating raw pork sausage.

Trichinosis is produced by a minute parasitic worm that infests the meat of swine without noticeably injuring the animals. This minute worm is taken into the human body by eating raw or uncooked fresh pork. In the human body these worms, or trichinae, produce a disease known as trichinosis, which somewhat resembles typhoid fever. Trichinosis is a painful and dangerous disease which does not respond to treatment. All fresh pork in whatever form should be thoroughly cooked to make it safe.

Leaflet 34-L, "Trichinosis," prepared by the United States Department of Agriculture to explain this disease and

methods of avoiding it, is available free to anyone requesting it.

Chain Bureau Favors Quick-Frozen Meat.

A new champion for quick-frozen meats is the Chain Store Research Bureau, which predicts on the basis of a recent survey that distribution of this product will be established on a considerable scale in the very near future.

Though the bureau states that methods of freezing and transportation have not yet been perfected, it believes that enough progress has already been made to estimate the commercial possibilities.

Vending Machine For Quick-Frozen Meat.

The June issue of Automatic Age reports the development of an automatic vending machine - for quick-frozen, packaged meats.

The meats are displayed under glass, according to this report, in separate sections of a refrigerated case, each section containing a particular cut and size. By depositing a coin in the proper slot purchasers can obtain meat just as they obtain candy and gum.

Trading Inaugurated in Lamb Futures

Encouraged by its success with futures trading in live hogs, the Chicago Live Stock Exchange has made arrangements for futures trading in feeding lambs. Ten different kinds and weights will be traded in for August, September and October delivery.

As a result of this arrangement, sheep men will now be able to sell their lambs at a definite price while they are still on the range.

Corporations Wound Up.

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

Crown Iron Workers Co., Detroit.
U. G. I. Contracting Co., Lansing.
Kraphene Corp., Lansing.
Glover Watson, Inc., Detroit.
G. and W. Oil Co., Saginaw.
H. W. Harding Lumber Co., Detroit.
T. F. Timber & Investment Co., Grand Rapids.
D. M. Ferry & Co., Detroit.
Michigan Investors, Inc., Lansing.
Peoples Cut Rate Shoe Repairers, Inc., Detroit.
Deckerville Construction Co., Deckerville.
American Automotive Export Co., Detroit.
John A. DeTar, Inc., Detroit.
Bel-Car-Mo-Nut Butter Co., Grand Rapids.
Lapeer Silver Black Fox Ranch, Ltd., Lapeer.
Harbor Oil Corp., Muskegon.
Ringside, Flint.
Sterling Bakeries Corp., Bay City.
Skoe Company, Saginaw.
Gadd's Hair Store, Inc., Detroit.
M. Lloyd Jones & Co., Jackson.
Financial Investors, Detroit.
Levine Clothing Corp., Detroit.
Kelly-Gratiet Land Co., Detroit.
E. R. Godfrey & Sons Co., Calumet.
Wolverine State Fur Farms, Inc., Ypsilanti.
Lincoln Petroleum Products Co., Flint.
Chippewa Estates Corp., Detroit.
H. J. Hunt Show Case Co., Detroit.
Weisman Motor Sales Co., Detroit.

Doesn't Always Apply.

"Mamma, I've got a stomachache," said Nellie, six years old.

"That's because your stomach is empty. You've been without your

lunch. You'd feel better if you had something in it."

That afternoon the pastor called and in the course of conversation complained of a very severe headache. "That's because it's empty," said Nel-

lie. "You'd feel better if you had something in it."

Practice kicking yourself now, so that when the dial phone system comes in you will know how.

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.

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



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.

Suggestions For the Hardware Dealer in August.

In August, the hardware dealer will face the problem whether or not to carry over to another year broken lines and odd lots of hot weather goods. By the end of July, the seasonable demand will show slackening. People who have not already bought refrigerators, ice-cream freezers, screen doors, hammocks and similar goods will show a pronounced tendency to put off buying until another year. Their argument naturally is that it is better to have the use of their money until then rather than tie it up in the purchase of goods for which they will only have a few weeks use.

In the first part of August the hardware dealer may still be able to make sales at regular prices, if he is sufficiently pushful. By the middle of the month, at the latest, the real selling season will be pretty well past. The average man who hasn't bought hot weather goods by that time will not buy them this year—not unless there are special price inducements to offset the limited use he will have of them.

"When in doubt whether to sell goods or carry them over, by all means sell," is a sound axiom in retail business. This axiom is supported by sound reasoning. Where goods are carried over, there is inevitably a certain amount of depreciation, and attendant loss. The dealer also loses interest on his investment. A lot of money is tied up which could be advantageously used in buying for the fall and Christmas trade. Nowadays, quick turnover is the keystone of mercantile success.

It is good business to clear out the broken lines and get in the money. Hence, toward the middle of August, a mid-summer clearance sale will be timely.

Cut prices are never good business, but a bargain sale is a legitimate thing. It is merely the liquidation of a certain loss that will be practically inevitable if the goods are carried over. On the one hand you have the prospective selling value of the article twelve months hence. Against this set depreciation, loss of interest in your investment, storage charges, loss through lack of ready money to handle your fall and Christmas trade as you would like to do—and when you deduct the total of these offsets from the prospective selling value of the article a year hence, you have a pretty fair idea of what it is worth right now within a few weeks of the close of the season.

This deduction from the regular price compensates the buyer for the limited use he will secure, this season, from the article in which he invests his money.

Now is the time to take a look over the stock and see how the various seasonable lines are moving. Do what you can in the next week or two to clean them out. Study these lines closely and size up the situation.

When you have sized up the prob-

able extent of the left-overs, you can tell whether or not it will be desirable to hold a special mid-summer sale, to turn these odds and ends into cash.

If you have a sale, make it striking enough to be a good advertisement for your store. Play it up. Use it, not merely to clear out the odd lines, but to bring new customers into your store. Advertise more than usual, get out circulars and doggers, put on some special window displays, and drop your prices to a figure where they will pull in the customers in spite of the heat.

Run this sale right through to the end of August if necessary, and by featuring different lines at various times, keep the interest of the buying public at top notch. Let your window displays be a constant reminder that something out of the ordinary is going on. Put on practical demonstrations of different articles wherever possible.

In advertising such a sale, price is the feature you must specially stress. More than that, quote specific prices.

A young merchant a good many years ago took over a run down store. A glance at the stock told him it was in order to clear it out as rapidly as possible. It was one of those run down stocks that inevitably precede bankruptcy.

To clear out the stock, he decided to hold a special sale. So he drafted a flaring advertisement headed something like this:

Great Reductions! !

Ten to Fifty Per cent. off the Entire Stock!

He took it to the local newspaper proprietor. The newspaper had for years been vainly trying to interest the previous owner in advertising. But the newspaper proprietor said:

"Don't run that advertisement."

"But we want to get something in to-day," protested the merchant.

Then the newspaper man explained. "It will pay you to hold that out for to-day. Meanwhile, go over your stock. Make a list of what you have. And in the advertisement you run to-morrow, quote specific prices and actual price reductions. Specific price reductions talk more convincingly than big percentages."

The advertiser took this advice, and returned next day with a carefully-written advertisement that quoted prices, both regular and special, on a long list of articles. That sale was a big success.

That's the sort of advertising you need for your mid-summer clearance sale. If, to specific reductions, you can add an alluring phrase descriptive of the article offered or what it will do for the purchaser, so much the better. Talk to your customer in terms of specific savings and specific service.

You don't have to put on a sale if you don't want to; but if you do, make that sale an event the people will remember. Incidentally, there is no need to sell everything at a loss. Study your goods. A slight price concession will move out some of the articles. Drastic price cuts are necessary to sell others.

It is good policy to select from the slower-moving lines a few loss lead-

ers—articles to sell far below the regular price in order to attract attention to the sale. Don't feature all these loss leaders at once. Change them from day to day; when one loses its pulling power, feature another. Quite often articles outside the regular stock can be bought at a special price to serve the purpose of loss-leaders. With such articles stressing the price argument, a moderate reduction is apt to move your regular lines.

Your price policy should, however, be determined by your own intimate knowledge of your stock, your customers and the buying and selling conditions in your community.

The special sale serves two purposes; in fact, three. It clears out a lot of odds and ends of stock that it doesn't pay you to carry over. It brings a lot of people into your store many of whom will buy regular lines at regular prices. And it serves as a sort of bridge between summer and fall trade.

Play up your loss leaders and your specially-priced hot weather lines in your advertising and window display; but show your regular lines as well—the lines on which there is no cut in price. Put on demonstrations of some of these lines. Get your salespeople enthused over the idea of selling regular lines in addition to specials.

The special sale, properly featured, will bring a lot of new customers to your store. Try to get a line on these people. Have your salespeople jot down names and addresses. Often this information can be secured without the asking where goods have to be deliv-

ered; but make a special effort to get it. It is particularly desirable to get a line on paint prospects, stove prospects, people interested in electrical goods and aluminum ware, and newcomers to the community.

Such lists, properly classified, can be used to good advantage in your future selling campaigns. The individual who has bought from you once can quite often be induced, by a systematic follow-up advertising campaign, to become a regular customer.

It is in this way, even more than in turning odds and ends of stock into cash, that your mid-summer clearance sale can be made beneficial to you. This is what recompenses you for the advertising outlay and the special prices quoted. It is in this way that the shrewd hardware dealer turns his immediate losses into future profits.

Meanwhile, look forward to fall trade, and prepare for it. Show and if possible demonstrate some of your most important lines, with a view to interesting your public in these. You won't make many, or perhaps any, sales at the time. But showing and demonstrating these lines will help you in the important work of picking out prospects, who can later be followed up.

An important thing in the hardware business is to be always looking forward, always planning the next move. And if the hot days of August are not completely filled with customers—and they won't be—it is opportune to use your ample spare time at this season in planning for your fall trade. Look

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting Goods and

FISHING TACKLE

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

ahead, plan ahead, and work for the future as well as the present.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, July 15—On this day was held the adjourned first meeting of creditors in the matter of Joseph C. Stouhauer, Bankrupt No. 4143. The bankrupt was present in person and represented by attorney John J. Smolenski. Creditors were present in person and represented by attorneys McAllister & McAllister and Eerde Hoogsteen. The bankrupt was sworn and examined before a reporter. The first meeting, as adjourned, then adjourned to July 29.

In the matter of Charles H. Moore, individually and also doing business as City Awning Co., Bankrupt No. 4129. The funds have been received and the first meeting of creditors has been called for Aug. 4.

In the matter of Clarence Gamble, Bankrupt No. 4164. The funds have been received and the first meeting of creditors has been called for Aug. 4.

In the matter of Chris Nastos, Bankrupt No. 3922, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held June 20. There were no appearances except that of the trustee, who appeared in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, preferred claims, and a first and final dividend to creditors of 5 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

July 11. We have to-day received the schedules, reference and adjudication in the matter of Ralph Hellinga, Bankrupt No. 4112. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Spring Lake, and his occupation is that of a carpenter. The schedule shows assets of \$325 of which the full amount is claimed as exempt, with liabilities of \$3,018.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

July 12. We have to-day received the schedules, reference and adjudication in the matter of Price W. Perry, Bankrupt No. 4173. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a contractor. The schedule shows assets of \$2,000 which is life insurance, with liabilities of \$10,675.03. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

July 12. We have to-day received the schedules, reference and adjudication in the matter of Max E. Zechinato, Bankrupt No. 4174. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Charlotte, and his occupation is that of a laborer. The schedule shows assets of \$7,125 of which \$7,080 is claimed as exempt, with liabilities of \$6,909.34. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

July 17. We have to-day received the schedules, reference and adjudication in the matter of Trio Motor Sales Co., a corporation, Bankrupt No. 4177. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and its occupation is that of an automobile dealer. The schedule shows assets of \$9,555.12 with liabilities of \$44,903.29. The first meeting will be called and note of same made herein.

July 17. We have to-day received the schedules, reference and adjudication in the matter of J. Frank Quigley, Jr., doing business as Quigley Lumber Co., Bankrupt No. 4178. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids. The schedules show assets of \$500 with liabilities of \$12,473.11. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$13.14
United States	19.18
Citizens Industrial Bank, Grand R.	922.00
W. P. Brown & Sons, Louisville, Ky.	50.00
Arthur F. Crabb, Grand Rapids	13.50
Atwood Lumber Co., Grand Rapids	539.37
Eugene B. Houseman, Grand Rap.	47.30
American Moving & Packing Co., Grand Rapids	52.76
Golden Booter Transfer Co., G. R.	55.67
Hernolsheimer Co., Grand Rapids	341.72
F. A. Mosher Roofing Co., Grand R.	18.00
Gunn Furn. Co., Grand Rapids	173.44
Veldman Printery, Grand Rapids	15.50
Lockwood Lumber Co., Grand Rap.	140.74
H. A. Hoover, South Bend, Ind.	160.00

Valley Lumber Co., Grand Rapids	140.00
Dunn Electric Co., Grand Rapids	22.15
Togan Stiles, Grand Rapids	100.05
Red River Lbr. Co., Chicago	589.16
Perkins Land & Lbr. Co., G. R.	222.69
Acem Lumber Co., Grand Rapids	529.52
Howard Shead Lbr. Co., Grand R.	1,552.13
J. F. Higman Lbr. Co., St. Joseph	1,402.75
Perkins Lumber Co., Grand Rapids	560.31
Ponce De Leon Water Co., G. R.	16.95
Peck Bros Co., Grand Rapids	47.48
Don Galvan Cigar Co., Detroit	9.50
Muller DeVos Co., Grand Rapids	21.95
B. & M. Transfer Co., Grand Rap.	11.00
DeGood Transfer Co., Grand Rap.	27.40
Arrow Transfer Co., Grand Rapids	123.25
Tennis Transfer Line, Grand Rap.	78.05
Dr. Ward Moore, Grand Rapids	10.00
Hartnett Floor Shop, Grand Rap.	33.50
Mark's Stores, Inc., Grand Rapids	28.53
Madison Square Hdr., Grand R.	32.95
Art Wilson, Grand Rapids	50.00
Lynch Land & Lbr. Co., Grand R.	100.00
Dr. Irwin, Grand Rapids	125.40
Humphrey Co., Kalamazoo	3.00
Preusser Jewelry, Grand Rapids	234.25
Groskopf, Grand Rapids	15.00
M. B. & M., Grand Rapids	17.00
Chas. A. Coye, Grand Rapids	50.20
John G. Stander, Grand Rapids	28.70
Jos. Watslawik, Grand Rapids	40.00
Wilson Bros., Hudsonville	175.00
E. M. Holland, Grand Rapids	104.15
Martin Moll, Kent City	143.30
L. T. Van Winkle, Grand Rapids	25.90
Frank Donovan, Gratton	54.40
J. F. Higman, Benton Harbor	670.24
C. W. Holmes, Grand Rapids	1,728.37
Meyer Transfer Co., Grand Rapids	3.70
Travis Lumber Co., Grand Rapids	166.21
Star Transfer Co., Grand Rapids	20.25
Press, Grand Rapids	12.24
Furn. Capital Truck Lines, G. R.	22.50
J. Van Wiltenburg, Grand Rapids	6.28
Consolidated Soda Fountain Co., Greenville	46.50
Atwood Lumber Co., Grand Rap.	436.00

July 17. On this day was held the first meeting of creditors in the matter of Clyde Hall, Bankrupt No. 4162. The bankrupt was present in person and represented by attorney Raymond J. Engle. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date and the case has been closed and returned to the district court, as a case without assets. The bankrupt was sworn and examined without a reporter present.

On this day also was held the first meeting of creditors in the matter of Phillip K. Boone, also known as Kenneth Boone, Bankrupt No. 4154. The bankrupt was present in person, but not represented by attorneys. No claims were allowed, although several were filed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to July 23. No trustee was appointed for the present.

On this day also was held the first meeting of creditors in the matter of Basil Miller, Bankrupt No. 4159. The bankrupt was not present in person, but represented by attorney R. G. Goembel. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned to July 24, to permit the appearance of the bankrupt for examination.

On this day also was held the first meeting of creditors in the matter of William Joseph Rynd, Bankrupt No. 4153. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

July 17. We have to-day received the schedules, reference and adjudication in the matter of E. A. Simons, Inc., Bankrupt No. 4179. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt concern is located at Grand Rapids. The schedule shows assets of \$11,041.23 with liabilities of \$13,405.57. The first meeting will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

Midwest Commercial Credit Co., Grand Rapids	\$553.00
Fidelity Corp., Grand Rapids	132.80
American Railway Express Co., Grand Rapids	.79
Auburn Automobile Co., Auburn, Ind.	97.62
Auto Fixit Shop, Grand Rapids	89.99
Automotive Parts Co., Grand Rap.	62.67
Auto Trim & Tire Co., Grand Rap.	65.00
A. & J. Body Co., Grand Rapids	65.40
Aupperlee & Veltman, Grand Rap.	97.63
Brown & Sehler, Grand Rapids	82.15
Benjamin Agency, Grand Rapids	17.79
M. A. Baloyan, Grand Rapids	40.00
Adam Brown & Co., Grand Rapids	11.97
L. F. Buchanan, Grand Rapids	2.67
Bond Welding Co., Grand Rapids	16.50
Boydland & Co., Grand Rapids	47.00
City Treasurer, Grand Rapids	308.88
Camera Shop, Grand Rapids	308.88
Electric Service Sta., Grand Rapids	33.09
W. S. Fowle, Grand Rapids	36.40
Grimes & Madigan, Grand Rapids	625.31
Herald, Grand Rapids	419.16
G. R. Forging & Iron, Grand Rap.	42.70
G. R. Welding Supply Co., G. R.	19.35

Press, Grand Rapids	156.63
C. D. Goodkind Sales, Grand Rap.	3.50
G. R. Plating Co., Grand Rapids	26.00
Gabriel Snubber Co., Grand Rapids	3.50
Goodyear Tire Co., Grand Rapids	13.84
S. A. Hobson & Co., Grand Rapids	12.85
Home Fuel Co., Grand Rapids	18.75
Knee Heating Co., Grand Rapids	14.18
Kal. Sales Co., Kalamazoo	27.08
C. H. Lampman, Grand Rapids	10.77
Lusk-Hartung Co., Grand Rapids	6.01
Litwin Tire Co., Grand Rapids	115.38
Merchants Service Bureau, G. R.	52.79
Motor Rebuilding & Parts, G. R.	109.07
Martin Auto Elec. Co., G. R.	18.00
Passenger Car Dealers Ass'n., Grand Rapids	150.00
Pelter Auto Co., Grand Rapids	.68
Radiator Hospital, Grand Rapids	42.50
Reed & Wiley, Grand Rapids	21.95
D. Robinson & Sons, Detroit	20.13
Sherwood Hall Co., Grand Rapids	224.01
Spielmaker & Sons, Grand Rapids	12.00
Strong Elec. Co., Grand Rapids	5.75
Scientific Brake Co., Grand Rapids	7.88
Tisch-Hine Co., Grand Rapids	85.77
Tisch Auto Supply Co., Grand Rap.	78.84
Trio Body Co., Grand Rapids	15.00
Fales Unger, Grand Rapids	20.91
Valve Tite Piston Co., Grand Rap.	106.67
Vandenbosch & McVoy, Grand Rap.	65.05
VerWys & Co., Grand Rapids	361.38
V. C. Plating Co., Grand Rapids	29.65
Whitely Agency, Grand Rapids	13.24
Vern Grittenden, Remus	19.18
Consumers Power Co., Grand Rap.	62.47
G. R. Water Works	5.92
A. D. Geisler, Detroit	18.15
Harry Hoxie, St. Joseph	6.98
Michigan Bell Tel. Co., Grand R.	101.59
Wm. R. McCaslin, Grand Rapids	150.86
Northwest Garage, Grand Rapids	36.67
Thompson Auburn Co., Muskegon	62.10
D. A. Wolfe, Grand Rapids	1.97
Harry Williams, Grand Rapids	3.00
E. A. Simons, Grand Rapids	285.05
Old Ke t Bank, Grand Rapids	2,750.00
E. A. Simons, Grand Rapids	1,700.00
Auto Fixit Shop, Grand Rapids	550.00
Albert Pack, Chicago	1,200.00
Mrs. Edith Sligh, Grand Rapids	90.00
John Walker, Fort Wayne, Ind.	100.00
Robert Allgier, Grand Rapids	300.00
Everett Stadt, Grand Rapids	350.00
Harvey H. Weernhoff, Grand Rap.	100.00

July 17. On this day was held the first meeting of creditors in the matter of Irwin S. Gunn, Bankrupt No. 4156. The bankrupt was present in person and represented by attorney Glenn R. Faling. One creditor was present in person. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Leland E. Sumner, Bankrupt No. 4161. The bankrupt was present in person and represented by attorneys Cleland & Snyder. Certain creditors were present in person and represented by Grand Rapids Credit Men's Association and C. W. Moore, agent. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids was sworn and examined without a reporter. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

July 18. On this day was held the first (Continued on page 31)

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HOTEL DEPARTMENT

News and Gossip About Michigan Hotels.

Milwaukee, July 28—The Detroit Steward's Club is announced as arranging for a dinner-dance and frolic at Hotel Tuller, on August 2nd. This organization is one of the growing institutions of the Motor City, and is making its influence felt in National affairs. It should be encouraged.

Hotel and laundry people have started a war on the wielder of the lipstick who uses hotel linens as depositories for surplus applications of this alleged beautifier. It is claimed that ingredients therein destroy the fiber of towels. What about the rosy uips?

Caterers have declared that in their opinion that nothing will supplant the good, old-fashioned apple pie, and that especially among the male patrons of feeding emporiums is this observable. The apple pie is said to have been an original product of the Quakers and did not originate in Boston as many have been led to believe. However, it matters little where it originated so long as agreeably flavored apples, properly spiced are folded into a flaky crust and baked to a light brown. It might be made a breakfast dish if offered at the right moment.

Reports on the new Park Place Hotel, at Traverse City, are most encouraging, the summer traffic exceeding expectations. There is no doubt but what it is ideally located to secure tourist business and if its old-time policy of catering especially to commercial men is continued it should prove a good all-year-round proposition.

According to John Willy, of the Hotel Monthly, a gentleman who certainly keeps in touch with about everything interesting to hotel men, fifty years ago the Palmer House, in Chicago, was the only fire-proof hotel in the entire country. Now there are more than 1,400 of them.

As an evidence of unfairness on the part of the enforcers of prohibition, it said of a certain Philadelphia hotel that its operator made an appeal to the enforcement officers to help him rid his premises of bootleggers. Prior to that time no complaints had been made against him and the carrying on of the traffic might never have been discovered. But this man evidently wanted to be right. The officers took his cue, made an investigation, found his fears were well grounded and rewarded him with padlock proceedings. A local judge emphatically condemned the whole procedure, but the conscientious sufferer was placed deeper in the hole. Sometimes one wonders if Uncle Sam is really consistent and honest in some of his transactions.

A new regulation on Eastern dining cars contemplates using larger napkins for that portion of their patrons known as "chin diners." Accordingly, napkins of 400 square inches have been recommended by the American Railway Association and quite probably later on the Interstate Commerce Commission will issue an order making it mandatory to supply them. So long as paper napkins continue on the outlawed list, however, the average diner ought to feel reasonably satisfied.

The answer to the problem of riding the country of silly stunts may have been supplied by an interior Michigan city, where two youthful tree sitters came down from their perch after a continuous session of 72 hours, because they were not properly "encouraged." By encouragement, they meant publicity, coupled with some promise of future reward. What they really should have had was an ap-

plication from a fire hose while they were "roosting," and a further application of a paddle after reaching terra firma. If newspapers generally would cease publishing silly bulletins concerning the activities of these "stunters" there would be fewer endurance tests in flying, dancing, steeple climbing and gum chewing. If they do not, new records will be sought such as transcontinental auto trips on reverse gear, etc. It is doubtful, however, if lawn mowing or dishwashing ever fall within the itinerary of the stunt fool.

Someone asks me what I think of hotel schools? I rather regard them as an advantage provided they actually cater to a class of students who really want to enter the hotel business from a desire to follow it as a profession and not just because of a desire to fill in a little time at "fabulous" remuneration prior to entering a campaign for securing magazine subscriptions. The real hotel man of the future will continue to be the chap who begins his career in a lowly position because he wants to know all about it and believes he has a proper setting. A college training course will prove an advantage to such and ought to be encouraged.

In Detroit the hotel men have two organizations—the Detroit and Greater Detroit Hotel Associations—and they are much more than perfunctory affairs. They hold frequent meetings and instead of skimming over the top, they take up, discuss and act upon many matters in which they are vitally interested. In reality they get beyond the conversation stage and set out to establish a record of accomplishment. Their last meeting was at the Royal Palm Hotel, as guests of Manager W. F. Loos.

William Hobeck, former manager of the Harmonic Club, Detroit, is operating the hotel at Fairhaven, formerly known as the Breezy Point. He has renamed it Hobeck's Casino.

One of the oldest hotel buildings in Western Michigan, the Dixie, at St. Joseph, is being razed. The hotel was one of the remaining wooden structures in the downtown section of St. Joseph and has been operated as a hostelry for half a century. Paul Bobanovich was the owner.

Fred. G. Miner, in his "Around America," in the Hotel Review, has this to say about an individual and institution in which Michiganders are more or less interested:

"A. B. Frost, manager of the beautiful Hotel Morton, Grand Rapids, has been developing some exceedingly attractive ideas in both ballroom and lounge for the patrons of that convenient and well-known house. In class and in quality the best of furniture and upholstery are on exhibition, as it were and despite the offerings of other modern hotels. Mr. Frost, by his attention to detail, good taste, actuated by ambition, has kept the Morton well in the forefront of the list of Michigan hotel leaders."

The Republican House, here, has practically completed the renovation of its interior. Painters have been at work renovating the lounge, and the entire rehabilitation of this historic hotel will be completed before long. Mr. Herman Kletzsch, its manager, advises me that his institution has been enjoying a surprisingly increased business lately. The Republican has long been regarded as headquarters for Wisconsin and Michigan dealers and merchants for many years. Their meal service is also most wonderful.

The putting up of fresh meats in handy packages, hermetically sealed, has been accomplished by a Milwaukee packing house of world-wide reputa-

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.
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Warm Friend Tavern

Holland, Mich.

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

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

CODY HOTEL

GRAND RAPIDS
RATES—\$1.50 up without bath.
\$2.50 up with bath.
CAFETERIA IN CONNECTION

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

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KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction
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Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.
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RESTAURANT AND GRILL—Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

Wolverine Hotel

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

HOTEL OLDS

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300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
Under the Direction of the Continental-Leland Corp.
GEORGE L. CROCKER,
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FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon -:- Michigan

Columbia Hotel

KALAMAZOO
Good Place To Tie To

"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.

Republican Hotel

MILWAUKEE, WIS.

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

tion. I visited one of their retail establishments the other day and was much surprised and pleased with the accomplishment. Some forty odd varieties of meat were offered. Only choice cuts are put up in this way—that is, the purchase of one of these containers insures it to be a choice selection, and at a cost not greatly above prices charged for products served from the block. All wastage, including bones, has been removed, the meat frozen at a temperature 30 degrees below zero, and handled easily. One certain result it does insure: The child sent to the market for a certain cut or variety of meat will not be imposed upon and the purchaser will have its history. Many persons purchase meat and meat products; very few know what they are getting. This method simplifies the whole transaction.

While some hotel men disapprove, or claim to, complimenting the room of the traveling man's wife when she accompanies him on his trip, one operator gives as his reason for favoring the continuation of this practice, especially with a steady customer, was that "there is much less wear and tear on the room when the traveling man's wife is with him." I always countenanced this custom when in hotel operation. Occasionally it is carried to excess, but as a rule such imposition is usually practiced by patrons who cannot be considered as "regular" guests.

I have an interesting communication from Reno Hoag, so well known to Michigan operators, and now owner of Hotel Lafayette, at Marietta, Ohio, in which he has, as usual, much to say of interest. He even goes so far as to intimate that the feeble efforts of yours truly add to the value of that great moral uplift, which is charitable enough to publish my offerings. I am proverbially thrifty, but I might say that I would give a king's ransom to have Reno located up here where I could get at him once in a while. He might not, however be so well satisfied over the degree of prosperity he is now enjoying.

J. E. Gardner, at one time assistant manager at Hotel Tuller, Detroit, during the regime of Ward James, is now manager of the Hotel Ford, Toronto, and I can say truthfully is only coming into his own. Mr. Gardner is a diplomat, popular with the traveling public and successful. He is an active member of the American Greeters also. The Ford has 700 rooms.

The tipping evil is still a much discussed subject among hotel and restaurant operators, but like the weather, I doubt if anything will ever be done about it. It has become much more than a mere habit. In reality it is an organized industry and the tippers are only irresponsible agents of a gang of grafters who are waxing fat off a hair brained public. One victim, in relating his experience, stated that at a recent banquet of 1,500 persons, he parked his hat at the coat room for a period of possibly two hours, when called for he noticed several plates on the counter on each of which reposed several quarters, evidently "planted" there to indicate the amount of gratuity expected. He placed a dime on one plate, as that was, in his estimation, quite sufficient for the service rendered and noticed that said dime was immediately slipped from the plate to a box underneath the counter by one of the carefully trained girl attendants. The quarters, however, were allowed to remain on the plate to lure on those too timid to assert their independence. Mind you, if each one of the guests had even followed the ten cent lead, the gross receipts would have exceeded \$150 which would seem ample compensation for

the labor vouchsafed, but it might be even a larger amount than this. The query is: Suppose the average initial cost of one's head gear was \$5 and he attended on an average of two luncheon clubs a week, how long would it be before the investment in said chapeau would be doubled? One of the chief reasons why a campaign against tipping will fail of success is that many hotel and restaurant operators farm out the tipping privilege to rank outsiders, who employ these check girls for a nominal sum to fleece the unwary public. Then again, many of these same proprietors require the girls to turn over to them the proceeds, which is another form of hijacking. As a consequence the attendant who really performs for you a meritorious service, gets nothing for it. In Europe, and possibly other countries, there is usually a small charge, say ten per cent., added to the restaurant check, to cover this service. The public pays it without murmur for the reason that it is small and there is the possibility that the one performing the service will at least participate in the reward.

Revised plans for a new hotel on Hart Lake, at Hart, call for a thirty room house, twenty-one of the rooms to be equipped with bath. W. C. Bennett, of Hart, is to build and conduct the hotel, and J. G. Davenport & Son, Grand Rapids, are preparing the plans.

R. D. McFadden, manager of Park Place Hotel, Traverse City, is serving in his dining room what might be called a "flexible" priced meal. It varies from a 75 cent luncheon to a \$2 dinner. In other words one may select the entree which appeals to him and on which the price is quoted and have served with it certain side dishes, desserts, etc., as will give him a complete meal at what might be called a stated price. I think Frank Ehrman, Columbia Hotel, Kalamazoo, was one of the first, if not the very first to introduce this method in Michigan and it proved successful from the very start. The real feature is found in altering the price of the meal to conform to the quotation on the menu. To my notion this does away with almost every voiced objection to the so-called "tabloid" meal. The guest decides on the selection and knows exactly what it is going to cost him.

The hotel operators are coming to have an increased realization of the detrimental effect of noise upon health and comfort, and therefore upon their guests, which was the reason a short time since for action by the Cleveland Hotel Association favoring an ordinance designed to prevent unnecessary noises in the streets of that city. Just how far it is possible to get in a protest of this nature remains to be seen, but of late the harmful effect of noise on the human system has been assailed from different angles. Hotels are of course, among the greatest sufferers, as the commercial hostelry is necessarily situated in the downtown section, from which the local resident has departed with the close of business. Downtown noises, therefore, mean little to him, but they are the immediate concern of the hotel people and their guests, for the latter demand their sleep—some perhaps not as much as others, but all want sleep, when they get to their rooms. The hotel man usually does his utmost to keep his own premises quiet, but street noises are hard to control.

Frank S. Verbeck.

Civic consciousness is best reflected by efficient help at good wages.

A lax credit policy does not foster customer loyalty.

Have We a Right To Slaughter the Innocent?

Grandville, July 29—A ride out into the country these pleasant summer days serves to show the beauties outspread to the human vision and to make good the fact of the amplitude of scenic nature as presented by the handiwork of a divine overpower.

Does man appreciate the kindness of this power that has made him king of all he surveys? Has the human animal a God-given right to inflict death on others of God's creation that are of a lower order of intelligence?

Sitting on my own front porch I see daily the big truck pass bearing a load of happy under animals to the slaughter that man may indulge his appetite for flesh eating. There can be no doubt but it is an acquired appetite the satisfying of which has brought much pain and suffering into the world.

It has been said by wiser men than I that were man to reside always on this earth it would be heaven enough for him. This may or may not be true as one views it, but surely was it given to man as his privilege to slaughter dumb animals to gratify his craving for meat?

Oh yes you say, everybody likes meat, and it was intended by the Almighty that he should indulge his appetite for the same to the full, and perforce breed meat producing animals for his stomach's sake.

Possibly this is true, probably not. Man has a way of excusing his shortcomings in many directions by claiming a divine right to the same. Having been given more intelligence than the lower animals we go ahead and exercise our prerogative without thought of the wrong we do.

The cows and calves accept the ride to the slaughter house without very strong protest simply because they are unknowing as to how that ride is to terminate—death on the slaughter pen floor.

Viewed in the light of humane truth this manner of providing food for mankind, even though it has been universal for years without number, is barbarism of the foulest nature, and the time will some day come when this miserable method of supplying food will be abolished from the world—the civilized world that is.

Men eat meat because their fathers did, not because it is actually necessary for human sustenance. Have not the vegetarians who never eat the flesh of animals proven to the world the fact that meat-eating is an acquired taste wholly unnatural and entirely unnecessary for sustenance.

Men in all departments of life excuse, in fact, adhere to a pretended belief that the slaying of cows, calves, pigs and the like is their God-given privilege and glory in pursuing such a course.

Even the clergy have no compunctions about eating the products of the slaughter pen, some of them going so far as to go out with gun and dog in a hunt for a buck or moose to supply his own larder.

All this slaughter surely causes much pain and anxiety among the wild and tame animals alike. The human heart before being dulled by association with scenes of animal slaughter shrinks from the contemplation of even the killing of a calf.

One young man, a butcher's apprentice, who aided in the cutting department of meat market, was told by his boss to go out and slay a young calf that a customer had brought in. That youth had never done anything of the sort and shrank from shedding even calf blood. He became so agitated at the thought of taking life that he dropped his cleaver and burst into tears.

That young fellow had a heart which the cutting up of meat after slaughter had not touched, but when

it came to the actual taking of life he demurred. Can you blame him?

Thousands of people who daily make meat a part of their food would never take a bite did it devolve upon them to commit the slaughter. Why this shrinking at such a time? Is it not the God-given sense that man has of the enormity of butchering for food.

Were not animals placed on this earth for a purpose? What was that purpose if not that these living creatures might enjoy life as well as his master man who rules the lower world with an iron hand?

So deadening in effect has this wholesale slaughtering upon the conscience of man it has been said that the courts will not permit a butcher to sit upon a jury.

The slaughter of wild animals seems measurably repugnant since the wild creatures, are given a chance for life. The victim of the slaughter pen has no choice in the matter, no chance for life when once the pen is entered.

The wonder of the whole thing is that the clergy are silent on the subject of animal slaughter. It has become such an every day occurrence nothing is thought about it. Killing animals for food has been so long considered a matter of course no thought of wrong comes up to disturb the sleep of the most devout Christian.

"I'll bet," says the reader of this article, "that its writer likes his steak and brown gravy as well as the rest of us." Well, in any event not an ounce of meat would be eaten if he had to do the slaughtering. There is much more to this subject, but enough for now.

Old Timer.

Hides and Pelts.

Green, No. 1	05
Green, No. 2	04
Cured, No. 1	06
Cured, No. 2	05
Calfskin, Green, No. 1	11
Calfskin, Green, No. 2	09½
Calfskin, Cured, No. 1	12
Calfskin, Cured, No. 2	10½
Horse, No. 1	2.50
Horse, No. 2	1.50
Pelts.	
Sheep	25@50
Tallow.	
Prime	05½
No. 1	04
No. 2	03
Wool.	
Unwashed, medium	@20
Unwashed, rejects	@15
Unwashed, fine	@15

The man who is clicking and ticking never takes a licking.

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.
Rumely Hotel and Annex, LaPorte, Ind.
Edgewater Club Hotel, St. Joseph, Mich., open from May to October.
All of these hotels are conducted on the high standard established and always maintained by Mr. Renner.



HOTEL BROWNING

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

DRUGS

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

Michigan State Pharmaceutical Association.

President—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.

Welcome Return To Pharmacy of Yesteryear.

Is pharmacy losing its professional aspect? A very oft repeated cry, now, what, with cut prices, modern merchandising methods and the many diversified lines carried nowadays in the up to the minute drug store of to-day. The last vestiges of pharmacy, that is the prescription department of the drug store, has also undergone a complete metamorphosis. What is so rare to-day as a prescription calling for a freshly prepared infusion or decoction of Digitalis or Buchu? Where are the batches of hand rolled pills formerly so common in the average store? What has become of the ancient process of percolation, the preparation of fluid extracts and the preparation of powdered extracts? Shades of Hermes Trismegistus, pharmacy has undergone a change. The fault lies not so much with the pharmacist as with the physician, who prescribes a mixture already prepared by a well known pharmaceutical manufacturer, who notwithstanding his excellent reputation is very apt to exaggerate, if only to a slight degree, the merits of his preparation. Machine made, and hard coated pills, sometimes hardened in the stocks of the manufacturer or on the shelves of the jobber and druggist are the vogue with the physician to-day. If only from a standpoint of disintegration, assimilation and absorption, we find the freshly rolled pill, is obviously the better one. Ready bottled solutions of Sodium Salicylate are dispensed where a freshly prepared solution of Sodium Salicylate can very easily be prepared. The modern trend seems to be towards simplicity in prescribing as an analysis of the prescrip-

tion file of the average drug store will show.

An analysis of the prescription file of one drug store averaging forty prescriptions daily shows a total of twenty-seven patent preparations, two ointments, and eleven mixtures. A further examination of the files shows an assortment of patented or trade marked hypnotics, cough syrups, pile suppositories, tonics, nerve sedatives, laxatives, antiseptics, rheumatic remedies, digestive mixtures and a somewhat kindred assortment.

Among the hypnotics, we find such reliable tried preparations as Allonal, Luminal, its combinations, Ipral, Chloritone, Dial, DiDial, Adalin, Bromural, Codeonal and a score of others, usually a form of barbitol, codein or the bromides. Which is the physician to choose from among this bevy of hypnotics?

Among the antiseptics are found Mercurochrome, Iozene, Solution Hexylresorcinol, Chlorosol, Zonite, Lysol, Creolin, Argyrol, Neo-Silvol, Silver Nucleinate, Collosol Argentum, Metaphen and the like. That old tried and trusted remedy of a 5 per cent. solution of Phenol in a solution of Boric Acid as an antiseptic cleanser is lost in a list of proprietary preparations which would undoubtedly cover two of these pages.

Every pharmaceutical manufacturer has one or more tonics for the ready convenience of the physician, chief among which we find Metatone, Hemoglycogen, Otoferrin, Panopepton, Elixir Glycerophosphates (so and so), Phosphorcin, Phosphex, Phosphagon, Hemaboloids, Liquid Peptonoids and again another list of three or four pages.

Among the nerve sedatives, chiefly composed of bromides or mixtures of Valerian or Sumbul, we find Neurophosphates, Glyco Bromides, Bromidia, Val Humuli, Triple Bromides in various forms, Neuronidia and another list.

Every pharmaceutical manufacturer of repute has a preparation of Digitalis to his credit. These ordinarily are nothing more than Tincture of Digitalis U. S. P. X., which is now required to be fat free and physiologically tested. These proprietaries are put up in beautifully lithographed cartons containing one-half or one ounce of the tincture, or with the addition or deletion of

some glucoside, under a trade name and sold to the druggist at a ridiculously high price considering the cost of the Digitalis Leaves. Foremost among these preparations are Digifoline, Digitol, Digitan, Digifortis, Tr. Digitalis (Smith), Digalen, and a bevy of tablets, which are compressed leaves or extracts of the leaves, again with the removal of one or two principals.

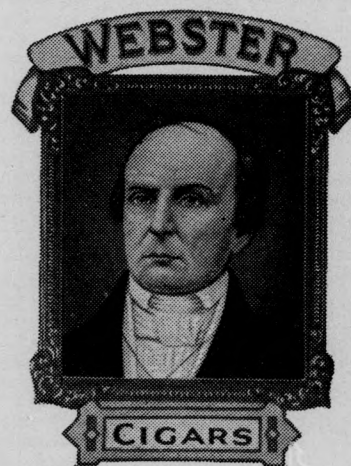
This is a pitiful state of affairs for the pharmacist. It is also a poor condition for the medical profession. Obviously, no one preparation is suited for each individual's needs. Instead of the medical profession being educated to the value of some of the better U. S. P. and N. F. preparations, the manufacturers are educating the physician to a simpler form of prescribing

more advantageous to the manufacturer than to the public.

However, it cannot be denied that there are numerous worth while preparations which are a boon to the physician and the public and yet; the nerve sedative or stimulant, digestive remedy and heart preparation which fits every individual need has as yet never been discovered. It has become so now that, for every ailment, we find a string of proprietary preparations which seem to be increasing daily.

The time worn Stokes Expectorant, Brown Mixture, Rhubarb and Soda, Elixir Iron Quinine and Strychnine, Linimentum Belladonna, Elixir Three Bromides, Tincture Iodine, Infusion of Digitalis are slowly but surely being relegated with the last vestiges of phar-

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



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

**Distributed Throughout
Michigan by
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**GRAND RAPIDS
STORE EQUIPMENT
CORPORATION**
 GRAND RAPIDS - MICHIGAN

**GRAND RAPIDS
SHOWCASE CO.**

Succeeding



**WELCH-WILMARTH
CORPORATION**

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

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

macy to the scrap heap together with a forgotten U. S. Pharmacopoeia and National Formulary.

Where does the trouble lie? Is the pharmacist, physician or manufacturer to blame? The trouble appears to be more than three-fold. The medical colleges should lengthen the course in pharmacy and materia medica. The drug associations and pharmacists must detail and educate the medical man, in a manner similar to what the manufacturers are now doing by means of literature and detail men.

The physician should examine more closely the merits and therapeutic value of some of the products presented to him. Manufacturers of ethical and reputable products will no doubt endorse and sponsor a return to a safer and saner pharmacy.

In this era of drastic cutting and cut throat competition, pharmacists will welcome a return to the pharmacy of yesteryear.

Max I. Kern.

Farewell To the Moulton Grocer Co.

The Moulton Grocer Co., a corporation which has conducted a wholesale business in Muskegon for the last twenty-five years, has sold out to the Hume Grocer Co., conducting a wholesale business on Third street. The stock of the Moulton company will be removed to be consolidated with the Hume stock.

The four-story and basement brick building occupied by the Moulton Co., at 246 Market street, will be vacant for a time, as no plans for its use have as yet taken shape. The four individuals who are officers of the company have been associated for the last twenty-five years or since the company's inception, in the conduct of the business. They are: President, C. C. Moulton; Vice-President, N. L. Heeres; Secretary, F. C. Keegstra, and Treasurer, C. I. Sibley.

The company was incorporated at the start and had a paid-in capitalization of \$80,000 at the time of the sale, in which the consideration has not been divulged. Its first location was on Western avenue at Terrace street. Fifteen years ago the Heeres-Keegstra Co., a separate organization, purchased the Market street building and has since leased it to the grocery company.

Ten employees of the Moulton Grocer Co. have mostly been with the organization since it was incorporated. The officers have outside interests to occupy their time.

Annual Report of Michigan Board of Pharmacy.

G. M. Benedict, Director of the Michigan Board of Pharmacy, sends the Tradesman the following report on the receipts and disbursements of his office for the fiscal year ending June 30:

Receipts Classified.

Apprentice certificates	587.00
Registered pharmacist, First examination	2,115.00
Certificates	4,215.00
Re-examination	1,320.00
Reciprocal registration, from other states	1,050.00
Reg. Assistant Pharmacist, First examination	1,040.00
Certificates	970.00
Re-examination	404.00
Itinerant vendor licenses	11,450.00
Drug store licenses, one year	8,373.00
Drug Store licenses, 1/2 year	163.00
Other fees (including)	
Temporary permit	\$21.00
Duplicate cert.	30.00
Grades reciprocal	20.00
Reinstatement fee	39.00
Rebate on tel. bill	6.99
	116.99

Total receipts from all sources \$31,808.99

Disbursements Classified.

Personal service	\$19,270.07
Supplies, material, con. service	11,716.13
Equipment	785.30
Total disbursements	\$31,771.50
Total amount of receipts	\$31,808.99
Total amount of Disbursements	31,771.50

Receipts in excess of disbursements \$37.49

1930 Holiday Merchandise

We are now showing our large line of

NEW HOLIDAY GOODS AND STAPLE DRUG SUNDRIES.

Both Imported and Domestic Lines.

Best Assortment We Have Ever Shown.

The Line is Now on Display at

SAGINAW, MICHIGAN

In the Auditorium on South Washington Street

Two Blocks South of Hotel Bancroft

DISPLAY WILL CLOSE IN SAGINAW, AUGUST 10TH.

Display in charge of MR. L. W. HOSKINS and ASSISTANTS who can be reached by phone, wire, etc., at HOTEL BANCROFT or the Auditorium.

All Dealers cordially invited to inspect our lines.

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed	1 35@1 50	Benzoin Comp'd.	2 40
Boric (Powd.)	10 @ 20	Cubeb	5 00@5 25	Buchu	2 16
Boric (Xtal)	10 @ 20	Eigeron	4 00@4 25	Cantharides	2 52
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Capsicum	2 28
Citric	52 @ 66	Hemlock, pure	2 00@2 25	Catechu	1 44
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Colchicum	1 80
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubeb	2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	2 04
Tartaric	52 @ 60	Lavender Flow.	6 00@6 25	Gentian	1 35
		Lavender Gar'n.	1 25@1 50	Guaiac	2 28
		Lemon	4 00@4 25	Guaiac, Ammon.	2 28
		Linseed, raw, bbl.	11 @ 12	Iodine	2 25
Ammonia		Linseed, boiled, bbl.	11 @ 15	Iodine, Colorless	1 50
Water, 26 deg.	07 @ 18	Linseed, bld, less	1 22@1 35	Iron, Clo.	1 56
Water, 18 deg.	06 @ 15	Linseed, raw, less	1 19@1 32	Kino	1 44
Water, 14 deg.	5 1/2 @ 13	Mustard, artif. oz.	35 @ 35	Myrrh	2 52
Carbonate	20 @ 25	Neatsfoot	1 25@1 35	Nux Vomica	1 80
Chloride (Gran.)	08 @ 18	Olive, pure	4 00@5 00	Opium	2 50
		Olive, Malaga,		Opium, Camp.	1 44
		yellow	3 00@3 50	Opium, Deodorz'd	2 50
		Olive, Malaga,		Rhubarb	1 92
		green	2 85@3 25		
Balsams		Orange, Sweet	6 00@6 25	Paints	
Copaiba	1 00@1 25	Origanum, pure	2 50	Lead, red dry	13 1/2 @ 14 1/4
Pir (Canada)	2 75@3 00	Origanum, com'l	1 00@1 20	Lead, white dry	13 1/2 @ 14 1/4
Pir (Oregon)	65 @ 100	Pennyroyal	3 00@3 25	Lead, white oil	13 1/2 @ 14 1/4
Peru	3 25@3 50	Peppermint	5 50@5 70	Ochre, yellow bbl.	2 1/2
Tolu	2 00@2 25	Rose, pure	13 50@14 00	Ochre, yellow less	3 00
		Rosemary Flows	1 25@1 50	Red Venet'n Am.	3 1/2 @ 7
		Sandelwood, E.		Red Venet'n Eng.	4 1/2 @ 8
		I.	12 50@12 75	Putty	5 @ 8
		Sassafras, true	2 00@2 25	Whiting, bbl.	4 1/2
		Sassafras, arti'l	75 @ 100	Whiting	5 1/2 @ 10
		Spearment	7 00@7 25	L. H. P. Prep.	2 80@3 00
		Sperm	1 50@1 75	Rogers Prep.	2 80@3 00
		Tany	7 00@7 25		
Berries		Tar USP	65 @ 75	Miscellaneous	
Cubeb	@ 90	Turpentine, bbl.	@ 53	Acetanalid	57 @ 75
Fish	@ 25	Turpentine, less	60 @ 73	Alum	96 @ 12
Juniper	10 @ 20	Wintergreen,		Alum, powd. and	
Prickly Ash	@ 75	leaf	6 00@6 25	ground	09 @ 15
		Wintergreen, sweet		Bismuth, Subni-	
Extracts		birch	3 00@3 25	trate	2 00@2 40
Licorice	60 @ 75	Wintergreen, art	75 @ 100	Borax xtal or	
Licorice, powd.	60 @ 70	Worm Seed	4 50@4 75	powdered	06 @ 13
		Wormwood, oz.	@ 1 50	Cantharides, po.	1 25@1 50
				Calomel	2 72@2 82
Flowers				Capsicum, pow'd	62 @ 75
Arnica	75 @ 80	Potassium		Garminc	8 00@9 00
Chamomile Ged.	30 @ 40	Bicarbonate	35 @ 40	Cassia Buds	30 @ 40
Chamomile Rom.	@ 1 25	Bichromate	15 @ 25	Cloves	40 @ 50
		Bromide	69 @ 85	Chalk Prepared	14 @ 16
		Bromide	54 @ 71	Chloroform	47 @ 54
Gums		Chlorate, gran'd.	21 @ 23	Choral Hydrate	1 20@1 50
Acacia, 1st	@ 60	Chlorate, powd.	16 @ 23	Cocaine	12 85@13 50
Acacia, 2nd	@ 50	or Xtal	17 @ 24	Cocao Butter	60 @ 90
Acacia, Sorts	35 @ 40	Cyanide	30 @ 30	Corks, list, less	30 @ 10
Acacia, Powdered	40 @ 50	Iodide	4 00@4 25		
Aloes (Barb Pow)	35 @ 45	Permanganate	22 1/2 @ 35	Copperas	03 @ 10
Aloes (Cape Pow.)	25 @ 35	Prussiate, yellow	35 @ 45	Copperas, Powd.	4 @ 10
Aloes (Soc. Pow.)	75 @ 80	Prussiate, red	@ 7	Corrosive Sublim	2 25@2 30
Asafoetida	50 @ 60	Sulphate	35 @ 40	Cream Tartar	35 @ 45
Pow.	90 @ 100			Cuttle bone	40 @ 50
Camphor	87 @ 95	Roots		Detxrine	6 @ 15
Guaiac	@ 60	Alkanet	30 @ 35	Dover's Powder	4 00@4 50
Guaiac, pow'd	@ 70	Blood, powdered	40 @ 45	Emery, All Nos.	10 @ 15
Kino	@ 1 25	Calamus	35 @ 45	Emery, Powdered	@ 15
Kino, powdered	@ 1 20	Elecampare, powd.	30 @ 35	Epsom Salts, bbls.	@ 03 1/2
Myrrh	@ 1 15	Gentian, powd.	20 @ 30	Epsom Salts, less	3 1/2 @ 10
Myrrh, powdered	@ 1 25	Ginger, African,		Ergot, powdered	@ 4 00
Opium, powd.	21 00@21 50	powdered	30 @ 35	Flake, White	15 @ 20
Opium, gran.	21 00@21 50	Ginger, Jamaica,	60 @ 65	Formaldehyde, lb.	12 @ 35
Shellac, Orange	50 @ 65	powdered	30 @ 35	Gelatin	80 @ 90
Shellac, White	55 @ 70	Ginger, Jamaica,		Glassware, less 55%	
Tragacanth, pow.	@ 1 75	powdered	45 @ 60	Glassware, full case 60%.	
Tragacanth	2 00@2 35	Golden seal, pow.	6 00@6 50	Glauber Salts, bbl.	@ 02 1/2
Turpentine	@ 30	Ipecac, powd.	5 50@6 00	Glauber Salts less	04 @ 10
		Licorice	35 @ 40	Glue, Brown	20 @ 30
Insecticides		Licorice, powd.	20 @ 30	Glue, Brown Grd	16 @ 22
Arsenic	08 @ 20	Orris, powdered	45 @ 50	Glue, White	27 1/2 @ 35
Blue Vitriol, bbl.	@ 07	Poke, powdered	35 @ 40	Glue, white grd.	25 @ 35
Blue Vitriol, less	08 @ 15	Rhubarb, powd.	@ 1 00	Glycerine	17 1/2 @ 40
Bordea, Mix Dry	12 1/2 @ 23	Rosinwood, powd.	@ 50	Hops	75 @ 95
Helioth, White		Sarsaparilla, Hond.		Iodine	6 45@7 00
powdered	15 @ 25	ground	@ 1 10	Iodoform	8 00@8 30
Insect Powder	47 1/2 @ 60	Sarsaparilla, Mexic.	@ 60	Lead Acetate	20 @ 30
Lead Arsenate, Po.	13 1/2 @ 27	Squills	35 @ 40	Mace	@ 1 50
Lime and Sulphur		Squills, powdered	70 @ 80	Mace powdered	@ 1 60
Dry	09 @ 23	Tumeric, powd.	20 @ 25	Menthol	7 00@8 00
Paris Green	26 1/2 @ 46 1/2	Valerian, powd.	@ 1 00	Morphine	13 55@14 33
				Nux Vomica	@ 30
				Nux Vomica, pow.	15 @ 25
Leaves				Pepper, black, pw.	45 @ 55
Buchu	@ 90	Seeds		Pepper, White, p.	75 @ 85
Buchu, powdered	@ 1 00	Anise	@ 35	Pitch, Burgundy	20 @ 25
Sage, Bulk	25 @ 30	Anise, powdered	35 @ 40	Quassia	12 @ 15
Sage, 1/4 loose	@ 40	Bird, 1s	13 @ 17	Quinine, 5 oz. cans	@ 60
Sage, powdered	@ 35	Canary	10 @ 16	Rochelle Salts	28 @ 35
Senna, Alex.	50 @ 75	Caraway, Po.	30 @ 25	Saccharine	2 60@2 75
Senna, Tinn. pow.	30 @ 35	Cardamon	2 50@2 75	Salt Peter	11 @ 32
Uva Ursi	20 @ 25	Coriander pow.	40 @ 25	Seidlitz Mixture	30 @ 40
		Dill	15 @ 20	Soap, green	15 @ 30
		Fennell	35 @ 50	Soap, mott cast	@ 25
Oils		Flax	9 1/2 @ 15	Soap, white Castile,	
Almonds, Bitter,		Flax, ground	9 1/2 @ 15	case	@ 15 00
true	7 50@7 75	Henegreek, pwd.	15 @ 25	Soap, white Castile	
Almonds, Bitter,		Hemp	8 @ 15	less, per bar	@ 1 60
artificial	3 00@3 25	Lobelia	@ 1 30	Soda Ash	3 @ 10
Almonds, Sweet,		Mustard, yellow	17 @ 25	Soda Bicarbonate	3 1/2 @ 10
true	1 50@1 80	Mustard, black	20 @ 25	Soda, Sal	02 1/2 @ 08
Almonds, Sweet,		Poppy	15 @ 30	Spirits Camphor	@ 1 20
imitation	1 00@1 25	Quince	1 75@2 00	Sulphur, roll	4 @ 11
Amber, crude	1 00@1 25	Sabadilla	45 @ 50	Sulphur, Subl.	4 1/2 @ 10
Amber, rectified	1 50@1 75	Sunflower	12 @ 18	Tamarinds	20 @ 25
Anise	2 00@2 25	Worm, American	30 @ 40	Tartar Emetic	70 @ 75
Bergamont	6 50@7 00	Worm, Lavant	6 50@7 00	Turpentine, Ven.	50 @ 75
Cajeput	2 00@2 25			Vanilla Ex. pure	1 50@2 00
Cassia	3 00@3 25			Vanilla Ex. pure	2 25@2 50
Cedror	1 55@1 80			Zinc Sulphate	06 @ 11
Cedar Leaf	2 00@2 25				
Citronella	1 00@1 20				
Cloves	4 00@4 25				
Cocanut	27 1/2 @ 35				
Cod Liver	1 40@2 00				
Croton	6 00@6 25				
		Tinctures			
		Aconite	@ 1 80	Webster Cigar Co. Brands	
		Aloes	@ 1 56	Websterettes	33 50
		Asafoetida	@ 2 28	Cincos	33 50
		Arnica	@ 1 50	Webster Cadillac	75 00
		Belladonna	@ 1 44	Golden Wedding	
		Benzoin	@ 2 28	Panatellos	75 00
				Commodore	95 00

GROCERY PRICE CURRENT

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

ADVANCED

Canned Fish

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
35 lb. pails, per doz.	19 15

APPLE BUTTER

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

BAKING POWDERS

Arotic, 7 oz. tumbler	1 35
Royal, 10c, doz.	9 95
Royal, 4 oz., doz.	1 85
Royal, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Royal, 5 lb.	25 40
Calumet, 4 oz., doz.	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
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

BLEACHER CLEANSER

Lizette, 16 oz., 12s	2 15
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BLUING

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

Perfumed Bluing

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

BEANS AND PEAS

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

BURNERS

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

BOTTLE CAPS

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
pkg., per gross	16
Pep. No. 224	2 70
Pep. No. 202	2 00
Krumbles, No. 424	2 40
Bran Flakes, No. 624	2 75
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

DECLINED

Canned Peas

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

Post Brands.

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

BROOMS

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

BRUSHES

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

Stove

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand

Apples	
No. 10	5 75
Blackberries	
No. 2	3 75
Pride of Michigan	3 25
Cherries	
Mich. red, No. 10	12 50
Red, No. 10	13 00
Red, No. 2	4 25
Pride of Mich. No. 2	3 65
Marcellus Red	3 25
Special Pie	2 70
Whole White	3 10
Gooseberries	
No. 10	8 00
Pears	
19 oz. glass	5 65
Pride of Mich. No. 2 1/2	4 20
Plums	
Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25
Black Raspberries	
No. 2	3 75
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35
Red Raspberries	
No. 2	3 25
No. 1	3 75
Marcellus, No. 2	3 75
Pride of Mich. No. 2	4 25

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

CANNED FISH

Clam Chlder, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Mince, No. 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 75
Sardines, 1m, 1/4, ea.	10 22
Sardines, 1m, 1/4, ea.	25
Sardines, Cal., 1/4, ea.	1 35 2/25
Tuna, 1/2, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 80
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua. sli.	1 35
Beef, 3 1/2 oz. Qua. sli.	2 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sli.	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 Libby	50
Potted Meat, 1/4 Qua.	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

Baked Beans	
Medium, Plain or Sau.	85
No. 10, Sauce	6 00

Lima Beans

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

Red Kidney Beans

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

String Beans

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

Wax Beans

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

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

Beets

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

Carrots

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

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	2 60
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 80
Little Quaker, No. 2	1 80
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 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
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	1 40
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. June, No. 10	7 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

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

Tomatoes

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

CATSUP.

Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 50
Quaker, Gallon Tin	7 25

CHILI SAUCE

Snider, 16 oz.	3 15
Snider, 8 oz.	2 20
Lilly Valley, 8 oz.	2 25
Lilly Valley, 14 oz.	3 25

OYSTER COCKTAIL

Sniders, 16 oz.	3 15
Sniders, 8 oz.	2 20

CHEESE

Pimento, small tins...	1 65
Wisconsin Daisy	21
Wisconsin Flat	21
New York June	34
Sap Sage	40
Brick	23
Michigan Flats	21
Michigan Daisies	21
Michigan Swiss	21
Imported Leyden	23
lb. Limburger	30
Imported Swiss	58
Kraft Pimento Loaf	29
Kraft American Loaf	27
Kraft Brick Loaf	27
Kraft Swiss Loaf	36
Kraft Old Eng. Loaf	45
Kraft Pimento, ½ lb.	25
Kraft American, ½ lb.	25
Kraft Brick, ½ lb.	25
Kraft Limburger, ½ lb.	25
Kraft Swiss, ½ lb.	25

Hominy	
Pearl, 100 lb. sacks	3 54
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 61
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
Tapioca	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

Jiffy Punch	
3 doz. Carton	2 25
Assorted flavors.	

FLOUR	
V. C. Milling Co. Brands	
Lily White	8 30
Harvest Queen	7 50
Yes Ma'am Graham,	
50s	2 20

Lee & Cady Brands	
American Eagle	7 10
Home Baker	5 90

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	11
Half gallon	15 40

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

SURESET PRODUCTS	
Made in Grand Rapids and Home Owned	



Sureset Gelatin Des-	
sert, 4 doz.	3 20
Sureset Gelatin Des-	
sert, 26 oz., 1 doz.	5 00
Sureset Ice Cream	
Powder, 4 doz.	3 20
Finest Pudding	
Powder, 1 doz. Coun-	
ter Display, 4 to case	3 20

Finest Pure Fruit	
Orangeade & Lemon-	
ade, 2 doz. Ass't	
Counter Display	1 80
Finest Fruit Punch,	
Envelope Style, 3 doz.	
carton, ass't flavors	2 10

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

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

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

MATCHES	
Diamond, 144 box	4 40
Searchlight, 144 box	4 40
Ohio Red Label, 144 box	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-1c	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

Safety Matches	
Quaker, 5 doz. case	4 25

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

Salted Peanuts	
Fancy, No. 1	14

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

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

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

PARIS GREEN	
1/2 lb.	34
1 lb.	32
2s and 5s	30

PEANUT BUTTER



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

PETROLEUM PRODUCTS	
From Tank Wagon	
Red Crown Gasoline	19.7
Red Crown Ethyl	22.7
Solite Gasoline	22.7

In Iron Barrels	
Perfection Kerosine	14.6
Gas Machine Gasoline	38.1
V. M. & P. Naphtha	18.8

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



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



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

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	18
Good St's & H'f 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
Shoibars	15
Spareribs	11
Neck bones	05
Trimnings	10

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

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

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

Suasages	
Bologna	18
Liver	18
Frankfort	21
Pork	21
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 Sliced	
Hams	20 @25
Boiled Hams	@39
Minced 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	07

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

SALERATUS	
Arm and Hammer	3 75

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

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

HERRING	
Holland Herring	
Mixed, Kegs	90
Mixed, half bbls.	9 10
Mixed, bbls.	17 50
Milkers, Kegs	1 00
Milkers, half bbls.	9 75

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

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

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

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

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

SALT	
Colonial, 24 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 85
Med. No. 1, 100 lb. bk.	95
Farmer Spec., 70 lb.	95
Packers Meat, 50 lb.	57
Crushed Rock for Ice	
cream, 100 lb., each	85
Butter Salt, 280 lb. bbl.	24
Block, 50 lb.	40
Baker Salt, 280 lb. bbl.	4 10
24, 10 lb., per bale	2 45
50, 3 lb., per bale	2 80
28 lb. bags, Table	42
Old Hickory, Smoked,	
6-10 lb.	4 50



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

BORAX	
Twenty Mule Team	
24, 1 lb. packages	3 35
48, 10 oz. packages	4 40
96, 1/2 oz. packages	4 00

CLEANSERS	
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WASHING POWDERS	
80 can cases, \$4.80 per case	

More Henry Ford Perfidy.

St. Joseph, July 28—I enclose clipping from Saturday's Grand Rapids Herald about the testimony of Father Coughlin.

I also enclose clipping from yesterday's paper, which states Ford's aide admits the use of the fire hose and also that the newspaper, "Ford Worker," was dangerous and he would stop it to-morrow if he could.

Some time last April or the last of March a rather large framed blue eyed young man, very gaunt and lean, called on me at my office. He said his name was Anderson and that he was on his way back to Dallas, Texas. Said he saw the article in the paper where Henry Ford wanted thousands of men at his plant and he came North in December. Said he got to the plant and had the hose turned on him. Said he shoveled snow to get something to eat, but was taken sick and removed to the county hospital, where he developed a slight attack of consumption, and was now making his way back to Texas. Told me he had had nothing to eat that day. I gave him \$2 and tears flowed down his cheeks in gratitude. I directed him along the line of the highway from here to South Bend then down to Louisville, and he said he would be back to Texas in a few days. He was no bum. He was an honest, God fearing American, whose Nordic blood told of his determination to make good.

A few days later another worthy looking fellow called on me who was on his way back to Pennsylvania and I gave him \$1.

It seems to me you ought to have something to say, editorially, about these clippings. Willard J. Banyon.

I have referred to the arch traitor of Detroit so frequently that I think every reader fully understands the contempt I have for the man, who now claims he is the richest person in the world.

As a citizen he played false to the United States during the Kaiser's war.

His so-called "peace ship" constituted an act of treason which would have relegated him to prison for life but for his close personal relations with President Wilson.

His public utterances during the war were treasonable and deprived him of the confidence and respect of loyal citizens of the Republic.

His policy in speeding up the machinery in his factory destroys his workmen in a short time and makes them invalids for the remainder of their lives.

His action in publishing broadcast the statement that he would add 30,000 more employees when he started his factory after the winter vacation is in keeping with his attitude of perfidy all his life.

I regard his contracts with the Soviet of Russia as acts of treason to the United States.

Henry Ford is simply a money making machine, without honor, sympathy or fellow feeling. E. A. Stowe.

Late Automobile News From Detroit.

With several of the automobile plants in the Detroit district still closed, either for inventories or annual vacations, production remains at a rather low figure, although factories which have announced models recently are going ahead at a rapid rate to furnish cars to dealers throughout the country.

Considerable talk has been heard in Detroit during the past week regarding a sixteen-cylinder car which

will be manufactured by a company outside the Detroit district, and which will be announced in the not far distant future. The Cadillac Co. is the only concern making a sixteen-cylinder car in Michigan.

The four-cylinder car is holding its own remarkably well this year. Two factories making this type of automobile in Detroit report high sales figures. So far as six and eight cylinder units are concerned, however, the manufacturing picture has been changing during the past two years and it is freely predicted that still more six-cylinder makers will enter the eight-cylinder field.

Manufacturers of small commercial vehicles report increased sales during the past week. The truck business has not been active for four or five weeks, and sales of heavy duty trucks have been at a low ebb. However, these manufacturers are reporting more activity and are looking forward to increased Fall business.

Oil cooling systems on automobile engines are occupying the attention of parts manufacturers and they are going ahead with many experiments.

One or two of the manufacturers say they are having more calls for disk wheel equipment and they are watching this trend closely. The wood and disk wheels were the popular types a few years ago. However, wire wheels have "cut in" during the past year and a half at a rapid rate and are very popular at the present time.

Fight Chains With Their Own Fire.

About specials, a grocer doing a good volume and making over 5 per cent. net has this to say:

"Fighting chain competition is like fighting a grass fire or a forest fire. The experienced ranger knows he can't put out a big fire of that sort. He backfires with a fire of his own, one that he can control.

"In my neighborhood are four live independents and one chain store. It is not making much headway. Before this chain unit came we had already modernized our stores and begun offering weekly specials. Most of our goods were also marked in odd cents. So the chain had nothing to offer that we were not offering already.

"I use a co-operative advertising service that gives specials for Thursday, Friday and Saturday. Our list generally runs about thirteen items. We never cut quite to cost; we rarely limit.

"On principle, I once opposed price leaders. But when I saw the chain fire coming I lit a backfire. Some chains now appear sick of price leaders. That's because independents are back-firing.

"I certainly enjoy this fight and I never before made such a good net. It comes through my increasing volume."

"One-eyed" Autos Ruled Off Road.

Elimination of the "one-eyed" automobiles is one of the most important features of the State-wide campaign inaugurated to make the State's highways safer.

Motorists who drive with only one headlight are a grave source of danger.

Yet this department realizes that a motorist cannot be penalized if one of his headlights should burn out while he is on the road. Therefore, it is being lenient with those who show a desire to co-operate with the patrolmen.

The highway police have been instructed to stop drivers of "one-eyed" cars and direct them to the nearest garage for repairs. If the motorist desires to go to another garage he has a right to do so.

In that case, the patrolman will give him a ticket, and instruct the motorist to appear at a later date for an inspection of his lights. If, after this inspection, the lights of the automobile are found to be functioning properly, the ticket given him by the patrolman is destroyed.

But, should the violator fail to appear, a warrant will be issued for his arrest.

Walter L. Moody,
Chief of Highway Police, Illinois.

Order Electrical Goods For Sales.

Orders for household electrical appliances showed a slight increase in the Eastern market this week due to the activity of stores which are purchasing stocks for September household furnishings sales. The number of orders for such merchandise is expected to increase during the next two weeks. After sales requirements have been filled retailers are expected to enter the market for their regular Fall stocks. Toasters, coffee urns, waffle irons and similar items are desired for the sales and selling agents are being asked for price concessions.

Weekly Prizes For Meat Recipes.

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

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

Boys' Novelties Attract Buyers.

One of the exhibits at the National Boys' Buyers' Convention at New York which attracts much attention is a boy's novelty corduroy trousers, with an elastic insert in the back and a contrasting waistband with belt and buckle. The legs have bell bottoms, with a contrasting V-shaped insert. Another display, commented on favorably, is a boy's suit the collar of which can be buttoned tightly around the neck for protection in cold or stormy weather.

Glassware Price Pressure.

Price concessions being forced from manufacturers by retail buyers of glassware have offset the fact that quantities up to last year's volume are being ordered. The present week has seen a substantial increase in the amount of business being written, but selling agents contend that the prices made in order to get the business have resulted in an actual loss to producers in many cases and have eliminated the profits in the majority of instances.

Lamp Sales Reported Off.

The demand for lamps and lamp shades for Fall fell off sharply in the Eastern markets this week. Many of the buyers for retail establishments are now occupied with inventories and will not be ready to look at merchandise for another week. Parchment shades continue to hold first place in purchases made. Shades of this type decorated in green, blue and champagne colors are most popular.

We all pull others—forward or backward, down or up.

Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

**We Have the Blanks
We Have the Skill
We Use the Care**

BOND PRINTING IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY

Grand Rapids Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.

How To Make Money While in Business.

(Continued from page 20)

taken sufficient wise thought to make a sane investment. Yet it is virtually all on call for any emergency at any time.

The owner of a \$500 or \$1,000 bond on a centrally located building in a large city is as secure therein as the biggest capitalist who may have a similar, though vastly larger, interest therein. He is more secure than the owner because the owner's interest comes after all mortgages. Consider what mortgage means and you will get the point. Mortgage means death grip.

There is a striking similarity between the dealing in stocks and bonds and dealing in merchandise. This because in each line of business a crucially important element is to know when to sell. It is also much easier in each line to buy than to sell to advantage. Profits are taken in merchandise more as a matter of routine, usually speaking, but when markets change radically one way or the other the usual run of men is not quick enough to follow. This holds good now in groceries as it did for many thousands in the stock market last year.

But *the stable, consistent owner of good stocks draws dividends regularly from the labor and thought of the biggest men in industry everywhere. Through stock ownership in General Motors, for example, one is an employer of Sloane, a man who draws a salary of perhaps \$2,000 a week. If he holds Standard Oil of New Jersey one of his employees is Walter Teagle, a man of the second generation of oil prominence, whose father was a Cleveland contemporary of John D. Rockefeller. And so it goes, illustrating how the distribution of stock ownership which has grown tremendously in the past score of years has truly democratized Big Business. Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 23)

meeting of creditors in the matter of Bryan P. Thomas, individually and as former member of the partnership of Jefferson Service Station, Bankrupt No. 4137. The bankrupt was present in person and represented by attorney George C. Brown. One creditor was present in person. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Irving Franks, Bankrupt No. 4152. The bankrupt was present in person and represented by attorneys Steketee & Steketee. 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 Francis H. Barnes, Bankrupt No. 3993. The bankrupt was present in person and represented by attorney Horace T. Barnaby. 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.

July 18. On this day was held the first meeting of creditors in the matter of George Hartung, Bankrupt No. 4157. The bankrupt was present in person and represented by attorneys Travis, Merrick & Johnson. Creditors were present in per-

son and represented by attorneys Butterfield, Keeney & Amberg and Harry D. Jewell. No claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. C. W. Moore, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

On his day also was held the first meeting of creditors in the matter of Clarence Lutes, Bankrupt No. 4167. The bankrupt was present in person and represented by attorney Seth R. Bidwell. Creditors were present in person. Claims were proved only. The bankrupt was sworn and examined without a reporter. C. W. Moore, of Belmont, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

July 18. We have to-day received the schedules, reference and adjudication in the matter of Harry Curkendall and Clyde E. Curkendall doing business as Terrace Cafe, Bankrupt No. 4183. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt's place of business was located at Muskegon. The schedule shows assets of \$515 of which \$500 is claimed as exempt, with liabilities of \$2,752.54. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

State of Michigan	\$ 30.25
People's State Savings Bank, and Roscoe Mackey, Grand Rapids	1,163.20
Reid & Gaff, Muskegon	318.56
Stanley Risk, Ins., Muskegon	175.00
James Roach, Muskegon	340.00
Patrick McMann, Muskegon	233.70
Mrs. Wm. S. Cooper, Kalamazoo	400.00
National Grocer Co., Grand Rap.	11.05
Bos Tobacco & Candy Co., Holland	8.28
Richards Candy Co., Muskegon	10.50
Clare Hoffman, Allegan	13.00
City Water Works, Muskegon	11.00
Kal. Stove Co., Muskegon	24.00
Dr. Bussard, Muskegon	14.00

In the matter of Harry Curkendall, Bankrupt No. 4182. We have to-day received the schedules, reference and adjudication. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon. The schedule shows assets of \$515 of which \$500 is claimed as exempt, with liabilities of \$2,752.54. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows: The list of creditors of said bankrupt are exactly like the preceding list.

In the matter of Clyde E. Curkendall, Bankrupt No. 4181. We have to-day received the schedules, reference and adjudication. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon. The schedule shows assets of \$515 of which \$500 is claimed as exempt, with liabilities of \$2,752.54. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt are just like the partnership creditors listed above.

Zoning and Bonus Plans Cut Delivery Costs.

(Continued from page 10)

to it. Again the time was advanced a couple of minutes. This plan was continued for about six weeks, and by the end of that time it was possible to get their orders before 10 o'clock, and the orders may be delivered on a regular trip with the consequent saving in distribution costs.

Of the methods used by the Alta Market that of zoning the trading area is probably the most successful, but the others also contribute materially. Any marketman handling the same class of trade would do well to consider all of them. They helped in the Alta Market. They may help you. Willis Parker.

Recent Business News From Ohio.

Dalton—The Reed general store, in the heart of the business section here, was destroyed by fire, with a loss reported in excess of \$10,000. Firemen from nearby towns responded and kept the blaze confined to the store, which is a total loss.

Cleveland—Voluntary bankruptcy schedules filed in U. S. District Court here by the Green Hat Shop, Inc., wholesale haberdashers, 118 East St. Clair avenue, list assets at \$15,552 and

liabilities of \$29,390. Assets consist of stock in trade, \$10,420; machinery and tools, \$4,998; debts due on open accounts, \$125. Liabilities consist of wages, \$181; unsecured claims, \$29,209.

Youngstown—Albert Hodes, tailor, 301 Keith Albee building, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$17,058 and assets of \$967.

Cleveland—Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Herman Bleich, dry goods dealer at 2585 East 55th street, by Attorney Melvin S. Greenwald, representing Knickerknit, Inc., \$1,585; M. & D. Simon Co., \$18; Buckeye Pants Co., \$27.

Cincinnati—The Cincinnati Merchandise Co., wholesale and retail ready to wear, 1125 Main street, operating stores at 1125 Main street, 1107 Main street, 340 West Fifth street, Cincinnati, and Eighth and Monmouth streets, Newport. Chas. Mesh, president of the Cincinnati Merchandise Co., which filed a voluntary petition in bankruptcy here was appointed receiver for the company and given authority to operate stores at 1125 Main street, here, and at Eighth and Monmouth streets, Newport. His bond was fixed at \$10,000. The firm filed with its petition a composition offer of 25 per cent. conditional upon the operation of the stores at 1125 Main street, this city, and Eighth and Monmouth streets Newport, as going concerns, and upon condition that Herman Cohen and Thos. Emery's Sons, Inc., lessors, respectively, of the premises at 340 West Fifth street and at 1107 Main street, surrender and cancel the leases to the debtor for these premises. Schedules, as noted, list assets of \$7,000; all of which is stock in trade, with liabilities of \$34,743, of which \$32,896 is unsecured.

Akron—Louis H. Arenson, trading as Boston Store, dry goods, filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets at \$3,400 and liabilities at \$7,688.

Recent Mercantile Changes in Indiana.

Lafayette—O. L. Fulford, manager of the local Miller-Jones shoe store, received notice of his promotion to be general manager of one of the company's largest stores, that at New-castle, Ind., and already has assumed charge. W. C. Mosbaugh, former Purdue University student, of Hartford City, Ind., has been named manager here.

South Bend—Employees of the Berland Shoe Store spent their annual outing at Indian Lake near Dowagiac. T. C. Morgan, the local manager, started off the picnic with a round of golf in the morning followed with swimming, picnicking, motorboating and

dancing. All employees and their families attended.

Madisonville—N. L. Holeman, 68 years old, for many years engaged in the retail merchandise business at Dawson Springs near here, died at a hospital in this city after a short illness.

Peru—William Levi, 87, pioneer resident of this city, died at his home here. He was a native of Germany and came to this country at the age of 14. Mr. Levi founded Peru's first department store in 1858. At the time of his retirement Mr. Levi suffered a stroke of paralysis and had since been in poor health.

Elkhart—Miss Evelyn J. Helvie, proprietor of the Helvie Style Shop, has filed a voluntary petition in bankruptcy in the Federal Court at South Bend, listing liabilities at \$3,883 and assets at \$2,075, of which \$1,250 is the estimated value of the stock. Just before the petition was filed, a judgment for about \$100 was granted the Western Hosiery Co. in a local court and the same evening some forty dresses and a quantity of lingerie was seized on a writ of replevin to satisfy this judgment. She came here about twelve years ago.

Anderson—A petition for involuntary bankruptcy against Louis B. Supowitz, proprietor of the Bargain Leader Store, has been filed in the Federal Court at Indianapolis by the Citizens Bank of Anderson, the Bedford Hat Co., Goldstein & Rubin, Inc., both of New York. The firm lists total accounts of \$2,935.

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—Confectionery on M-53. Fully equipped, good business. Alger Glover, Marlette, Mich. 316

DRUG STORE FOR SALE—In city 5,000. Doing good business. Must sell, account poor health. Must be seen to be appreciated. Address No. 317, c/o Michigan Tradesman. 317

Wanted Bakery—Splendid opening for good baker with equipment to locate modern building in best location. Rent reasonable. Box 115, Elvart, Mich. 318

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 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—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—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

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

Gabby Gleanings From Grand Rapids.

Alex Gibson, who was formerly connected with the Gibson Hardware Co., at Midland, with his brother, W. D. Gibson, has disposed of his interest in that concern to his brother and will open up a new hardware store in Alma. The Michigan Hardware Co. furnished the stock.

Lee & Cady will open a cash and carry store at 42 Hackley Place, Muskegon Heights, Aug. 4. The store will be under the supervision of Harold Seger.

E. A. Crandall, who engaged in the grocery business at 2229 Madison Square about two months ago, has already come to an untimely end, having turned the stock over to Edward DeGroot, of the Grand Rapids Credit Men's Association, as receiver. Crandall is understood to have invested his entire capital of \$8,400 in furniture and fixtures, so he had to stock the store on credit. He soon found he could not keep his promises regarding payments and has quietly surrendered to the inevitable.

Guy W. Rouse was released from the Ionia prison last Saturday and was brought to this city by Van Wallin, Mrs. Rouse's cousin. He has been spending the time since at the country home of Mr. Wallin at Wallinwood Springs farm near Jenison. Friends who have called on him report that he has grown very fleshy during the three years he spent at the Ionia prison and that he is in the best health and spirits he has enjoyed for years. He and his wife plan to return this week to Los Angeles, where they will make their future home.

Retail Grocer Should Carry Only 850 Items.

"What kind of a buying system, warehouse system, selling system should you have?" asked Mr. Walter V. Davidson of the members of the National Wholesale Grocers' Association at their convention in Chicago. He continued, "First of all, your system must be designed to give the best possible service to your retail outlets. As the average sized independent retailer should carry not to exceed 850 separate items or options of groceries (calling two sizes of the same article two items), you, Mr. Wholesaler, should keep your stock down around 1,000 items. Even with 850 items in a retailer's stock, only 15 per cent. are really active, 65 per cent. run from dull to very dull, and 20 per cent. are as dead as doornails. Even so it seems necessary to carry some of the dead ones.

"If you have a restaurant, club and institution trade, you will need two or three hundred special items in addition to the thousand.

"Now is the time to standardize your line. You must come to it sooner or later. For example, almost all of you can do 97 per cent. of the total volume in two sizes of maraschino cherries. You do not need seven sizes. How in the world can any average sized retail grocer get any turnover on all the advertised and local brands of cereals or soaps, cleansers, flakes and powders?

"It is also up to you to urge manufacturers and canners to put up the

smallest possible original containers on slow moving items.

Late Business Notes.

That a rally in business is not distant was the expressed belief of many trade authorities quoted this week. No one professes to see definite signs of improvement in the records, but nearly all agree that the bottom of the depression is now evident to the seeing eye and that conditions are ripe for a welcome change in actual operations, likely to be perceptible this fall.

The automobile outlook for the remainder of the year, following the current month's minimum production due to mid-summer shutdowns, is regarded with confidence because of the lessening gap between output and consumer purchases. Registrations in the first five months of this year were 21.2 per cent. less than in the same period last year, whereas production fell of 30.5 per cent.—at the expense of surplus stocks.

Prices of groceries during March in Lexington, Kentucky, as ascertained by a University of Kentucky professor of economics, were 14.3 per cent. lower in chain than in independent stores.

That chewing gum sales are not affected by hard times is indicated by William Wrigley, Jr.'s net profit in the second quarter showing a gain of more than 12 per cent. over the second quarter of 1929.

Sears-Roebuck sold 14.9 per cent. less merchandise in the four weeks ended July 16 than in the same period of 1929. For the year to that date the decline was 5 per cent.

Says "Taste This!" and Sells Cheese.

Here's the wrong way to try to sell cheese:

Customer: "Has your cheese plenty of flavor?"

Clerk: "Why, yes, our cheese has a very good flavor."

Customer, looking at the cheese: "Oh, I don't know whether to try it or not. I'm disappointed so often with cheese. Guess I'll look further."

And here is the way that really sells cheese:

Customer: "Has your cheese plenty of flavor?"

Clerk, slicing off a thin sample wafer, placing it on a salted cracker and serving it on a plate: "Taste this."

Customer, smacking lips: "That's fine. Cut off a nice piece and I'll take it."

An unusually successful grocer remarks: "I used to worry my head off trying to carry every kind of cheese asked for, and trying to keep from losing on it by mold and drying out. Now I rarely cut more than two cheeses at once, sometimes only one.

"When a customer asks about the flavor, the rule of this store is never to make any claim. We simply say, 'Taste this.' We sample thin enough for the piece to melt on the tongue; we sell only good cheese; and we sell more of it than any other store in town."

Closed Shop Closes Shop.

April 1, 1930, Patrick's garment factory in Duluth, opened under a new

management. At that time, union organizers from Chicago forced the management to submit to closed shop union operation.

The union, according to its usual custom, made rules and regulations determining how many employees should be hired, the number of working hours, and the rate of pay. It determined what should constitute a day's work so that when the specified amount of work was completed the employe would have the right to put in the balance of the day playing cards or doing nothing as he might see fit, providing no garments were ready for his particular department.

Because of these restrictions the management soon discovered that it was operating at a loss, and on Saturday, May 10, 1930, the Patrick plant again closed its doors. It now has all its garments manufactured in other plants outside of the city of Duluth, and a large number of Duluth citizens are thrown out of work.

Odd Beliefs of Long Ago.

The mechanical age was ushered in both here and abroad with riot and revolt against the "devil-born" devices of science and invention. New England farmers cut down the first telegraph poles because it was obvious to them that no one could send words through a solid wire. Labor, the moralists, the politicians, and the clergy, all rose against the advancing tide of progress. Even that simple assistant to tired backs—the baby carriage—precipitated a storm in the press and pulpit that lasted a decade or more; "good" people were horror-stricken at such a sacrilegious "destroyer of civilization." Babies belonged in a mother's arms, whether she wished them there or not. She should. She must be made to "do her duty" as would any other young-bearing mammal; what else was she for? Such mechanical contraptions were patently malicious; their perpetrators slaves of Mammon. David Seabury.

No Sting In This "No Credit" Sign.

Often you see dealers who sell for cash only using signs to warn off requests for credit. They try to use clever signs such as "Credit Department on the Roof, Take the Elevator;" "In God We Trust; All Others Pay Cash," etc. But a better way, by far, is to treat your credit question with earnestness and give reasons for your cash policy.

For example a Western grocer uses a card reading:

"No Reflection on Your Credit. We Must Sell for Cash Because We Buy for Cash in Order to Serve You Best."

This takes the sting out of the refusal and really builds good will for the establishment.

Within Calling—Always.

That's the beauty about the service grocer, from the standpoint of the thrifty housewife. He and his stock of merchandise are always just around the corner, as long as she has a telephone in her home.

That's one thing, Mr. Grocer, you should never let her forget. Impress it on her mind often not only by call-

ing her attention to it in the advertising you do, but fill her orders so to her satisfaction that it becomes a second nature for her to step to the telephone when she thinks of foods and groceries. And see to it that she has your telephone number fixed in her mind.

An Idea To Help New Clerks.

It is certainly annoying to the average customer to be waited on by a green clerk who is not yet acquainted with his stock. Not only are there delays of one kind or another but there is also bred in the mind of the customer an uncertainty as to the man's ability to fill her order properly. A merchant in Portland, Me., has obviated all this by posting up in an inconspicuous place in the store a detailed index of the stock. While a clerk is looking for a certain item, he can quickly ascertain its location without asking other clerks or wasting time.

Know Your Lines.

How much do you know about the lines you are selling? There is wisdom in gaining a complete knowledge of every item you offer the trade. This will help you to introduce each item and make it possible to talk intelligently about their special value. These are hints the live and wide awake retailers will be glad to learn. Perhaps he can pass them along to his customers.

Mirror In Window Gets Attention.

A Saint Louis grocer gets good results by placing a mirror at the back of his display window. This enables him to trim his window with only half the amount of food which would be needed otherwise and yet get a better effect.

The mirror also is an attraction in itself. Many women stop before it to adjust their hats and powder their noses.

One in a Million.

It was married man's night, and the minister had asked that everyone who had domestic worries stand up.

"Ah!" exclaimed the minister, peering at the lone man who had remained seated, "you are one in a million."

"It ain't that," piped the voice as the rest of the congregation gazed at him suspiciously, "I can't get up. I'm paralyzed."

COMPLETE DRUG STORE

With new Kelvinator Fountain. Wonderful location—40 years in business—now in hands of Liquidators for disposal—will sell either with or without the stock. Fine large store, very reasonable rental—a wonderful opportunity. On intersection of Michigan's busiest highways, U.S.31 and U.S.12.

LAHR'S DRUG STORE
Coloma, Mich.