

MICHIGAN TRADESMAN

PUBLISHED WEEKLY

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EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 20, 1930

Number 2448

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HOUSE BLESSING

Bless the four corners of this house
And be the lintel blest;
And bless the hearth and bless the board
And bless each place of rest;
And bless each door that opens wide
To stranger as to kin;
And bless each crystal window-pane
That lets the starlight in;
And bless the roof-tree overhead
And every sturdy wall.
The peace of man, the peace of God,
The peace of Love on all!

Arthur Guiterman

Assured goodness

—is the result of our unique process milling. Purity Oats produce, always, a sweet flaky dish of oats entirely free from the usual mush taste. Purity Oats and Chest-O-Silver remain fresh and sweet on your shelf—they will not sour, deteriorate or become weevily.

Our rigid sales policy protects you—the Independent Grocer. We distribute only through legitimate retail channels. No chain stores—no desk jobbers. Our solid guarantee backing every package is your protection.



PURITY OATS COMPANY
KEOKUK, IOWA

HEKMAN'S

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

**Cookie-Cakes
and Crackers**

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

With the Price Established

through the manufacturer's advertising

your selling cost is less and profits more. Your customers recognize that the price is right when it is plainly shown on the label and in the advertising as it is in

K C Baking Powder

Same Price
for over 40 years

25 ounces for 25c

You save time and selling expense in featuring such brands as K C.

Besides your profits are protected.

**Millions of Pounds Used by Our
Government**

MICHIGAN TRADESMAN

Forty-eighth Year

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Number 2448

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.

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JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

CUT OUT HENDERSON.

He Is Playing Into the Hands of Chains.

When chain stores began to expand, about twenty-five years ago, the first thing they resorted to was to discredit the independent retailers. Only a few of the old dyed in the wool association leaders sensed the danger and called the attention of their fellow merchant to the approaching danger. They showed the chain store menace in its true light. They urged their associations to take up the fight. For this they were called radicals and alarmists. Experience had shown them that foreign corporations, chain stores, mail order houses, peddlers, etc., sucking the life out of a community, adding nothing, was wrong and dangerous, and if the retailers' story would be brought into the home, and be placed in the proper light, the chain store system, methods, dishonesty, etc., were exposed in all their hideousness, their business would shrink, and the independent retailer would have little to fear. We soon learned that the big dailies were not interested, the leading magazines were printing stories favorable to chain stores.

Radios were broadcasting chain store propaganda and it seemed as though the individual retailer would have to depend on his association efforts, his own publicity and such as he could impart by word of mouth. Chains were on the defensive, the merchant was slowly and surely progressing, but he was not getting his story into the home in a manner that would make the family talk about him. Courageously he plodded along. He tried to have chain stores regulated, the searchlight turned on chain stores, to their discomfort,

and the public gradually saw their mistake.

Like a thunderbolt out of the sky, the public were told over the radio about chain stores, dishonesty, their ruinous practices, draining communities, etc., by a man in Shreveport, La., W. K. Henderson.

Everybody went wild. The independent merchant thought at last his story was going into the home. A little later Henderson offered coffee for sale at \$1 per pound that was not worth 40c. He admitted it over his station, but he must have money to operate and maintain his station. He next asked for subscriptions from associations. Then solicited membership for his M. M. M. at \$12 each—one-half of the \$12 going to the solicitor and the other half to Henderson. The merchants were with him. They overlooked the overcharge on coffee. In order to hurry matters up, associations appropriated funds out of their treasury to Henderson. They even assisted him in soliciting membership among the members. Making it a double donation.

I remember the night when the St. Louis Retail Grocers' Association voted to donate \$600. Mr. Schulte, Mr. Kelly, myself and the remainder of the members unanimously voted to send the money. At the St. Louis Retail Meat Dealers' meeting the same thing would have happened. Here stood an old battle-scarred veteran, experienced, single-handed, J. D. Lukenbill. "Listen boys, the grocers have just sent \$600 to Shreveport. Mr. Henderson is sending men all over our city and state to enlist members. He is charging \$1 per pound for coffee which is not worth 40c by his own admission. He sold turkeys for \$1 per pound when you sold them at 40c and 45c. Now listen: Let Henderson prove himself. Personally, I don't believe in him. If he is square, it is always time enough to send money. Don't forget how hard it is to get a few dollars in the treasury." The Association listened to Mr. Lukenbill, the money was not sent. A few months have elapsed. Henderson's name is mentioned occasionally. Here, again, we hear over the radio, "get your Hello World stamps, they are your cash discount," sign boards, big posters everywhere in St. Louis, Hello World Stamps — Hello World Stores, etc.

Here is my opinion:

Mr. Henderson as an individual announcer is a failure. Nobody paid any attention to him until

he complained about the R. C. A., when they threatened to reduce his wave length. He pleaded for assistance, he asked everybody to write a protest to the radio commission, opposing any reduction in wave length to KWKH. When he mentioned radio trust, a big corporation trying to crush a small station, the public responded. Everybody wants to be with the under dog. Next the anti-chain stores propaganda went over big. Money rolled in. Seeing the great possibilities he allowed himself to be lured into a trading stamp scheme. Unless checked it will be the greatest curse that ever struck the American retailer.

Let's investigate a little further:

Who are the men behind him? In St. Louis it is reported, and my authority is the Interstate Grocer, Geo. G. Schulte, "that Sam Breadon and Branch Rickey, president and vice-president of the St. Louis Cardinals, and an old trading stamp man named Greenbaume." It strikes me if Mr. Breadon will pay more attention to his ball team he will be sticking to his line.

I have written Mr. Henderson. He answered arrogantly and snobbishly. We ask every reader to read his reply.

The trading stamp will now become a National issue. We expect every local secretary to write a letter of protest to Mr. Henderson.

We ask them to pass a resolution condemning Mr. Henderson's course, and send him a copy and send a copy to every member of their association. Our National secretary should publish this correspondence in the Bulletin and write at once to Mr. Henderson.

Here is an opportunity for the National officers to carry out the Cunningham resolution, which was adopted by a rising vote:

That the National Association be committed to a more militant policy in its stand against Chain Stores. The motion declaring it to be the sense of the Executive session of this association, that the National, for and in behalf of the public interest as well as the individual retailers of the United States, against alleged unfair and the evident menace of the Chain Stores system, assume a more aggressive attitude. Let's carry out the purpose of the resolution. Our National stands unalterably opposed to trading stamps and gift schemes.

If Mr. Henderson wants to go into the trading stamps business, it is his own funeral. We are opposed to it.

But when, under the pretense of fighting chain stores, he gets our endorsements and help, then under the cloak of friendship tries

to saddle an unbearable burden on the retailer, and adopt a chain store method, of sucking out a community, it is to me nothing short of a Judas Iscariot trick.

Request to all secretaries:

Every secretary should write a letter to W. K. Henderson condemning his Hello World Trading Stamp scheme. He received letters of commendation, money, in fact more than he could reasonably expect from the Independent Retailers' Association. He is now on the wrong track. His action is not in harmony with his radio message. Let our censure be just as candid as was our praise. Mr. Janssen, our National secretary, should now take hold, carry out the intent and purpose of the Cunningham resolution. Every delegate should receive this information, from the National office, with instructions to write a letter of protest to Mr. Henderson.

L. F. Padburg.

Local Grocers To Have Radio Programme.

The Grand Rapids Retail Grocer and Meat Dealers' Association board of directors, at a dinner meeting Monday evening, Aug. 18, voted unanimously to subscribe for the radio programme sponsored by the National Association of Retail Grocers and introduced at the Dayton convention in June.

The radio programme will be featured once a week for a period of fifty-two weeks over the local broadcasting station and it is expected to be ready about Oct. 1. The title of the program is "Jimmy and Betty Making Good in Homeville" a very interesting, clean, constructive romance which is sure to win public favor and be a great boost for the independent retailers.

A reproduction of the disc which was introduced at the Dayton convention is expected shortly by the State Secretary's office and will be demonstrated at a general meeting, at which representatives from other cities in the State will be invited and encouraged to adopt for their various cities, with local broadcasting facilities available.

The National Association will require forty contracts in order to proceed with the production and according to the delegates at the convention was considered the most constructive programme featured by the National Association in years; in fact, the convention went literally wild over it.

Herman Hanson, Sec'y.

clerk tells him that he has no authority in the premises and he will have to communicate with the headquarters of the chain 1,000 or 2,000 miles away. The local merchant educates his children in the professions, arts and sciences. From this blood we recruit much of our leadership to-day. He is an outstanding influence, not only for civic but for political betterment. He is invariably a useful and constructive citizen. He is frequently called into the public service, and acts on the school board or in other municipal activities without pay.

Nor is this the only service of the merchant to community life. There are also certain of the humanities in the picture. Take the case of John Smith, who is taken ill. He has a wife and five small children depending on him for support. The family income stops and he desires credit from the retailer pending his return to health and employment. Based on his record of honesty and payment, the merchant extends the credit and John Smith is tided over his adverse days. Financial help is frequently extended by the local retailer to his customers who are in temporary monetary distress. Chain stores are impersonal and no such accommodation is possible there. In many other ways does the local retailer in direct and indirect matters serve the community. The local retailer is, perhaps, a director in the local bank or building association and gives freely of his time in the upbuilding of the community. His profits are invested locally or on deposit in the local bank.

On the other hand, the receipts of the chain store remain in the town overnight and then are sent on to some distant city. This procedure is draining the communities dry by the withdrawal of profits from circulation. This is one of the most pernicious results of the outside chain. In a recent article on Effects of Chain Operations on Community Welfare, Lieut. Gov. Henry A. Huber, of the State of Wisconsin, states:

Community life is being robbed of its profits and its industries. Chain stores, chain oil stations, chain drug stores, chain insurance companies, and mail-order houses are taking the profits of the storekeeper and the farmer and the business man of Wisconsin and distributing them outside of the State.

Blind, indeed, is he who cannot decipher these fundamental economic facts. A mere reading of them should convince any person that it is time Wisconsin awoke and protected its own people, its own industries, its own business men, and its own profits. It is time that the links of the chain shackle were broken.

Governor Huber further states that during the period from June 1, 1929, to October 4 of the same year bank deposits in Wisconsin fell off \$26,000,000, and he attributes this mainly to the withdrawals by the hole-in-the-wall chain stores, which have little invested, pay comparatively little in taxes, and make no contribution to community progress.

This measure will help to cure these conditions and save the retail merchant from the savage competition which he is now confronted with. I desire to emphasize that I am not speaking for the inefficient retailer. His doom is sealed and he must pass out of the picture. I am speaking for the retailer

who is well equipped by temperament and qualities of application to give proper service to the public and to sell his wares at proper prices.

It is my firm belief that a losing battle on the part of the independent retailer will result disastrously to the farmer when he carries his products to market. The present procedure of the chain is to force the farmer to send his products to central points, where, by virtue of its great buying power, the chain is able to force down the price. The products thus purchased are then transferred by truck to the chain stores throughout the State in question. With the independent in the saddle the farmer finds near home a ready sale at a fair price for his vegetables, his eggs, and his poultry, so that agriculture has much at stake in the maintenance of the independent in the buying and distributing fields.

The chain is equally disastrous in its effect on industrial wages. The chain store buyer goes to the manufacturer of a standard article and makes him a proposition to take a large portion of his output at a low figure. This is the basis upon which the chain store works; namely, to purchase in mass and distribute in mass. He drives a hard bargain with the manufacturer and the manufacturer like all mortals thinks of himself first and passes on the decrease in the price to his workmen. This is not a psychological proposition but on actual fact. As I have heretofore stated, copyrighted and standardized articles which the chain or department stores frequently use as bait mirror in their low prices a reduced wage to the industrial worker. As the buying power of the chains increases they will more and more vigorously dictate prices to the manufacturer. Failing this, they will build a plant alongside of him and engage in manufacturing the particular article themselves. In either case it will result in a reduced wage to the industrial group and a consequent reduction in comforts and clothes and food and education for their children. Of what avail will the nominal saving which the industrial worker now makes in the chain stores be to him under such circumstances?

There is another phase of this question to which I have already briefly alluded. That is the merger of these various chains into one great buying and distributing unit. One of the outstanding characteristics of American business is the genius for consolidation. The chains are now actively engaged in some forty distinct fields and do on an average about 30 per cent. of the total annual volume of business in America. They are fully organized and more successful in some phases of retailing than others.

In the dairy and poultry produce business they do 44 per cent. of the selling, while in the grocery and delicatessen fields they do 41 per cent. of the business. They flourish in the field of luxuries. In the cigar and tobacco field they are already doing approximately 36 per cent. of the business, and in the confectionary and soft drink field they do approximately 35 per cent. of the retailing. Most of these concerns sell their stocks on the

(Continued on page 31)

COFFEE

Our line has excited the
Wonder and Admiration
of the Coffee World.

The real test of Coffee —
Satisfied Consumers.

Our Coffees Satisfy.

Morton House

Quaker

Nedrow

Imperial

Majestic

Boston Breakfast Blend

LEE & CADY

MOVEMENTS OF MERCHANTS.

Cass City—Nestle's Food Co., Inc., has changed its name to Nestle's Milk Products, Inc.

Detroit—Mitzi Frocks, Inc., 1239 Washington Blvd., has increased its capital stock from \$10,000 to \$50,000.

Owosso—The Sturtevant-Blood Co., dealer in lumber and fuel, has decreased its capital stock from \$100,000 to \$80,000.

Battle Creek—The Battle Creek Farm Bureau Association has increased its capital stock from \$50,000 to \$100,000.

Detroit—The United States Trust Co. of Detroit has changed its name to the American State Trust Company of Detroit.

Iron Mountain—The Fuller-Goodman Co., dealer in lumber and fuel, has increased its capital stock from \$600,000 to \$1,000,000.

Jackson—The Reid & Carlton Co., 132 West Pearl street, dealer in farm implements and seeds, has decreased its capital stock from \$15,000 to \$10,000.

Ishpeming—Albert Bjork has completed moving a part of his hardware stock to the Voelker building, Main street, and has opened the place to business.

Sturgis—Business houses here suspended operations for one hour and a half Aug. 20, during the funeral of Louis F. Loetz, 66, dean of Sturgis grocerymen.

Owosso—The Cole Drug Shop, Inc., Hotel building, has been incorporated with an authorized capital stock of \$25,000, \$5,200 of which has been subscribed and paid in.

Coopersville—Two large warehouses and a small barn adjoining the main plant of the E. P. Daggett Canning Co. were destroyed by fire Aug. 15, entailing a loss of \$30,000.

Detroit—The Dispatch Linen Service, 421 West Larned street, has been incorporated with an authorized capital stock of 3,000 shares at \$1 a share, \$3,000 being subscribed and paid in in cash.

Detroit—The Boston Novelty Co., 12532 Broad street, has been incorporated to deal in novelties with an authorized capital stock of \$1,000, all of which has been subscribed and paid in in cash.

Detroit—Fox's, Inc., 1143 Washington Blvd., has been incorporated to deal in women's ready-to-wear garments with an authorized capital stock of \$4,300, all of which has been subscribed and paid in.

Dearborn—An involuntary petition in bankruptcy has been filed at Detroit against Abe Goldstein by Fixel & Fixel, representing W. M. Finck Co., \$129; A. Krolik & Co., \$1,248; Edson Moore & Co., \$170.

Detroit—The Interim Warehouse Co., 3000 Union Trust Bldg., has changed its name to the Central Detroit Warehouse Co. and increased its capital stock from 100 shares no par value to 65,000 shares no par value.

Port Huron—Cochrane's, Inc., 937 Military street, has been incorporated to deal in wearing apparel for women, dry goods, etc., with an authorized capital stock of \$25,000, \$9,000 of which has been subscribed and paid in.

Detroit—Family Electric Appliances,

Inc., 4433 Junction avenue, has been incorporated to deal in washing machines, radio and other appliances with an authorized capital stock of 3,000 shares at \$1 a share, \$3,000 being subscribed and paid in.

Hamtramck—An involuntary petition in bankruptcy has been filed in U. S. District Court, Eastern Michigan, against Abe Carp by Collier Goodman & Simon, representing Ruby Goldberg, \$417; Benjamin Dress Co., \$459; Nathaniel Blatnikoff, \$24.

Detroit—The Community Hardware, Inc., 13530 Plymouth Road, has been incorporated to conduct a retail hardware business with an authorized capital stock of \$25,000 preferred and 25,000 shares no par value, \$2,500 being subscribed and paid in.

Detroit—Saks Bros., 616 Ford Bldg., dealer in general merchandise and furnishings, has merged the business into a stock company under the style of Saks, Inc., with an authorized capital stock of \$3,500, all of which has been subscribed and paid in.

Detroit—The Frank H. Gillespie Co., Inc., 11690 Cloverdale avenue, has merged its roofing business into a stock company under the style of the Gillespie Roofings, Inc., with an authorized capital stock of \$10,000, of which amount \$8,390 has been subscribed and paid in.

Detroit—The Cavalier Orange Crush Co., 1800 East Forest avenue, has been incorporated to manufacture and sell at wholesale and retail, carbonated beverages with an authorized capital stock of 50,000 shares at \$1 a share, \$45,000 being subscribed, \$399.60 paid in in cash and \$24,600.40 in property.

Lansing—T. K. Ochs, 217 East Shiawassee street, wholesale dealer in groceries, provisions, etc., has merged the business into a stock company under the style of T. K. Ochs, Inc., with an authorized capital stock of 50,000 shares at \$1 a share, \$20,000 being subscribed, \$907 paid in in cash and \$14,847 in property.

Detroit—Schlesinger & Schwartz, 3260 Clairmount avenue, dealer in hardware, brass and plumbing, has merged the business into a stock company under the style of the Schlesinger Specialties Co., Inc., with an authorized capital stock of 2,000 shares at \$1 a share, \$1,000 being subscribed and \$500 paid in in cash.

Flint—The National Roadside Taverns, Inc., with business offices at 509 Citizens Bank Bldg., has been incorporated to conduct a chain of restaurants with an authorized capital stock of \$25,000 common, \$30,000 preferred and 2,500 shares at \$1 a share, of which amount \$27,500 has been subscribed and \$8,000 paid in in cash.

Manufacturing Matters.

Detroit—The Burwood Carved Products Co., 469 Ledyard street, has increased its capital stock from \$150,000 to \$200,000.

Detroit—The Vari-Fyre Oil Burner Corporation, 629 West Larned street, has changed its name to the Maise Corporation.

Charlotte—H. J. Cronk has bought the Floyd Waddell interest in the Charlotte Broom Co. and is now associated with H. H. Green, Mr. Cronk

will devote his entire time to the enterprise.

Detroit—The Aridice Corporation, 2649 East Forest avenue, artificial ice machinery, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in.

Detroit—The Arrow Steel Corporation, 812 Fisher Bldg., has been incorporated to deal in and fabricate steel with an authorized capital stock of 40,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Flint—The Ellis Products Co., 3417 Fleming Road, has been incorporated to manufacture and sell window and door screens, with an authorized capital stock of \$20,000, all of which has been subscribed and \$3,000 paid in in cash.

White Pigeon—The C. M. Lower Incubator Co. has been incorporated to manufacture and sell incubators with an authorized capital stock of \$10,000 preferred and 400 shares at \$100 a share, \$21,700 being subscribed and paid in.

Flint—The Flint Manufacturing Laboratory, Inc., 412 Genesee Bank building, manufacturer and dealer in bath salts, cosmetics, water softeners, etc., has been incorporated with an authorized capital stock of \$50,000, \$2,500 of which has been subscribed and paid in.

Wyandotte—Clayton E. Wyrick, 2959 Biddle avenue, manufacturer and dealer in wedge-locks, compensators and accessories, has merged the business into a stock company under the style of the Wyrick Engineering Co., with an authorized capital stock of \$100,000, all of which has been subscribed, \$20,000 paid in in cash and \$80,000 in property.

Butter Industry Seeks 25 Per Cent Increase.

A National movement to "Help yourself to more butter" will be inaugurated next month, under the direction of the American Farm Bureau Federation, Chicago. The program will be financed by the Nation's dairy farmers on the basis of one cent a delivery of cream to manufacturers. Figuring that they deliver, on the average, twice weekly throughout the year, the federation expects the individual contribution to be \$1.04 a year.

The program will endeavor to obtain the co-operation of the various dairying counties with three objectives: To arouse interest in the county in increased individual health; to point out the importance of dairy products in the diet and, through these means, to increase the consumption of milk, butter, cheese and ice cream at least 25 per cent. in each county in the first year.

July and August are being devoted to organization work and market surveys. Each of the following ten months will cover specific values of butter and other dairy products from the aspects of health, food value and economy.

The National Grange and Farmers' Union are co-operating with the federation in the movement, and a committee of five has been appointed to assist the National Dairy Council,

which will be directly in charge of the program.

Publicity and stunts will be the principal local media.

Another Pipe Dream By an Impractical Dreamer.

While employers of labor are reiterating their determination to maintain wages in order to keep buying power as nearly intact as possible, Henry Ford, not often at a loss for something to say which will fill the public ear, comes forward with the suggestion of a ten-month labor year. Summer months, he remarks, are poor times for factory work and old standards of labor volume are not well adapted to modern requirements of supplies regulated by demand. He would kill two birds with one stone—find something to do for everyone by shortening the time of labor and so check over-production at the same time. He sees no great difficulty in the way. The eight-hour day was harder to bring about; so, he says, was the five-day week. Nothing is said about the pay. Does Mr. Ford mean that ten-month work shall command the same wages as twelve-month work, or is he, champion of high wages, now contemplating a reduction bolus in the form of extended leaves of absence? But August is by tradition the month of trial balloons, and no one is fonder of sending them up than the wizard of low-priced cars. So let us gaze at this one for what it is, and be content with our observation that even in a practical world, somehow or another, ways are being found to lessen the hours of toil, even in industries more incessantly busy than the automobile industry.

Gabby Gleanings From Grand Rapids.

Richard Schaddelee (United Light & Power Co.) has removed to Grand Rapids from Chicago, where he has made his home for the past two years. He is occupying his old home at the corner of Sherman street and Cambridge boulevard. He will spend his summers in Grand Rapids and his winters at his home on the Gulf of Mexico, fifteen miles South of Ft. Myers, Florida.

The Artistic Footwear Co. has sold its shoe stock in the cloak and suit house of Selig's to the J. C. Hart Shoe Co., of Indianapolis. The department will be maintained under the management of Edward Haldy, partner of Mr. Hart, who has been in the Hart organization for the last twenty-one years.

No false friend of the retail grocer ever betrayed the cause of a legitimate industry worse than W. K. Henderson has done. This is the usual result where some alien who never had any contact with the retail trade jumps into the game and poses as the friend of the independent merchant. The only dependable friend the regular merchant ever had is the man who has proven his friendship by years of faithful service; a man who will not sell his birthright for a mess of pottage.

Paul Gezon & Co., Wyoming Park grocers write: "Your paper is a real inspiration to us and we are happy to renew our subscription."

Essential Features of the Grocery Staples.

No grocer need feel any apprehension over his inability to obtain all the canned goods he requires at reasonable prices. Some lines of goods will be lower than they were last season. If it had not been for the drought more goods would have been canned this year than could possibly have been consumed.

Sugar—Jobbers hold cane granulated at 5.30 and beet granulated at 5.10.

Tea—There have been some slight changes in feeling in the market during the week. Hoochoos and Pingsueys have shown a better demand and the price has advanced about 1c per pound. Scarcity is the reason. Congous on account of the Chinese disturbances are harder to get and the situation is firming up on them. Supply of these teas in this country is small. Ceylon teas are reporting slightly higher prices in the primary markets and so are Indias. Formosas are doing a little better.

Coffee—During the early part of the week Brazil made a herculean effort to support future Rio and Santos coffee and actually did put the market up several points. This, however, lasted only a very few days, and later in the week the market lost all it had gained. At present the situation is exactly as it has been for some time, weak, sluggish and low. Spot Rio and Santos is exactly where it was a week ago. All this refers to coffee sold green and in a large way. Milds show a fractional decline since the last report. The jobbing market on roasted coffee shows no material or general change from last week, but eventually it is sure to follow anything that happens in green coffee. Demand for coffee is only fair.

Canned Fruits—Canned fruits as a line are encountering a steady but small demand. California peaches have sold in moderate volume lately. New York State red sour pitted cherries are devoid of activity.

Canned Vegetables—Withdrawal of prices on tomatoes and corn prevent any general activity in those commodities. However, the demand for corn is good, and Southern pack is bringing higher prices. String beans sell in a limited way to local buyers, but the market is strong and higher, with standards 2s of "bang-up" quality quoted at 90c a dozen, f. o. b. Southern factory. Tomatoes are offered sparingly, but for prompt shipments there are some sales in car lots. Buyers here were not falling all over themselves in the rush to buy, however, the copious rains in some canning sections having added further to their belief that the commodity may not be so scarce as packers would have them believe.

Dried Fruits—Cool weather throughout the week brought on slightly increased sales of spot merchandise, and reports from the leading jobbers tell of good turnovers for the time of year, although buying is not described as running to heavy individual lots. California prune futures attract a fairly steady demand, but no very large quantities are reported booked. Local buyers are particularly interested in booking their requirements of Santa Clara Imperials. It has been discov-

ered that this is hard to do without taking on other sizes as well. Packers, in anticipation of a short crop of large prunes, demand that buyers take other sizes with the big fruit. Prices on large sizes are strong, and some packers advanced. Apricot futures are steady, but local buying is light. A minor interest in 1930 peaches is exhibited. There are some sales, however, both for bulk and cartons. Chain stores show good interest in carton peaches at the low prices quoted.

Canned Fish—General withdrawal of the \$1 and 90c prices on pink and chum salmon took place Monday. One broker said he had confirmed a carlot order of pinks at \$1 in the morning, but before noon his packer was out of the market, and it was understood that all packers had withdrawn. Apparently they had sold all they wanted to at opening prices, but just what is in store now no one knows. Many expect to see a slight advance.

Salt Fish—This is a slow time of year for all salt and cured fish and business is not expected to pick up for several weeks. The market shows little change, there being no general activity of any importance. Mackerel is in plentiful supply. Arrivals of new-caught American shore mackerel, however, have mostly consisted of 1s and 2s, and no small fish to amount to anything have reached this market. Last year at this time the situation was reversed. Prices show no change since a week ago.

Beans and Peas—Demand for all varieties of dried beans is very low. In spite of this pea beans and red kidney beans have been a little firmer this week. California limas and blackeye peas are very slow and weak. Other varieties show no change.

Cheese—The market has had a rather firm week, with slight advances, although the demand has been no more than moderate.

Nuts—Prices are steady throughout the list, and no weak features have appeared. Cool weather stimulates a slightly better movement into retail channels. With fall nearly here, it is expected that trade will soon show considerable improvement. Buying by jobbers for early fall requirements has been somewhat lighter this year than in the past. This is not an unexpected development, though, as the buying policy in all foods and food products has undergone similar change, and hand-to-mouth purchasing has been almost universally adopted. There has been a little booking of future shelled nuts from abroad. Primary markets advise of late crops on the Continent, and in many items crops are predicted as promising smaller quantities than earlier expected. Cables on Spanish Jordan almonds advanced, as did Turkish filbert quotations. There was some interest here, but no active buying developed.

Pickles—Packers remain generally withdrawn on bulk offerings awaiting more definite knowledge of conditions of the cucumber crops. Reports to date indicate that receipts are considerably under those of the 1929 crop. Crops in some parts of the country have been relieved by rain. It is difficult to predict just what the final outcome will be, but at least the threat

of an overproduction has been removed. Packers are alarmed because unusually low spot stocks make them anxious to get volume production in order to keep prices on a sound basis and offer rounded assortments.

Rice—Business is rather uniformly divided between the different varieties with no outstanding interest for anything in particular. Prices are well maintained, however, on account of light stocks. In the South mills are still hesitant about offering for immediate shipment because of frequent showers, which are holding back the crop. The quality of new prolifics seen thus far is disappointing, and does not measure up to last year's offerings. Later lots are very apt to show an improvement, however, and it is too early to come to any definite conclusion about this variety.

Syrup and Molasses—The demand for sugar syrup has been only routine, but prices remain fairly steady. Production is still light. Corn syrup has been feeling the effect of advancing corn and will continue to do so as long as the advance lasts. Molasses is selling right along, but moderate quantities. Stocks are comparatively light and the market is steady.

Review of the Produce Market.

Apples—Transparent and Duchesse are in ample supply at 75c@\$.1.25 per bu.

Bananas—5@5½c per lb.

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

Butter—Jobbers hold 1 lb. plain wrapped prints at 41c and 65 lb. tubs at 40c for extras and 39c 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, 6 to 8, flats\$1.50
Jumbo, 9 to 12, flats 1.60
Standard, 12 to 15, flats 1.50
Michigan Osage are now in market selling as follows:

12 by 12\$2.50
11 by 11 2.25
10 by 10 2.00

Cauliflower—\$2 per crate for home grown.

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

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

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

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans\$7.00
Light Red Kidney 8.00
Dark Red Kidney 8.00

Eggs—Local jobbers pay 24c for strictly fresh.

Grapes—\$1.75 for Calif. Malaga; \$1.50 for Calif. Seedless.

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

Green Onions—Home grown, 30c per doz.

Green Peas—\$5 for 50 lb. crate from Calif.

Honey Dew Melons—\$1.55 for Jumbos and \$1.50 for Flats.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate ..\$4.25
Imperial Valley, 5s, per crate 4.25
Outdoor grown, leaf, per bu. 65c

Lemons—To-day's quotations are as follows:

360 Sunkist\$10.00
300 Sunkist 10.00
360 Red Ball 9.00
300 Red Ball 9.00

Limes—\$1.50 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—Home grown, \$1.40 per bu.

Onions—Spanish from Spain, \$2.75 per crate; home grown yellow in 100 lb. sacks, \$2.10; Calif., white in 50 lb. sacks, \$2.

Parsley—50c per doz. bunches.

Pears—Calif. Bartlett, \$2.50@2.75 per box.

Peaches—Elbertas from Georgia command \$3.75@4 per bu.; California Elbertas in ½ bu. box, \$1.25.

Peppers—Green, 50c per doz. for California.

Pickling Stock—White onions, \$1.25 per box.

Plums—\$1.85@2 for 4 basket crate from Calif. Apricots, \$2.75; home grown Burbank are now in market, commanding \$2.25 per bu.

Pieplant—\$1 per bu. for home grown.

Poultry—Wilson & Company pay as follows:

Heavy fowls 21c
Light fowls 15c
Radishes—15c per doz. bunches of outdoor grown.

Spinach—\$1 per bu.

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

Summer Squash—\$1.50 per bu.

Tomatoes—Home grown hot house in 10 lb. baskets, 65c for No. 1; outdoor grown in 20 lb. baskets, 85c.

Turnips—\$1.40 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

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

Water Melons—35@65c for Georgia.

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

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

Farm wages rose only a little more than half as much as factory wages during the period 1914-1929, the National Industrial Conference Board has just announced—the former 67 per cent., the latter 125 per cent.

Foster Burch, who conducts a restaurant at 108 N. Michigan avenue, Big Rapids, renews his subscription to the Tradesman and says: "Would not be without it for twice the price."

MEN OF MARK.

J. Arthur Whitworth, Candidate For the State Senate.

Success is a varying achievement. Where one man shall reach the goal for which he set out and receive the award given in token of appreciation for the difficulties surmounted and the obstacles overcome, others who may try just as earnestly but who meet with greater hindrances are barred from entering into the pleasures to which seemingly they are justly entitled.

It is not for the multitude to say that this man has been successful; that one a failure. Early education later environment and the individual tendency or disposition of the builder have much to do with the structure reared. Perhaps the best description of the successful man is the one who meets his social, moral and financial obligations promptly and to the satisfaction of all with whom he comes in contact. These attributes hold good, whether applied to the rank and file of present day men or to the captains who in greater measure are responsible for the industrial progress of the country because of the active part they take in the development of the particular section of country in which they may reside.

It is not enough that a man shall amass a fortune, for money never yet of itself constituted success. The interests of the people and the exploitation of the resources of any locality must be duly considered by that individual who sets about to impart new life, new spirit and renewed vigor—who takes up for development the neglected or before unappreciated resources of any district. In such manner might Arthur Whitworth and the part he has played in developing financial and social welfare of Grand Rapids be summarized.

A recent issue of the Spectator contained the following biography of Mr. Whitworth:

Born in Grand Rapids May 25, 1873, Mr. Whitworth is the son of the late George G. Whitworth and Margaret Bertsch Whitworth, and thus the nephew of the late John and Christian Bertsch and Mrs. Mary Metz. He was born in the old Bertsch homestead, Front avenue and Sixth street. After graduation from Central High school in 1890 he attended the University of Michigan, which gave him his A. B. degree in 1894.

Beginning his business career, he was with the Peninsular Trust Company 1894 to 1900, being assistant treasurer of the Peninsular when it was taken over by the Michigan Trust Company.

From 1900 to 1905 he was assistant superintendent of the Berkey & Gay Furniture Company.

Then, for almost three years, 1905 to 1907, he resided at Muskegon, where he was secretary, treasurer and manager of the Grand Rapids Desk Company, which had been established in this city but removed to Muskegon after its plant was destroyed by fire, and eventually was sold to the Browne-Morse Company. Aside from those three years in Muskegon, he has lived always in Grand Rapids.

Returning here, he became secre-

tary, treasurer, manager and principal stockholder in the Michigan Desk Co. until 1918, when the company, at the close of the world war, was liquidated, its plant having been sold to the John D. Raab Chair Company.

Since 1918 he has been manager of the Associated Office Furniture Manufacturers and of the Desk Manufacturers association, two trade organizations comprising a large portion of the wooden desk industry of the United States.

Also, since 1919 he has been Grand Rapids correspondent of Lee, Higginson & Co. of Boston, one of the most prominent of the country's investment banking houses. In the latter capacity he is investment agent for a large

been a trustee of the First Methodist Episcopal church in this city.

He has been interested for a quarter of a century or more in promoting high school scholarships, in the Playground Association of Grand Rapids, of which he is a past president, and in the Park and Boulevard association. The two last named organizations have been of the utmost value to this community, in fostering the park and playground idea and in establishment of the exceptionally fortunate situation in which this city to-day finds itself so far as public recreation facilities are concerned.

He is a former active member of the Schubert club, and is now the president of that excellent singing or-

He is one of the founders and director of the American National Bank.

For twenty-five years he has been a member of the Association of Commerce and of its predecessor, the Board of Trade, serving at times on various committees.

He is a member of the Blythefield and Masonic Country clubs, but rarely finds occasion to play golf. His hobbies—if he has any—are fishing and gardening. For twenty years he has owned a farm home at North Park and a fishing lodge on the Pere Marquette river.

In 1898 Mr. Whitworth married Miss Grace A. C. Smith, daughter of Heman T. Smith of Grand Rapids. His three sons, George, John, Jr., and Robert, are all graduates of his alma mater, the University of Michigan, and all members of his college fraternity, Phi Delta Theta.

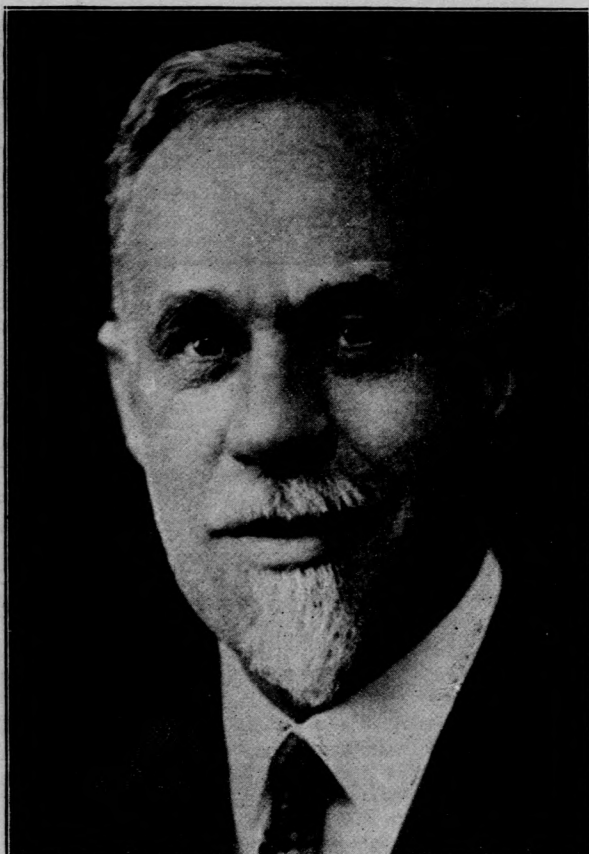
Those intimately acquainted with Mr. Whitworth know him for a rare raconteur, one always willing and eager to do more than his part in any worthwhile enterprise, and as a most genial companion.

At the request of many friends Mr. Whitworth has entered the lists as candidate for the nomination of State Senator for the Sixteenth district, comprising the second and third wards of Grand Rapids. In taking this action he wishes it distinctly understood that he has no fish to fry, no pet measure to further, no head to hit. Because he has always been a faithful servant to this community and has served it the best he knows how whenever the opportunity presented itself, he believes he can be of assistance to the people of his district in a larger field and possibly contribute to their pleasure, happiness and prosperity along legislative lines. Those of us who have known him since boyhood realize his peculiar and superior fitness for the position. He is honest, faithful, loyal and painstaking. Whatever he does he does well. If he should be nominated and elected he will render an accounting which will be creditable to himself and satisfactory to his constituents.

Trademarked Eggs Next.

Trademarks on eggs may be one of the next widespread developments in the poultry industry, following announcement through an Eastern marketing agency of the Pacific Egg Producers corporation that a hand operated stamper has been perfected that will permit labeling of a dozen eggs per minute. Another new process is that of wrapping egg cartons in cellophane wrappers, the chief value in which is that cellophane conserves the carbon dioxide gases escaping from the eggs and thus curtails deterioration. High class New York trade now is receiving these cellophane wrapped egg cartons.

Fleming Clothing Co., dealer in men's clothing and shoes at Ithaca, in renewing their subscription, write: "Enclosed find check in payment for another year's reading in the Tradesman which we consider gives the merchant the best journal information of any trade paper in the field."



J. Arthur Whitworth.

number of persons and for several institutions with large funds.

During the past nine years he has been treasurer and property manager for the trustees of the Michigan Annual Conference of the Methodist Episcopal Church, involving nearly \$700,000, also involving collection of approximately 5,000 unpaid pledges to those funds. The income from the two funds is used for the benefit of retired Methodist ministers.

Mr. Whitworth and Arnold H. Goss of Detroit are trustees of the Methodist Foundation of Michigan, an organization akin to the Grand Rapids Foundation, which affords opportunity to donors to project into the future discretionary gifts of money or bequests by will.

He is treasurer and for years has

organization, which has done so much to advance the cause of music here.

He is a life member of the University of Michigan Union, of the Michigan Horticultural society and of the American Pomological society.

He is one of the founders and a director of the local University of Michigan club, and a past director of the Alumni association at Ann Arbor.

He is a charter member, treasurer and director of the University club of Grand Rapids.

He is president and director of the Kent Realty Company, which has large holdings of lake and river front property; director of the Lake Hills Land corporation; director of the Thornapple Downs Company, with extensive holdings of frontage on the Thornapple between Ada and Cascade.

HETCH HETCHY VALLEY.

It Will Supply Water For Four Million People.

My figures relative to size and extent of Yosemite National park and the famous valley have been indefinite, except as to the total extent of the park, which covers 1125 square miles, or about the area of Rhode Island inclusive of Narragansett Bay. Few Americans know any portion except the valley, which covers eight square miles and is, therefore, but a small portion of the entire park.

I have also talked loosely about Camp Curry, certain hotels and other camps. This may easily be confusing to those unfamiliar with the region. So let me be more definite. Camp Curry is the direct descendant of the little place originally set up by a Curry in 1899. To-day it is a complete community. There is a post-office, a hotel office wherein one is assigned to cottages of various sizes, plans and costs, a dining room, a cafeteria, lunch counter and soda fountain. Cottages accommodate two or more. Some are unheated. Others have electric heat and baths. There is no housekeeping in these, but one may register for American plan or may pay for his cottage only and eat a la cafeteria.

Yosemite Lodge is similar in plan to Camp Curry. There are several hotels in the valley, the finest being Ahwahnee, which I described in my last.

There are several real camp colonies where one may rent a tent all furnished for two or more people. These colonies are provided with running water at convenient intervals, also sanitary conveniences. Each tent is completely outfitted with cooking utensils, dishes, a wood stove, beds and bedding; but one has the option to fetch his own bedding and linen. In fact, one may elect how he will live and for what he will pay the camp management almost ad lib. My wife and I, for example, went in one day; stopped over night in a cottage; decided we'd leave next day; strolled about into Camp No. 17; were intrigued by the layout and forthwith rented a completely equipped tent—and stayed there three weeks. We had brought with us nothing except our grips.

Finally, there are the auto camps. These are sections provided with running water and sanitation and the greatest variety of partial outfitting for camping. One may take a space with a stove and table with benches or he may fetch his own. Except for his supplies, there is no charge for this accommodation.

I do not go into details about the Government stations, the museum, library, fish hatchery and all that, but there is virtually everything one could ask for to make an outing in the Yosemite valley complete and comfortable, yet everywhere and in every respect retain the atmosphere of a real outing.

Our second side trip was from Yosemite to the Hetch Hetchy valley water project designed to provide water for the future San Francisco. The distance from Yosemite to Hetch

Hetchy may be some twenty miles as the crow flies, but the drive is probably sixty or more miles long. The stage travels up a one-way, controlled road, for four miles to the summit of the granite rocks which surround the Yosemite. As hitherto, I do not attempt to describe the beauty of this drive. It must be seen to be understood even slightly. From the summit there follow miles of broad highway of easy grade, passing through the Tuolumne Grove of Big Trees. This is another feature I do not describe. Indeed, I can hardly conceive how anyone could describe those tremendous growths. I can only say that I never look on one such giant without having the words run through my heart, for the feeling is deeper than the mind: "Only God can make a tree."

But we may as well get the pronunciation of Tuolumne, because it must be said right or it is as harsh as any other Spanish or Indian word which tenderfeet mutilate in the speaking. Say it thus: Tu-OL-um-ny. Then it rolls off the tongue as easily as Tejon or LaJunta or Taos, when you get the know-how.

The Hetch Hetchy valley is about the size of Yosemite, with level floor. It must have been exceedingly beautiful. Therefore, when the plan to flood it was first published, there were protests in plenty from Nature lovers who felt that this, like Yosemite, was a bit of National heritage. But Hetch Hetchy is so located that not in generations could it be made reasonably accessible; and there are plenty of other similar spots; and the need of San Francisco is the great, crucial need of this entire great Western land into which population comes in such constant abundance—water.

So Hetch Hetchy was acquired by San Francisco and for many years the city has been working to perfect this vast reservoir and get the water connected up and available. The valley was cleared and cleaned down to the underlying sands before it was flooded. The water comes in the vigorous and abundant stream of the Tuolumne river. When the valley was cleared the great dam was built, the river impounded and to-day we have Hetch Hetchy lake, which backs up the valley something like seven miles.

Arriving at the lake or reservoir, we were taken to a sort of summer house on the extreme edge of the lake, overlooking the entire project; and there, as we ate our lunches, a lecturer told us details. I outline some:

Here is a project which, when fully developed, will furnish 400 million gallons daily to 4,000,000 people in the city and environs of San Francisco, and develop 250,000 horsepower for lighting, heating, railway operation and manufacturing. This power is produced by the water as it falls down hill; hence it is pure gain, costing nothing except the machinery and maintenance thereof. Here gravity works for mankind in perpetuity, so long as the forces of nature raise water and precipitate it. One stands in positive awe to think of the blessings bestowed on all of us by the discovery of electric power, produced by mere falling water. The water, by the way, originates in the melting snows

on the mountains, distant from, say, fifty to 200 miles.

My space runs low or I might give a vast quantity of statistics, every word to the point, apposite and intensely interesting. But I want now to revert to a few figures to emphasize a point that is not emphasized hereabouts at all, yet to my mind it is crucial.

Look back at the figures given: 400 million gallons daily to an extreme of 4,000,000 people. That means 100 gallons per day for every inhabitant. The lecturer went over all the statistics at which I have hinted; he told of the watershed and its safeguarding; of the time taken and to be taken in the completion of the work; of the tunnels and syphons and bridges, and conduits, and cost—O, yes, we all roll big figures under our tongues with keen relish. But of one important factor in any such project in any region where the vital element of water is under discussion was not even hinted: The need for economy in the use of that water.

It is indeed an appalling fact that we Americans are recklessly extravagant of things the cost of which is not brought home to each of us personally. We protest taxes, because we pay taxes; but for some peculiar reason we take no thought of the morrow in connection with anything which comes out of public funds or otherwise not directly, palpably, perceptibly out of our own individual pockets. Yet where do public moneys come from except from our own pockets?

This question hits the West Coast right where it literally lives. For this entire region depends on water artificially provided and supplied at public expense. Yet the Spirit of the West is traditionally big hearted and liberal. It is against such traditions even to hint at economy. Hence, we bid fair to continue to increase our

consumption of water from 100 to 150 and then 200 gallons per individual daily—and not merely pay the bill with protest and grumbling, but be put to it with steadily increasing perplexity to provide new sources of supply with each passing decade.

Understand, the use of water is to be encouraged. It is the abuse of costly, precious water against which I protest. There are ways to bring about active conservation on the part of almost all of us. I may mention one way that is absurdly simple and has been demonstrated to be completely effective: that is to make each house dweller pay for his own water.

The common system in city cliff dwellings now is for the landlord to pay all water bills and include the cost in the rent. That is to say, the rent includes unlimited water. But if each apartment and flat were equipped with a water meter and tenants paid for their water as indicated by said meter, conservation would occur immediately and most effectively.

One could hardly imagine a more effective bit of good citizenship than thus to promote sanity in the use and discontinuance of the abuse of such a crucial item as water, where water is so scarce and difficult to provide as in this land of the Setting Sun. Why is there anything unworthy about the insistence on the importance of such conservation? Paul Findlay.

Perspiration Liquid.

A fairly satisfactory liquid preparation is a 2 per cent. solution of zinc chloride in water, colored and perfumed if desired. A similar product enjoys a large sale which would indicate that it is at least effective, and I doubt that it is harmful.

Highest-ups always are looking for comers.

We Recommend the Purchase at Present Prices of Arkansas Natural Gas Class "A" Common Stock

The stock of the above subsidiary of the CITIES SERVICE COMPANY is, we believe, greatly underpriced.

It is now selling more than 15 points under its high for all time. It is selling slightly higher than its low in 1929 and 1930.

The above company doubled its natural gas pipe lines for 1929, and now has a daily capacity of 185,000,000 cubic feet of gas.

This stock is selling less times earnings than any of the utilities companies that we have analyzed on the basis of their estimated earnings.

We would be pleased to give you the information we have on this company at your request.

Priced at Market.
Listed New York Curb.

Petter, Curtis & Petter, Inc.
Investment Bankers and Brokers.

—PHONE 4774—

Grand Rapids

Muskegon

PHARMACIES NO LONGER.

In his final report before retirement as dean of the College of Pharmacy of Columbia University, Dr. Henry H. Rusby bemoans the development whereby the pharmacist is allowing his legitimate business to be taken over by the drug manufacturer while he himself turns to merchandising which is carried into lines "that are professionally degrading." And well might Dr. Rusby lament. For while it has become possible to buy almost anything else in the modern drug store, few and far between are the old-fashioned pharmacies which still cling to the custom of compounding prescriptions.

The drug store to-day is a lunch counter, a novelty shop, a cigar store, a miniature five-and-ten cent emporium, a sporting goods store and shop for the sale of cheap and trashy magazines. It is possible to buy in it anything from an egg-salad sandwich with Russian dressing to a Kiddie Kar, from a fiction best-seller to a bathing cap. Although it still steers clear of dry goods in bulk and most articles in hardware, it is becoming to all intents and purposes an urban reproduction of the village general store.

In addition to this degrading lapse into general merchandising, Dr. Rusby declares that when the modern pharmacist does condescend to handle drugs he depends upon the manufacturer for ready-made mixtures and compounds and seldom makes his prescriptions himself. Without having any part in their preparation, it is he nevertheless who remains legally responsible for their quality, a situation which is not without its danger to the public.

It is impossible to expect the drug store as such to revert to its original functions and abandon the profitable sidelines which have eclipsed the main tent. There is a more rapid turnover in toasted sandwiches and detective stories than in prescriptions. If the public is to be served we must have a revival of pharmacies which are pharmacies, prepared to supply prescriptions on doctors' orders instead of handing out commercially manufactured drugs which in many cases are but one step removed from patent medicines. Neither physicians nor their patients can be expected to have the desirable amount of confidence in prescriptions made up in the intervals of dispensing the myriad articles which drug stores now display.

WHAT CHATAUQUA MEANS.

Mr. Thomas A. Edison's graduation from Chatauqua calls attention afresh to an institution which was a pioneer in adult education. The Chatauqua Literary and Scientific Circle, to give it its full name, was founded half a century ago by Mrs. Edison's father, Lewis Miller, and Bishop Vincent, to bring higher education within the reach of the mass of people. Anybody with \$6 a year to spend on books and a little time could take a home-reading course and at the end of four years win the recognition of a diploma. Hence Recognition Day, which took Mrs. Edison to Chatauqua Lake this

week. It is graduation day for those who have finished the course.

Chatauqua illustrates its idea of education as progressive by adopting new methods and instruments. There is summer opera. There is a Chatauqua repertory theater. And music is studied as well as played and sung by eminent artists. Full college credit is given by New York University to students registered in its summer school at Chatauqua in more than a hundred courses. The huge amphitheatre, once the preserve of the preacher and the lecturer, is now the daily setting for music or some other art.

What Chatauqua has meant as an educational force is indicated by the fact that half a million men and women have enrolled in its home-reading courses. To large numbers of these it has opened a new world whose realms of history, science, literature and philosophy have been at once informing and inspiring. Many of them have gone on to graduate work, adding seals to their diplomas as evidence of their advancement. And their children, inheriting their love of learning and fired with their ambition for a higher education, have constituted part of the first rank of students at hundreds of colleges and universities.

Having been a leader in adult education, Chatauqua has lived to see the movement acclaimed and supported in the highest educational quarters. Universities make much of their extension courses. They are endeavoring to devise ways of enabling their graduates to keep abreast of developments in science and other fields. Chatauqua "started something" and something which was well worth the effort.

UPWARD TREND NOTED.

With the drought broken in some of the areas which were affected most, the tendency is to revise earlier notions of the damage and the effect on business. The relief steps appear opportune and adequate and, in fact, offer a rather distinct contrast to the handling of the industrial reaction and widespread unemployment. The estimate of the Department of Agriculture disclosed shortages only in corn and hay and, despite the dry spell and its implications, farm product prices receded further during the week.

Although the farm situation attracted most attention during the week, reference to the weekly business index shows the first gain in ten weeks, a development which doubtless will be received with even greater interest. Wholesale commodity prices failed to reflect this gain, however, and the *Analyst* weekly figure declined to 121.6, with losses in six groups and fractional gains only in food products and fuels. The index for the previous week stood at 122.2.

From the steel industry come reports, finally, that no great improvement in prospects is visible. Automobile manufacturers have been reducing prices in order to stimulate a demand that continues to lag, and the outlook for operations is dubious. Contract awards in building are running so far this month about 24 per cent. under

those of a year ago, which reduces the July decline but does not portend a real upward movement. The reduction in factory employment in New York for the month June 15 to July 15 was 4 per cent., as against the usual seasonal drop of 1 per cent. The number of workers was reported as less last month than at any time since the index of the New York State bureau was started, in June, 1914.

Previously it was estimated here that the present slump would probably rate between that of 1924 and the collapse in 1921. That is the case now, and it is likely that, while some of the usual seasonal gain from this point on will be manifest, the recovery may prove irregular and take some time to regain normal.

PRICE STRAGGLERS FOUND.

The question of prices to pay or of prices to offer is the dominant one in most business quarters. Distributors are testing out values the public will most readily accept in order to gauge what prices they themselves will pay. On the other hand, many producers are striving to get their offerings within the quotations that will bring the largest amount of business.

There is, however, a rather notable tendency among some manufacturers to dodge the price issue. They may belong to groups which for years have been fixing and maintaining prices or to others that have the problem presented by a branded line. The stationary price of bread, taking the drastic decline in wheat and flour, may be offered as an example of how little recognition is given in some quarters to lower raw material costs. Building materials of many kinds evidence the same type of resistance to possible reductions.

In the highly competitive merchandise lines there are few outstanding instances of such resistance to lower prices, although here and there examples may be found. Floor coverings, for instance, represent a line on which prices were made several months ago at practically unchanged levels, and, according to trade authorities, these quotations will be maintained until the next opening late in the year. Since raw material costs in this industry are supposed to be almost double what labor is paid, and raw material costs are down, the only inference possible is that the producers have decided to "stand pat."

The notable increase in private brands points to the increased competition which National brands may expect where prices have not been adequately revised, and other "stand pat" manufacturers may wake up to restricted markets or new rivals if they continue to hold up possible economies. Inasmuch, also, that the effort to maintain prices involves, as a rule, curtailing operations, business recovery to that degree is delayed.

RATIOS FOR ART AND SCIENCE

In the course of replying to the statement of Selfridge & Co., of London, that British retail progress has outstripped that in other countries, Lew Hahn, head of the chain which bears his name, had several highly per-

tinent remarks to make last week concerning the present department store situation.

He cited as his belief that most department store managers realize that they have made a mistake in judging the extent to which retailing can be developed into a science. He hazarded an estimate that perhaps 10 per cent. of it is science and 90 per cent. an art or else nothing. To support this estimate he pointed to the outstanding merchants of the past, who knew nothing about the present systems, but possessed shrewd merchandising intuition.

While Mr. Hahn's view is undoubtedly sound, it is doubtful whether the majority of progressive merchants to-day would accept his ratio for art and science in retailing. It would be brought up that some of the most successful stores to-day are those which certainly employ more than 10 per cent. of science in their operations. And again, of course, times have changed and the achievements of the past were attained against much more mediocre competition. It would be interesting, but scarcely possible, to observe a contest between the old school and new school types of retailing.

In fairness to Mr. Hahn, it must be stated, however, that he urged keeping all the new tools which are worth while, even while the neglected art of retailing is learned over again. He also stressed the weakness of figures alongside a knowledge of the facts from which the figures are obtained.

DRY GOODS CONDITIONS.

The change in weather proved stimulating to retail trade during the past week and sales have made appreciable gains for the first time, in many instances, since before the holiday last month. The increases were sizable and in a number of cases business ran ahead of a year ago by good margins. The trade was well distributed over seasonal items and clearance goods, particularly house furnishings, with some early buying of fall and school attire.

This spurt in trade was especially welcomed because of the setback suffered in July. The preliminary figures issued by the Federal Reserve Board disclosed that sales last month for 519 stores were 9 per cent. under those for the same month last year for the country as a whole. All reserve districts showed losses which varied from 3 per cent. in the New York area to 18 per cent. in the Chicago reserve territory.

Reporting on the four weeks ended Aug. 13, the largest mail-order chain system gave sales as 8.7 per cent. under the same period in 1929. This would indicate that, despite the drought and the decline in prices, unit volume is holding up fairly well.

The man who is worthy of being the leader of men will never complain of the stupidity of his helpers, the ingratitude of mankind, nor the unappreciation of the public. These things are all a part of the great game of life, and to meet them and not go down before them in discouragement and defeat, is the final proof of power.—Elbert Hubbard.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

M 21 looked pretty good on the map Saturday. It proved to be equally attractive as a thoroughfare. The high hills and deep depressions East of the city always afford an exhilarating experience.

The new cement bridge across the Thornapple at Ada is completed. As soon as the approaches are completed the line of travel, which has been over the old covered bridge for about fifty years, will be moved about one block North and travelers will get glimpses of some very well kept residences for a village block.

I found Lowell people still talking about the remarkable gathering of outside druggists who attended the fiftieth anniversary banquet given Druggist Look a few evenings before. Fifty years is a long time to devote to one line of business, but they are as nothing compared with the faithful service he has rendered his family, his friends, his town and his State in many varying capacities.

I never pass through Lowell that I am not reminded of Manley Jones, who owed his first start in the business world to the masterful pioneer merchants of that thrifty community. If Manley lives until August 27—and he does not look as though he would select his pallbearers for twenty-five years yet—it will be fifty years since he left Lowell to take a position with the late John Caulfield, who was then engaged in the wholesale grocery business in Grand Rapids. As I recall his career, I think he has had only three employers—Mr. Caulfield, Samuel M. Lemon and Edward Telfer, all of whom have gone to their reward. He was ardently devoted to all of these men and served them in a most acceptable manner. All of them regarded him more in the light of a friendly adviser than a mere employe. When it comes time for Manley to leave us, I am sure he will find his three old employers standing in line to greet him on his arrival in the Other World.

Because it was during the noon hour when I made by appearance in Lowell, I found hardly a merchant in his store. They were evidently all at the post of duty at the luncheon table at home.

When I reached the portals of Saranac, I noticed that the cement road had been constructed for some distance ahead. So instead of crossing the bridge to Saranac, I headed Eastward on the new pavement. I found the road open to travel for about six miles. Instead of going back to Saranac I proceeded on to Ionia. My first call was on Superintendent Shean at the prison. I was informed he was at the great free fair. The same reason was given for the absence of every one I undertook to interview. Called on Governor Green, as usual, and, as usual, found him away, this time in Detroit en route to Philadelphia to

attend the annual convention of the Spanish War Veterans, of which he is the President and presiding officer. Was invited by the Governor's Secretary and executive officer to visit the free fair. No one less persuasive than Mr. Lawrence could have inveigled me into getting into such a crowd. I never saw so many people at a fair before and I hope I may never see so many again. I now understand Fred Green's popularity. He made the fair and the fair made him Governor and may make him United States Senator before many more years have gone into yesterday's eternal silence.

No sooner did I get comfortably seated than I looked at the thousands of eager people in the grand stand and bleachers and wondered if I could ever find myself and my car when the crowd broke, so I concluded that discretion was the better part of valor and made my escape while the going was good. Mr. Lawrence had left me in charge of two of his four bright sons and I made my excuses for leaving the best way I knew how. Mr. Lawrence holds many positions of trust and responsibility in the Green factory, the Methodist church and the State government, but the possession of four fine sons caps the climax.

I was told by a member of the Ionia road commissioners that M 21 would be completed as far as Ionia this fall and that next year it would be extended from Ionia to Pewamo. This will give an unbroken line of cement from Port Huron to Grand Rapids.

In undertaking to post myself further on the necessity of removing the wing dams from Grand river, I called on Mr. L. W. Goddard, who is in charge of the U. S. Engineer offices in the Federal building. He gave me much inside information, most of which must be treated confidentially, because he is not permitted to furnish any information from his office unless it has already appeared in printed reports, except by the consent of his superior officer.

In the meantime I have appealed to the managers of our two daily papers to take up the proposed undertaking in behalf of the public, which I trust they will do. Representative Mapes called on me personally and said he would do all he could to assist. Senator Vandenberg wrote me a letter, asserting that the cause was hopeless because the War Department has relinquished all control of the river above Bass river. Mr. Goddard states that the Government has held that, under existing conditions, the navigation of Grand river above Bass river is not practicable, but if any one thinks Uncle Sam ever relinquishes control of a stream the size of Grand river he has a surprise in store.

In discussing the growth of the car ferry business across the lake, Mr. Goddard showed me figures covering the volume for 1928 which surprised me. The Pere Marquette, with nine ferries, operating out of Ludington,

carried 2,378,992 tons. The Toledo & Ann Arbor, operating seven boats out of Frankfort, carried 1,645,798 tons. The Grand Trunk, with three ferries, operating from Grand Haven, handled 1,128,539 tons.

In his public discussion of Governmental questions around the State, it is in order for ex-Governor Groesbeck to state whether Tom Bailey will resume his former connection with the Governor's law office in Detroit, in the event of Groesbeck's election, and act as the "mediator" between those who seek to do business with the State Securities Commission and the Commission. Whenever anyone complained to the Governor about his inability to get anywhere with the Securities Commission, Groesbeck always dismissed the complaint with the admonition, "Go to Detroit and see Tom Bailey." Bailey had his office with the Governor's law firm and to all intents and purposes was a member of the firm. When approached by a high grade lawyer who had been given a deaf ear by the Commission, Bailey always remarked: "I think I can get the attention of the Commission for \$500." As soon as a check for the amount named was forthcoming he called up the Commission and was told that the necessary permission would be immediately forthcoming. Of course, that practice was graft, pure and simple, and the Governor's law firm must have profited very handsomely by the levy. In explaining this situation to the public—assuming that it can be explained—it might be well for Groesbeck to state how much of these ill gotten gains will be returned to the victims who were forced to disgorge under pressure of the most reprehensible character.

The action of William K. Henderson in undertaking to force trading stamps on the independent merchant, contrary to the best traditions and practices of the business, plainly indicates that he is no longer friendly to the regular retailer. His greed for money has led him into placing himself in league with the chains in the effort to destroy the independent merchant or at least lessen his usefulness and impair his integrity. From now on I think every independent merchant would do well to forget there ever was such a false friend as Henderson.

Grand Rapids has had a good many enjoyable conventions during the past dozen years, but no gathering has brought the city more real pleasure and genuine satisfaction than the convention of apple men, which was held here last week. Representatives of the apple industry from all parts of the United States and many foreign countries were present. The strangers insisted that Grand Rapids gave them the best entertainment they have ever received at the hands of the hosts. I do not know who is to blame for bringing such a crowd of happy warriors to our city—I suppose all our produce men joined in this undertaking—but I suspect that Henry Vinke mulder was largely responsible for in-

ducing so representative a class of men to test our hospitality. The papers read at the meetings and the discussions which followed in each case proved highly instructive and illuminating to all interested in the apple industry at any angle. Because of our superb hotel accommodations I expect to see this organization meet here again before many years roll round.

The City Commission is not acting in such a manner as to enhance the respect of laboring men who happen to be out of work at this time because of its pettiness in handling the report of the committee created to select a proper location for the auditorium. My thought is that the committee did a remarkable amount of hard work and finally decided on a location which should meet the approbation of all reasonable men. It was not my first choice, by any means, but having trusted the work of selection to a committee, we should abide by their action in man fashion, instead of whining and quibbling like a gang of quarrelsome boys. One thing looks very plain to me and that is that it is small satisfaction to serve on a committee of that character, work hard for months, decide according to the best judgment of a majority of the committee and then have the decision attacked by every man whose hair pulls and every penny-a-liner who can find admission to the public prints. I would rather seek an interview with a buzz saw than consent to serve on such a committee, with the criticism, condemnation and wrongful interpretation which I might know would attend its final action.

I had occasion last week to refer to Rev. Kennedy, the Scotch Presbyterian clergyman, who has lived in and around the Soo much of the time for the past twenty-five years. I was not aware he had passed away, but a letter from the eagle-eyed Chase Osborn contains the sad information that he died three weeks ago. He was one of those rare spirits who knows by loving. Knowledge lifted his mind into touch with an invisible world of truth and beauty and goodness—an unseen world which became more real to him as his days lengthened and the years passed. It is sometimes said that it is hopeless to seek an intellectual foundation for one's faith in God. Stafford Brooke was disposed to take that view. Rev. Kennedy could never rest satisfied until he was convinced that his religious faith was rooted in reason as well as in conscience. There was no lack of courage in his analysis and criticism of "orthodoxy" even in its emasculated and diluted modern forms. He could give utterance to the most advanced and radical opinions on religion in such chaste and dignified language that his most conservative hearers could hardly take offense. In personal appearance, Rev. Kennedy was a striking figure—tall, rugged, with a remarkable upright carriage, intellectual forehead, finely chiseled face, gracious, and courteous in speech and manner, with a slight reserve when confronted by entire strangers. Self-esteem or vanity, he had none; humble and modest al-

most to a fault, nothing small or unworthy ever seemed to have entered his soul. His dignity, sincerity, simplicity, honor and loyalty to the highest and best could not fail to impress those who listened to his words, when out of a richly furnished mind and a big loving heart he pleaded for truth, freedom, righteousness and peace. The words of Degas, spoken at the grave of Corot, recently applied to the English painter Sargent, may, with the substitution of "scholar" for "artist" be fitly spoken of Rev. Kennedy: "the scholar will be replaced with difficulty; the man never."

In continuation of the subject of selling eggs by weight, I have received three interesting letters. The first is from the managing director of the United States Egg Society, as follows:

There has been in the past considerable agitation as regards selling eggs by weight and it probably will not be universally adopted as a practice unless legislation does it, as in most states with bananas, for instance. However this may be, the poultry and egg packers in the Middle West have nearly all adopted a program of buying eggs on grade. In doing this they are in a sense recognizing the value of weight to the producer, as they pay more for eggs weighing 24 ounces and over than they do for those 22-24 and those 20-22 ounces per dozen. One of our large retail stores in Chicago, Hillman's has been for several years selling eggs in cartons on which they guarantee eight eggs to weigh a pound or a pound and a half to the dozen. This is specified on the outside of the carton.

It would seem to us that a step in the direction of selling eggs by weight would be for retail stores to advertise their eggs to weigh so much per dozen, since it is now possible for them to buy graded eggs from the packers. I hope this partly answers your letter.

The next letter was from Roy Randall, a member of the Tradesman family of workers up to ten years ago. Mr. Randall wrote as follows:

Recently I saw an article in your valuable paper to the effect that you had found somebody who was selling eggs by the pound out on the West Bridge street road and further down in the article you told about the first person you ever knew who sold eggs by the pound. I don't know how long ago this was, but I wonder if it was before W. L. Brownell, of Kalamazoo, undertook to sell eggs by the pound. You will remember he told us one time when he was running a grocery store he decided it was unfair to sell eggs by the dozen, so sold them by the pound thereafter and the next customer who came in ordered a lot of goods and finally said, "How much are eggs this morning," and he said "25c a pound." She said, "I said eggs" and he says "25c a pound. We are selling eggs by the pound now instead of by the dozen." She said, "All right wrap up the rest of the groceries, I will go somewhere else where I can buy eggs by the dozen."

After repeating this experience several times with different customers he called his clerk to him and said "Slim, I guess we will have to sell eggs by the dozen, but we will buy them by the pound," and the next day or so a farmer came in and says, "What are you paying for eggs this morning Mr. Brownell?" and he said 22c a pound, and the farmer said, "I said eggs," and he says "22c a pound—we are buying eggs by the pound now instead of by the dozen," and the farmer said, "All right, I will go somewhere where I

can sell them by the dozen." After having a similar experience with several farmers, he finally decided that he would not even buy them by the pound.

Do you remember Mr. Brownell telling us this?

Appeal to Mr. Brownell brought the following response:

Speaking of eggs, as one should in low breath and with nostrils closed.

No, I prefer not to add anything to the discussion for publication.

While it is true that along about the time when Hector was a pup and they were freezing ice for the crossing of Eliza, I did attempt to buy and sell eggs by weight, it was such a complete fizzle, that, like many of the other life fizzes I have staged, I like to forget it.

In continuation of the discussion regarding the sluggish condition of Grand River caused by the wing dams put in by Uncle Sam, the State Stream Control Commission writes me as follows:

Your letter of August 15, addressed to the Health Department, was referred to the Stream Control Commission for reply. We know of no possible way of working with the U. S. War Department with respect to the problems in Grand River from the sanitary standpoint. The conditions produced in the river is by sewage from the city of Grand Rapids and this condition has been greatly aggravated this summer by the continued drought. Under normal conditions, the river does not recover from the shock of receiving Grand Rapids sewage short of twenty miles down stream which takes it beyond Lamont. Last advices from Grand Rapids was to the effect that the disposal plant which has been under construction since the Fall of 1929 will be ready for operation in October of this year. This is the key to the situation, the operation of which will remove the sludge producing material from the sewage before discharge into the river, it being anticipated that for a few years the volume of the flow in the river will be sufficient to absorb the clarified sewage without nuisances and without the further formation of these sludge banks which produced the conditions that was the basis of the original suit about 1910 by the village of Wyoming. This will terminate seven or eight years' work on the part of Grand Rapids and the expenditure of upwards of five million dollars to correct the conditions in Grand River.

E. A. Stowe.

Grand Rapids Council, No. 131.

Grand Rapids Council, No. 131, is all ready for the first meeting of the Fall season, which will be held in the George L. Young building, 21 Ionia avenue, Sept. 6, 8 p. m. There are several things which should add to the effective work which has characterized "Old 131" in the past. We have as a member of our Council the present Grand Sentinel of the Domain of Michigan, Brother Allen F. Rockwell, who has served this Council faithfully and efficiently for the past fourteen years as Secretary-Treasurer and is rightly considered one of the pillars of the organization. Our drill team will be gayly dressed in new uniforms and directed by Herbert Eastwood, who has served in the Spanish-American and kaiser's war and understands military tactics. The "Official" organ, the Grand Rapids Traveler, this year is being edited by L. V. Pilkington, who has had much experience in journalistic work, and the members may

expect a high-grade magazine. This year there seems to be an enthusiastic willingness on the part of the membership to make the Grand Rapids Traveler a worthwhile magazine which will be much sought for.

The publicity of the organization centers in the official paper. In order that Brother Pilkington may have a free hand for action in the publishing of the Grand Rapids Traveler. L. L. Lozier resigned the chairmanship of the Publicity Committee and L. V. Pilkington was appointed to succeed him. Now, Brothers, when you have some news worth while—and nearly all of it has some merit—do not fail to telephone Brother Pilkington, give him the data and he will put same in true journalistic style for you. You will develop a new interest in "131" as you work for the order. This is a good place to begin if you have not already started.

A social program which should appeal to all members has been arranged by the social committee. Read the Grand Rapids Traveler for a full report of their plans. The program is replete with possibilities for many good times at a small cost, which we believe will be a welcome innovation in social circles.

The officers have agreed to know their rituals this year and we predict a keen interest in the proceedings of the Council as a result of the improvement in technique.

The last time we met R. W. Bentley he was previously lamenting because his wife had left him—to take a trip to Montreal, Canada, to visit a niece, who formerly made her home with Mr. and Mrs. Bentley.

Fred DeGraff, the well-known furniture salesman, who lives at the Hotel Herkimer, recently returned from a trip to Detroit. He reports business very good in the metropolis of Michigan.

Our attention has been called several times within the last few weeks to the very satisfactory manner in which the Western Hotel, of Big Rapids is now conducted. Messrs. Curley & Palmer, who formerly conducted the Ben Franklin Hotel, in Saginaw, are now in charge of the Western. They have redecorated all the rooms and halls and have made the dining room an artistic place in which to enjoy the things which satisfy the "Inner man." The lunch they serve for 65 cents at noontime is almost a banquet. The Western Hotel always has enjoyed the patronage of the U. C. T. members and we see where it will be increasingly so.

Frank Domino, who sells General Motors radios in Grand Rapids, and Frank Chartier, who conducts the Chartier shop at 32 North Division, have returned from an Eastern trip, which included New York City, Boston, Philadelphia, Atlantic City and others. They were accompanied by Mrs. Frank Chartier, and Miss Mary Ellen Cooper. The object of the trip was the selection of the fall and holiday stock of millinery and woman's apparel for the Chartier Shop.

L. L. Lozier, the practical Junior Counselor, combined a business and vacation trip to the Upper Peninsula

last week. That is, he went on business and Mrs. Lozier accompanied him for a vacation. He reports that business conditions are much better North of the Straits. They have had almost ample rainfall, employment is more steady and an atmosphere of optimism and goodwill prevails. The tourist trade is up to normal. Splendid catches of fish are reported and ideal weather prevails. People generally are feeling very good regarding the future.

Robert E. Groom, Past Counselor, is to be commended for the manner in which he has improved his home this summer at 814 Neland avenue. First, he placed awnings above the windows, then two coats of paint skillfully applied, followed by a new garage 16 by 18 feet, with concrete driveway to the curb. Also a rear porch, with combination storm house, which is cleverly designed for comfort and protection. The special reason for creating so large a garage is to house the car of any weary U. C. T. brother, who may find himself in our city without the necessary funds to patronize a commercial enterprise.

Mrs. Jack Behler, Neland avenue, assistant organist at the Trinity church, accompanied by her sister, Mrs. John Rietberg, Burton street, returned from Chicago this week, after a pleasant vacation visiting friends and relatives.

Allen F. Rockwell and wife are spending the summer at their palatial summer home at Beechwood Point, on Wall Lake. They entertained their son, Bertron and wife, for two weeks during the month of July.

Need of More Homes at Mt. Pleasant.

Mt. Pleasant, Aug. 15—Since writing my last letter about the Mt. Pleasant oil fields, there has come a considerable development in the gas activity. In addition to the 15,000,000 feet Broomfield wells, there has come in the Leaton field (about four miles from Mt. Pleasant) two wells, estimated to be of about 8,500,000 feet gas pressure, one of these wells has been piped about 200 feet from the derrick, and has been burning for three weeks, with no apparent weakening of the flow. Also a score more oil derricks in the Leaton field.

It is quite a startling sight to the many tourists detoured off U. S. 27, seeing this stream of flame shooting into the sky and at night lighting the surrounding country for miles. In connection with this, preparations are being made to supply Mt. Pleasant and all other surrounding cities with natural gas. This requires the building of necessary pipe lines, etc., for which right of way has been secured. Laying of such pipe lines will begin within sixty days.

All this, with a long prospective oil production from the deep wells in the Mt. Pleasant field, has brought on a tremendous activity here, for which housing conditions are grossly inadequate, to cope with, and Mt. Pleasant presents a profitable field for some ambitious builder to erect moderate priced houses, as well as provide additional business accommodations.

W. J. Cooper.

The man who grasps principles can successfully select his own methods. The man who tries methods, ignoring principles, is sure to have trouble.—Emerson.

The man who only dreams finds life ultimately a nightmare.

on Building an estate



Why not buy bonds? In buying bonds, however, you need first to lay down an investment program, one fitted to your individual needs. This Grand Rapids institution is equipped to help you outline the exact investment plan which will do you the most good. And we will work with you through the years, until your plan matures.

on Conserving an estate



Why not set up trust agreements under your will, naming this institution executor and trustee? Savings effected often more than pay the small fees. The protection afforded by experienced trustees will be appreciated by your heirs long after you are gone.

While the matter is fresh in your mind, call and talk with us about building — or conserving — your estate.



GRAND RAPIDS TRUST COMPANY

Ionian and Monroe

FINANCIAL

Expenses and Chargeoffs Must Be Watched.

The subject of how correctly to analyze corporate earnings figures is carefully taken up by G. M. Loeb in the Weekly Financial Digest of E. F. Hutton & Co.

He says that when new earnings figures are released people are ordinarily interested in the latest period which the report covers and that right now they want to know what the second quarter figures show.

It is vital to get a fair basis of comparison, says Mr. Loeb. Earnings should be expressed in terms of dollars per share, and a careful check should be made into the number of shares used for comparative purposes.

"Thus," he says, "to figure earnings in one quarter against an average amount of shares outstanding in that quarter and set this against figures based on the total number of shares outstanding in some previous quarter is hardly comparable and tends to make earnings gains seem more rapid than is actually the case."

"In cases of rapid expansion where new stock is being issued for additional properties it is very easy in setting up total figures to report the income for both old and new properties in the current quarter and only the income for the old properties in a previous quarter. This tends to make the rate of gain seem greater than it actually is. Of course it is also possible to understate earnings as, for example, when a new subsidiary is acquired close to the end of a quarterly period and earnings for only a few days are included against all the new stock issued for the acquisition."

"It is important to note whether the final figures take into account all the normal expenses and chargeoffs typical of good accounting in the particular industry in which the company operates."

"Care should be taken that the necessary annual chargeoffs are at least partially anticipated quarterly and that fair charges against income are not capitalized. Inclusion of non-recurring credit items which constitute special income should be carefully noted. A comparison of operating profits rather than total net income often affords a more accurate index of the current status of earning power of the corporation. A change in the rate of charging off depreciation or depletion is often the main reason for a substantial difference in final net income."

"It is well to observe whether at times the income account includes the parent company's equity in the undistributed earnings of its subsidiary or affiliated companies, in contrast to former practices of treating as income only that portion of the earnings of affiliated companies actually received as dividends."

"In most cases an earnings statement for a quarter should be first compared with the same quarter of the preceding year. However, sometimes a comparison with the preceding quarter is more important in indicating the trend of the company's affairs. The tendency of other companies in the

same line is important. In some cases, for example, a small decrease in net when the majority of concerns are reporting large decreases is more constructive than a small increase in net when competitors are reporting a booming business."

The main point, concludes Mr. Loeb is to look beneath the headlines and study the full figures.

[Copyrighted, 1930.]

Motor Trade Sees Recovery.

Business statistics in the last month or two have indicated motor stocks as a group give promise of the greatest strength in the next few weeks. Other groups, such as steel, oils, utilities, etc., appear less favorably situated.

One of the factors favoring the automotive stocks is the sharp curtailment in production. Dealers' stocks have been reduced below normal. Any sudden increase in demand likely would find a shortage of cars. Although no sharp gain in buying has been forecast, replacement orders are expected to become a factor of importance soon.

In the truck field, for instance, the normal recovery in business in the autumn may be expected to effect a substantial improvement in demand. Use of trucks for short hauls, incidentally, gives promise of a steady growth.

Among the well-known motor truck producers whose shares are listed is the White Motor Company. Its stock, paying \$2 a year, has been selling recently to yield about 6 per cent.

Besides trucks in a wide range of models, the company manufactures busses, ambulances, fire apparatus, armored cars and other equipment of the sort. Earnings fell off considerably in the first half of this year, but the decrease was no more than had been anticipated in view of the slackening in the industry. Profits were equivalent to \$1.31 a share on the 800,000 shares of common stock. This compared with \$3.18 a share for all of 1929 and with \$2.45 a share for 1928.

The asset position has been maintained, net working capital at the end of 1929 having amounted to about \$29,000,000, or a little more than \$36 per share on the stock, which had been selling recently at about 31.

Although sales volume in trucks slumped sharply in June, the seasonal trend being toward lower levels after the May peak, the White company's business was larger than in May, the president's report for the half year said.

Labor conditions were satisfactory, he added. No reductions in workers had been made and wage rates had been continued.

William Russell White.

[Copyrighted, 1930.]

Cheap Wheat To Aid Bakers.

Restoration of stability in commodity prices, seemingly delayed by consequences of the widespread drought, is vitally needed to effect a return of normal conditions in business.

Many lines of industry are disturbed by widely fluctuating values in grains as well as in other staples. Bakers, for instance, who consume large quantities of wheat are greatly

handicapped by wider than normal price movements of raw materials. Sometimes fluctuations tend to increase profits, while on other occasions they bring inventory losses.

In the case of the General Baking

Corporation, one of the largest bread bakers in the country, flour contracts expiring this month imposed a handicap. New contracts, however, at recent low levels may prove a profitable investment in months to come.

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16 CONVENIENT OFFICES

The General Baking Corporation owns all but a few shares of the common stock of the General Baking Company, the operating unit, which serves most of the principal cities in New York, New Jersey, Pennsylvania, Massachusetts, Rhode Island and Connecticut as well as many large centers in the Middle West and in the South.

A plant modernization and expansion program, requiring an expenditure of about \$15,000,000, has been completed. Financing of this growth was provided out of earnings and working capital, except for the issuance of \$7,000,000 ten-year 5½ per cent. debentures of the operating company in April.

Besides this bond issue, the operating company has outstanding 90,775 shares of \$8 preferred stock and 429,719 shares of common, all of which except 313 shares are owned by the holding company. The latter has outstanding 992,980 shares of \$6 cumulative preferred stock and 3,472,360 shares of common. The dividend on the senior issue was reduced in April to \$3 a year, the other \$3 a share accumulating. Arrears must be adjusted before any payment on the common.

Although the volume of bread sales increased about 5 per cent. in the first twenty-two weeks this year, total net sales in dollars declined about 4 per cent., due to competitive price adjustments. Consolidated net profits for the first twenty-seven weeks amounted to \$2,617,856, equal after dividend requirements on the operating company's stocks to \$2.27 a share on the parent company's \$6 preferred, according to an analysis by McClure, Jones & Co.

Completion of the rehabilitation program and more favorable commodity prices are expected to lead to an increase in earnings that will warrant consideration of a gradual rise in dividend disbursements on the preferred stock until the \$6 rate is restored, the circular says.

William Russell White.
[Copyrighted, 1930.]

Differences Between Stock and Cash Dividends.

Of the many factors that stimulated public interest in the stock market last year and lifted prices to unheard of peaks probably none was more potent than stock dividends.

Distributions of "rights" aroused enthusiasm, but stock distributions, involving no further investments of funds, won wider popular favor. In the months that have followed "rights" and stock dividends have lost their erstwhile appeal, probably for the reason that they were overdone in the bull market.

In fact, some investors have acquired an aversion for shares on which dividend payments in stock are made. So many do not understand stock dividends, it may be worth while to glance at an analysis of the subject by West & Co.

"A dividend is a proportion of earnings received by the owner of stock and represents his profits in the company," says the firm. "When, however, instead of receiving cash the stockholder is given new stock pro

rata to that stock which he already holds, this is called a stock dividend.

"Regular stock dividends are paid on the same basis as cash. A great number of corporations in recent years seem to have followed the practice of distributing approximately 60 per cent of the net earnings available for common stock to the shareholders, the remaining 40 per cent. going to surplus to be reinvested in the property.

"The continuous expansion going on in the public utility field has been accompanied by a constant need for additional capital. In many cases the company has been able to meet its junior financing requirements by retaining the cash instead of paying it to the shareholders. In this procedure the company has an automatic financing plan at practically no cost. While the company is expanding, with the capital which otherwise would have been paid to stockholders, earnings are also increasing and accruing to the credit of the stockholders."

Whether stock dividends are distributed regularly or occasionally, the principal object is the same, the firm adds, namely, to provide needed capital for the corporation.

The important factor to be kept in mind when receiving stock dividends instead of cash, it says, is to determine whether growth in net earnings has been at a greater rate than the rate of increase of the shares outstanding.

William Russell White.
[Copyrighted, 1930.]

A Business Man's Philosophy.

What is the source of most trouble? What gets people into quarrels which land them in court?

"Experience has taught me the key to every riddle," says Mrs. Eleanor Wembridge of the Cleveland Juvenile Court. "It is money."

To her successor in office Mrs. Wembridge plans to offer this advice: Prepare for your labors by learning to ask in Polish, Russian, Lithuanian, Czech, Slovenian, Hungarian, Croatian, Italian and Yiddish: "Which one owes the other money, and how much?"

The greed in real life often exceeds the greed of fiction. It shows up least among Negroes and most among the foreign peasantry.

"I have known a woman to decline to buy milk for her tubercular girl and refuse to call a doctor for her boy's gangrened foot," writes Mrs. Wembridge. "Why? Because she wanted the money to buy another lot. I have known fathers to lock up the food-stuffs at night so that growing children could not eat an extra crust."

William Feather.

Electrical Appliance Sales Off.

The sharp curtailment of buying by department stores has affected the household electrical appliance trade considerably, with the result that sales have fallen off somewhat compared with last year. An improvement in business is looked for in the Fall, when the chain stores enter the market. Among the items which have held up fairly well are listed an automatic heat control set for electric irons, sandwich toasters, hotplates and waffle irons. Prices are lower and the subject of much dissension, it was said.

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BANKERS TRUST COMPANY OF MUSKEGON

The Chain Gang Went Fishing.

Business being off color, old man A. & P. and his side kick Kroger, made up their mind to go fishing.

Old man A. & P. went into the warehouse, took out a can of Ohio gasoline on which no Michigan tax had been paid and filled the tank of his red flivver. Kroger sized up the left overs, of which there were plenty, and made up a lunch.

"Let's go down the old pike and fish on the river bank, we should be able to land a nice mess of suckers down there; the wind seems just right, what say, Kroger?"

"Suits me, it will be nice to have a fresh mess of fish. Is the bait in the car?"

"Sure. Plenty of bait, just the finest bargain bait you ever saw."

"That's good, but talking of bait, wait until we get to the river and I'll show you some fancy bait, sure to land 'em."

It was not long until the two old cronies drew up under the weeping willows and settled themselves with their tackle. The river flowed peacefully at their feet, the sky was clear, then old man A. & P., selecting his choices bit of bait, 13 cans of Campbell's baked beans for \$1, spread it on his hook and tossed it far out into the stream.

"That ought to get 'em. Maybe the farmers don't care for that sort of bait, but the suckers in this river should fall for it."

"If you think that's bait, take a look at this." Kroger dipped his long fingers into the can, pulled out a 49c airplane ride and deftly slipped it on his barbed hook.

Old man A. & P. sighed, these younger fishermen were always up to new tricks, it was a juicy bit of bait; but the bobbers just danced lazily in the slow current. There was an occasional nibble, old man A. and P. had more suckers on his string than Kroger. Puny looking, sort of grubby fish, but nevertheless real suckers.

"Guess this 49c air plane bait isn't all it was cracked up to be," Kroger spat on the hook and tried again. Impatiently he jerked in his line.

"Maybe the bait's too big, I'll try a 50c Wright flier for a dime with a \$2 order wobblers. That's cheap bait, but it may work."

"Going after the little suckers, too," chuckled old man A. & P., as he noted Kroger's effort. "Well, we might as well get the little ones, they don't know any better."

The day wore on, noon was coming, the air became sultry. Old man A. & P. was becoming nervous. He had switched bait from unknown brands to Nationally known brands at drastic cuts, yet the suckers were few and far between. Kroger switched to a big job of eminent professor bunk, tried a hookful of store policy advertising, then turned to old man A. and P. and pointed to the sky. There was a distant rumble of thunder; the sky was overcast and a few rain drops fell.

Along the pike a big touring car sped swiftly. The folks in it were singing and headed for the wide open spaces.

Who are those folks," asked Kroger, with a feeling of apprehension in his heart.

"That's old man Henderson at the wheel, and the Main street crusader beside him. Senator Copeland was in the back seat and Mrs. Public was with them."

"Maybe they are headed in the right way for good fishing, this is punk. Look out, here comes the storm!"

Kroger yanked in his line, old man A. and P. reeled in and both made a bee line for the red flivver. A down-pour of public disapproval was beating all about them. The winds of fair play and independence roared in their ears as they sped hastily back to their empty stores.

Both had rescued their bait, but as old man A. and P. flung his tired and drenched body out of the car, he sized up Kroger's can and his own with a snort of disgust.

The string of suckers, large and small was nothing to write home about. Kroger nodded, as old man A. and P. said, "I guess, Kroger, that crowd in the touring car know more about fishing than we do. Our bait seems to be losing its appeal. It looks as though you and I, and the rest of our gang, will have to discover some new and better bait or forget about fishing."

"I've used all the bait I know anything about, and I guess you are right. Look out, here duck into the warehouse; I see the sealer of weights and measures coming and bring along that string of suckers. Those fish are many of them undersize."

Old man A. and P., despite his age and rheumatic pains, beat Kroger to it and both breathed a sigh of relief as the big door closed between them and the majesty of the law. But peering through the window Kroger saw a sight which chilled his blood. Having no heart, it went to his head.

On the road marching straight to the warehouse were 180,000 former traveling salesmen, 500,000 unemployed men and women, thousands of former storekeepers now without a business or income, and in the lead the big touring car with the champions of American Independence and fair play.

With a shout of dismay the two chain gang fishers headed for the rear door and the last seen of them, they were beating it over the hills, their bait cans dangling at their heels.

Hugh King Harris.

Fellowship.

It is not much to sit and write
A poem when you're feeling right
But when the world is going wrong
You must not tell it in a song
'Twould hurt the other fellow.

And so it haps whate'er betide
A writer should his feelings hide
Whenever they would hurt or mar
A moment in the calendar
Of any other fellow.

For poets like a summer wind
Should bring folks comfort, of a kind
That bares the breast, un hides the heart
Then whispers "let me share a part
Of your peculiar sorrow."

As truly as we fare well here
Within a common atmosphere
So, too, indeed, the lives of men
Need cheer along with oxygen
To keep their courage burning.

So now this line shall have no word
Except the happiest ever heard
And that is this—you'll understand—
"Just put it there! Give me your hand
And say! How well you're looking."
Charles A. Heath.

The efficiency expert will tell you that if a farmer's boy can pick six quarts of berries in an hour, and a girl five quarts, the two of them together will pick eleven quarts. But any farmer knows that the two of them together won't pick any.



You
can obtain, from
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Kent neighborhood
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Every jar guaranteed perfect.

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Cities Service Company earnings for the 12 months ended June 30, 1930, were 46% greater than for the 12 months ended June 30, 1929.

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Wholesome, delicious, convenient.
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912 Division Ave., South

MUTUAL FIRE INSURANCE

Some Fire Prevention Ideas.

The stores in large cities can rightfully depend very largely upon the modern and efficient fire departments to successfully cope with any conflagration which may arise. The dealer in the smaller towns will do well to exercise some simple precautions, as the local fire department may, or may not prove an ultimate salvation.

In the larger cities fire insurance can be reduced by some practical fire prevention measures, such as the sprinkler system, although this is, in some cases thought too expensive equipment. Yet for larger stores, for those establishments which handle gasoline, oils, paints and in bakeries of any size, sprinklers are worthy of serious consideration.

In the cities the sprinkler system is connected with the city water supply system, and wherever there is a local water work this can be done. In other instances a large tank is erected above the roof of the building and the pipes, with their sprinkler heads, are distributed through the building.

These sprinkler heads consist of small nozzle and sprinkler much like a common garden spray. There is seat which is closed by a taper pin, which is held in place by means of a piece of metal composed of a metal which melts at a very low temperature. The melting temperature of the points is varied to suit conditions of room temperature, so there is no danger of melting unless there is a fire. The sprinkler heads are placed close to the ceiling, as even a small blaze sends the heat upward and thus the sprinkler head sprays directly on the blaze below without doing any great amount of water damage.

If the blaze spreads and the fire is more serious other sprinkler heads let go, so the protection is ample. Such a system effects a material reduction in fire insurance rates, and is coming into more common use. Of course the better way to prevent fires, and not to have them is to exercise the common sense precautions advised by every municipal fire department, and the fire inspectors. Careless piling of cartons, boxes, barrels and waste in basements near wooden partitions, or wooden stairs, leaving oily and greasy rags about, careless handling of matches, and inattention to electric wiring are frequent causes of fire that can well be avoided.

Getting back to fire precautions, if the sprinkler system is not applicable, there are less expensive, yet very efficient methods to pursue. Even the humble water barrel with several pails at hand is better than nothing at all. To each thirty gallons of water fifteen pounds of salt well dissolved is used to give added extinguishing properties and keep the water "live." The barrel should be tightly covered and the fire buckets kept in their place, and never used for other purposes, for when emergency comes loss of time hunting weapons is foolhardy.

The commercial fire extinguishers are handy and inexpensive. The two and one-half gallon size is commonly used in retail stores. There is the familiar

copper container, with the short hose on one side. The liquid is made of water and common baking soda. In a small glass bottle is contained four ounces of commercial sulphuric acid, this is fitted into a retainer in the top of the extinguisher; there is a loosely fitted lead stopper in the neck of the glass bottle. To use the extinguisher it is turned upside down, the sulphuric acid flows slowly from the bottle and generates gas by its action on the baking soda. The result is that a stream of water is forced from the hose highly charged with carbon dioxide. This is particularly effective in quenching fires, and should be directed at the bottom of the blaze. This type of extinguisher should be recharged once each six months, and should be in accessible spots.

There are any number of smaller and less expensive hand fire extinguishers on the market, some with liquids, some with dry powders. These are all good, but every employe should know where they are located, and there should be plenty of them to be of practical value. It is indeed surprising the number of markets, stores of all kinds which have absolutely nothing in the way of fire fighting and extinguishing devices.

If salt, ashes or dirt are available and there is time to smother the blaze in this way, it can be done, but that is a make-shift, although an oil or grease fire cannot be put out with water, for burning fat or oil simply floats on top of the water. Smothering with salt, ashes or sand is advised.

With winter days ahead, it is well to look to the furnace or heating equipment. Fire-proofing is simple, heavy metal guards, asbestos sheets, keeping away from wooden partitions, these are advised and the business man who can show his banker or his insurance agent that he is foresighted in this all important thing of fire protection is the business man who has the respect and consideration of the financial men and who secures the lowest fire insurance rates.

Hugh King Harris.

Efficiency of Government Control.

Greenville, Aug. 19—I wish to compliment Mr. Rodgers on his recent article advocating Government control of gasoline, oil and electricity. I heartily endorse that system and would amend it by adding all public utilities, which have all been paying large dividends which is the difference between private and Government control in favor of the latter. For an example of Experience will cite you to a city in Oklahoma where the city owns the water and electric system for which they charge the ordinary rate and instead of the profit going into dividends it pays all of the city's expenses, so you see that in this case the difference between private and public control is the city taxes. Why shouldn't we all endorse a system which would pay our taxes? This is the kind of argument we use to prove the efficiency of Government control, while all the argument which has been furnished in favor of private control has been through selfishness and an alibi. Why should we pay such a radical difference just for the privilege of voting for the same party as our fathers did and sacrifice our rights in so doing? Why not do as Rip Van Winkle? He woke up after sleeping twenty years. Get the cobwebs out of your eyes. Discard the worst enemy

you have, which is prejudice, and vote and defend your own interests. You have a right to kick on the present conditions when for years you have been voting for men and principles that produce such. Hoover says that Congress must economize, as there will be a shortage. Then in the next breath there is fourteen million of gold shipped to the old country. That harmonizes like a jackass and a saw horse.

E. Reynolds.

Sleeping.

Now marking time is not the thing
The dozers do while slumbering
For sleep is when we lay aside
The good or ill that may betide
And land within the Land O' Nod
Which none but sleepers ever trod
And call the Land O' Dreams.

And so it haps that sleeping is
Denial of our faculties
For then we neither taste nor smell
Nor sense if all is going well
Nor hear nor see nor even feel.

So surely sandmen are the real
Enchanters bringing sleep.

How often thus we journey far
Beyond the faintest shining star
Nor fear nor faint nor hesitate
To stand before its golden gate
And even there would Time beguile
To wait on us—turn back his dial
Lest soon the morn appear.

The sleeper's land is far above
The neighborhood in which we move
And yet we journey there so fast
The last is first and first is last
To go to sleep and sleep until
Aurora comes, who at her will
Bestirs the dawn again.

Charles A. Heath.

The great highroad of human welfare lies along the old highway of steadfast well-doing; and they who are the most persistent, and work in the true spirit, will invariably be the most successful. Success treads on the heels of every right effort.—Samuel Smiles.

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Have You Received Full Value For Your Money?

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

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

THE FINNISH MUTUAL FIRE INSURANCE COMPANY
CALUMET, MICHIGAN

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THE GRAND RAPIDS MERCHANTS MUTUAL FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

Origin of Control of Utilities in Public Necessity.

A century and a quarter ago nine-tenths of the American people lived on farms.

Communication between persons and localities was limited. The people furnished their own transportation, built their own houses. They raised their own food. They made their own clothes.

Their candles were dipped by themselves. Their water supply came from their own wells or springs.

They had little need of government to protect these simple rights from encroachment by their neighbors.

Now, the vast majority of our population lives in great cities and derives its water, its food and its clothing, its light and other means of livelihood from far distant supplies. Our individual rights to live and the free pursuit of our vocations are now intertwined with the countless similar rights of a multitude of our fellowmen living under similar conditions.

For the protection of these interwoven rights we now have to depend upon governmental regulations to a far greater extent than did our great grandfathers.

Conditions prior to the existence of the commissions became unbearable to the public. For a short period competition sometimes aided to secure favorable rates and service, but such competition was of short duration. Sooner or later one was forced to sell to the other.

Then the public had excessive investment to pay a return upon. The utility generally demanding a maximum return for a minimum service, and discrimination among customers was found to be the general practice.

The fundamental purpose of the law providing for State regulation is to secure the maximum service for the public at a minimum rate. The law also requires that the rates shall be reasonable and not unjustly discriminatory.

It is because of the nature of the business of public utilities that they come under public or governmental control. They occupy the public streets and highways under legislative fiat in the conduct of a business which the State itself might perform, but which it has quite generally delegated to those citizens who are willing to put their money in the public service business.

In consideration for such service the utility is granted certain sovereign powers and privileges, such as the power to exercise the right of eminent domain and to occupy the streets, etc. The Supreme Court of the United States alone has the power to determine what constitutes a public utility; that is, what business is affected with sufficient public interest that it may be regulated as to its rates and service by the state.

Due to the inability to move its plant to some other more profitable field—as is frequently done by other industries when they are unable to operate profitably in their present localities—the public utility's investment is more or less in jeopardy.

Public utility owners are unlike other owners of property where the buyer and seller are free to fix their

own price. The state, through the Public Service Commission, fixes the price at which the utility must sell and the public must buy.

Private individuals are free to buy and sell and choose between customers as to whom to extend credit, as well as to contract for wages; free to do all things except in those matters that those patriots who framed our Constitution believed should be restrained for the greater good of all.

The great thing about our Constitution is the guarantee of rights to our citizens—the bill of rights. Among these guarantees we find "nor shall private property be taken for public use without just compensation."

If all the people understood that, as a result of this prohibition, the Constitution stands as a great sea wall, keeping back the waves of hate and prejudice, and restrains all human disposition to abuse power conferred upon private persons and public officers, there would be a wonderful revival of confidence and a sense of gratitude toward our unexcelled form of government.

The public utility profession carries with it rights, duties and liabilities. Its rates and service must be reasonable and should not result in unjust discrimination, and undue preference either as to persons, localities, commodities or classes of service is not allowed.

The service rendered by public utilities contains the element of safety and adequacy and must be supplied without discrimination. The manner of ascertaining the reasonableness of rates involves a consideration of the value of the property used and useful in serving the public.

The oft-repeated statement by the uninformed, that the Commission allows a return on watered stock and excessive franchise value, is not true. Stocks and bonds are practically disregarded, and only such franchise value allowed as corresponds with the actual legitimate expense of securing the franchise. This franchise value is infinitesimal compared to the value of the entire plant.

The principle of government regulation of public utilities has been generally adopted in this country, in both Federal and state matters. All the states with but a single exception—Delaware—have laws regulating intra-state railroad or public utilities or both. Hawaii and Porto Rico also have public service commissions as well as provinces of Canada.

State regulation on a comprehensive plan dates from 1907, when the Wisconsin and New York statutes were passed. Since that time no state having adopted regulation has taken a backward step by abandoning public regulation.

State regulation of public utilities is a matter which has become firmly fixed as a branch of state government and one that will not be permanently relinquished by the states. Regulation has been given a thorough trial during the past twenty-three years and has not been found wanting by the informed public. Hylen H. Corey.

When a man hates himself he takes it out on others.

Souvenir Shops of Panama and Colon.

The business of going shopping at Panama or Colon is a thrill that seems to be eagerly awaited by every passenger arriving by steamship or by airship. Far and wide have been heralded the stories of the shops of the Isthmus.

These shops are owned or operated by Panamanians, Hindoos, Greeks, Chinese, Turks, Americans, Italians, or other people from far corners of the earth. The products they offer the visitor are even more varied than the keepers of the shops.

And in and about these shops the tourist "bargain hunters" gather. Every day there is a ship in port and every day the old "jingle bell" coaches and the motor cars are whisking the newcomer from ships and hotels to the so-called bargain counters.

Bargains, of course, are to be found, but one must be his own judge. Prices drop astonishingly as experienced shoppers make offers for a given article.

What do the shops display? The answer might be—everything. Perfumes and soaps from France, silk goods of many colors from Japan, China, India; teakwood figures from the Irrawaddy country, men's silk suits made in Ceylon, furs from Arctic lands, Ecuador-Panama hats, feather pictures of Mexico and Colombia, Spanish wines and liquors, pearls found on Panama's islands, tagua ornaments, jewelry of every description, and a multitude of travel requisites, such as leather bags, trunks, waterproof coats, steamer rugs.

Indeed, Panama and Colon shops have made or imported about everything that is needed to extract the dollars from those who possess them.

William A. Reid.

Upkeep.

Salesman: If you take this car, Madame, we will put your initials on absolutely free.

Customer: But John says it's not the initial cost, it's the upkeep that one must consider.

Give Them What They Ask For

People are asking for Chase & Sanborn's Dated Coffee as a result of a great advertising campaign in national magazines, newspapers and over the radio.

Push Chase & Sanborn's Dated Coffee and cash in on the demand created by this advertising. Let people know that you cater to their wants.

Chase & Sanborn's

DATED COFFEE

Distributed by

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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.

COLD STORAGE FOR APPLES



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

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

KENT STORAGE COMPANY

GRAND RAPIDS

Business Depression Will Soon Pass.

Grandville, Aug. 19.—It is interesting to note the various methods some of our wise politicians and accredited leaders of the people of correcting the present hard scramble for existence by our people at large.

I had an interesting letter from a friend out in Oregon a few days ago which was full of pith and point. His description of how Government agents are disposing of the remaining strips of timber is interesting and not altogether to the credit of those men whom our Government has trusted to do their business.

It will not be long until the last bit of Government timber land in the West has been stripped completely after which the private owners will come in for their chance to sell.

From this friend's letter Eastern Oregon is a great wheat country and a tremendous crop will be harvested this year. But the price is considered low and a prominent statesman has suggested the idea of aiding the farmers by the Government burning a million bushels or more. A hades of an idea says the writer when thousands of people are out of work and wonder how they can feed their kids this winter.

It is wonderful how the imagination of some men supposed to be more intelligent than the common run carry them away. When this Government begins burning wheat by the million bushels to alleviate the condition of the farmer it will be time for China to step in and teach our American people the difference between right and wrong.

My friend concludes that it is a poorly managed Government when the producer cannot sell his product when the people are starving for it. There certainly is some wisdom in the Westerner's comments.

The individual is nothing, the combines everything. And so it goes from bad to worse. The attempt on the part of our Government to induce the farmer to shorten his production by planting less is certainly not worth considering. Let the tiller of the soil work out his own salvation. He has done it in times past and will do it again so what use whining?

The fruit crop in Oregon is enormous this year, pears being among the most important. The farmer can live of course since he is his own producer; it is the man out of work who seems to be suffering the most.

I noted a caricature illustration in the newspaper in which the Governor of a Western state declared with waving fist that only God had a right to tell the farmer how much wheat he should raise. Well, for that matter, was not the gentleman right?

For government to attempt to regulate the amount of cropping done by the American farmer is a most mischievous if not unconstitutional proceeding.

The Government can command some things but hardly tell a man what he shall plant or sow on his own farm. Nor if told will that man accept the command, rather resenting it as an interference with his own private affairs.

Too much government is oft times more dangerous and unjust than too little. As to the Western timber lands owned by Government being cast upon the market by Government agents is beyond the understanding of honest people.

Timber in America is becoming more valuable each year, and the time is not far distant when there will be a lumber famine such as was never before known. That time is not far off either. When it comes inventive genius will be called upon to furnish a substitute for lumber as a building material.

One thing that renders the present business depression more annoying is the fact conditions such as at present

exist never before confronted the people of the United States. Tariffs and lack of such in times past have accounted for a change in business conditions, hardly so to-day.

At any rate our very best business men as well as the most learned statesmen, are in a fog just now as to the exact reason for the sudden drop in business prosperity.

To dig out of the present quagmire and set the wheels of factories whirling once more is a problem which is puzzling the wisest heads in our land to-day. There are various conditions which might cause business depression. Combinations of capital as also the plottings of labor organizations have been blamed. Perhaps both in a measure should accept the blame.

For years after the close of our big wars there has been a falling off of business rush and activity. Prices ruled high long after the close of the civil war although no such panic obstructed business as at present prevailed.

America has passed through all classes of tribulation and came out triumphant in the end. It is not saying that she will not do so now. The attempt of our Government to take over the business affairs of one class of its citizens as against another is seemingly unwise and to be very much regretted.

Not a wise farmer in the land will consent willingly for his Government to take charge of his business affairs and seek to benefit him at the expense of any other class whatever. The dark clouds will soon roll by is the concerted opinion of our best and wisest citizens. Old Timer.

Seek New Jewelry Items.

Buyers are now showing expanding interest in novelty jewelry for Fall and are devoting considerable time to hunting out really new items. The field generally is still showing some of the uncertainty due to the recent tariff rise, which has affected marketing and manufacturing procedure by the higher import costs involved. The domestic market, it is indicated, will produce much more of the finished merchandise. The trend continues to emphasize necklaces, although bracelets for wear with the new sleeves are sought. Plain gold-finish and stone-set items, together with turquoise effects, are prominent.

Pajamas Take Lead Over Robes.

A steadily growing demand for three-piece pajama suits is a feature of the early Fall buying of negligee wear. The output of these types of garments in recent weeks has forged ahead of the more staple robes. The point has been reached, according to manufacturers, where 60 per cent. of production represents three-piece suits, whereas in the initial cutting for the season some discouragement from retailers caused manufacturers to produce that percentage of negligee robes. The novelty demand and the preference of college girls for pajamas are strong factors in the change.

New Line of Kitchen Utensils.

A complete line of chromium plated kitchen utensils to retail at 10 cents each has been introduced and will be placed on sale in about two weeks. The handles are enameled and with contrasting tips and come in various color combinations. The same manufacturer has also brought out a stainless steel eggbeater and reports that sales are above expectations.

MICHIGAN BELL TELEPHONE CO.

Let out-of-town relatives and friends know your telephone number

Get their telephone numbers, too, so you can reach them quickly and easily

Telephone visits with out-of-town friends . . . or with absent members of the family . . . are so personal and enjoyable. It is reassuring to hear their voices and to know that they are well.

And when you go away, let those at home know the number of the telephone where you can be called, so you can be reached quickly, if necessary.

Long Distance rates are surprisingly low and the service is fast



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

DRY GOODS

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

Molyneux Surprises With a Brand New Silhouette.

The surest way to dress smartly next fall and winter is to delve into some ancient fashion magazine and pick out a style which you think might have looked well on your grandmother. You can go back to the days of your great-grandmother if you want to, and still remain in the current picture of chic. For the fact is that the present Paris openings, which have just been completed, have searched deep into the musty pages of costume history in presenting their versions of the modern mode. It is hard to believe that some of these extreme interpretations can ever be successful in this sophisticated and business-like day but who, two years ago, could have predicted the utter annihilation of the short skirt. The haute couture has revived Victorian themes—it has picked out motifs from Russian and Grecian dress—it has gone back fifty years to 1880 and it has gone back one hundred years to 1830 to seek its inspiration. This searching back into the ancient days of fashion is nothing new, but the fidelity with which these old themes are copied this year is distinctly unusual. Conjure up pictures of the Kate Greenaway silhouette, of the 1880 evening gown with its wide fringes at the bottom and its horsehair stiffened skirt, of the ruffles which belonged to the day of that celebrated Miss Fluffy Ruffles, and of waistlines which are not only normal but sharply higher than normal, and you may get some idea of what this new mode for fall and winter is going to look like.

It is a little too early to offer a critical analysis of these highly unusual fashions. For the moment it is sufficient to present the facts so that you may have some idea of what the excellent Paris designers will expect you to look like in a few short weeks.

To Captain Molyneux, the gallant gentleman who gave the world the promenade pyjama, goes the honor of having offered the most unusual motifs in the present group of openings. The Molyneux silhouette is supposed to have been inspired by the French Revolution. It has a waistline which is always above normal. Let me here interpolate a short word about this new waistline. We have become so used to low waistlines and no waistlines during recent years that the thought of a normal line may not convey the proper meaning to you. By normal is meant anatomically normal. And so when you are told that the new waistline is to be above normal you must understand that this means that that famous median will have to be unnaturally high. The characteristic bodice of the new Molyneux models is gathered, and the skirts are usually composed of a number of sections, each one a little bit fuller than the one just above it. This gives an impression of graceful, gradual width reminiscent of

the quaint Kate Greenaway mode. The use of ruffles is frequent throughout the more formal models. Some necklines have ruffles all around, exposing the top of the shoulder. In evening gowns these ruffles wend their way around the edge of the décolletage. Surplice necklines, scarfs bordered in fur and a wholehearted exploitation of the stately feminine motif are among other features of the present Molyneux showing. Skirt lengths are conventional. They miss the earth by twelve inches on daytime models and by fourteen inches on sportswear. They touch the floor or terminate just above the ankles for the robe du soir.

The house of Chanel has come forth firmly and convincingly for the 1880 silhouette. This curves up toward the back and has a wide flounce at the bottom, principally emphasized in back. The majority of the Chanel skirts are stiffened with horsehair or net, and not infrequently the bottom edge is terminated with petals. The use of shaped scarfs, originating at the décolletage, and the exploitation of lace gowns, which often have three differently colored laces in their composition, are among other evidences of Chanel's liaison with historic fashions. Ruffles of course, are widely used, notably in a model developed in black net, which sponsors graduated ruffles edged with silver. One does not need to be highly imaginative to picture the effect of this gown.—N. Y. Evening Post.

Expect Sheet Prices To Hold.

Although there has been a good deal of comment among buyers regarding possible price revisions on sheets and pillow cases, due to the fact that current quotations have been maintained since March 1 and that other lines of finished goods have been reduced since then, there are no immediate prospects of cuts. Business in these goods has been very dull, and it is doubted that reductions will stimulate it to any extent. A fair amount of Fall buying is expected to take place later in the month, though undoubtedly it will be below last year's volume. There are slight possibilities, it was admitted, of reductions early next month, depending on just how much interest is shown by buyers.

Orders For Sweaters Increase.

A decidedly improved tone in the sweater trade is reported from the primary market. Several houses state that a fair volume of orders from various sections of the country has been received in the mail. Business in knit goods has been dull, and mills expect that this is the first indication of volume purchases for which they have been waiting for more than a month. Buyers, however, are making commitments cautiously, and though prices are holding fairly firm, they are continually asking for lower quotations. Most of the interest centered on men's and women's ribbed sport coats in staple shades.

Cool Spell Aids Summer Felts.

The cool spell which the country has been enjoying for the past few days has stimulated the sales of men's lightweight felt hats by retailers. Practically all stores are now featur-

ing this type of headwear, although one manufacturer expressed the opinion that emphasis on lightweights was about a week premature, as he thought quite a few straws could still be sold. Buying of Fall felts continues to be slow, with retailers purchasing cautiously, but it is expected that a stronger demand will set in within the next two weeks. Practically no business is being done in 1931 straw hats, and activity in this line is not looked for until after Sept. 1.

See Good Sportswear Year.

Manufacturers who are preparing their Spring lines of men's clothing emphasize the decided trend to sports fabrics which is taking place. The light pastel shades are expected to be more in favor than ever before. A subject of comment is the decided encroachment which sports wear is making into the regular Spring line of men's clothes. The barrier of distinction between the early Spring suits and Summer sport clothes is being broken down. While manufacturers are buying goods cautiously, they expect an excellent business to be done next season. They are according considerable favor to blue-gray and gray-green mixtures.

Weather Helping Retail Sales.

Throwing off the handicap of intense heat under which they labored during July and the first week of August stores are beginning to get a better response on August sales offerings. Should the respite from higher temperatures prove even comparatively brief, retail executives have been encouraged to anticipate a much better showing in sales figures for the month than had been expected. Apparel and home furnishings items were said to be reflecting the improvement. Both retailers and manufacturers have been keenly interested in predictions of an early frost this Fall in belief that this would be most effective in putting an edge on the early consumer demand.

New Markets For Elastic Webbing.

Despite the fact that several markets for elastic webbing and fabrics have been depressed, due to changing conditions, the industry has been diligent in discovering new outlets for its products. More progress has been made in the past five years than during the entire previous history of the industry. The less frequent purchases of garters due to longer wearing qualities and the slump in overall business, resulting from unemployment, have been more than offset by the introduction of elastic webbing in women's under and outerwear, men's underwear and pajamas, and boys' clothing, it was stated.

Foresee Alteration Cost Rise.

Store executives in surveying the Fall season foresee heavier alteration charges during the new season and are endeavoring to take steps that will cut down this source of added expense. The form-fitting silhouette will be worn by a great many more women than was the case last Fall. Accordingly, store representatives look for an increase in the number of alterations, although the average cost of each alteration will not run higher than a

year ago. Better sizing of garments by manufacturers is one means retailers are using to cut down their alteration costs.

Christmas Shopping Posters Soon.

The theme picture for the early shopping campaign of retailers has been selected and posters will shortly be available for distribution by the National Retail Dry Goods Association. The picture this year is of unusual type, featuring three colors on a black background. Several characters dressed in old-fashioned attire are walking in front of several Christmas trees, with the motto appended of "Do Your Christmas Shopping Early." Store preparations to encourage early holiday shopping are developing sooner this year because of economic conditions.

Figures To Show Drought Effect.

The August sales figures of the leading mail order houses will receive more scrutiny than usual to discover the effect of the drought on retail turnover. In some quarters the view has been expressed that the drought reports have been emphasized out of proportion to their real merit, and the mail order figures, together with those of chain stores in the drought areas, will supply the first definite gauge of the effect on buying power. Recent estimates of department store sales for the month have been revised upward because of better weather, an improved showing over July being held possible.

Open 1931 Bathing Suits To-day.

The 1931 lines of bathing suits were opened this week at prices averaging between 8 and 10 per cent. below last year. One selling agent stated that next year's line is priced at the lowest in the history of his house, in existence a quarter of a century. On popular priced suits jobbers appear to be fairly well sold out and desirous of making commitments, it was said. Men's suits are mostly speed models, with navy blue outstanding. In women's ranges a wide variety of shades is offered in bison brown, royal blue, Swiss green, peach, rose beige and orchid.

Black Retains Strong Vogue.

Nothing so far has developed to challenge the supremacy of black in color leadership for Fall. If anything, the percentage of black to colors has grown in the orders placed in recent weeks. The trend is particularly noticeable in coats, millinery, shoes and fabrics. In colors the following have received wide endorsement: new browns, cricket green, blues and wine shades. It was pointed out yesterday that hosiery, handbags and novelty jewelry are being developed in effects to accentuate the vogue for black.

Oppose First Class Mail Rise.

A committee of the National Retail Dry Goods Association will be appointed to consider the proposal to increase the rates on first-class mail from 2 to 2½ cents an ounce. The Association feels that this rise, to be asked by the Postmaster General when Congress convenes in December, is unjustified. It points out that of all the classes of mail handled, first-class mail alone yields a profit.

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.

SHOES

What Is a New Customer Worth?

Would you pay a dollar for a new customer? Wouldn't it be worth that much for each new family you could get to bring their shoe trade to your store?

Here's a little letter idea we suggest you consider for early fall when you start after business in earnest. Make up a list of fifty good families in town you would like to have as customers who do not now trade with you. Then send them a letter reading something like this:

Dear Madam:

We want you for a customer—and we are going to make it worth your while to get acquainted with the kind of shoes we have here.

The enclosed credit slip will be accepted for \$1 on the purchase of any pair of shoes in our store by any member of your family.

There's no "catch" to this offer—and it's good any time. We're just willing to wager a dollar that once you've found out the kind of shoes we sell here you won't want any other kind.

Try it. And save \$1 on your new fall shoes.

YOUR NAME.

This letter will make an impression on everyone who receives it, and you will find it brings in a high percentage of response. It is a frank bid for business and few who take advantage of it will fail to return again.

We suggest you try this on a list of fifty names. After you have checked up on the returns you will probably want to use a much larger list.

Representative Local Institution.

Many people in Grand Rapids, and more throughout the State of Michigan, do not know that Grand Rapids manufactures men's dress shoes. There is only one shoe factory in Grand Rapids, the Herold Bertsch Shoe Co., manufacturing the Torson shoe.

More than 100 skilled operators are employed in this plant turning out 600 pairs of dress shoes and oxfords per day. The plant has been running full time for the past two years and to-day is running with a working force 21 per cent. larger than a year ago.

Michigan made shoes are sold from Salt Lake to the Atlantic Coast by fourteen full-time salesmen traveling by automobile. Forty-two styles in Goodyear welt dress shoes to retail at \$4, \$5 and \$6 and sixteen styles in work shoes at popular prices are carried in stock.

The factory occupies nine floors of the building at 11 Commerce avenue. This factory serves approximately 500 customers in Michigan.

Are Your Windows Well Lighted?

Your windows are the very best advertising medium you have. Are they working for you at the maximum of efficiency? They're not unless they are well lighted.

To-night, after the lights are on in

all the windows, stand across the street from your store and compare your lighting with that of your neighbors. Are your windows as bright and inviting as those on either side? You ought not to be satisfied unless they're the brightest spot in the block.

A few dollars invested in better lights and reflectors will pay big dividends, particularly this fall, when new styles are being featured. Now is the time to do it. The chain stores know that good lighting pays. Notice how the chain stores in your town keep their windows brightly illuminated. They know it helps business.

A Good Time To Sell Golf Shoes and Hose.

August is a good time for a sale of golf shoes and hose, and many stores have a mid-summer selling of these lines annually. In the Spring many golfers dig out their old shoes and hose and start the season off without new equipment. By mid-summer they need new shoes and hose, and all that's needed is to remind them and they will buy. A good newspaper advertisement and a mailing card will stir up quite a little business for you any time during the next few weeks.

Start Them in Early.

A number of stores have found it good business to keep a careful watch of all birth announcements in their local papers. Whenever a new baby arrives a dainty pair of booties are sent to the parents with a friendly little letter welcoming the new baby and expressing the hope that baby will become a permanent customer.

The surest way to reach any parent is through the child, and every couple receiving the bootie gift with such a letter is bound to feel friendly toward the store that sent them.

A Well Worded Advertisement.

Here is an attention-getting advertisement from Hassel's, Chicago, headed "Bank \$5 on these shoes and save \$2.50." The entire appeal of the advertisement is based on the argument that Hassel's, located out of the high rent district in Chicago's Loop, have a lower overhead and are thus enabled to sell shoes at one-third below the average.

Promoting Education By Publicity.

If schools are to receive public confidence and support, educational leadership must take the public into confidence and disseminate information to the people through various channels and especially through the press.

The reason any agency seeks publicity is to create good will. To do this it must familiarize the people with its aims and purpose. It must convince the public they need the agency and that it serves their needs.

This establishes good will. This is why millions are spent annually for advertising.

A well-written advertisement is a news story. It is news of the firm, and its aim is to create good will by informing the public of the purpose the firm serves.

People are always against what they don't understand. Schools must depend on public support and necessarily must create and maintain the good

will of the public. This can only be accomplished by keeping the public informed on what schools are doing and how they are doing it. The people have a right to know this, for they pay the bills.

I believe the teachers have been too exclusive with the public about their professional procedure. They have not taken the people into their confidence enough, and shown what they are doing and how they are doing it.

It is a common expression upon the part of older generations that schools are not as good as they used to be. They say this because they don't have the information to cause them to think otherwise. About all the people know about what is going on at school is what the children say; and children's reports are usually prejudiced one way or the other.

Athletics in schools is the one thing usually written up more than anything else. Many of our weekly papers carry athletic stories on their front pages every week during the school year and this brings forth the oft-repeated statement, "About all they teach is basketball and football." It is unfortunate for a school to be principally dependent upon its athletic prowess for its recognition upon the part of the public.

During the last session of the Legislature the House debated almost the entire afternoon a bill which sought to repeal the physical education law, because most of the members thought the department was pushing the teaching of athletics; and they said the schools were descending to the plane

of a circus. They did not know physical education has nothing to do with athletics, but is a program of health education.

The schools of the State had not familiarized the people with their physical education work through publicity, but had instead gotten their athletics before the public. Hence, legislators did not know any better than to think health education was athletics.

We, through the press and office publications, have been saying for seven years that the department has nothing to do with athletics, but does promote health education.

Teachers should carry on a continuous educational campaign to keep the public informed on what they are doing and how it is being done—community meetings, parents' days, school fairs, parades and the press and agencies of informing the public about the school work. W. W. Gibbany.

Statistician of Public Schools of Missouri.

Look For Better Hosiery Trade.

An improved situation is looked for in full-fashioned hose in the early Fall, due to the fact that curtailment of output for this month will be substantial. A normal pick-up in demand is expected, as the trade is now entering the season when orders are usually large. Novelty leg effects have been introduced by manufacturers of fine-gauge seamless silks, and some good business has been placed, it was reported. In fancy half-hose low prices remain an important factor. Clocks will be more popular than ever before in the Fall.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

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

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

\$425,396.21

for
Information write to

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

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooping, 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.

Should Take Useless Blah Out of Convention Speeches.

Standard Oil of California halted the recent gasoline price war abruptly when it refused to sell price cutters. The Standard did this alone, but it was not long alone. Its competitors followed suit with prompt common sense.

Such actions are more effective than any dependence on legislation which never is more effective than its enforcement. Inasmuch as any commercial law must depend primarily on the will to enforce it and that will must come from those in business, why not short cut, follow the Standard plan, attain our aim voluntarily through spontaneous co-operation?

Grocers experienced in association work do this. All grocers can do it that have the vision and the will.

Calamity howlers have little ground to stand on. At a time when building activities are known to be curtailed we learn that new construction by Governmental agencies and public utilities alone run at the rate of eleven billion dollars for 1930. Say it is \$1,000,000,000 per month. That is \$33,333,333 per day, taking no account whatever of building by private enterprises.

With population coming forward so that about 10,000 people reach maturity every day, each raised on the high plane of American living standards, it should seem that the food business should find ample opportunity for steady, continued profits. Maybe the grocer who does not find his share in such National wellbeing really does not belong in the business.

Arguments for and against aisle display tables can be as rabid as discussions of whether plain pricing of goods is wise; and the more theory and less practice behind such arguments, the wilder the conclusions are apt to be.

Plain experience records show that installation and use of such tables tend to increase sales thus: small stores, 16 per cent.; medium stores, 28 per cent.; large stores, 11 per cent. Adverse arguments include these: Tables require extra labor for daily displays; add to the labors of clerks; scatter routine store operations.

So we have profitable results against plain laziness. This is a free country—yet—so far as grocers are concerned. Any man can choose his course with such factors before him.

Order in any store is a matter of system. Let every person have a definite task, covering certain physical limits, to go at immediately on arriving in the morning, and every nook and corner of any store can be kept in spic, span, orderly, dustless, displayed

and priced condition every day and minute. Kept is different from being put in order or "cleaned up." It differs from spasmodic effort in aim and effect as night differs from day. And kept is the thing to aim for. No other idea fits 1930.

Grocers Magazine runs an illustrated story about the remodeled Grimm store in Louisville. The pictures bring out one basic fundamental: That most grocery stores would be improved 100 per cent. by the simple discard of 50 per cent. or more of their present equipment. Usually the requirement is to throw out, give away, burn up all of half present furniture, shelving, etc., and open up the interior to let in light and air. Purchase of much new equipment is seldom requisite.

In the Grimm case a lot of work had to be done. The floor had to be lowered bodily three feet to do away with old-fashioned front steps. But the Louisville Association took hold and helped. The store was closed on Saturday night. Carpenters came right in, worked that night, all Sunday and Sunday night, so the store lost little or no time. Vision was necessary, but Miss Grimm had that—and her move started the now famous Louisville survey work.

A pretty human-interest tale lies back of this Grimm remodeling. Mrs. Grimm was left a widow with growing family some years ago. Without an unnecessary murmur, she took hold of her store, ran it successfully in her quiet, old-fashioned, neighborly way with what help her children could give her. Thus the daughter grew to be a master grocer, and when change was indicated by new conditions, the daughter was the moving spirit, and results have long since justified the change.

Thus two women worked out their salvation in an unpretentious little local store mainly because they kept their eyes on the main chance. They did not fight chains, nor complain about "conditions." Womanlike, they shouldered the task wished on them and won out. We might say the Grimm women grimly faced the grim job before them. There are many thousands of men grocers who could well emulate that quiet, sweet-faced, unassuming Mother Grimm I saw some eighteen months ago.

Henry ford is quoted thus: "The prices of food are too high. Mass production is the answer to the price of food. We have it in chain stores. Their principle is sound and they should be encouraged."

Objection is advanced to this "in view of his (ford's) liberal patronage from service grocers it is rather ungrateful of him to try to boost the cash and carry stores.

But the truth is that the only false note in ford's statement is his suggestion that "they should be encouraged," because he should let facts stand alone. It is the strongest point in ford's own business that he seeks to find fundamentals and conform his own business thereto. I have just

(Continued on page 31)

VEGETABLES

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

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

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CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

Putnam's

NEW PACK

MALTY MILKIES

Wrapped in wax lined gold foil
which makes a very attractive
and handy pocket package.

Ask about our
Introductory Offer.

PUTNAM FACTORY

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



Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

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In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

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

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

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.

If You Won't Sell Packaged Meat, Others Will.

Not many months ago during a period of relaxation I felt the urge to return to the scenes of my boyhood days. Although many years have passed the memory of those days is still fresh in my mind. Such an urge I believe comes with the passing years to most of us. I accepted the challenge and a few days later found me browsing around the scenes of what at one time was my boyhood home. As I wandered from place to place every little act of indiscretion which covers a period in every active boy's life, was thrown on the screen of my memory so vividly that I fancied myself a boy again and there amid the scenes of my childhood I lived over again that happy period.

Not least among the many things which lingered in my memory was the cross-roads country store. Accordingly I wended my way to the old familiar spot and there nestled among the foothills of the Blue Ridge mountains of Virginia I found the same old store where I as a barefoot boy, stubbed my toes and where I spent occasional pennies for many colored long sticks of candy, and from which I trudged across fields with a stone jug of molasses in one hand and in the other a tin can of kerosene which was to furnish fuel for coal oil lamps to light our home. In those days we traded eggs at the country store for the necessities of life and little or no thought was given to the possible changes which have since revolutionized our food distributing system. Those were happy days and we would have been contented to let them remain as they were. The wheels of progress decreed otherwise and while in this particular instance the old country store remains, it remains only to remind us how primitive were the methods in that period and by contrast with the methods of the present to show us how far we have gone in the past three to four decades.

Unwieldy containers and bulky packages no longer occupy space in the retailers' storerooms. As a consequence the sugar hogshead has become obsolete, the molasses barrel has disappeared, the cracker barrel no longer provides a convenient place for the "community" cat to take a nap and it likewise has vanished from the retail horizon. In their stead, convenient size sanitary packages have found favor with consumers generally. The old time butter firkin with all its attendant unsanitary features has been largely replaced with one-pound packages. Likewise the lard tierce, and to a great extent the lard tub, has been very largely replaced in food stores by packaged lard; consequently the need for the inconvenient, unsightly and unsanitary tray-shaped containers is gradually passing into the discard.

Many other products might be mentioned that have been similarly affected. The trend in general has been

away from bulk, and each succeeding year has witnessed a more pronounced trend toward smaller and still smaller containers. The demands of the consuming public have made it so.

Manufacturers and distributors of food products in general have not been slow to meet the demand. Those who were first to anticipate these changes and were prepared to meet the new conditions reaped the benefits.

In the case of non-processed and perishable products, requiring constant refrigeration at relatively low temperatures the package idea has been somewhat slower to develop. The distribution of frozen precut meats in convenient consumer packages received attention by commercial interests for the first time during the calendar year 1929. Some progress has been made but wide distribution cannot be expected until adequate refrigeration in retail markets has been provided. The tendency on the part of some refrigerator display case manufacturers in recent years, prior to the advent of precut packaged meats, was to ascertain not how low a temperature could be made to go, but how high could a satisfactory temperature be maintained and yet insure the requirements in retail markets. As a result of this and other contributing factors the general range of temperatures in retail markets handling highly perishable foods, ranges for the most part eight to ten degrees above the freezing point.

Experiments in the sale of frozen precut packaged meats have shown the need for placing them in the home before any defrosting has commenced to take place. This means then that practically freezing temperatures must be provided all along the line until delivery to consumer is made.

Under present conditions in retail markets, and making use of refrigerating facilities with which the average retail market is equipped, satisfactory results, for the most part cannot be obtained.

Some progress has been made in the distribution of frosted, precut and ready packaged meats, but the great problem confronting the industry today seems to be that of procuring adequate refrigeration at points of retail distribution. For the retailer this means storage space and display facilities of a different construction than those now in general use. Any defrosting or softening of the product prior to its delivery in the home will contribute to unsightly appearance, and this in itself will influence consumer preference and retard distribution.

A satisfied consumer is essential to the success of any distributive system, regardless of what the product may be.

The introduction of frosted, precut and ready packaged meats will go down in history as one innovation of the year 1929. The introduction of freshly cut (unfrozen) precut and ready packaged meats will be recorded as an innovation for the year 1930. Both are still in the experimental stages, but sufficient results have been procured to show that in proportion as adequate facilities are provided, they will ultimately find a place in the scheme of distribution and become a

(Continued on page 31)

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.

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DELICATESSEN
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"Delicatessen Wax Paper" -- the name, itself, speaks of cleanliness, health and goodness in the foods you sell!

To carry out this appetizing appeal you should use the snowy clean white sheet, KVP Delicatessen Paper. An all-around useful paper -- proof against air and moisture, odorless and grease-resistant.

Comes in handy rolls, wall cartons or boxes as preferred. Write your paper merchant today and receive a liberal supply of samples.

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Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST -- FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

GRIDDLES

BUN STEAMERS

URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

HARDWARE

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

The Fall Fair Booth as an Advertising Medium.

Nearly twenty years ago I spent an afternoon at the local fall fair. "Here's something new!" I exclaimed as, entering the main building, I noticed a half section devoted to stoves and ranges. The display was put on by a local hardware firm; and though such firms had for years shown farm implements on the fair grounds, this was memorable as the first occasion on which a real hardware display had been staged in the main building.

The next year that pioneer hardware firm repeated, taking an entire section. A year or two later there were two hardware displays. So the thing grew until eventually five or six hardware firms were using space at the fall fair to advertise a wide variety of hardware lines. And they told me they had found it good business.

There seems little question that window display is the most efficient form of retail advertising, and productive of the most direct results. Fall fair advertising is merely another form of window display, though there are some important variations which must always be kept in mind.

The fall fair season in most communities starts in September; so that it is not too early right now to plan your display and make the necessary preliminary arrangements, if you have not already done so.

A booth in the main building at the fall fair represents an excellent opportunity to get in touch with customers and prospects. It is especially an opportunity for the hardware dealer to meet his country customers and get a line on their needs. In most communities, however, the fall fair draws both the town crowd and the rural crowd, so that the hardware display should be designed to appeal to both classes, with, perhaps, some extra stress on the agricultural and country aspects.

"It is good advertising," is the view of one hardware dealer who has tried it again and again. "We make direct sales, we get a line on new prospects, and we get into touch with the people to whom, a little later in the fall, we must cater."

"In planning the fall fair display, the problem is not so much to find something to show as to decide what lines to show and what to leave out. Many different lines can be successfully featured.

It is worth remembering that the dealer is not restricted to a single line. He can divide his booth and show several lines at once, just as he shows two or three different lines in as many different windows of his store. But each individual display should advisedly deal with some single line.

In most exhibits ranges and heaters will be featured. These lines are timely right now, and, although they occupy quite a lot of space, it is good business to show them. Several models of ranges should be shown, including the biggest in stock; and sev-

eral heaters of various sizes. You cannot show everything you have to sell; but with a fair amount of space you can show lines that will interest all classes of customers.

See that the ranges and heaters are spick and span, and keep them clear of dusts, advertising matter and litter of one sort and another. Have them conveniently situated to show to customers, and in as good a light as possible.

Paint can also be shown and demonstrated. A good feature in the paint department is a display of some interior specialty—such as floor finish or wall tint. One hardware firm puts on a demonstration of this sort year after year, and reports increasingly good results.

Space is a problem in the fall fair booth. Here the hardware dealer's ingenuity comes into play. For instance, if you handle linoleum, use that on the floor, trimming the edges with your floor finish. Finish the sides and back of the booth, and perhaps the ceiling, with wall board; this can be attractively tinted, demonstrating your wall tint. The same wall board will serve for years, though every year the tinting should be renewed. With your heaters and ranges you should show a full line of accessories.

Another stunt is to show your feature range as the center of a completely equipped kitchen—a model kitchen. This permits display of numerous kitchen accessories. So, too, a washing machine can be shown as part of a modern laundry room display, with washboard, clothes baskets, drying racks, clothes line, clothes pins, etc., everything in readiness for Monday morning. Aluminum and electrical goods can be shown in connection with your model kitchen; although in the ordinary rural district, where electric current is available, the electrical lines will have small appeal. Many farm homes, however, are now equipped with individual generating plants.

The important point is to use every inch of space available to display articles that dovetail naturally into your exhibit.

In this connection there is one point in which the fall fair display varies decidedly from the ordinary window display. The window is there, day in and day out, and its effect is cumulative. The fall fair booth is limited to two, three or four days each year. It is seen by a far larger crowd than sees your store window in any like space of time; but with the limited time in which to make your appeal, you must make that appeal singularly effective. No haphazard, carelessly arranged display will do. Your display need not be over-elaborate, or over-expensive, but it must have exceptional pulling power; and you must keep in mind throughout the necessity of making the very most of it.

Your booth, for instance, will fall short of its maximum of effectiveness if, after being well and carefully put together, you entrust it to an inexperienced or indifferent junior on the pretext that you can't afford the time of a more highly paid clerk. I have known juniors qualified to make a success of the job; but it is a job that

d demands the best you have. That usually means yourself, and one of your best salespeople; certainly, in any event, a salesman who knows how to meet people and handle them.

In any event the dealer himself should be present at least during the busy hours of the one or two big days of the fair. It is worth while to exchange greetings with country customers. The personal touch counts for a lot with them.

The fall fair represents a golden opportunity to distribute advertising matter. Some firms make a practice of handing out inexpensive souvenirs. A large share of the advertising matter quite often gets into the hands of children. A lot of it is wasted. Some dealers curtly refuse to hand out material to youngsters. That is a mistake; just as it is a mistake to hand the advertising matter out indiscriminately.

What is the dealer to do? A good stunt is to have something inexpensive to hand out to children. A small blotter is good; with school opening it is apt to be preserved and used, where expensive printed matter is thrown away. Then make an intelli-

gent distribution of your main items of advertising matter to adults, and especially to actual prospects.

See that all advertising matter you hand out bears the name and address of your firm. This is important.

Some fall fair attendants simply hand out a booklet or circular. But it is an easy matter for the tactful salesman to add a few words of enquiry or suggestion that may make all the difference between business and no business. To find out if the enquirer is really interested in the article, to get the name and address of yet another real prospect—these results are worth the trouble.

Special efforts should be made to get a line on new prospects. If a woman is interested in your big range, get her name and address; also, if possible, her promise to call at the store and talk things over. Perhaps with a little extra effort you can clinch some sales on the spot; but even if you can't, do not neglect the opportunities of dealing later on. Have a book or a card system to note down the names and addresses of prospects; noting also in what lines they are interested. After the fair is over, get

Manufacturers and Distributors of
SHEET METAL ROOFING AND FURNACE SUPPLIES,
TONCAN IRON SHEETS, EAVETROUGH,
CONDUCTOR PIPE AND FITTINGS.

WHOLESALE ONLY.

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342 Market St., S. W.

Grand Rapids, Mich.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

in touch with these prospects and include them in your follow-up advertising campaign. If you handle this properly, you will ultimately be able to trace a lot of good sales to your fall fair exhibit.

Demonstration is always a first-class form of advertising; and wherever possible demonstrations should be put on. If, for instance, you have gas connections you can show the range in actual operation; for a coal and wood range, all you need is a flue. If demonstration is impracticable, hand out invitations to those interested to attend a demonstration later on at your store. Paint specialties can be readily demonstrated; so can silver polish or similar lines. A food chopper can be demonstrated and will make a lot of sales in return for the small space required.

A big banner or sign outside the booth should carry the name of the firm in conspicuous letters; and show cards can be used to good advantage to help out your display.

Don't leave your arrangements to the last moment. Plan your display ahead of time. Find out, some days ahead, the space allotted you and its dimensions, so that you can work out your plan on paper before you begin to assemble your display. With this information in hand, your problem is to make the most efficient and economical use of a comparatively small space; and this calls for careful preliminary planning. Keep your sketch plans from year to year; they will prove helpful where you retain the same space. Victor Lauriston.

Essentially a Business of Percentages.

Saginaw, Aug. 18.—For the past year commodity prices have been dropping at an alarming rate. New lows have been reached in many lines. Sugar is now at the lowest price since records have been kept. Many other lines are selling for less than they did prior to the kaiser's war. A manufacturer told me the other day he has sustained losses of more than \$60,000 during the past year, due to market declines on materials purchased for immediate requirements. This loss, he said, was in no way due to speculation, but represented an actual decline between buying date and the time he started to use the commodities in the manufacture of his products.

What bearing have these low prices upon the successful operation of a wholesale grocery business? The potential volume of business in Michigan for 1930 is not materially different from that of a year ago. The buying power of the dollar is much higher, but that I believe is about equalized by the present buying power of the individual. This is particularly significant in the industrial centers.

The same tonnage of merchandise sold this year will show a gross loss in sales of approximately 20 per cent. when compared with the business of a year ago. Obviously, hundreds of items in your stock are sold on a percentage basis. A box of soap or a case of soup which a year ago carried a gross profit of ten per cent. will this year on the same percentage yield a less actual profit. A price cut of a nickel or a dime on a box is far more serious to your profit account because of the fact that if the list on soap is \$4 per case and your mark up is 10 per cent., when you allow a cut of 10 cents per box, you relieve yourself of 25 per cent. of your gross. By the same token, a cut of a dime on a \$3 list means you pass up one-third of your gross profit.

The same principle applies on trucking costs. The cost of trucking remains fixed, regardless of who does the work or where price levels may be. If you are selling on a delivered basis, the cost of delivery is far more serious when commodity prices are low than when they are high. If you are paying a rate of 25 cents per hundred, the percentage of cost for delivery is much higher on your volume of business when figured on low price merchandise.

It has been almost impossible to reduce the overhead of the business as fast as prices have declined, although many efforts are being made toward that end. One of our friends in the business has made a comparison of prices for 1929 and 1930. Believing that you may be interested in this phase of the business, we quote the figures which he has submitted. We would be pleased to hear from any of our members along this same line and we believe an exchange of ideas might prove mutually profitable.

P. T. Green, Sec'y.

Did you ever figure this out? Take an article on which you are making 10 per cent. Say the article sells at \$1. At 10 per cent. the profit would be 10c. Supposing this article declines in value and now sells for only 80c. At 10 per cent. you would make 8c.

Likewise, on a \$1,000 sale at 10 per cent. the profit would be \$100 a year ago. This year the same goods, owing to decline in price amounts to only \$800 and at 10 per cent. the profit would be \$80 or \$20 less profit on the same quantity sale this year against last year, because of the decline in value.

On \$50,000 sales at 10 per cent., the profit would be \$5,000 in 1929. To-day the same quantity of goods would sell for \$40,000, which at 10 per cent. would be \$4,000, showing a difference of \$1,000 less profit made on the same quantity of goods. This figures in same rates per dollar when profit is over or under 10 per cent. Therefore, you must sell more goods this year to make the same amount of dollars that you made last year.

Just to show the difference in the value of merchandise, we quote below a bill of goods at 1929 prices and opposite the prices of 1930:

	1929	1930
100 lbs. coffee	\$37.00	\$25.00
1 case No. 2½ peaches	6.30	4.80
1 case No. 2½ pineapple	6.30	5.70
1 case salmon	8.60	7.00
1 case pork and beans	3.00	2.32
1 case No. 2 string beans	2.80	2.55
1 box 40/50 prunes	3.75	2.81
1 box evaporated peaches	4.69	4.19
1 box apricots	7.38	6.19
1 case No. 2½ Spinach	4.50	3.00
1 case No. 2 tomatoes	3.10	2.10
1 case tall milk	4.10	3.65
1 bag beans	10.00	7.25
1 case soap	4.25	3.45
1 bbl. flour	8.50	6.00

\$114.27 \$86.91

Note the marked difference in this bill of foods. Namely, these same items and same quantities cost the dealer \$27.36 less than last year or a decline in cost to him of 24 per cent. Now here is how this bill affects your volume.

This same order in 1929 amounted to \$114.27 sales and 10 per cent. on this order would show \$11.42 of profit, and in 1930 this same bill amounts to \$86.91 and at 10 per cent. it shows \$8.69 profit, a difference in your earning profit of \$2.73.

Weary the path that does not challenge. Doubt is an incentive to truth and patient enquiry leadeth the way. —Hosea Ballou.

Getting old is more a matter of attitude than years.

Efficient Policies As Factor For Progress.

The history of mankind is a record of the struggle of man with nature to obtain means of livelihood.

But man is a being with spiritual as well as material wants. As civilization progresses the longing for enjoyment of a spiritual nature grows more intense.

The efforts of society are gradually directed towards the attainment of an ideal based on a balanced development of the spiritual and material sides of the life of the individual member of society. The attainment of this ideal of a higher type of citizenship is the motive force of organized society in a democratic country like ours.

In the early stages of human civilization such a balanced development was impossible for the great majority of the individual members of society. The struggle with nature absorbed all their time and energy.

With the progress of inventions man's mastery over nature became more and more complete until now, in this mechanical age, there does not seem to be any limit to man's power of subduing the forces of nature.

In the last analysis, the struggle of man with nature reduces itself to the principle of obtaining maximum results with a minimum of effort. This is what we call "efficiency."

The attainment of this object is predicated upon the elimination of waste, useless effort and superfluous expense whether in terms of money or effort. The more completely can society approach this idea, both from the point of view of technical progress and a better organization of the relations between individuals, the fuller will be the life which it will afford its members.

All those who are acquainted with the past history of agriculture, whether in this country or abroad, know of the tragedy of useless effort and broken lives which have marked its trail and which were due to factors that destroyed the results of years of hard work and arduous labor. No happy and healthy citizenship is possible under such conditions.

H. M. Knipfel.

Margaret-Mary Shop, specializing in women's apparel at 1264 Plainfield avenue, Grand Rapids, renew their subscription to the Tradesman and write: "We never fail to read almost every item in the Tradesman and find a great deal of valuable information in every issue."

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.
SAGINAW BRICK CO.
Saginaw.

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

Nucoa

KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and MUSTARD

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Look for the Red Heart
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GRAND RAPIDS, MICHIGAN

Corduroy Tires

Sidewall
Protection

Made in
Grand Rapids

Sold
Through
Dealers
Only.



CORDUROY TIRE CO.

Grand Rapids, Mich.

Jennings' Pure Extracts

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

Jennings Flavoring Extract Co.
Grand Rapids, Mich.

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Grand Rapids, August 19—Ernie Richardson, according to press reports, has disposed of his hotel interests in Florida, and will devote his time henceforth to administering the affairs of Hotel Kerns, Lansing, and I am very glad to know this, for Ernie is a distinct Michigan asset and he is in his element here. Mr. Richardson has been in Jacksonville since last May, when he took over the Carling Hotel there. He has since disposed of this property to the Barringer system of hotels, which controls something like ten similar properties in the South.

Detroit hotels have suffered an epidemic of holdups within the past few weeks, all apparently perpetrated by the same bandits, whose plan of operation has been the same in every instance. The latest two occurred a few days ago when they obtained \$70 from Hotel Madison, and also a considerable sum from Hotel Eddystone, one of the Tuller hotels. These men always come in late at night, and after relieving the clerk on duty of such cash as may be accessible, compel him and other employees around the premises to enter the elevator and start it for another floor. Before they can bring it down the bandits have escaped. The police, of course, are making investigations but these depredations are going on constantly.

Mr. and Mrs. Ward B. James, of Hotels Windermere, Chicago, have been visiting their old Detroit friends recently and, as might be expected, have been entertained royally by their hotel friends there. The Jameses are popular in Detroit, and while they are much missed there are making a new record of accomplishment in Chicago.

Howard A. Smith, who has been assistant manager at Hotel Tuller, Detroit, for some time, has resigned and Manager Sage has appointed Jasper Meecham, credit manager, assistant manager also. Mr. Smith contemplates a vacation before re-entering the hotel field.

A sectional meeting of the Michigan Hotel Association was held at Hotel Norton-Palmer, Windsor, last week. It was one of a series of such meetings which have been held under the supervision of President Ernest Piper, of this body, and will be followed by others from time to time. As in similar district meetings, hotel problems were discussed in detail by the small as well as the large operators, who have a great deal in common in operation affairs. They have proven very popular with hotel men all over the State and no doubt will be a feature in the future.

Post Tavern, Battle Creek, has completed various improvements, among others being a new entrance to their cafeteria from the street, which was quite essential. My friend Carl Montgomery who seldom has much to say about his accomplishments, certainly shows results and we all know he operates a "durned good establishment."

The Ojibway Hotel, at Sault Ste. Marie, not only boasts of a truly aboriginal name, but has also a truly, blown in the bottle, Indian guide in full regimentals, who conducts parties to points of interest in the vicinity. The Ojibway is reporting a satisfactory summer business, and deserves it, for its operators have shown the traveling public that their policy is to give satisfaction and to treat their patrons fairly in the matter of charges for the service which they render.

Contrary to the predictions of many, the resort business for Michigan this season has proven quite satisfactory. To be sure, travel in that direction was rather slow in starting, but Michigan has that to offer which cannot be found elsewhere, and besides her method of advertising her attractions, through co-operation between the State authorities and the resort sections, has been a thoroughly satisfactory arrangement.

Colonel Woodcock, the new prohibition director, thinks this would be a law abiding nation if people who patronize bootleggers would desist from such practices. One might go farther and make the innocent statement that if the liquor traffic could be stopped by so simple a plea as that which is suggested by the Colonel, it would have disappeared years ago. To say that if there were no lawlessness there would be no lawlessness amounts to the same thing. Bootleggers could not bootleg if there were no buyers, but therein lies the very kernel of the entire prohibition enforcement problem. There probably always will be buyers. If this is a sample of the oracles the country may expect from the new enforcement officer there is going to be a long, long trail to be traversed before accomplishment worth mentioning will be recorded. We are all weary of listening to platitudes and the obvious from those charged with the administration of the enforcement laws, and the multitudinous commissions who have been considering them for the past decade. When Director Woodcock is in a position to tell the world how he is going to induce the bootlegger's patron to desist from buying, the people will sit up and take notice, but in this instance words mean very little.

Arthur Brisbane has a notion that the tariff of twenty-five cents a bushel on corn is going to be worth \$500,000,000 to the producers in this country, because of the fact that prices of this cereal will advance accordingly. It looks to me as though the bugaboo about crop failures is on a par with the annual destruction by frost of the peach crop of Michigan, with the result that untold thousands of bushels of this fruit rot under the trees during the harvest season. There will be no importation of corn and the farmer will be extremely lucky if the price does not sag back to the old standard before the crop is marketed.

In an article in Liberty magazine anent what seemingly are high hotel charges the position is taken that the traveling public are as much to blame for what may seem to be high hotel rates as the operators themselves. Liberty explains that hotel rates might be lower if guests were more careful of their actions in such establishments. It will probably shock a lot of hotel patrons to know that "the well bred guest has a property sense that he doesn't lose in a hotel. He doesn't place a dusty traveling bag on a clean counterpane, nor stamp out a cigarette butt on a clean carpet." Every hotel man knows this, of course, and knows that the guest doesn't do such things in his own home, but he knows that such things are constantly done in his hotel. He also knows that with many of his male guests the idea of a bath seems to be how completely he can wreck the bath room or come as near it in soiling and littering up everything reachable. Carrying away linen and bedding are not the only acts of vandalism which the hotel man has to contend with and someone has to pay the fiddler.

Walter J. Leitzen, who for several years operated Hotel Frontenac, in Detroit, and who retired from active hotel work in 1927, on account of ill health, again assumed active charge

of the Frontenac last week. After selling the furnishings and leasing the property four years ago, Mr. Leitzen took his wife and family to California, where they spent the better part of a year, during which time he and the writer spent much time together. He then went to Johns-Hopkins hospital, Baltimore, for eye treatment, following this up with a trip to Europe. From

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.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION

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



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.

HOTEL OLDS

LANSING

300 Rooms — 300 Baths
Absolutely Fireproof
Moderate Rates
GEORGE L. CROCKER, Manager.

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 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

Occidental Hotel

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon

Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

"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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.

R. D. McFADDEN, Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING

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

E. S. RICHARDSON, Proprietor

NEW BURDICK

KALAMAZOO, MICHIGAN

In the Very Heart of the City

Fireproof Construction

The only All New Hotel in the city.

Representing

a \$1,000,000 Investment.

250 Rooms—150 Rooms with Private Bath.

European \$1.50 and up per Day.

RESTAURANT AND GRILL—

Cafeteria, Quick Service, Popular Prices.

Entire Seventh Floor Devoted to Especially Equipped Sample Rooms

WALTER J. HODGES,

Pres. and Gen. Mgr.

now on he will be assisted in hotel operation by Mrs. Leitzen and his clerks will be Arthur Lake and Frank Spencer, both prominent in Greeter circles.

Thomas Larsen, formerly with Hotel Dalton, Jackson, has been appointed clerk of Hotel Waldron, Pontiac, by W. H. Aubrey, managing director of that institution.

Two prominent New York hotels have something absolutely new—sound-proof rooms for rip-snorting snorers. It is stated on authority that it isn't always the heavy salesman who rattles the ceiling in the average hotel. Some times frail members of the so-called weaker sex are contestants in saxophone exhibitions. Of course, this is hard to believe, but anyhow the sound-proof room is not a half bad idea.

A typewriter advertisement says that children do better in school if they do not learn writing. Some of my friends have been responsible for statements which seem to bear out this theory and I know of one or two others.

A new flavor for Swiss cheese, with an unpronounceable name, and which it is claimed is invaluable in its nutrient features, has been offered by its producers. Some folks would be glad if a new "odor" for the limburger variety could be developed.

President Piper and the executive committee of the Michigan Hotel Association are preparing a comprehensive program of instructive, as well as entertainment features, for the annual State convention of that organization, which is to be held at Sault Ste. Marie next month. It was Mr. Piper's idea to have the next convention held in the Upper Peninsula and a very good one, I believe. While there is a minority membership from that section they are nonetheless bubbling over with enthusiasm and are entitled to such recognition. No doubt there will be a good attendance on this occasion.

Charley Renner owns the Hotel Mishawaka property, at Mishawaka, Indiana, but it is operated under lease by Ferdinand Brill, who was formerly with the well-known Harvey system and, I think, at one time was interested with Mr. Renner in hotel operation in Kansas City. However that may be does not detract from the fact that Mr. Brill is making a success of the Mishawaka proposition, is serving splendid meals and giving excellent service in its various departments, assisted very wonderfully by William Saunders, who has been a faithful employe under the Renner organization for many years. I take occasion to mention this at this time for the reason I made a flying visit to the institution the other day and found conditions most excellent.

Speaking of Charley Renner, at last accounts he, his daughter, Leontine, and son, Bill, were down in Philadelphia, attending a reunion of Spanish-American war veterans, and we all know, that with Charley there it will be some affair. Mr. Renner was, during the unpleasantness of 1898, a "high private in the rear ranks," and manifests much pride in the fact.

The Southeast Michigan Tourist Association is sponsoring a tour this travel through this section of Michigan and to create interest in the dis-week through the Algonquin district, a territory running from the Ohio line to the tip of the Thumb, at Point Aux Barques. It is designed to stimulate trict as a tourist section. John A. Anderson, president and general manager of Hotel Harrington, Port Huron, and an active member of the Michigan

Hotel Association, is one of the committee in charge of same.

A man entered a hotel, placed his umbrella in the rack and tied a card to it which bore the message: "This umbrella belongs to a champion prize fighter. Back in ten minutes." When he returned his umbrella was gone. The card was still there, however, and to it was added: "Umbrella was taken by a champion long-distance runner. Won't be back at all."

The American people are eating more than twice the quantity of fruit and vegetables that satisfied them ten years ago, a steadily increasing amount of dairy products, especially milk, less beef, about the same amount of veal and mutton, less bread, according to reports on the decreased use of wheat and corn, a little more pork, and much more poultry, according to the experts of the Department of Agriculture. It would be interesting to know if this departure has increased longevity, or is based on economical notions.

Carl A. Gable, who was connected with various Detroit hotels over a period of several years, up to 1928, when he left the city, has returned to Detroit as manager of the Lee Crest Hotel, for Ralph T. Lee, owner and operator. Mr. Gable was for some time manager of Hotel Strathmore, and was also associated with the management of the Fairbairn, Palmetto and Wolverine hotels.

At the forthcoming annual convention of the American Hotel Association, to be held in San Antonio, Texas, next month, the question of the adoption of the proposed thirteen months calendar will be discussed thoroughly. Many operators, especially those in the resort field, favor the plan, in view of the fact that it would automatically give the resorts an additional week before Labor Day, and that city hotels should support the movement because of the resultant simplification in accounting. There has been no reason advanced why the stone age calendar should not be subject to revision, and many why it should be.

C. W. Danielson is the new manager of Hotel LaSalle (formerly Savoy) Detroit. He comes to Michigan after a seven year connection with the Dinkler chain of hotels in the South.

Milton E. Magel, long connected with Michigan hotel operation, but who recently took over Hotel Plaza, Milwaukee, under a long term lease, has also assumed the management of Hotel Knickerbocker, the very recent addition to Milwaukee's list of combined transient and apartmental institutions. It was my privilege on a recent visit to that city to make a careful inspection of the proposition and it certainly is the very last word in construction and equipment and is already enjoying a satisfactory patronage. The Hotel Review, New York, makes special mention of a commissary department which has been established by Mr. Magel for the convenience of such patrons who, having apartments in the building, are now convenient to a source of supplies for housekeeping purposes. The commissary is in keeping with the Knickerbocker which caters to a high-grade clientele.

Frank S. Verbeck.

D. H. Pattison, grocer at 341 Spruce, Sault Ste. Marie, writes the Tradesman, "We gladly enclose check for renewal, it is a good investment."

John Rummel & Co., dealer in general merchandise at Sebawaing, send in their renewal with the notation, "More power to you."

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 19.—The hay fever tourists are arriving again. Most of them are here now, which makes business better. The hotels are filled, but the private houses are ample to care for all. It makes us all feel good to hear the tourists praise our city as being the best place on the map and one of the cleanest and most attractive cities, with much in the line of amusements and so many pretty places to see, all within a short distance from the Soo. The only quiet places are the coal dealers, but they will get theirs later.

Litzner Bros., of Moran, are building a new store on the same location of the old store which was destroyed by fire several months ago. The work is progressing rapidly.

Philip Lupenitz, proprietor of the new store at Moran, is building a new restaurant and pool room adjoining his store on Main street.

There will soon be another store at the Allenville corner, near Moran, which will add to the activities in that neck of the woods.

Barney Lovell, proprietor of the grocery store at 219 Portage avenue, West, was the victim of a bold robbery last week. About 11:45 p. m. three men entered the store and, without further ceremony, struck Barney over the head, rendering him unconscious and taking his roll of \$350 which he had on his person and about \$50 from the cash register.

Earl Walker, at Strongs, has opened a new hotel on the country road highway M 28 and the South Shore Railway. The hotel offers accommodations to tourists as well as to hunters in the winter. There are sixteen rooms and the dining room seats fifty people. The hotel is equipped with running water, bath, electric lights and a lunch counter. In addition, six overnight cabins are being built, artistically made of spruce logs. A free camp site is being provided, equipped with open air cement stoves; a general line of groceries and campers and tourists' supplies will also be carried. Strongs is a real hunting and fishing center, much of the surrounding country being well wooded, with many fishing streams.

Albany Island, which has been the private property of the Detroit Club for the past two years, is again open to the public under the management of Mrs. Emma C. Richards. The roads are all in the best condition and the numerous cabins are ready for use. Mrs. Richards has made many improvements in the dining room and is now ready to serve the public with those wonderful fish dinners which made Albany Island famous in years past.

Not all men waste time playing golf. Some talk politics.

The report of the forest fires in the Upper Peninsula has been greatly exaggerated in the various papers throughout the State, which have misinformed many tourists and hurt our tourist trade somewhat. The Osborn-for-Senator boosters have just returned, after having traveled through every county in the Upper Peninsula. They saw only three fires, one in Chippewa county and one in Seney and Alger. All these fires were fought scientifically.

The Upper Peninsula Development Bureau, together with other agencies interested in advancing the recreational advantages of Upper Michigan, is desirous of having the Porcupine Mountains, in Ontonagon county, taken over as a park, and this should be done if funds can be obtained.

The Porcupines are in much the same position as Isle Royale, although more assessable. To set up a park area of 100,000 acres, the minimum that has been suggested, would require the expenditure of a large sum for the purchase of the land and timber. A couple of millions of dollars are es-

sential to place Isle Royale under supervision of some park board.

The logical move is to endeavor to interest the Federal Government in the Porcupines, and this would be far more advantageous so far as the Upper Peninsula is concerned, for, if taken over by the National park system, it would receive the National advertising to which it is entitled. Our representatives down in Washington are to be urged to place the proposition before the proper authorities.

The Porcupines extend for about twenty miles along the shore of Lake Superior and inland for about six miles. Little of the timber has ever been removed, due to the fact that it probably could not be cut and transported at a profit. The hills are the highest in Michigan. They are just as Nature planned them, a forest primeval, and would be a fine addition to the park system of the Government.

The way to obtain a National park in this area is to have the people of the Upper Peninsula get behind a movement that will carry weight with those who are in charge of the designating and acquiring of beauty spots that are to be preserved for the use of the people of the Nation.

William G. Tapert.

Late Business News.

The approach of the labor day holiday finds no important change in business conditions. Sales at wholesale are near their low point for the summer, retail sales as represented by the department stores and chain store returns for July are substantially lower than last year at this time, and railroad car loadings are far under the levels of the three years immediately preceding. One important exception is building involving structural steel, which is in active demand. Speculative building and residential building, however, still lag.

Leading chain sales in July were about 4½ per cent. less than in July, 1929. Gains were commoner among small chains than large chains. A few large ones, like Great Atlantic and Pacific Tea, the largest of all, up more than 3 per cent., reported increases. Kroger, on the other hand, lost 11.7 per cent. This is one of the first periods of depression in the last decade or more that has affected chain store sales adversely.

Chevrolet is readjusting prices on sport models to the old basis in view of the fact that wire wheel equipment, a feature that distinguished sport models, is now standard on all Chevrolet cars. The change involves a reduction of \$40. Price cuts are also announced for Oakland and Pontiac in preparation for new models.

American nitrate interests are not wholly aloof from the world agreement to limit nitrate production and control markets and prices, notwithstanding exclusion of the United States from the undertaking, in obedience to our anti-trust laws. The liaison is the Guggenheim process now being adopted by Chile, from whom we buy large quantities of nitrates, and the Guggenheim-Ryan group, which is closely allied with Chilean nitrate interests.

U. S. Steel unfilled orders in July were 53,591 tons more than in June, the second largest gain in any month this year. In the last two years there was a loss from June to July, while in 1927 there was a gain of nearly ninety thousand tons.

DRUGS

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

Michigan State Pharmaceutical Association.

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

Get Up-to-Date or Out of Line.

One of the greatest "sports" in America to-day is the little game of keeping up with the Joneses. We are living in a fast moving age. Styles and customs are changing so rapidly—new inventions are developing so swiftly that our big problem is not to determine how a thing was done yesterday but, rather, how it will be done tomorrow.

Nowadays it is not in style to be old fashioned, and the soda fountain proprietor, the grocer, the business of any and every kind that does not keep step with the procession is, in the language of the street, "on the way out."

To illustrate my point, I recall quite vividly a restaurant in another city where in years past I have enjoyed many a fine meal. It was a small, unpretentious place, seating fifty or sixty persons at the most. It was situated on an out-of-the-way street and occupied the first floor of a narrow little building in the front of which was an unattractive make-shift bay window containing a tank full of live sea food, frogs, fish and what not. By many of the settled natives of the city it was often referred to as the "Hole in the Wall." Any evening in the week at 6:30 you would find people standing up waiting for accommodations.

They served good food, well cooked, and at reasonable prices. Beyond that there was nothing in particular to recommend it except that indescribable atmosphere of friendly intimacy which usually pervades such an establishment.

To-day that place is out of business. It has fallen a victim or a prey to modernism, to the desire on the part of the American public to do the modern, the up-to-date thing.

The proprietor of that establishment failed in proper regard for up-to-date-ness as a sales asset. He felt that his good food, his cooking, his friendly greeting would continue to attract customers indefinitely. Unfortunately, he was mistaken. Perhaps it is explained by the fact that he was a European. He lacked the American viewpoint, although thousands of native-born Europeans are in this country to-day making money hand over fist in thoroughly modern American business establishments.

There are perhaps a few cities in America in which an establishment of the type described could continue to thrive indefinitely. I refer to cities like New York, Chicago, Detroit and other

large metropolitan centers with an enormous daily floating population. To the transient visitor, a unique, old-fashioned establishment is regarded as more or less of a curiosity. He visits it with anticipation—with the feeling that "here I shall see something different, something unique, something about which I can tell the folks back home when I return."

But the average city is decidedly dependent upon its settled local population for its business.

I have cited the case of the old-fashioned restaurant because it is typical of what is happening in many cities in the soda fountain business.

I realize, of course, that modern soda fountain equipment is costly, but I am not unmindful that it can all be bought on long terms, and I have case after case to prove that, when wisely installed and properly advertised, modern equipment more than pays for itself, sometimes long before the last installment payment is due.

I have in mind a store just a few blocks from my home in the suburbs, in the heart of a thriving suburban neighborhood, on a double streetcar line and a popular automobile highway. Ever since I have lived in that neighborhood up to about a year ago that store has been in a sense "dying on its feet." It was unattractive outside, and inside it seemed to exude an atmosphere of decay and depression. The clerks moved slowly, the merchandise looked dingy, the lights never seemed to be as bright as in other places; the equipment looked as if it might have come over with Noah on the ark. And then, about a year and a half ago, the kindly old gentleman who had founded the business—probably in his youth—died, and his son took over the reins of active management.

I do not know whether it was his own idea or that of some caterprising equipment salesman (I rather suspect it was the latter), but at any rate it was not many days after the funeral before things began to happen in the old establishment. The old show windows were torn out and a new modern type installed, which not only made possible the display of more merchandise in a more attractive fashion, but which also afforded a better view of the interior of the store and made the whole place look bigger, brighter and merrier.

Then they got busy inside. They ripped out the old fountain and put in new equipment. They revamped the counters, the shelving, the lighting fixtures; they gave the whole thing a new coat of paint and started making use of window pasters on their windows to attract the casual passerby. They circularized folks in the neighborhood. Frankly, if I had not seen all of this going on and had been taken into the new establishment when the work was all finished, I would never have recognized it as the same place.

It was not long after the job was completed before the changed material condition began to have its effect on the men behind the counter. They actually took a new lease on life; their steps seemed to quicken; their eyes seemed to brighten, and instead of

waiting on customers as though they were doing them a favor, they started doing some real selling and treating their trade like human beings.

I had a chat with the proprietor the other night. I asked him whether he considered the move a good investment. He smiled. "That's a foolish question," he said, "haven't you noticed when you came in here that there are usually two or three times as many people moving around as formerly?" I had to admit that I had. "But," I said, "that does not answer my question. Have you found it a good investment?"

"It has been the best investment I ever made and I only wish now that we had made the move two or three years ago. We would have been that much better off to-day." Then he surprised me by taking me back into his office and showing me his weekly sales in different departments—the year prior to the change and the year following. Except for a small amount of advertising and the carrying charges on the new equipment, his overhead showed practically no increase, but his sales had gone up about 42 per cent., and he told me that their percentage of net profit was higher than it had ever been since he was graduated from the college of pharmacy.

I asked him particularly about his soda fountain business, because he had invested in that department more money than anywhere else in the establishment. He told me that in the past his soda fountain had always been a dead loss to him. He had operated it

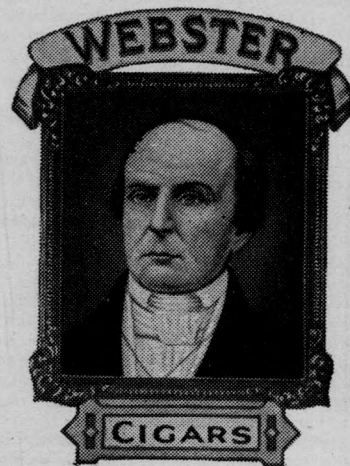
merely as a convenience for the use of these people who happened to want it. "Now," he says, "we make it a feature of our business. We attract people into our store because of the good soda fountain service we deliver. We give them the same up-to-date drinks they can get in any of the down-town stores and at the same price; in fact, we try to tack on a little additional quality. We are also doing a nice neighborhood ice cream business, handling packaged goods only for our fountain service. This has cut down our shrinkage losses and we are making more money on our ice cream than we ever did before."

There is nothing unusual about this case. There has been no radical change in the neighborhood in which this store is situated. It is just an average American home neighborhood. Whereas formerly people patronized that store only when they had to, many of them now patronize it because they like to — because he has modernized it, made it attractive, made the neighborhood folks feel that he is there to serve them and that he likes to serve them.

Look on the successful establishments in your own city or town. Isn't it true that the thriving places—the ones that are going ahead—are those which have learned the value of up-to-dateness as a sales stimulant?

If your methods, your equipment, your store front are out of date, do a little figuring. Then take some steps to do some modernizing, for with competition as it is in America to-day it is

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



**THESE LEADING
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**Distributed Throughout
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Zinc Sulphate	06@	11
Webster Cigar Co. Brands		
Websterettes	38	50
Cincos	38	50
Webster Cadillacs	75	00
Golden Wedding		
Panatelas	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

Pork
White Hand Picked Beans
Raisins

DECLINED

Flour Home Baker

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
15 lb. pails, per doz.	9 40
15 lb. pails, per doz.	12 60
25 lb. pails, per doz.	19 15
25 lb. pails, per doz.	19 15

APPLE BUTTER

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

BAKING POWDERS

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

K. C. Brand

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

BLEACHER CLEANSER	
Clorox, 16 oz., 24s	3 85
Lizette, 16 oz., 12s	2 15

BLUING

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

Perfumed Bluing

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

BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 85
Red Kidney Beans	9 75
White H'd P. Beans	8 25
Col. Lima Beans	14 50
Black Eye Beans	16 00
Split Peas, Yellow	8 00
Split Peas, Green	9 00
Scotch Peas	6 25

BURNERS

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

BOTTLE CAPS

Obl. Lacquer, 1 gross	16
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BREAKFAST FOODS

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

Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	6 15
All Bran, 10 oz.	2 25
All Bran, 1/2 oz.	2 70
All Bran, 1/4 oz.	2 00

Post Brands.

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

BROOMS

Jewell, doz.	5 25
Standard Parlor, 23 lb.	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.	1 50
Solid Back, 1 in.	1 75
Pointed Ends	1 25

Stove

Shaker, No. 50	1 80
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
No. 1	3 00
Marcellus, No. 2	3 25
Pride of Mich. No. 2	3 75

CANNED FISH

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

CANNED MEAT

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

Baked Beans

Quaker, 16 oz.	35
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. 1	1 80
Cut, No. 10	10 75
Cut, No. 2	2 15
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 60
Marcellus, No. 10	8 50
Wax Beans	
Little Dot, No. 2	2 80
Little Dot, No. 1	2 10
Little Quaker, No. 2	2 70
Little Quaker, No. 1	1 95
Choice Whole, No. 10-13	25
Choice Whole, No. 2	2 60
Choice Whole, No. 1	1 75

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

Beets

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

Carrots

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

Corn

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

Peas

Little Dot, No. 2	2 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. 2	1 75
Gilman E. June, No. 2	1 40
Marcel. E. June, No. 2	1 40
Marcel. E. June, No. 5	4 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 50
Pride of Mich., No. 2	1 25

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 00
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.

Hominy	
Pearl, 100 lb. sacks	3 50
Macaroni	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 60
Bulk Goods	
Elbow, 20 lb.	6 1/2 @ 8
Egg Noodle, 10 lbs.	14

Pearl Barley	
0000	7 00
Barley Grits	5 00
Chester	3 75

Sage	
East India	10

Tapoca	
Pearl, 100 lb. sacks	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	
Harvest Queen	
Yes Ma'am Graham.	
50s	2 20

Lee & Cady Brands	
American Eagle	6 70
Home Baker	5 75

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
Plymouth, White	1 55
Quaker, 3 doz.	2 25

SURESET PRODUCTS	
Made in Grand Rapids	
and Home Owned	



Sureset Gelatin Des-	
sert, 4 doz.	3 20
Sureset Gelatin Des-	
sert, 26 oz., 1 doz.	5 00
Sureset Ice Cream	
Powder, 4 doz.	3 20
Finest Pudding	
Powder, 1 doz. Counter	
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., Asst.	90
Pure Pres., 16 oz., dz.	2 40

JELLY GLASSES	
8 oz., per doz.	36

OLEOMARGARINE	
Van Westenbrugge Brands	
Carload Distributor	



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

Wilson & Co.'s Brands	
Oleo	
Certified	24
Nut	13
Special Roll	19

MATCHES	
Diamond, 144 box	4 25
Searchlight, 144 box	4 25
Onto Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	5 00
Ohio Blue Tip, 720-lc	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

Safety Matches	
Quaker, 5 gro. case	4 25

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

Salted Peanuts	
Fancy, No. 1	14

Shelled	
Almonds Salted	95
Peanuts, Spanish	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	
1/8s	34
1/4s	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	
Semdac, 12 pt. cans	3 00
Semdac, 12 qt. cans	5 00

PICKLES	
Medium Sour	
5 gallon, 400 count	4 75

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

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

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

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

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

POTASH	
Babbitt's, 2 doz.	2 75

FRESH MEATS	
Beef	
Top Steers & Heif.	18
Good Str'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	20
Good	18
Medium	14
Poor	13

Mutton	
Good	12
Medium	11
Poor	10

Pork	
Loin, med.	24
Butts	20
Shoulders	16
Spareribs	12
Neck bones	05
Trimnings	12

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

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

Lard	
Pure in tierces	13
60 lb. tubs	advance 1/4
50 lb. tubs	advance 1/4
20 lb. pails	advance 3/4
10 lb. pails	advance 3/4
5 lb. pails	advance 1
3 lb. pails	advance 1
Compound tierces	11 1/2
Compound, tubs	12

Sausages	
Bologna	18
Liver	18
Frankfort	21
Pork	31
Veal	39
Tongue, Jellied	35
Headcheese	18

Smoked Meats	
Hams, Cer. 14-16 lb.	@ 27
Hams, Cert., Skinned	
16-18 lb.	@ 26
Ham, dried beef	
Knuckles	@ 40
California Hams	@ 17 1/2
Picnic Boiled	
Hams	20 @ 25
Boiled Hams	@ 39
Mince 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 75
Mixed, bbls.	17 50
Milkers, Kegs	1 00
Milkers, half bbls.	9 75

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

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

White Fish	
Med. Fancy, 100 lb.	18 00
Milkers, bbls.	18 50
K K K Norway	19 50
8 lb. pails	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

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

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

SALT	
Colonial, 24, 2 lb.	95
Colonial, 36-1 1/2	1 25
Colonial, Iodized, 24-2	1 50
Med. No. 1 Bbls.	2 35
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
14, 10 lb., per bale	2 45
50, 3 lb., per bale	2 60
25 lb. bags, Table	1
Old Hickory, Smoked,	
6-10 lb.	4 50



Free Run's	
24, 2 lb. packages	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

BORAX	
Twenty Mule Team	
24, 1 lb. packages	3 35
15, 10 oz. packages	4 40
96, 1/4 oz. packages	4 00

CLEANSERS	
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WASHING POWDERS	
Bon Ami Pd., 18s, box	1 90
Ron Ami Cake, 18s	1 62 1/2
Brillo	85
Climalline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	4 00

Gold Dust, 12 Large	3 20
Golden Rod, 24	4 25
La France Laun., 4 dz.	3 60
Old Dutch Clean, 4 dz.	3 40
Octagon, 96s	3 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10	
oz.	3 85
Rub No More, 20, 1/2	4 00
Spotless Cleanser, 48,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapallo, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandote Deterg's, 24s	2 75

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Referring to the rascally contract entered into between the President of the Merchants Life Insurance Co. and the Lincoln National Life Insurance Co., which was exposed in the Tradesman of July 16, the following letter has been received from a Detroit life insurance company executive:

Detroit, Aug. 14—Your letter of Aug. 12 is at hand, and to say that I am unswervingly in favor of any medium or plan to expose the pups who would want to betray any trust or trusteeship reposed in them, is putting it mildly.

Last year I was President of the American Life Convention, which is an organization of 140 life insurance companies domiciled in various states from the Atlantic to the Pacific. In my annual address as President of this organization at its Cincinnati meeting last October, I paid my respects to this class of individuals, and I am enclosing herewith a copy of that speech, and refer you particularly to pages 12 and 13, which I have blue penciled.

Life insurance is a sacred thing, as are all trusts and trust funds, and I wish to God there was some way of in every instance getting into the penitentiary the birds who abuse their trusteeship.

I thank you for the information contained in your letter.

Clarence L. Ayres,
President American Life Insurance Co.

The reference to rascality in high places in life insurance circles referred to in the above letter was as follows:

There is no more sacred trust than that of life insurance. No man who is not an idealist and who is not willing to accept both in letter and spirit the full moral and legal responsibility of trusteeship has any right to be in this business.

I firmly believe that the stock plan is a sound basis of conducting a life insurance company. I believe the investment of private capital for profit in private business is the American plan of doing business to which this Nation is committed. I do believe, however, that stock jobbery in the life insurance business is sacrilege. I believe that every member of this convention should do everything within his power to stamp out the speculative aspect of stock manipulation in our business.

I believe that the man who gets himself elected to a trusteeship in a life insurance company, or in any other corporation for that matter, and then uses that place of responsibility for private gain in which the other stockholders or policyholders do not equitably participate, is a worse citizen than is the petty thief who with a dark lantern and jimmy enters your home in the middle of the night and pilfers what few articles he may lay his hands on. The latter is petty larceny; the former is grand larceny within the meaning of good morals and trusteeship in business. I can conceive of no worse individual than the man who worms himself into the confidence of the stockholders of a corporation, and then uses that position of trust for skulking personal gain. It would be most unfortunate indeed, for the life insurance business, if stock jobbers and manipulators

should become any part of an important factor in the business.

Fortunately, instances of this kind are very few in the life insurance business. The men or groups of men in control of the companies have full appreciation of both their moral and legal responsibility, and have steadfastly refused and put behind them the oftentimes tempting offers of the stock jobbing manipulator.

The amalgamation or consolidation of life insurance companies for economic reasons in the interests of the policyholders and stockholders, and where it is carried out solely for this purpose, is proper and right, but I think we cannot condemn too severely those who would abuse the sacred trust of life insurance and use it as a vehicle for stock manipulation, or for privately selling securities to the company for profit to themselves.

Bureau representatives this past month purchased hats at twenty-one stores which claimed to be selling ladies' genuine Panamas at \$5 or less, and submitted the hats purchased to four experts in the Panama hat field for analysis. These authorities found that eight of the twenty-one were Toyos (Japanese paper hats) and one was some other kind of straw.

The misdescriptions by the nine stores were made either in newspaper advertisements, by signs on their counters or in their show windows, or through the assertions of their salespersons. When the Bureau reported the results of the survey to the stores, they promised to correctly describe such hats in the future.

The Bureau shopped other stores besides the twenty-one, but no hats were purchased at these, either because they did not have Panama hats for \$5 or less, or because their hats were clearly described on signs and by the salespersons as Toyo or imitation Panama.—N. Y. Better Business Bureau.

A customer of a downtown department store recently brought to the Bureau a yellow glaze breakfast set which she had purchased in a sealed carton. Some of the pieces had spots which were not covered by the glaze and at least one plate had black finger-marks under the glaze. The advertisement had not indicated that these breakfast sets were other than perfect.

The Bureau immediately communicated with the store and was informed that future advertisements would state "imperfect." However, several days later the department buyer telephoned saying that a mistake had been made and that the crockery was not "imperfect" but "run of the kiln." In his judgment it was perfect merchandise, although not selected, and the set which the Bureau had received must be an isolated case.

A second advertisement appeared without the "imperfect" but two sets ordered by Bureau people and selected by the store were decidedly imperfect. Again the matter was taken up with a store executive with the result that subsequent advertisements of similar merchandise read "sub-standard quality."

It is an established principle that

merchandise is understood to be of first quality unless the advertisement states to the contrary.—N. Y. Better Business Bureau.

The Federal Trade Commission has ordered the Manchester Shoe Company of Chicago, a retailer selling through agents direct to the public, to stop representing itself as a manufacturer and from advertising that its products are specially made. Forrest Dustin and C. G. Rose, of Chicago, officers of the company, are also ordered as individuals to discontinue publishing that they or either of them are shoe manufacturers or sell specially made shoes. The Commission found that the shoes sold by this firm are bought from manufacturers and are known in the trade as "in stock shoes," meaning shoes made and carried by the manufacturer ready to ship when an order is received.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 6—We have to-day received the schedules, reference and adjudication in the matter of Harry F. Wells, doing business as H. F. Wells Motor Co., Bankrupt No. 4199. The matter has been referred to Charles B. Blair, as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of an automobile dealer. The schedule shows assets of \$8,379.63 of which \$2,350 is claimed as exempt, with liabilities of \$53,921.70. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$305.97
Hiram A. Boersma, Grand Rapids	300.00
A. C. Ignition Co., Detroit	36.61
A. to Z Radiator Co., Grand Rapids	15.09
Atkins Insurance Agency, Grand R.	85.41
Advertising Novelty Co., Newton, Iowa	33.42
Automotive Parts Corp., Grand R.	30.18
Allen-Wilcox Motor Sales Co., G. R.	10.45
Auto Electric & Service Corp., Det.	42.77
Allen's Tire Hospital, Grand Rap.	2.50
A. & J. Body Shop, Grand Rapids	28.00
Brown & Sehlher Co., Grand Rapids	290.49
Bond Welding Shop, Grand Rapids	89.30
Burroughs Adding Machine Co., Grand Rapids	5.00
L. F. Buchanan, Grand Rapids	92.60
Charles Apsey, East Grand Rapids	99.56
John Castle, Grand Rapids	15.00
John DeGroot, Grand Rapids	150.00
Cummings Bros., Flint	17.88
Consumers Power Co., Grand Rap.	107.70
DeBoer Bros., Grand Rapids	159.12
Dunn Elec. Co., Grand Rapids	40.00
Davis & Newcomer Electric Co., Fostoria, Ohio	7.50
Electric Service Sta., Grand Rap.	205.41
Wm. Ford & Co., Highland Park	964.64
Fisher-Drummond Wall Paper Co., Grand Rapids	6.00
Flint Sterilized Products Co., Flint	12.00
Federal Pressed Steel Co., Milwau.	3.50
J. P. Gordon Co., Columbus, Ohio	29.00
B. F. Goodrich Rubber Co., G. R.	318.23
G. R. Lumber Co., Grand Rapids	46.39
Great Western Oil Co., Grand Rap.	31.13
Goodyear Tire & Rubber Co., G. R.	75.56
P. B. Gast & Sons, Grand Rapids	28.27
Press, Grand Rapids	32.48
G. R. Forging & Iron Co., Grand R.	6.00
Herald, Grand Rapids	310.80
Hudsonville Lbr. Co., Hudsonville	147.35
Home Fuel Co., Grand Rapids	45.99
Harder Welding Co., Grand Rapids	19.85
Kari-Keen Michigan Corp., Detroit	58.15
Kuennen-Burkholder Co., Grand R.	20.00
Lettered Garment Co., Portland, Ind.	28.40
Leitell Iron Works, Grand Rapids	26.42
Michigan Bell Tele. Co., Grand R.	67.41
Merchants Service Bureau, G. R.	8.77
Manufacturers & Builders Supply Co., Grand Rapids	20.64
Motor Rebuilding & Parts Co., G. R.	47.50
Martin Auto Elec. Co., Grand Rap.	1.20
Martin Parry Corp., Indianapolis	1.22
Plous & Co., Grand Rapids	4.01
Piston Service Co., Grand Rapids	15.10
Palmer Products Co., Waukesha, Wis.	3.45
Remus & Sons Co., Grand Rapids	20.50
Reliable Tire & Accessories Co., Muskegon	20.38
Reed & Wiley Co., Grand Rapids	25.65
Riverside Auto Wrecking Co., Grand Rapids	8.00
Radiator Hospital, Grand Rapids	1.10
Superior Body & Clamp Co., G. R.	3.00
Standard Oil Co., Grand Rapids	103.55
Shelby Sales Book Co., Shelby, O.	33.06
Service Glass Co., Grand Rapids	18.35
Strong Elec. Co., Grand Rapids	33.23
Sherwood Hall Co., Grand Rapids	173.85
Southern Michigan Transportation Co., Grand Rapids	6.12
Service Sta. Equipment Co., Conshohocken, Pa.	1.09
Salvage Auto Wrecking Co., G. R.	20.00
Tisch Auto Supply Co., Grand Rap.	67.36
Tisch-Hine Co., Grand Rapids	15.48
Telephone Directory Adv. Co., Det.	10.50

Top Oil & Supply Co., Milwaukee	123.80
U. S. Rubber Co., Detroit	171.36
Ver Wys & Co., Grand Rapids	26.17
V. C. Auto Paint Shop, Grand R.	34.00
Harry and Abe Weiner, Grand R.	1,000.00
Warm Friend Coal Co., Grand R.	61.01
Hodes Zink Mfg. Co., Fremont, O.	39.40
Michigan Mutual Liability Co., Det.	152.53
Wolf Body Co., Detroit	150.00
Aetna Life Ins. Co., Grand R.	unknown
Berger Chevrolet, Grand Rapids	48.93
Mary J. Field Co., Grand Rapids	28.70
Mrs. A. K. Noyes, Lansing	500.00
Chevrolet Motor Co., Flint	unknown
Harry Moore, Grand Rapids	1,000.00
G. R. Savings Bank, Grand Rap.	4,481.96
General Motor Acceptance Corp., Grand Rapids	30,000.00
Associated Investment Co., South Bend	6,000.00
G. R. Savings Bank, Grand Rap.	5,000.00

In the matter of John G. Partlow, Bankrupt No. 4190. The funds have been received and the first meeting of creditors has been called for Aug. 25.

In the matter of John Boeve, Bankrupt No. 4193. The funds have been received and the first meeting of creditors has been called for Aug. 25.

In the matter of Arthur G. Rockefeller, Bankrupt No. 4196. The funds have been received and the first meeting of creditors has been called for Aug. 25.

In the matter of Harry F. Wells, doing business as H. F. Wells Motor Co., Bankrupt No. 4199. The first meeting of creditors has been called for Aug. 25.

In the matter of Ray DeLois Mead, Bankrupt No. 4186. The funds have just been received and the first meeting of creditors has been called for Aug. 25.

Aug. 1. We have to-day received the schedules, reference and adjudication in the matter of Arthur G. Rockefeller, Bankrupt No. 4196. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$200 of which the full amount is claimed as exempt, with liabilities of \$2,258.02. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

Aug. 9. We have to-day received the schedules, reference and adjudication in the matter of James C. Carr, doing business as Jimmie Carr, Bankrupt No. 4201. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Benton Harbor, and his occupation is that of a merchant. The schedule shows assets of \$11,562.41 with liabilities of \$8,901.44. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Benton Harbor	\$ 11.54
Isadore Halpert, Kalamazoo	600.00
Standard Oil Co., Grand Rapids	146.91
Vulcanizers Material Co., Grand R.	20.46
Wongch Auto Supply Co., Lansing	65.00
Wenger Tire Shop, Benton Harbor	168.47
B. H. State Bank, Benton Harbor	375.00
Guy Tyler, Benton Harbor	878.29
Godlin Automotive Equip. Co., So. Bend	175.84
Chamber of Commerce, Benton H.	37.50
Merchants Credit Burea, B. Harbor	26.00
Mich. Ful & Lt. Co., Benton Harbor	4.00
Mich. Bell Tele. Co., Benton Har.	20.00
Ind. Mich. Elec. Co., Benton Har.	40.00
Alax Rubber Co., Racine	1,523.76
John Baumgarth, So. Bend	50.42
Fisk Tire Co., Detroit	2,045.85
Gibson Co., So. Bend	111.72
J. P. Gordon, Columbus	74.76
Gaffill Oil Co., Benton Harbor	197.20
Halpert Tire Co., Kalamazoo	51.04
Howard Cranfill Co., So. Bend	108.86
M. & T. Battery Co., Kalamazoo	155.83
Marmon Motor Co., Detroit	32.57
Mormon Co., New York	7.37
Nusbaum Motor Co., Kalamazoo	144.32
Palladium Publishing Co., Ben. H.	110.55
Standard Cash Reg. Co., Dayton	52.50
Southwestern Mich. Dist. Agency, Benton Harbor	10.00
City of Benton Harbor	11.54
Potts Bros., Benton Harbor	2.75
Chas. R. Billiter, Benton Harbor	25.00
Hipp-Pratt Insurance Co., Ben. H.	77.88
A. Becker & Son, Benton Harbor	3.00
B. H. State Bank, Benton Harbor	600.00
Farmers & Merchants Bank, B. H.	250.00
Halpert Tire Co., Kalamazoo	600.00

Aug. 9. We have to-day received the schedules, reference and adjudication in the matter of John L. Greene, Bankrupt No. 4200. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$300 of which the full amount is claimed as exempt, with liabilities of \$104,006.97. 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.

Aug. 9. We have to-day received the schedules, reference and adjudication in the matter of George Gallup, Bankrupt No. 4198. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Hastings township, and his occupation is that of a farmer. The schedule shows assets of \$865 of which the full amount is claimed as exempt, with liabilities of \$1,486.89. 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.

DESTROY COMMUNITY LIFE.

(Continued from page 3)

stock market and it is too much to hope that they have not included a liberal quantity of water for good will and other intangible assets. What was done in the stock market to Piggly Wiggly is known to the members of the House. The future will be a history of merger with resulting high prices to the consuming public when they have driven the independent retailer from the field. Then monopoly will come. The business of the country will be centralized in a few hands and the consumer will be at the mercy of the super trusts thus established.

All of this spells disaster to our social order. This measure is the first gun in the battle to save American community life in many of its most desirable and historic phases. It will likewise aid in safeguarding the rights of the American consumer. The suggestion that it militates against him is wholly erroneous. It will save to the independent retailer in all fields a place on the economic firing line and in doing this it will maintain and keep alive the community life upon which our civilization is builded and our form of government depends.

Francis D. Caukin.

If You Won't Sell Packaged Meat, Others Will.

(Continued from page 21)

factor in our general meat marketing program. Progress of either can be retarded or enhanced according as retail distributors in general meet the essential needs which are peculiar to the projects.

The possibilities for National distribution of frozen, precut, packaged meats outweigh materially the possibilities of fresh (unfrozen) precut packaged meats. Although the cuts may be identical in all essential respects the difference in preparation for market precludes the possibility of shipping fresh retail cuts long distances. The possibilities for distributing the frozen cuts over extensive areas under adequate refrigeration from a central point are almost unlimited. For this reason it is logical to assume that for the present at least, the distribution of unfrozen precut packaged meats must of necessity be limited to local areas easy of access to the central cutting plant.

Consumer prejudice against the use of frozen meats is a factor with which the frozen meat industry has always had to contend. This, therefore, is a factor of no mean importance in the present instance.

In the relatively short time since the introduction of frozen precut packaged and fresh precut packaged meats, greater progress seems to have been made in the distribution of the fresh product. In the case of the latter, specially constructed refrigerator cases embodying both storage and display space have been provided. Uniform temperatures ranging from thirty-two to thirty-four degrees F. with an average of thirty-three degrees have been maintained.

Following a period of experimentation extending over a period of approximately four months in which the Department of Agriculture is interest-

ed, because the grading service is involved, all reports indicate most satisfactory results, both to the packer and the retailers in whose markets the meats are on sale. No complaints on the part of consumers have been received.

In this particular experiment only one case was installed at the outset, and this was in a tea and coffee store which had not previously handled meats. Results of the first installation over a period of approximately five weeks are interesting and are indicative of what might be expected when the method is made available under a plan of extension that is already under way.

The case was installed and ready for business on a Friday in April. Sales from this case for the first two days amounted to \$72.28, sales for the next week were \$330.41; the following week (Holy Week) \$302.52; the fourth week \$452.27 and the fifth week \$530.78.

Up to the present time between forty and fifty cases have been installed in as many retail markets, most of which have heretofore handled no fresh meats. We are advised by the management that applications for similar installations in other markets running into hundreds are now on file. The method is an innovation in meat retailing, and one which gives every promise of becoming in the not distant future a factor of considerable importance in retail distribution.

The attitude of retail meat dealers so far has for the most part not been favorable to the new method of distribution. Naturally you are asking yourselves what effect will the sale of packaged meats have on my business, and where do I as a retailer fit in the program. Developments so far indicate that this new method is gaining favor with consumers where it has been introduced. The great bulk of business done so far, mind you, has been in delicatessen stores and grocery stores which have heretofore handled no meats other than cured meats. It is logical to assume that this new distribution does not represent any increased consumption of meats.

Therefore, if consumers in these areas in New York City are not eating more meats, then their purchases from the new cases installed in grocery and similar stores logically represent a portion of such business that formerly went to retail meat dealers already located in those areas. There is food for thought here and retailers should not close their minds without the most careful consideration.

If the system fits into our economic life and finds its place in our distributing system, then why force the sale of meats through a greater number of outlets. I have said this newer innovation, that of selling fresh (unfrozen) precut ready packaged meats, gives promise of becoming a considerable factor in retail meat distribution. I will go further and say that results so far show conclusively it is finding its place not only from an economic standpoint, but from a standpoint of consumer convenience. The trend in food distribution during the past two decades has been toward convenient consumer packages. To a great extent

consumers are becoming brand conscious. By that I mean they are more and more purchasing on the basis of quality or grade and the package idea provides the means for properly identifying the product on a quality basis.

Once they are assured of uniform quality the brand becomes of particular significance. In the present instance the U. S. Government grade label on the package of meat needs no comment. Consumers generally are more and more coming to realize its importance.

The thought I want to leave with you in so far as the sale of packaged meats are concerned is, Is it wise to take a stand that will result in opening up new sources of retail meat distribution?

The efficient retailer is the logical one through whom meats in every form should reach our tables. There are enough already—why increase the number? W. C. Davis.

Should Take Useless Blah Out of Convention Speeches.

(Continued from page 20)

commented on his articles in Saturday Evening Post in this light.

Any department of distribution will progress so far as it is economically sound. Neither ford nor you or I can change that certainty. And if what ford says brings home to us any truths, his words are beneficial to us. For we must go forward or retrogress purely on our own economic merits. In view of what we have witnessed lately in chain evolution, we surely can see that those among us who always insisted that the skillful grocer was in no danger held sound views.

Long editorial by Shirley Haas in his paper, Kentucky Grocer, on the "Misdirected Opportunity" in Dayton, when the National endorsed the wide advocacy of the so-called Dayton Model Store, is one of the sanest, soundest comments I have lately read. But sanity and soundness are prominent Haas characteristics. It is to be hoped that the resolution on which such store propaganda is founded may be eventually consigned to the oblivion which has long been characteristic of most grocers "resolutions"—hardly one of them more potent for harm than this one.

I understand some good work was done in Dayton. I hope so, certainly. One comment is prominent, written by men who know what they write about, which is well expressed by Walter Nichols, Cleveland's able secretary. He says: "Then we heard another long list of speakers—some good, some fair, some tiresome, and most of it useless. Most of the delegates were glad when adjournment was an-

nounced." William Smedley says about the same thing. It will be good for the business when convention speakers' talks are scrutinized in advance and the useless blah cut out of them. Paul Findlay.

How Couzens Made and Retains His Fortune.

One of the interesting sidelights of this campaign might come in the story of how Mr. Couzens came by his vast wealth. While we do not have the figures before us, as we remember them as brought out in the famous tax case when Mr. Couzens avoided paying several millions of dollars to the Government in income taxes, they were substantially thus: Early in the history of the ford industry Couzens invested \$2,500 in ford stock—25 shares. He had but \$1,000 in cash and borrowed the remainder on a note. Later he acquired 50 more shares of ford stock and 31 shares of ford of Canada for \$25,000. Still later he paid \$17,500 for 35 shares more. He had a total of 109, as we recall, beside the Canadian stock. Later there was a stock dividend of 1,900 per cent.; which increased the number of his shares to over 2,000 which had cost him a total of \$45,000. He sold this for approximately \$30,000,000, besides receiving enormous cash dividends for years. This cash was largely invested, it is said, in tax exempt municipal bonds. In 1925 he paid a very small income tax—it is said about \$5,000. Andrew Mellon, Secretary of the Treasury, whom Couzens has always fought politically, paid around \$1,000,000 income tax the same year (1925). Mellon's money was invested in factories which employed thousands of men. Couzens' money was tucked away in safety deposit vaults in shape of tax-exempt bonds. This may not be pertinent in this campaign, but it furnishes an interesting background.

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.

COMBINATION man open for position as manager, advertising and buying, good merchandiser, steady, and a hustler, one who understands the business. Have had several years' chain store experience. BOX 417, Lowell, Mass. 320

For Sale—General merchandise stock; groceries, meats, dry goods, shoes. Box 72, Walled Lake, Mich. 321

FOR SALE—Lunch room and business. Owner selling on account of going South for health. Harry O. Moore, 508 S. Burdick St., Kalamazoo, Mich. 322

Wanted—To buy or rent a meat market in good location. Address No. 323, c/o Michigan Tradesman. 323

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

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Late News From Michigan's Metropolis.

Union Guardian Trust Co., has been appointed receiver for the Cass-Putnam Hotel Co., operators of Webster Hall Hotel in Detroit. The appointment was made by Judge Charles C. Simons, of the Federal Court, on petition filed by Albert Pick & Co., Chicago, in behalf of all other creditors. It was concurred in by the defendant company. The petition states that the Pick company supplied all equipment and furnishings of the hotel, amounting to \$500,000, but during the last year has received "only infrequent" payments on a \$100,000 balance.

Leach's Boot Shops, operating seven stores in various sections of Detroit, with the slogan "Stores All Over Detroit," report an excellent business during the summer, particularly on sport types of footwear. The seventh store in the group was opened recently in Harper avenue, just east of Baldwin avenue.

The Princeton Hat Stores conducts a chain of men's furnishings and hat stores, with headquarters in this city. The Omaha Hat Co., of New York City, is a creditor in this involuntary bankruptcy case, with a claim of \$1,007, and the Lincoln Alliance Bank & Trust Co., of Rochester, holds a claim of \$10,500.

An involuntary petition in bankruptcy has been filed against Morris Feigenbaum, by Irwin I. Cohn, representing Schoenfeld & Schoenfeld, \$426; Detroit Suspender & Belt Co., \$141; L. Shetzer Co., \$16.

An involuntary petition has been filed against Baltimore Department Stores, Inc., by Bryant, Lincoln & Miller and Irwin I. Cohn, representing Rice & Ash, \$250; Braun Knitwear Co., \$300; Beaver Shirt Co., \$723.

A voluntary petition in bankruptcy was filed by the Becker Shoe Co., listing assets of \$1,655 and liabilities of \$23,715.

Involuntary bankruptcy proceedings were filed in the U. S. District Court here against Hyman Slavin by Aaron Kurland, attorney, representing Starr Dress, Inc., \$240; Abraham Manchell, \$99; Small Ferrer, Inc., \$900.

All automobile manufacturing plants, with the exception of one, are working, after having been closed for periods of from two to three weeks. The exception will be closed for one week more. With the exception of two plants, which are running this week close to capacity, the others are on a low output rate and, from indications at the present time, there are no hopes for a boost in production, despite the fact that rumors going the rounds in some cities outside Detroit are to the effect that the automobile business is showing steady gains.

The increases anticipated in August have not been forthcoming thus far, nor are there any indications of any material gains in sight, although every one identified with the automotive business is hoping for better conditions.

While a great many automobile workers are back at work, this does not mean that they are getting a full week's employment every week. The "staggered system" of employment is

still being maintained in order to give as many workers employment as possible.

The sales departments at the various factories are extremely busy and are going out after business. However, they are not using forceful methods, despite reports to the contrary. Sales and production are running along on practically the same level, and stocks of cars at factories have never been at a lower level. In fact, some models are being made on order to avoid tying up money in completed models.

There has been considerable discussion about the automobile parts business during the past few weeks. The parts industry has been very successful so far this year and forecasts are to the effect that this good business will continue throughout the fall months. However, it is feared in some quarters that there may be an opening up in credit and the majority of good business men believe this would be a mistake at the present time. Hence the watchfulness, so far as the parts business is concerned.

The term "alley" and "gyp" garages are fast disappearing, and in a couple of years these phrases will probably be things of the past. This will be due to the attitude of automobile manufacturers. One of the largest automobile makers in the country has taken cognizance of the independent garages and is working hand in hand with them. If any independent garage owner can qualify to the rules laid down by this manufacturer, he is given much assistance and is allowed to buy parts at a worth-while discount. This helps to boost parts sales as authorized dealers and in turn adds to the manufacturer's good-will.

Florida Citrus Men See End of Trouble.

Growers of oranges and grapefruit in Florida, whose Christmas shopping last year consisted for the most part of window shopping, are going to have their pocketbooks more comfortably lined when the next Yuletide arrives. They are getting ready for a harvest of 20,000,000 boxes, which will bring a gross total of \$60,000,000, and State economists are pointing out that the ratio of 5 to 1 may safely be depended upon to boost business credits to \$300,000,000.

With such an encouraging citrus season just ahead, Floridians are showing more optimism than has been in evidence since the collapse of the boom. It is optimism born of the soil instead of the offspring of real estate paper, and is certain to go a long way toward moving the economics of Florida in the direction of normalcy. Already the big yield just ahead is restoring confidence and increasing credit. Nearly \$2,000,000 worth of construction on packing houses is under way, and the unemployment problem will be much less acute when the fruit is ripe enough to be picked. Many growers plan to begin harvesting early in October.

Although the forthcoming citrus crop will not be the largest ever produced by Florida, it will exceed last year's crop by 4,000,000 boxes and will fall short of the record yield by about 2,

000,000 boxes. But the crop that is about ready for harvesting will come at a time when the circumstances are more favorable for best returns to the growers than was the case in 1928. Improved packing facilities are ready and, most significant of all, a better marketing system has been developed, which will be patronized by a liberal majority of the growers.

Slowly but surely growers have come to realize the importance of a more stabilized marketing system. They were reluctant to cast their lot with market representatives lest they lose advantages they enjoyed as individual dealers. Their present organization, apparently operating smoothly and to the satisfaction of the majority, is one of the chief factors behind the present optimism.

If all goes well between now and picking time, the grower will pocket \$1.75 for each box of fruit picked from his grove. This will bring a total of approximately \$35,000,000, from which the grower will have to subtract production costs of from 60 cents to \$1 a box.

It would be treason to say that Florida has taken a tip from California so far as the advertising of native products is concerned. Nevertheless growers of citrus fruits, strawberries, celery and other truck products are spending more money on advertising. No budget is complete without an allowance for national advertising. This is particularly true among the citrus growers, now that they have perfected a harmonious organization.

Canning of grapefruit and grapefruit juice will be carried on extensively this season and in all probability will result in better prices over a longer period for the grower. This probability is based on the contention that canning companies will be competing for the raw product. If the competition becomes so keen as to interfere with operations, promoters of the canning industry probably will buy land and set out their own groves. It is already known that some companies are considering options.

Recent Mercantile Changes in Ohio.

Canton—A. P. Weiss, who has been identified with the A. S. Beck Co. operating a local unit of a chain shoe store, in the Harris Arcade building, has been appointed manager of the store. He was formerly in Cleveland and was associated with Halle Bros. Co. and the I. Miller store.

Ironton—The Ironton plant of the Shelby Shoe Co. is now operating at capacity with 650 employees. Some of the salesmen have been called off the road for a few weeks.

Cleveland—The Parisian Bootery, retail women's shoes, 1603 Euclid avenue has gone into involuntary bankruptcy. The schedules list assets at \$1,306 and liabilities at \$10,220. Assets consist of stock in trade, \$466; machinery and tools, \$840. Liabilities consist of unsecured claims, \$9,687; secured claims, \$508; taxes, \$25.

Dayton—The Foot Analysis Shoe Shop, Inc., was incorporated Aug. 2. The incorporators were DeWitt C. Altenburg, J. B. Mills and Hastings W. Baker. The firm begins business with \$6,600 capital, authorized to issue 250

shares of \$100 a share stock. The store is located at 214 North Main street.

Cleveland—J. H. Romsey will open a retail shoe establishment a 8758 West 25th street, in the near future. Mr. Romsey is of the opinion that he will do good business because of the fact that he is established in a good neighborhood.

Warren—Edwin A. Neal has purchased the interest of his partner in the retail shoe business conducted under the name of Kinnamen & Neal, and will hereafter conduct the store under the name of the Neal Shoe Store. Mr. Neal has been in the shoe business for forty years, of which fifteen years were spent in selling shoes on the road.

Cleveland — Ben Rosenfeld, dry goods, 3833 East 131st street, lists assets at \$1,000 and liabilities at \$3,158. There are thirty-five creditors. Only creditor with claim in excess of \$500 is A. Krolak & Co., \$581.

Columbus—The H. C. Godman Co., which operates eleven shoemaking units in Columbus and Lancaster, reports that all of the units of the company have been operated on a full schedule for the past six weeks. Orders received since the start of the season, June 1, when the traveling representatives took to their territories, have been 16 per cent. greater than for the corresponding period last year.

Cleveland—H. J. Adler, Inc., draperies, etc., 8830 Carnegie avenue, lists assets at \$11,142 and liabilities at \$11,402.

Cleveland—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against Stout Dress, Inc., by Attorney Gerald A. Doyle, representing Hesslein & Co., Inc., New York, \$1,600.

Ten New Readers of the Tradesman.

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

Arthur Rawling, Greenville.
John Madsen, Lansing.
Geo. A. Glerum, Evart.
R. E. Clarke, Lakeview.
Otto Ohland, Grand Rapids.
R. W. Puffer, Milan.
J. M. Hayes, Kalamazoo.
Milton P. Nickel, Croton.
Alpena Wholesale Grocer Co., Alpena.

Consolidated Press Clipping Co., Chicago.

Glass Trade Continues Quiet.

Practically no change for the better is shown in shipments or sales of window, plate and other flat glass products. Production likewise is holding at a low level and in line with the seasonal slowness in demand. While large automobile plants are now in the second week of production following the midsummer vacations, it is yet too early to predict what effect the resumption will have on demand for this product. The demand for rough-rolled and wire glass products is quiet.

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