

MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, AUGUST 27, 1930

Number 2449

GOD THE ARTIST

God, when you thought of a pine tree,
How did you think of a star?
How did you dream of a damson West
Crossed by an inky bar?
How did you think of a clear brown pool
Where flocks of shadows are?

God, when you thought of a cobweb.
How did you think of dew?
How did you know a spider's house
Had shingles, bright and new?
How did you know we human folk
Would love them as we do?

God, when you patterned a bird song,
Flung on a silver string,
How did you know the ecstasy
That crystal call would bring?
How did you think of a bubbling throat
And a darling speckled wing?

God, when you chiseled a raindrop,
How did you think of a stem
Bearing a lovely satin leaf
To hold the tiny gem?
How did you know a million drops
Would deck the morning's hem?

Why did you mate the moonlit night
With the honeysuckle vines?
How did you know Madeira bloom
Distilled ecstatic wines?
How did you weave the velvet dusk
Where tangled perfumes are?

God, when you thought of a pine tree,
How did you think of a star?
Angela Morgan.

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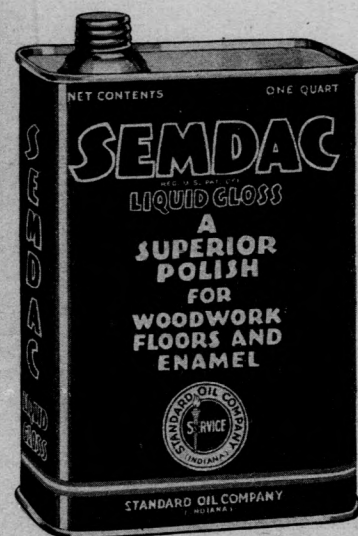


for
easy
sales

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

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

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



SEMDAC

FURNITURE
DRESSING
LIQUID
GLOSS

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E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

Local Daily Paper Evades Issue.

Last Friday night Judge Edward J. Jeffries, of Detroit, candidate for governor, spoke in Grand Rapids over radio station WASH on the time allotted to the "Main Street Crusader." The announcer for this radio station stated twice during the evening, immediately prior to and just at the close of Judge Jeffries talk, that the Crusader was not endorsing any particular political candidate, but the Crusader time would be open to any candidate for the purpose of stating where he stood in regard to the chain syndicates; to put the candidates on record, for or against, the independent campaign.

The listening public, including the local newspapers, know that Judge Jeffries' talk was for the purpose stated, to give his stand against chain monopoly.

Yet, in the Saturday issue of the Grand Rapids Press, there appeared in column 1, page 2 an article with this bold head, "Jeffries Attacks Political Foes—Detroit Judge, Seeking Chair of Governor, Speaks Via Radio—He Urges Relief Laws."

All right so far, but as the article continues for over half a column there is not one single word covering what Judge Jeffries actually said about the menace of the mergers, monopolies and chain syndicates. And those who heard the judge will recall he spent almost all of the time with a careful and masterly outline of the chain store subject and his determined stand in the matter.

The Press article quotes about all the speaker had to say on farm relief and what he had to say about his political opponents, but get this paragraph, mid-way in the article:

"Mr. Jeffries' indulgence in political personalities was brief and most of his address was devoted to issues and problems."

Get that—"most of his address was devoted to issues and problems." What issues? What problems?

The Press is as silent as the proverbial tomb.

It is good journalism to present the news, the whole news and not to permit any ulterior consideration to omit the essentials. Perhaps the evening paper felt that it covered those parts of Judge Jeffries talk which were of greatest "political" import.

It might be an open question if folks were interested in the main part of the talk, yet it would have taken but another inch or two of space to play four-square and give the judge, a visitor within our gates, a fair break.

"Politics" may be a paramount topic to-day and no matter what the outcome of Judge Jeffries campaign, with his anti-chain platform, the battle of the independents is due to be the main issue as time goes on, in spite of journalistic efforts to ignore and subdue the real situation.

If the independents would cease their financial aid to the friends of their enemies the story would have had a different ending long before this. A newspaper must survive upon its advertising revenues, and with the picture as plainly written on the open page as it is in this city—perhaps to even discuss the editorials is "hokey."

Hugh King Harris.

Late Business News.

Another rise in commodity prices last week was welcomed by seekers for early buds of promise. The Irving Fisher index number advanced from 83.1 last week to 83.8.

Roger W. Babson who had the luck or the perspicacity to call the turn in the stock market last Fall is out with a prediction that general business in the Middle West will show a marked improvement in the last quarter of this year. Foreign demand for agricultural products, he thinks, will start the ball rolling in the right direction.

Improvement in the building situation is seen in the July filings of plans in 589 communities as collected by S. W. Straus. Compared with June there was a gain of 1.6 per cent. whereas generally there is a decline amounting on the average to 13 per cent. But in July, 1929, the filing were 36 per cent. higher.

The rubber market, now struggling with the lowest prices in its history, was further deranged last week by the refusal of a large number of Dutch producers to have anything to do with restriction plans. Their opposition was on the ground that small native producers would take advantage of the restrictions imposed on the large producers.

Black is the most popular color for automobiles this month, having put blue back into second place, Ducó reports. The sombre hue thus returns to its original favor for the first time since lacquers put the colors of the spectrum at public command. Is it a sign of change in taste or of mood?

Sears Roebuck sales in the four

weeks ended August 13 were 8.7 per cent. less than in the same period last year. There was little change in the number of stores, but considerable change in the dollar value of the goods sold.

The popular radio broadcaster who keeps up the spirits of his listeners by cheery items seemed to get a special kick last week out of the copper statistics showing a large increase in the production figures. The industry, which is struggling with excess of material, was not so pleased with the information.

Gabby Gleanings From Grand Rapids.

In the Alger school in Grand Rapids the members and friends of the Seymour School Association are gathering a display of tools, household equipment and various implements that illustrate the pioneer life of the district, and Mr. Philip H. Messerschmidt and Charles Garfield have rescued from a second-hand store a unique miniature logging set, quite complete, consisting of sleighs with a load of logs, horses, harnesses, cant hooks, and other things attached to lumbering operations, complete in every detail. The history of the outfit is veiled in mystery. The only information that could be obtained was that a boy nine years old whittled it out about 1860, and he was the son of a lumberman. The exhibit will be in the window of the Seymour Square branch of the Grand Rapids Savings Bank until the Alger school opens in September. The expectation is that under the direction of Miss Greenbaum, the principal of the school, a setting will be made for the exhibit and that it will become a permanent factor in the educational equipment of the school. It is hoped and expected that this little museum will receive contributions from homes and the attics of old residents illustrative of the early life and occupations, and with the addition of years will become more and more useful. Among other things collected are school books used in the Seymour school from 1836, the date of the establishment of the district, until it went out of existence and became a part of the city educational system.

Rex Green, who recently opened a grocery store on West Fulton street, has apparently evaporated. Nothing has been seen of him here for several days. Lee & Cady and Rademaker & Dooce sent their trucks to the store and recovered the goods they had sold the decamper.

Complete Collapse of the National Grocer Co.

The National Grocer Co., which has been on the ragged edge for several years owing to unfortunate management, vascillating methods and worse, went into the hands of the Union Trust Co. as receiver Tuesday. This action has been expected for some

months. Eighteen months ago the writer wrote an officer of the company that if the management persisted in undertaking to ride two horses at the same time by conducting both wholesale and retail establishments the organization would be in the bankruptcy court inside of two years. The collapse has come six months sooner than we predicted.

No greater slaughter of a magnificent business has ever been witnessed in Michigan. Under the supervision of previous managers the business was a success, but no business could avoid disaster conducted as the present management has handled it. Unfortunately, a great many retail merchants who were allied with the organization are placed in a very unfortunate predicament and stand to lose all they invested in the various branches of the organization.

No figures are available at the present writing, but, as stated in the Tradesman two weeks ago, the common stock is absolutely valueless and it is extremely doubtful if the holders of preferred will realize anything on their investment. The wreckage will probably prove to be complete.

Going Beyond the Bounds of Reason.

There are signs in a good many quarters that retrenchment is going beyond the bounds of reason, to such an extent, indeed, as to impair the forces of recuperation. This is obviously unwise where choice of action is open. In some cases it is the result of disappointment due to too confident assurances that the overturn in security values was not indicative of bad business conditions and would soon be forgotten in resumption of good times. In other cases the policy of rigid pruning is inspired by shortsighted views. In both cases the reasoning is unsound. No one will criticize lopping off foolish expenditures which grew up under the stimulus of piping prosperity, mistaken for normal conditions. There is a wide difference, however, between elimination of unnecessary expense of worthless machinery and curtailment of forces that are essential to the foundations of sound business. Those who cripple their business structures not only put obstacles in the way of returning confidence, but unfit themselves to seize new opportunity when it knocks on their door. If they blundered in thinking that good times would never end, they will only blunder at greater cost to themselves if they fall into the worse error of believing that the tide of recession will never turn. The longer the ebb the nearer at hand is the beginning of the flood.

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

GONE TO HIS REWARD.

Death of O. H. L. Wernicke at His Florida Home.

In the death of Otto H. L. Wernicke, which occurred at Gull Point, Florida, last Wednesday, the country loses one of the most wonderful men of the age. He had been in poor health for about six months, but it was thought he would recover because he was only 68 years of age. The funeral was held from the family residence the day following death.

Otto H. L. Wernicke was born on a farm near Clinton, Calumet county, Wis., June 18, 1862. His father was of German descent. His mother was of German descent on one side and French on the other, as a result of which Otto had an opportunity of listening to numerous heated discussions from the opposing relatives of his family during the Franco-Prussian war. When he was 3 or 4 years of age the family removed to Fond du Lac county, where he attended country school, which he recalls principally for the opportunity it gave him of picking chinks out of logs and sliding down hill between times. When he was 15 years of age he entered the business college of Prof. S. D. Mann, at Fond du Lac, paying for his board by working in a drug store, foundry and planing mill. On the completion of his course in the college he entered the employ of J. C. Huber & Co., wholesale and retail druggists at Fond du Lac, as book-keeper, but being muscular and accustomed to outdoor work, he sought employment with an agricultural implement dealer, Geo. I. Susan by name, for whom he worked the first season, a period of about five months, for \$80, boarding himself. The next year found him engaged in the implement business for himself under the style of Wernicke & Burch. This copartnership was dissolved after a few months, when he removed to Des Moines, Iowa, where he engaged to work for the implement house of Randall & Dickey as a laborer. After one month's service the manager discovered that he had some ability as an expert operator of wire binders and he was released from his engagement in order to accept a more lucrative position with the State agent of Aultman, Miller & Co. to assist him in introducing and demonstrating the binders throughout Iowa. After the binder season was over he made plow demonstrations through Southern Iowa for the J. I. Case Co., of Racine. The following winter he sold fire insurance and the following summer he pursued the same line of business for Aultman, Miller & Co. The next winter he sold Singer sewing machines, making a record. The summer of 1881 he spent in Nebraska, making demonstrations of the wire and twine binders manufactured by the McCormick Reaper Co. That fall he entered the employ of the Burlington Railroad in the capacity of brakeman. He was subsequently promoted to the position of fireman and within thirty days thereafter was given charge of a work train. In the spring of 1882 he leased and planted 70 acres of land to corn, near Atchison, Kansas, treating the soil in such a

manner that the crop withstood the effects of the terrible drouth which prevailed that spring. When the corn was about knee high he sold the crop outright to a stockgrower, who was so anxious to get it that he paid a handsome profit for the privilege. The summer of 1883 Mr. Wernicke again connected himself with Aultman, Miller & Co.'s agency at Kansas City as an expert, which was then in charge of Harvey S. Rhodes, and later became a district agent. He remained in this position until the fall of 1887, when he was offered the State agency of Southern Dakota, with headquarters at Mitchell. He continued in this position for two seasons, when he was promoted to the general management

expanded so rapidly that he soon saw that he would be compelled to remove to a more central location and, after considering the matter carefully, he decided that Grand Rapids was the most available point for him to select. He came here in the fall of 1897, leasing the plant previously occupied by Grand Rapids Fixtures Co. The business expanded so rapidly that within two years his foreign business alone was larger than his entire output when he first came to Grand Rapids. Receiving what appeared to be a favorable offer from the Globe Co., of Cincinnati, he effected a coalition with that company under the style of the Globe-Wernicke Co. in the fall of 1899, moving his plant to that city a year

Tar & Turpentine Co. The two first named companies failed to score, but the Florida corporation panned out well after many years. He was a stockholder and director of the bond and stock selling organization of Edward M. Deane & Co. and suffered a severe loss in the unfortunate collapse of that concern, due to the bad management, etc., of the promoter.

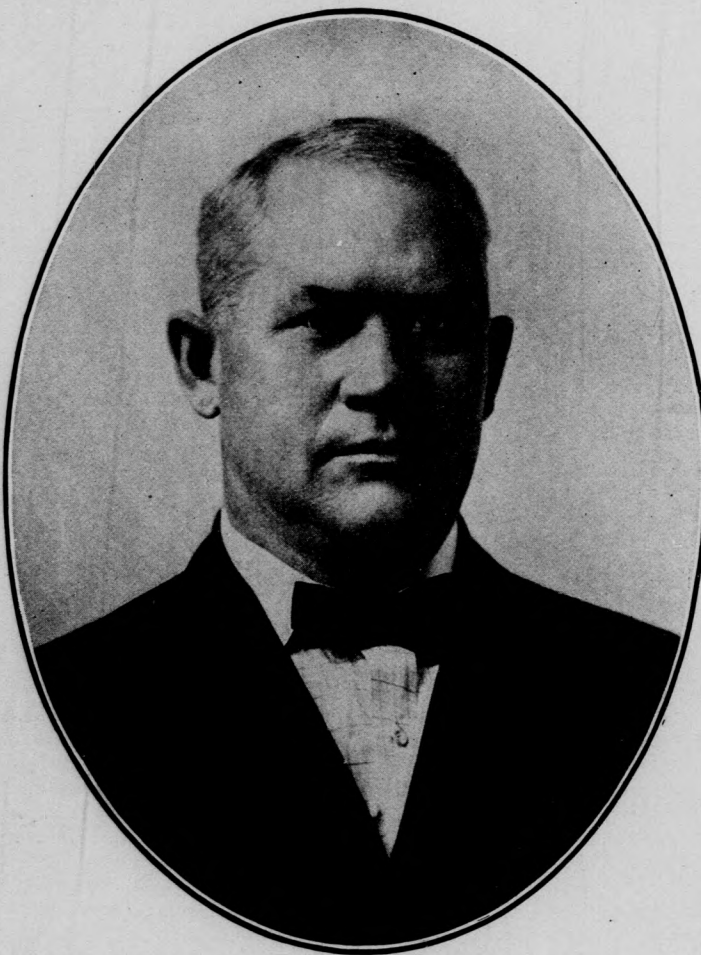
When he relinquished the management of the Macey Co., about fifteen years ago, he removed to Florida, taking up his residence at Gull Point, eight miles East of Pensacola, where the plant of the Pensacola Tar and Turpentine Co. is located. This plant produces tar, rosin, turpentine, pine oil and charcoal by the destructive distillation process. Old pine stumps and logs are purchased from the Portuguese sailors in Pensacola and Escambia bays in four foot lengths and burned in retorts until all the merchantable products are extracted. Mr. Wernicke was naturally inclined to chemistry and created a chemical laboratory at Gull Point where many improvements in the process of manufacture were worked out. At the time of his death he was conceded to be the best posted man on destructive distillation in the South.

Mr. Wernicke recently disposed of his interest in the plant at Gull Point at a handsome profit and engaged in other lines of business. He organized the Gulf Security Corporation at Pensacola with a capital stock of \$300,000, taking the position of President and owning practically all the stock. He was also President of the Wernicke Engineers, Inc., of Pensacola, owning practically all the stock of the concern. He had 5,000 acres of land in Santa Rosa county Florida, which is free from incumbrance. It is expected that his estate will be appraised at from \$300,000 to \$400,000.

Mr. Wernicke was married Dec. 22, 1887, to Miss Ida E. Darby, of Wyandotte, Kas., who died on her wedding trip. He was married again on Dec. 1, 1889, to Miss Loula Abbey, of Mitchell, South Dakota, who died in Gull Point in the spring of 1928. They had two boys—Carl and Julius—who were carefully educated for business careers. Carl died in December, 1928. Julius is now manager of the Gulf Securities Corporation at Pensacola.

Mr. Wernicke held a life membership in Minneapolis Lodge No. 19, F. & A. M., and was affiliated with all of the Masonic bodies, including the K. T. and the Shrine. He had been a member of the Elk lodges of Minneapolis, Grand Rapids, Cincinnati and Pensacola. He served as President of the Civic League of Cincinnati. He was a director in the Globe-Wernicke Co., and President of the Wernicke Timber Land Co., in which he held a large block of stock. He was one of the principal organizers of the Cincinnati Trust Co., and was the first President of the First National Bank of Norwood, Ohio. He was also Secretary and Treasurer of the Miami Improvement Co.

It is, unfortunately, a rare thing to find a man who combines in his single person the genius for successfully transacting business of large dimensions and also the genius which makes



The Late O. H. L. Wernicke.

of the Northwestern business of Aultman, Miller & Co., comprising all the territory from Wisconsin to the Pacific coast, including Manitoba. His headquarters were at Minneapolis and the wonderful record he made during the next five years clearly established his right to rank as a business man of high order.

While residing at Mitchell, South Dakota, Mr. Wernicke conceived the idea of the sectional book case, the first application of the idea being for stock cases for repairs for machinery, and he kept at work on this device after he removed to Minneapolis, when he organized the Wernicke Co. in 1892 to embark in the business of manufacturing the cases. The business

later. Within a few years some friction developed in the management of the company and Mr. Wernicke, who always insisted on refusing to act in any capacity unless there could be entire harmony, withdrew from the company and engaged in the timber business in the South. On the death of Fred Macey he was invited to come to Grand Rapids to take the management of the Fred Macey Co., Limited, which he finally consented to do, greatly to the immediate satisfaction of the directors and stockholders of that company.

While a resident of Grand Rapids Mr. Wernicke financed the Wernicke-Hatcher Pump Co., the Great Smith Automobile Co., and the Pensacola

home life ideal. Mr. Wernicke presented such a happy mixturê. While he was continually reaching out in the effort to better his position, to extend his business connections, and exerted himself in the public affairs going on about him, he never let them dim the beauty of his home life nor for an instant allowed outside considerations to estrange him from his loved ones. Nor did he permit the cares of business to crowd out of his life the lighter social duties. Considered as an entertainer and after-dinner speaker, he belonged to that rare class of men about whom one can truthfully say, "He said something." His speeches did not bristle with metaphor and he did not attempt to couch them in flowery language, but he always had his subject well in hand and presented his facts with force and precision, and with the convincing magnetism which, perhaps, had more to do with his ability in this respect than any other thing.

About forty years ago Mr. Wernicke had a physical breakdown which no physician he consulted appeared to be able to remedy. He consulted representatives of all schools of medicine without result. His head turned down on his chest and he had reached the conclusion that death would be his only relief. A friend who had visited the college established by Dr. Still, the founder of osteopathy, offered to accompany him on a visit to Dr. Still as a last resort. He accepted the offer and proceeded to Missouri with all possible dispatch. On arriving at Kirksville, he and his friend started up the street toward the college. They were met on the street by Dr. Still and a troop of students. The friend introduced Mr. Wernicke to the doctor, who enquired what his trouble was.

"Sciatic rheumatism," replied Mr. Wernicke.

"Sciatic hell," replied the doctor, "boys, lift the man up on the fence."

The students did as requested and Dr. Still ran his hand up and down the sick man's spine. Putting his arms around Mr. Wernicke's neck, he said to his students, "Pull strongly on his legs." As this request was carried into execution, something snapped in Mr. Wernicke's back and his head immediately resumed its normal position.

"I have cured you," said the doctor. "All that ailed you was that two vertebra in your backbone had grown together and pinched the spinal cord. You will require no further attention at my hands. Call at my office tomorrow and settle."

Mr. Wernicke was so interested in Dr. Still's system of curing certain classes of ailments by treating the spine that he stayed at Kirksville two weeks. On his return home his family could hardly believe what he told them. His sister, Clara, went to Kirksville and took a full course at the college. She established herself in practice at Cincinnati and is to-day one of the richest and most highly regarded physicians in the Ohio city.

The simplest things often teach the greatest lessons. Consider the lowly tack—it has a level head and sticks to its point.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Losses from forgery and alteration of checks and other negotiable papers amount to almost a million dollars daily. No absolutely infallible method of preventing forgery has yet been discovered. 90 per cent. of forgery losses are borne by bank depositors and only 10 per cent. by the banks on which the forged checks are drawn. These facts should make every credit executive conscious of the importance of forgery bonds as a means of protecting his own and his debtor merchants' checks.

The depositor who is not protected by forgery insurance has only one chance in ten of recovering his loss from the bank on which the forged or altered check was drawn. If the depositor brings legal action against the bank, the burden of proof falls upon him. The bank is safeguarded in many ways. For example, if the forgery is not discovered within a year, the bank is absolved from responsibility under the negotiable instruments law. The depositor has very little chance of recovering his loss if he has accepted a series of forged checks returned by the bank, in which case the bank is liable only for the first check in the series; or if the evidence in the form of the cancelled check has been destroyed by a dishonest employee.

The depositor's forgery bond protects a depositor against any of the above contingencies and relieves him of the necessity of going to law. It protects not only against forgery of checks, but also against forgery of other bankable papers such as notes and trade acceptances.

Tablets containing the same ingredient as moth balls were advertised as a treatment for gasoline used in automobile motors.

When placed in gasoline in the proportion of one tablet for each gallon, the tablets would remove carbon, give thirty per cent. more mileage, lessen odor, smoke and engine knocking, and promote higher engine efficiency generally, it was claimed by L. M. Whitney Sales Co. from his office and place of business at his residence in Providence, R. I.

Whitney calls his tablets "Motor Snap Gas-Garets," or "Motor Snap."

Application of the tablets to gasoline does not produce the results claimed by Whitney, the Federal Trade Commission found, and ordered him to stop representing that the tablets, when added to gasoline cause it "to produce more power, or to give more mileage per gallon, or to dissolve or remove carbon from gasoline engine cylinders, or to remove the knock caused by gasoline combustion in gasoline engine cylinders."

The Pro-phy-lac-tic Brush Co., manufacturer of tooth brushes, Florence, Mass., is ordered by the Federal Trade Commission to discard methods of attempting to maintain fixed prices on its articles after they reach the retail trade.

The company is directed specifically to cease procuring from its dealers

contracts or agreements that Pro-phylac-tic's products are to be resold by the dealers at prices fixed by the company.

Other methods of resale price maintenance prohibited in the order are the bringing together of dealers in a given locality to agree among themselves and with Pro-phy-lac-tic to observe prices specified by the latter; requesting dealers to report names of other retailers who do not maintain or are suspected of not maintaining Pro-phy-lac-tic's resale prices, and seeking co-operation of dealers in making effective policies adopted by the respondent for maintenance of prices.

The Commission held that the direct effect of the respondent's acts was to suppress competition among dealers in the distribution and sale of "Prophy-lac-tic" tooth brushes; to constrain dealers to sell the product at prices fixed by Pro-phy-lac-tic and thus prevent them from selling the brushes at such less prices as they may desire, and to deprive purchasers of the brushes at the advantage in price which otherwise they would obtain under methods of free competition.

Veneers manufactured from imported woods by an individual dealer will no longer be described in advertising by the word "walnut" so as to imply that they are derived from trees of the walnut family, when such is not the fact, according to a stipulation agreement between the individual and the Federal Trade Commission.

A corporation importing foreign woods will discard its use in advertising of the word "walnut" to describe its products in a way that implies that they are derived from the walnut tree family, when such was not the fact.

Signing a stipulation with the Federal Trade Commission, the respond-

ent agreed not to use the word "walnut" in any way that would tend to deceive the buyers into believing that the woods sold by the company are derived from trees of the walnut family.

More Potatoes Put in Small Packages

An increase in the use of small packages for potatoes is reported by the Department of Agriculture as the result of a survey which has been made in seventeen cities. Cotton, burlap or other fiber bags and paper cartons containing fifteen or twenty-five pounds are commonly used, the department says, the intention being to make possible sale by the retailer to the consumer without reweighing or repackaging.

"The survey included seventeen cities," says the statement issued by the Department, "and compared sales last year with those of the previous year. In eight cities an increase in the use of small packages was reported.

"In two cities a decrease was indicated. In the other cities the quantity of potatoes marketed in small packages was very slight, or no trend was reported.

"Boston, Los Angeles and New York made most use of the small packages. These cities also reported the greatest increases over sales the previous year. Chicago and Minneapolis reported fewer potatoes received in small packages than a year earlier.

"In most cities potatoes in small packages were only a small part of the supply. This class of receipts was mostly from Idaho and Prince Edward Island."

This is the season when Bill willingly pays \$5 apiece in tackle, licenses, bait and other expenses for fish he wouldn't give fifty cents for at the market.

**KEEP
IN
STEP**
with Progress

*Attend Michigan's 81st
Anniversary State*
FAIR

See the latest in modern machinery and labor-saving devices for both the farm and the home. Each exhibit and display is an educational feature in itself.

New and Larger Cattle Exhibits—Bigger Horse Exhibits—Bigger Sheep Exhibits—Bigger Poultry and Pet Exhibits—Bigger Baby Contest—New Fabric Exhibits—New Art Exhibits—New Domestic Economics Exhibits—New Boys' and Girls' Club—New Equipment Exhibits—New Machinery Exhibits—New Agriculture Exhibits—New Horticulture Exhibits—New Floriculture Exhibits—New Needlework Exhibits—and many other New Exhibits

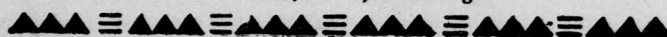
Michigan's Second genuine Western Stampede comes bucking and roaring back to the Fair Grounds on Labor Day, bigger and better than ever. For thrill-a-minute entertainment, don't miss it.

81ST MICHIGAN

STATE FAIR

AUGUST 31 TO SEPTEMBER 6 . . . DETROIT

Seven Colorful Days and Nights



MOVEMENTS OF MERCHANTS.

East Jordan—C. E. Heller succeeds C. A. Brabaut in general trade.

Nashville—Beedle Bros. have opened their new 5c and 10c to \$1 store.

Kalamazoo—Thomas Adams & Son have opened a modern restaurant at Parchment, in the Hudson Manor.

Coopersville—Clifford Veldman succeeds Ed Bekens in the grocery and general merchandise business, R. F. D.

Owosso — The Robbins Furniture Co., 1231 West Main street, has increased its capital stock from \$15,000 to \$400,000.

Detroit—The Bullock-Green Hardware Co., 2454 Michigan avenue, has decreased its capital stock from \$120,000 to \$90,000.

Muskegon — I. Gudelsky & Son, dealers in boots and shoes at 155 Western avenue, has filed a petition in bankruptcy.

Centreville—William Brown has sold his restaurant and cigar stand to Homer Harding, formerly engaged in the same line of business at Sturgis.

Hart—Mrs. Sadie Ferguson, who has conducted a millinery store here for the past fifteen years, has sold the stock to Mrs. Mable Watkins, who has taken possession.

Nashville—Mrs. Chase has sold her confectionery store and soda grill to O. N. Melvin, recently of Vermontville, who will continue the business under the same style, the Sweet Shop.

Zeeland—D. L. Meeussen has sold his meat market and grocery stock to Henry Casemier, who will continue the business at the same location under the style of the Peoples Food Market.

Detroit—The Wayne Casket Working & Milling Co., 1573 Catherine street, has been incorporated with an authorized capital stock of \$20,000, all of which has been subscribed and paid in.

Detroit—The Calvin Coal & Coke Co., 1926 Foster avenue, has been incorporated with an authorized capital stock of 1,500 shares at \$10 a share, \$15,000 being subscribed and \$6,100 paid in in cash.

Detroit—Dack's Shoes, Inc., 2005 Park avenue building, has been incorporated to deal in shoes, hosiery, etc., with an authorized capital stock of \$50,000, \$20,000 of which has been subscribed and paid in.

Pontiac—An involuntary petition in bankruptcy has been filed in U. S. District Court at Detroit against S. Eidel Bergida, Inc., woman's wear, by Friedman Meyers & Keys, representing National Stores, Inc., \$775.

Detroit — The Mansfield Clothes Shop, 200 Michigan avenue, has been incorporated to deal in men's clothing at retail with an authorized capital stock of \$5,000, all of which has been subscribed and paid in in cash.

Detroit—The A. Kasle Co., 3-216 General Motors building, has been incorporated to deal in old and new iron and steel with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in in cash.

Detroit—The Kennedy-Detroit Co., 743 Beaubien street, has been incorporated to deal in musical instruments, radio, etc., with an authorized capital stock of \$25,000, \$20,520 of which has

been subscribed and \$5,145 paid in in cash.

Armada—The Armada Elevator Co. has merged its feed, flour, fuel, hay, lumber, etc., business into a stock company under the same style with an authorized capital stock of \$15,000, all of which has been subscribed and paid in in cash.

Mt. Clemens — The Mt. Clemens Dairy, 37 North Walnut street, has been incorporated to manufacture and deal in butter, milk products and produce, with an authorized capital stock of \$50,000, all of which has been subscribed and paid in.

Detroit—The Harper Dry Goods Co., 7330 Harper avenue, has merged its business into a stock company under the same style with an authorized capital stock of 50,000 shares at \$1 a share, \$11,500 of which has been subscribed and paid in.

Detroit—A. G. Vilardi has merged his men's tailoring business into a stock company under the style of Vilardi, Inc., 312 United Artists building, with an authorized capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and paid in.

Jackson—The Modern Products Co., 208 Rogers Bldg., has been incorporated to manufacture and sell tooth powder, shaving cream, cosmetics, etc., with an authorized capital stock of 20,000 shares at \$10 a share, \$127,000 being subscribed and paid in.

Detroit — Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Conley Sales Room, Inc., by Lawhead & Kenney, attorneys, representing Michigan Upholstering Co., \$525; C. A. Finsterwald Co., \$710; Schulte Mfg. Co.

Detroit—Byron, Inc., 7371 Second boulevard, has been incorporated to deal in books, magazines, prints, etc., at retail with an authorized capital stock of \$35,000 preferred and 1,000 shares at \$1 a share, \$35,900 being subscribed and paid in in cash.

Detroit—An involuntary petition in bankruptcy was fled in the U. S. District Court Saturday against Elizabeth K. Robinson, women's wear, by Aaron Kurland, attorney representing Abraham Manchel, \$231; Pallack-Forsch Co., \$220; Louis Hartman, \$224.

Hamtramck—An involuntary petition in bankruptcy has been filed in U. S. District Court at Detroit against Benjamin Miller, retail dry goods dealer, by Irwin I. Cohen, representing Broder Bros., \$298; Levin Glove Mfg. Co., \$72; Yolles Gilbert & Co., \$162.

Gladwin—L. G. Van Valkenburg has sold his grocery stock and cream station to Herman Cuddy, who will continue the business at the same location. Mr. Van Valkenburg has purchased the R. C. Austin cream station and will devote his entire attention to it.

Big Rapids—Bouck Bros., Inc., have merged their auto, auto accessories, oil and gasoline business into a stock company under the same style with an authorized capital stock of \$100,000 preferred and 1,000 shares at \$100 a share, \$1,000 being subscribed and paid in.

Detroit—An involuntary petition in bankruptcy has been filed in the U. S. District Court against Harry Zimmer-

man, retail furniture dealer at 28 East Columbia street, by Seymour J. Frank, attorney representing Wolverine Bedding Co., \$265; Blumberg Bros., \$82; Leonard Shops, \$300.

Detroit—The Audrey Specialty Shop, dealer in women's and children's ready to wear garments, has merged the business into a stock company under the style of the Audrey Shop, 8709 Twelfth street, with an authorized capital stock of \$25,000, \$5,000 being subscribed and paid in in cash.

Detroit—The Princeton Hat Stores, conducts a chain of men's furnishings and hat stores, with headquarters in this city. Creditors in this involuntary bankruptcy case have agreed to accept a composition settlement offer of 25 per cent., payable 10 per cent. cash and three notes of 5 per cent. each, maturing in three, six and nine months, respectively. Schedules filed in the U. S. District Court here list liabilities of \$56,000 and nominal assets of \$80,843. Creditors with claims of \$500 or more are: Bettermade Headwear Co., New York, \$2,880; H. C. Cohn & Co., Rochester, N. Y., \$3,907; Dalton Hat Co., Yonkers, N. Y., \$12,973; I. Janoz Abeles Shirt Co., Hazelton, Pa., \$992; Kuntz Simons, Inc., New York, \$5,993; M. S. Levy & Sons, Inc., Baltimore, \$3,900; Merit Hat Co., New York, \$1,982; New England Panama Hat Co., New York, \$12,683; Standard Cap Co., Albany, N. Y., \$1,740; Omaha Hat Co., New York (notes), \$2,000; Book Estate, Detroit (rent), \$1,250; Finsterwald Investment Co., Detroit (rent), \$1,000; Majestic Tailors, Detroit (rent), \$1,000; Trustees of Old South Bldg. Assn., Boston, \$3,125; Traction Stores Co., Cleveland, \$1,000; Huntington National Bank, Columbus, O., \$1,875; E. Koons, Buffalo, \$3,500; Odenbach, Rochester, \$1,583; Lincoln Alliance Bank & Trust Co., Rochester, \$10,500; Merit Hat Co., New York (notes), \$3,000.

Manufacturing Matters.

Owosso—The Robbins Table Co. has increased its capital stock from \$40,000 to \$200,000.

Detroit—The United Awning Manufacturing Co. has been incorporated with an authorized capital stock of \$50,000, \$25,000 being subscribed and paid in.

Dowagiac—Plans for the sale of the Strauss Dress Co. plant have been suspended and the owner, Aaron Strauss, of Chicago, will re-open the plant and continue the business.

Detroit—The Great Lakes Tool & Die Co., 7628 Cierdin avenue, has been incorporated with an authorized capital stock of \$10,000, \$6,100 of which has been subscribed and paid in.

Detroit—The Factory Equipment & Engineering Co., 2842 West Grand Blvd., has been incorporated with an authorized capital stock of \$10,000, \$4,500 being subscribed and paid in in cash.

Detroit—The National Metal Products, Inc., 7138 Fenkell avenue, has been incorporated with an authorized capital stock of 10,000 shares at \$1 a share, \$10,000 being subscribed and \$6,000 paid in.

Muskegon—The Jiffy Jack Co. has

been incorporated to manufacture and deal in auto jacks and other appliances with an authorized capital stock of \$10,000, \$3,500 of which has been subscribed and paid in in cash.

Lansing—The Jarvis Engineering Works, 901 River street, has merged its business into a stock company under the style of the Jarvis Flint Erection Co., with an authorized capital stock of 10,000 shares at \$10 a share, of which amount \$25,000 has been subscribed and paid in in cash.

Watersmeet—The Engineers Research Corporation has been incorporated to conduct chemical, physical and biological laboratories, manufacture products, etc., with an authorized capital stock of \$25,000, all of which has been subscribed and paid in.

Grand Rapids—The Quality Tool, Die & Manufacturing Co., 503 Grandville avenue, S. W., has merged its business into a stock company under the style of the Quality Tool Co., with an authorized capital stock of 5,000 shares of A stock at \$10 a share, 5,000 shares of B at \$1 a share and 10,000 shares no par value, of which amount \$5,170 has been subscribed and paid in.

Pickles—The situation still appears uncertain, as the full effects of the drouth on cucumber crops is not yet definitely known. Manufacturers are loath to offer futures until a clearer knowledge of pack prospects can be had. At all events, it does not appear that the heavy anticipated crop of pickles will develop this year. This is not had news to local operators, who had been viewing the market as bearish until the drouth began to make itself felt. Demand for spot pickles has not been keen this week, but prices have held. Stocks on hand are not excessive, but apparently enough to care for needs for the time being.

Rice—Quotations on new crop proflifics for immediate shipment stiffened last week after an easy start, as rains throughout the entire rice belt restricted harvesting. Toward the end of the week weather improved, but quotations held firm. The market was regarded by the local trade as altogether a weather proposition, and daily fluctuations in asking prices were not looked on as important. Nearby shipments of new proflifics are sparing. The quantities involved are not enough to materially affect the supply situation. Spot stocks of all grades and varieties of rice are light. Spot activity during the week was fairly brisk, and there were moderate sales of Blue Rose to South America and Europe, diminishing the already small stocks of this variety. This week offerings of new proflifics from the South are expected to be plentiful, as more mills will be getting in operation. The general opinion of the local trade was that prices would show slight recessions.

Syrup and Molasses—There is a fair demand for sugar syrup at unchanged prices, which show a slight advance over the prices ruling the last few weeks. Compound syrup is maintaining the advance recently reported, on account of advance in corn. Demand is fair. The demand for molasses is good for the season. Prices unchanged.

Essential Features of the Grocery Staples.

Sugar—Jobbers hold cane granulated at 5.20 and beet granulated at 5c.

Tea—The market has marked time during the past week and practically nothing has happened either here or in primary markets. What changes have occurred in the primary markets have been slightly upward. Figures issued during the week by a large tea importing concern show that the imports sent to the United States during the fiscal year ending June 30, of all teas, showed a decline of nearly 9,000,000 pounds, which is about 10 per cent. The demand for tea is good.

Coffee—There is little to say as to changes in the market for future green Rio and Santos coffee during the week. There were some little spurts of firmness amounting to little or nothing, and most of the fluctuations during the week were downward. As to spot Rio and Santos, market is a slight shade lower than it was a week ago, and business was rather poor because nobody will anticipate his wants very much in a market like this. Milds show no particular change since the last report. Jobbing market on roasted coffee is about unchanged.

Canned Fruit—Spot fruits show little change during the past week. Movement is steady but in small quantities. Quotations on future fruits are not altered to any important degree.

Canned Vegetables—The market on canned vegetables has not yet settled down to trading basis, as prices quoted by packers of certain items varied widely. Corn is strong, with Southern standards bringing as much as \$1.25 in one instance. Lower quotations are heard from some quarters, but it is largely a sellers' market, and packers are offering as they see fit. Canning of tomatoes in the South increased last week, but packing costs are reported high. Offerings continue rather sparing, but should be more liberal as soon as future orders have been packed. Peas are in fair volume from the South, Wisconsin and New York. String beans show no signs of weakening even a trifle, and good standards are held in the South at \$1. String bean crops all over the country are hard hit by the drouth. Extra standard cut future New York State refugee beans, No. 4 sieve, are offered at \$1.10 for No. 2 tins and \$5.50 for 10s f. o. b. factory.

Dried Fruits—Prunes are in a little better demand. Santa Clara move well to out-of-town markets, as do Oregon prunes. Santa Clara 30s are the most active and prices have advanced a fraction. This was caused by the inability of buyers to get straight cars of future Santa Clara 30s, owing to the scarcity of large fruit in the California prune crop this year. Small prunes are rather neglected, both in spots and futures. The big California crop will make for an abundance of small prunes. This is regarded by many as a favorable development rather than otherwise, because the low prices will be likely to stimulate a good export demand. Foreign markets like small prunes. Further, it will be possible for retail stores to offer excellent bargains in the small prunes, and thus create a consumer demand which

ought to clean up the crop in good shape. Apricots are in moderate demand in the spot market. The higher grades are moving satisfactorily enough but choice and lower grades met with less demand than is customary at this time of year. Prices are unchanged. The demand for peaches is very ordinary and movement is slow. Prices are fully maintained, however, owing to the extreme lightness of spot stocks. Raisins are moving in a routine manner. This item is looked on with more favor since Sun-Maid announced prices on new crop that met with universal approval, and caused independent packers to raise their quotations in line. Some future business developed and there is an excellent enquiry.

Canned Fish—In regard to salmon, many packers are still withdrawn, but a broker says that late last week he confirmed tall pinks at \$1. f. o. b. Coast. It is understood that there are Coast brokers still offering pinks on that basis, with chums at 90c, but most packers who are in the market at all seem to be asking \$1.10 for pinks. It is estimated by Coast factors that during the past few weeks more than 2,000,000 cases of pinks and chums were sold, mostly for immediate shipment. In some instances, deferred shipment was allowed up to the end of October, with packers' guarantee against own decline until then.

Salt Fish—Demand for salt and cured fish of all kinds has been moderate this week, and there has been no activity of an important nature. On mackerel, the market has been rather quiet. Advices from Gloucester are that the mackerel have apparently left the shore there, leaving the situation highly uncertain. All fish caught there recently have been very small, counting, say, 500 to the barrel. There have been no offerings of mackerel from Norway recently. The catch is reported very light, and the fish have been diverted into fresh channels. No offerings have been heard from Ireland.

Beans—A bean operator of St. Louis, Mo., writes the Tradesman that alarming reports are out concerning reduced estimates of the Michigan bean crop this year. The drouth has undoubtedly reduced the prospective yield in Michigan, but it is still estimated that production will be about the same as last year's rather light crop. Chatterton & Son of Lansing, one of the most important bean operators in the country, estimates the crop, in a letter of August 19, at between 5,500,000 and 6,000,000 bushels. The American Institute of Food Distribution, in its issue of August 23, states: "Authorities are now agreed that absence of any important rains in Michigan this month has caused a continued deterioration of the crop, where the present yield is estimated at 6,000,000 bushels in comparison with nearly 10,000,000 bushels expected."

Cheese—Cheese is showing comparatively small supply and active demand, which conditions have caused a small advance since the last report.

Nuts—The market on Brazils in the shell has been featured lately by a stiff tone, in the face of a limited movement. Imports from the source market this season are generally regarded

as insufficient for the country's requirements in a normal year. Buyers have been holding off, but in a very short time an increased demand is probable, and higher prices may be expected. On Sept. 1 the market will be advanced 1c per pound on all grades regardless. Filberts in the shell have been boosted ½c to ¾c per pound in the primary market in Italy during the current week. Buyers appear to have neglected the futures possibilities of this item, which is offered very cheap in spite of the increased tariff. On long Naples, extra selected are offered for future shipment at 17½c per pound, duty paid, New York. On the same basis, selected are quoted at 16½c and Tempestivos at 16c. In the market for shelled nuts a fair spot movement has been experienced this week. Prices have ruled steady. After labor day a better all-round demand is expected, and importers look to advancing prices on practically the whole line. They are inclined to expect this because of the steady tone during a period of small buying. Shelled nut futures have shown some price change, but the trade has not yet given much active interest to the anticipation of its future needs.

Vinegar—The situation remains without change. The future outlook has not been altered materially during the past week. Buyers here take a conservative attitude toward future bookings.

Review of the Produce Market.

Apples—Transparent, Duchess and Red Astrachans 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—The market during the most of the past week has ruled steady to firm, receipts being rather light and the demand for fine butter good. Market is fairly steady, without any prospects of importance. Jobbers hold 1 lb. plain wrapped prints at 42c and 65 lb. tubs at 40c for extras and 39c for firsts.

Cabbage—Home grown commands 75@85c per bu.

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

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, 90c per doz.; No. 2, 40c; outdoor grown, \$1.50 per hamper.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$7.25
Light Red Kidney	8.25
Dark Red Kidney	8.25

Eggs—Fine fresh eggs are still scarce and firm and receipts are cleaning up every day. Market is still choked with undergrades of heated eggs, which are very hard to move. Jobbers pay 26@27c for choice stock and 25c for general run.

Grapes—\$1.60 for Calif. Malaga; \$1.25 for Calif. Seedless.

Green Corn—35c per doz. for Michigan grown.

Green Onions—Home grown, 30c per doz.

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

Honey Dew Melons—\$1.75 for Jumbos and \$1.50 for Flats.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate --\$4.00

Imperial Valley, 5s, per crate -- 4.00

Outdoor grown, leaf, per bu. -- 1.25

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

360 Sunkist	\$9.50
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300 Sunkist	9.50
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360 Red Ball	8.50
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300 Red Ball	8.50
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Limes—\$1.5 per box.

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

126	\$7.25
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150	7.75
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176	8.50
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200	9.25
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216	9.25
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252	9.25
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288	9.25
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344	8.25
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New Potatoes—Home grown, \$1.35 per bu.

Onions—Spanish from Spain, \$3 per crate; home grown yellow in 100 lb. sacks, \$2.10; Calif., white in 50 lb. sacks, \$2.

Osage Melons—Michigan Osage are now in market selling as follows:

12 by 12	\$2.25
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11 by 11	2.00
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10 by 10	1.75
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Parsley—50c per doz. bunches.

Pears—Calif. Bartlett, \$2.50@2.75 per box; home grown Bartlett, \$2.25 per bu.

Peaches—Prolifics, South Haven and St. Johns are in ample supply on the basis of \$1.50@2 per bu. The size is not large on account of the dry season.

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

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

Plums—\$1.75 for 4 basket crate from Calif. Apricots, \$2.75; home grown Burbank are now in market, commanding \$2 per bu.

Pieplant—\$1 per bu. for home grown.

Poultry—Wilson & Company pay as follows:

Heavy fowls	21c
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Light fowls	15c
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Radishes—15c per doz. bunches of outdoor grown.	
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Spinach—\$1 per bu.

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

Summer Squash—\$1.25 per bu.

Tomatoes—Home grown hot house in 10 lb. baskets, 65c for No. 1; outdoor grown in 20 lb. baskets, 75c.

Turnips—\$1.40 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy	16c
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Good	13c
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Medium	11c
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Poor	10c
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Water Melons—35@65c for Georgia.

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

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

THE HORSE OF HISTORY.

Sheridan's Rienzi Was Reared in Montcalm County.

"With foam and with dust the black charger was gray; But the flash of his eye, and his red nostrils play: Seemed to the whole great army to say: 'I have brought you Sheridan—all the way From Winchester town to save the day.'"

The black horse called Rienzi, made historical from having been ridden by General Philip H. Sheridan from Winchester to Cedar Creek and celebrated in the poem by Buchanan Read, now stands in bronze before me and continually calls to memory the years when we were comrades on the march and on the battlefield, for it was my privilege to serve nearly two years in Sheridan's division of the Army of the Cumberland.

Rienzi in bronze is where I can keep an eye on him, for of late years all the counties in the State are claiming him as their own and from the State line on the South to the Muskegon River on the North, men point out the location where he was raised. It certainly is an honor to be able to claim him, for did not the black horse do his bit toward winning the war?

For the organization of the Second and Third regiments of Michigan Cavalry with their headquarters at Grand Rapids, nearly all of the horses were bought in Western Michigan. They cost from \$125 to \$150 each. Several hundred of pure Morgan stock were secured. The buyers and members of the Second regiment always claimed the black Rienzi came from the town of Fairplain, Montcalm county. This claim was not disputed until within the last few years. After careful investigation, made more than thirty years ago, I am certain that to Fairplains township belongs the honor.

Before leaving the State he became the property of Captain Archie Campbell, who was not accustomed to riding until he joined the Army, and the colt, then past three years old, was little better than halter broken. Later came the days when the Second Cavalry camped in Northern Mississippi near the town of Rienzi in a charming country of great plantations. I never knew a cavalryman who did not love his horse and give him a pet name. That accounts for the name Rienzi, although one might infer that the name carried unpleasant memories.

The animal was not vicious, but restless and nervous. When the column was on the march he would lead off like a drum major, but when the bugles sounded or the bands played he danced all the fancy steps. On drill he sensed the calls and had his own way of obeying them. From Captain Campbell's own story he was disinclined to mount the fiery colt, although he loved him and would go miles out of his way to see his favorite after he had given him to General Sheridan, who had taken a great liking to him and had ridden him on several occasions.

General Sheridan says in his memoirs: "August 27, 1862, about half the command were absent reconnoitering, when I was suddenly aroused by excited yells and sounds of firing and I saw in a moment that the enemy were

in possession of the camp. They had come in on my right flank from the direction of the Hatchie River, pell-mell, with our picket post three miles out on the Ripley road. The whole force of the enemy comprised about eight hundred men. The day was excessively hot and most of the men were lounging or sleeping in their tents. The alarm spread instantly through the camp and the command turned out for action; for every man grabbed his gun and saber and soon drove the intruders from the camp in about the same disorder in which they had broken in on us. By this time Colonel Hatch and Colonel Albert Lee had mounted two battalions each and I moved them out at a lively pace. No

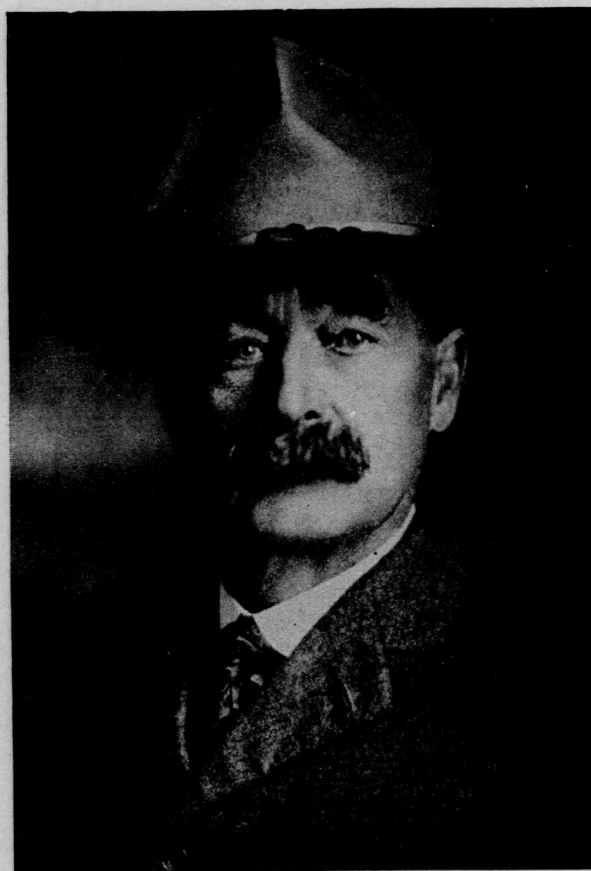
I do not quote Sheridan's memoirs in full, but will repeat Captain Campbell's account of the affair as told by him about a year later while gathered with Sheridan and his Adjutant, Captain George Lee, Col. McCreery and others about a bake kettle and camp fire that had eliminated all rank, for the Major General and the Lieutenant had their legs under the same table.

Colonel Campbell, turning to Sheridan, asked, "General, how are you getting along with that d—— wild colt I gave you?" "Fine," he replied, and called to one of his orderlies to bring Rienzi. The horse was brought into the light of the campfire, Campbell going to him, caressing him and talking to him in the most endearing

like a locomotive. With cheering Johnnies, bugles sounding "Boots and saddles" and all hell let loose I had only time to draw saber when he was off straight for that gathering at sutter's. He had the bits in his teeth and, yelling with fright, I was charging single handed, too scared to jump. I guess those rebs thought the entire regiment was charging by the noise I made as we struck into that crowd, hitting heads right and left. I let go the reins, hung on to the pommel with one hand, while the colt charged every bunch of gray backs that gathered. Then I sensed the fun of the affair, said all prayers I knew and let the colt carry me where he willed. Then in came the company squadron front and the battalion and we ran those Johnnies more than eight miles and gathered in a lot of good horses, mules and prisoners. It seemed every man in the regiment guyed me on the way back. They all knew I was not fighting single handed from choice and they gave the colt credit for the victory. I was not born in the saddle with spurs on my boots, as some of you were. I had never been on a horse until I landed in the army back in dear old Michigan. But I did know a thing of beauty when I saw it hitched to a post in the ground. Then the Quartermaster told me he was a farmer boy's pet colt from near Greenville. That settled it, for I had a young lady friend living near that place and after I had given him a bit of sugar once in awhile, he followed me about like a dog. However, the notes of a bugle, the band on parade, the cheering of men, strung his nerves to the highest tension, set his tail switching and he learned all the bugle calls faster than I did. I warn you not to ride him under fire or you will wake up some day fighting single handed Bragg's entire army." And Sheridan replied, "If I do and feel as good then as I do to-night, I'll lick them single handed."

There was another day when Rienzi distinguished himself a full year before the poet Read put Winchester town on the map. There is a Winchester in Tennessee where, in August, 1863, Sheridan's division was fighting Bragg's retreating army through its streets. The skirmish line was in command of a boy lieutenant; the entire day had been one of skirmish combats.

Sheridan, to gain a view of the country in front, came up between the reserves and the skirmish line. Just then there came out of a yard a black boar, with a pair of saber teeth projecting from his foam covered jaws, charging directly at the General, who, before he could select a line of escape, was carried by Rienzi over a picket fence into a rose garden. Next the boar put the General's staff on the run, then headed for the officer commanding the skirmish line who had just time to drop the point of his sword, catching the beast in the shoulder front, piercing his body. The collision knocked the wind out of the lieutenant for an instant and before he had regained his feet the General was back shouting, "Why in hell didn't you run?" It was taking all the boy's strength to pull the sword out of



Charles E. Belknap.

halt was called until we came upon the enemy's main body drawn up in line of battle near Newland's store. We drove them in confusion from the field. Panic seizing them, they threw away every loose article of arms or clothing and ran in the widest disorder in an effort to escape. As the chase went on, the panic increased. In a little while the affair grew most ludicrous. Faulkner's hatless and coatless men taking to the woods were so demoralized that a good many prisoners were taken. When the recall was sounded our men came in loaded down with plunder in the shape of hats, blankets, pistols and guns. Shortly after this affair Captain Archibald Campbell, of the Second Michigan Cavalry, presented me with the black horse called Rienzi."

terms. But seated again by the fire he said: "That horse, General, is a mighty fine looker, but, much as I love him, I would not ride him for a whole state like this. You remember that morning when everyone was snoozing in their tents and those Johnnies came into camp—eight hundred of them yelling and shooting like a lot of wild Indians? It was a lucky thing for us that they ran up against the sutler's shebang first thing and halted to get a pair of suspenders and a red necktie. There was a wild scramble to loot the sutler, where they swarmed like flies about a sugar barrel. The black colt had been switching his tail in the shade of a tree, but by the time I ran to mount him he was dancing, wild eyed and snorting

the dead animal's body and bantering-ly the General said, "You may not have a chance again in all he war. That's the first blood I ever saw upon an infantry sword. You ought to be fighting with the cavalry."

"I will, replied the lieutenant, just as soon as I can find a horse to carry me over a picket fence."

So you see Rienzi had left his foot prints along many a trail before the day came when Winchester was twenty miles away.

I think I am correct in saying that General Sheridan did not ride Rienzi into the battles of Stone River, Chickamauga or Mission Ridge, but that he rode Old Whitey, a grand, good horse, who never lost his head in battle or on parade.

Although Rienzi was several times wounded, he escaped death in action and, living to a ripe old age, died in 1878, attended to the last with all the care and surrounded with every comfort due the faithful service he had rendered. The remains were skillfully mounted and given a place of honor at Governor's Island until a few years ago, when the steed was removed to the National Museum at Washington, where it is to be encased in glass to ensure permanent preservation.

Charles E. Belknap.

What Local Associations Mean To a Community.

It has been truthfully said, "You get out of an association just what you put into it." If we might vision the thousands of dealers who have joined the Merchant's Minute Men as a close association, and remember the hundreds of thousands of dollars "invested" in this movement, we would rather imagine that the members should get a great deal out of such an association. It is "just too bad" that the man who initiated this great organization is now under fire for injecting trading stamps into the scheme of things and that he has never given the members of his M. M. M. a moment's thought after he received \$9 per, the other \$3 having been pocketed by the crafty solicitor who secure the application.

The new member of any trade organization joins with the natural hope the connection will mean specific benefits, ideas which will assist in purchasing commodities, sales ideas, contacts which will enlarge the business horizon. The social side may or may not have an influence. A functioning association is one thing, a group of "let George do it members" means a nonentity.

Unless there be individual initiative and action on the part of all members, no association can fulfill the aims and objects for which it stands. The state is full of community organizations, business associations of one sort and another. Improvement clubs with 250 members on the membership roll, and meetings attended by fifteen or twenty individuals, and perhaps a dozen of these doing the real work. We all know this sort of thing.

Such a course on the part of members tends toward dangerous centralization of power. If it is an association invested with the vital interests of any group, or class of dealers, or business,

this one or two man power, given full scope, may lead to dire results. That is, unless the men who do assume control prove honest and capable and fired with high resolve to carry on for the benefit of everyone.

Unfortunately, most men have an axe to grind which involves political or other ambitions. They may not be dishonest or willfully unfair, yet it is human nature to turn to one's own advantage all opportunities which present themselves.

The dealer's associations of late months are an outgrowth of the necessity of meeting chain syndicate competition. If mass buying and national distribution proves good for the chains, and develops a brand of competition spelling doom for the individual grocer, druggist or hardware dealer, these same dealers have seen fit to organize groups. It is the modern merchandising movement spoken and written of so much, "group merchandisers," and these same groups have been accused in some quarters of being akin to the chains, due to their close trade combinations.

Thus the academic association idea is lost sight of. There are officers, president, secretary, treasurer and publicity man, the various committees, regular meetings at stated intervals, but, unlike the association formed for general purposes, the specific mission of the "group association" is to perform advantageous buying, secure all possible price concessions, to formulate advertising plans, combining on the purchase of space and mediums, dividing the costs and acting as a clearing house on seasonable merchandise.

Here, again, is revealed the danger of a "one man" power, for if the purchasing agent for a great utility, municipality or corporation may be tempted or coerced into certain channels of personal profit, how much more vital it is for a large number of men in retail business to have all of their individual needs protected.

Here is one association where meetings are usually well attended. From officers of buying groups the following figures have been given: Over a period of eight months one group reports attendance at meetings of 98 per cent. For one year period another group reports 95 per cent. attendance, and still another for the past three months, even during vacation days, reports a full 100 per cent. attendance.

Why?

Because these members are "getting out of the association what they put in." In other words these business meetings, concerning the daily operation, the buying and selling in the members stores, they simply cannot afford to miss meetings, as their routines are practically guided by the decisions made at these gatherings.

This might well serve as a beacon light to other forms of associations, where it is said members want something else beside talking "shop." The group dealers meetings are all "shop."

In bringing out the danger of one man rule in any organization, the point may be illustrated by these very buying groups. The secretary or president often dominates policies of pub-

licity. This man has certain set views and often those essential and basic assets of community trading and advertising are overlooked for the more imposing "big time" stuff; the battle ground of independents and the chains is in the communities. In the neighborhoods where the housewives hold the balance of power—by acceptance of intimate community contacts—the independents could far better expend effort and money, than by utilizing general newspapers, those mediums which themselves chain controlled, have no intimate contract, or personal interest in the community.

The group associations are proving their splendid value to the dealers, civic organizations have also proven their worth. We have associations of commerce, luncheon clubs, improvement associations, leagues and what not—the fundamental reason being for the promotion of progress and to attain definite ends for the good of general, or individual, interests.

Associations are a modern day necessity, they need members, but as members those who join can, as stated hope to receive only the benefits to which they are entitled, by their own initiative and personal effort.

Hugh King Harris.

Leather For Upholstery Gains.

Tanners of upholstery leather are anticipating greater business from the furniture field this Fall. Two features encouraging tanners are the vogue of single pieces and the activity in 17th century English styles, in both of

which leather is finding a marked appeal. The single piece, particularly, is expected to develop volume in leathers to harmonize with the covering of other furniture items. Increased demand for fine top grain leathers is noted, with brown, red, green and blue the favored shades. Some interest is shown in antique effect leathers.

Stripes Lead Fancy Worsteds.

Stripes continued to maintain their leadership in fancy worsted suitings, accounting for 51 per cent. of the orders placed in July, according to figures issued last week by the Wool Institute. Plain effects were second with 24 per cent., followed by plaids with 15. In fancy woolens, both above and below \$1.50 per yard, plain and small weaves led with 67 and 47 per cent., respectively. Stripe patterns were second, having 38 per cent. in the cheaper woolens and 28 per cent. in the better grade cloths. Gray, brown and tan and blue were leading colors.

Clock Sales Well Maintained.

Sales of clocks have been holding up fairly well and, although the demand is somewhat under last year, the business has not been as badly hit as other house furnishings lines. One of the reasons advanced is that the advent of the electrical clock has been an important factor in creating interest in the business. It was also said that the growing inclination among interior decorators to consider the clock an integral part of a room's decorative scheme has played an important part in maintaining sales volume.

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.

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.

Chase & Sanborn's

DATED COFFEE

Distributed by
Standard Brands Incorporated

UNJUST STATE TAXATION.

There is one method of unjust taxation which should receive attention at the hands of the next Legislature by amending the insurance laws so that people who purchase insurance may not be victimized as they are under existing conditions. During 1928 the insurance companies paid into the State Treasury on business written in Michigan that year the sum of \$3,789,977. The total cost of conducting the Insurance Department that year was \$96,190, so that 2.54 per cent. of the money thus collected was devoted to the cost of maintaining the Department and 97.46 per cent. was used for other State purposes.

At its annual meeting in 1924, the delegates representing member organizations of the Chamber of Commerce of the United States adopted a resolution on the subject of special state insurance taxes which declares:

"Special state taxes now levied on policyholders through insurance companies should not be considered as a source of general revenue, but should be reduced to the total in each state which will adequately support such state's departmental supervision, and a uniform principle of taxing the holders of insurance should be adopted throughout the states."

The resolution was adopted after consideration of a detailed report and recommendations submitted by the Insurance Department Committee, in which the various phases of these taxes were described. In its recommendations, the Insurance Department Committee also outlined the procedure deemed advisable to be followed by the National Chamber in the interests of the general insured public:

"Special taxation should be limited to such a total as will adequately support the state's insurance departmental supervision. Any excess is unjust in that it is levied on only a portion of the public and is discriminatory against those who believe in thrift and protection and is wasteful in that it is obtained at a collection cost far beyond that of regular taxes. For the policyholders' benefit these evils should be corrected."

RETAIL SYSTEMS AT FAULT.

In the various shortages which customers are finding more frequently in the stores, manufacturers see not only brightened prospects of selling more merchandise, but cause for complaining against the niggardly orders being placed by retailers. The question is raised whether the stores are really trying to serve the public through carrying adequate stocks or are so bound up with merchandising systems that they are willing to lose business in order to make such systems work.

The real situation is probably not quite as bad as manufacturers make it out. The stores are undoubtedly short of many items, but they are a bit "long" on others which they have good reason to believe should be cleared out before adding to their stocks. The trouble here is not in their present operations but in their mistakes of the past. They did not hold slow-moving merchandise to a minimum

and promote turnover by adequate tests of consumer demand.

On the other hand, there is little doubt that too much emphasis on system, or merchandising by figures, is a prime fault with many retail concerns. When emergency conditions arise, management control becomes more strict and management too often operates only on figures and with little real merchandising instinct. This is particularly the case since financial and banking interests have entered the distribution field on a larger scale.

It may be added that there is also a rather foolish tendency on the part of retail buyers to wait for further small price reductions, which will mean little to them, counting the opportunities lost in supplying consumers with what they want at the present price levels.

FEW CHANGES NOTED.

Although further assurances were given during the week that the depression in business will soon be over, there were few developments in industry or otherwise that pointed to much more than is already known. The weekly index of business activity discloses a fractional loss for the week ended Aug. 16 after its gain in the preceding week—the first that was recorded in two and a half months.

The one favorable development was a rise in wholesale commodity prices, which, however, was due entirely to advances in farm and food products. The Annalist index rose to 122.9 from 121.6 in the preceding week. The fuel group was unchanged, but declines took place in the other classifications. Building material prices seem definitely on the ebb. They should fall further if they are to reflect the decline in construction, which so far this year has been 18½ per cent. under the corresponding period of 1929 and for the first two weeks of this month 23½ per cent. lower.

The major industries disclose little change, though it is logical to suppose that curtailed manufacturing programs are reducing surpluses and building up potential demand. In this depression it is difficult to see what particular developments will speed recovery beyond general replenishment when present supplies are consumed. Railroad rehabilitation, the home building boom and automobile sales were the factors after 1921. The election, instalment sales expansion and wheat shortage abroad spurred recovery in 1924. The resumption of ford output was a highlight in concluding the 1927 reaction.

What may be found in this cycle is that lower prices will finally provide the basis for expanding markets.

SELLING BRANDS TO STORES.

In tests conducted in leading stores throughout the country by a mill organization manufacturing towels it was brought out that the branded product outsold nameless towels by from 2 to 1 to 8 to 1. The advertising manager of a large Boston store explained that the test was conducted in his establishment as part of a study to find which merchandise sold easiest as a basis for gaining the fastest turnover.

It was significant, however, that a

member of the mill organization in detailing the results of these tests declared: "We feel we have done a better job in selling the consumer than in selling the dealer. The dealers have never been aware fully of this great force which has been at work for them and which assists them in moving our goods off their shelves."

This was a frank admission, it would appear, that while the large advertising campaign directed at the consumer attracted excellent response, something remained to be done to convince retailers of the profits attached to handling the product or giving it more attention.

The problem of the manufacturer who has a branded line which is advertised to consumers seems plain enough, but it is often overlooked, as this instance seems in a measure to show. The retailer must buy the goods before the consumer can purchase them, and the retailer, therefore, must be made aware of the profits and advantages which he will enjoy by stocking and selling those goods. Trade education through the business press should be the highly essential starting point of the consumer campaign and not just the routine, hurried and ineffective task it so often is.

DRY GOODS CONDITIONS.

The improvement registered in retail trade as a result of more favorable weather conditions has been fairly well maintained during the past week, and the month is closing in a more satisfactory way than it began for the stores. However, dollar sales volume will not average much better than that done last month, compared with a year ago, according to reports at present. The feature of consumer buying is the brisk demand for unusual values, as manifested by the business done in fur garments. This type of demand is also found in the home furnishing sections.

A certain stimulus should be given trade this week by holiday buying and by larger sales of apparel and accessories to outfit those attending colleges and schools. Here again it is expected that the search for value will be more pronounced than usual.

Soon after the theory was advanced that business recovery was "just around the corner" because consumption of goods has not been reduced to the extent of output, there came the rather drastic declines in trade. These decreases are explained in a measure by the fall in prices. They may be explained further by the overexpansion of retail distributing units. However, labor statistics point to the low level of employment and emphasize reduced purchasing power.

While the stores have been testing the new values, they have not yet, apparently, seen fit to change their restricted buying policies. Re-orders have not been plentiful in the wholesale merchandise markets and the number of buyers in New York last week fell behind the previous week.

Only one thing comes due quicker than a thirty-day note and that's a haircut for the ten-year-old son.

VICIOUS CIRCLE IN PRICES.

Where there is not a brazen attempt to ignore lower costs and keep prices where they have been, the explanation offered in some industries which have refused to lower quotations in line with the general trend is that reduced operations increase overhead and that the declines in raw materials are more than offset by higher expenses of production under curtailed manufacturing schedules.

The accuracy of this explanation can be demonstrated in many cases with actual figures, but carried to a logical conclusion it can only mean that the producer should raise his prices in times of subnormal demand and lower them when business is good—an operating policy that finds few adherents. It also means a vicious circle whereby prices must not only be maintained but increased to levels where sales constantly diminish and costs constantly increase. In the end a big plant, on this theory, could be cut down to the production of only a few articles a year against which it would have to charge its entire overhead and make those articles more precious than diamonds.

After all, profit, and not costs or prices, is the chief concern of industry. If the producer, testing his market, can find a value which will sell in volume, then that volume is a great factor in his costs and he should see a way to hit the price and the volume that will yield him a profit. In not a few instances it would pay manufacturers to test out new and lower values and find the business to offset heavy overhead charges if nothing else.

BACK TO WORK.

With the return of more than 10,000 coal miners to work in the Pennsylvania anthracite field and all indications pointing to still more men being employed before the month is over, prospects in the mining region are the best in some years. With wage agreements virtually assured, several of the big operators slowed down work this summer to repair mines and build new breakers. Now vigorous activity is expected. Something like 1,000,000 tons less of anthracite is in storage now than at the same time last year. The amount on hand, however, is said to be ample for normal demand and earlier rumors of a possible shortage are hushed. Only an extremely early winter can threaten visible supplies before full production gets under way. The summer has seen the biggest building and repair program in years carried out. The fall and winter promise to be the best in some time for the miners—with the added gratification of anthracite in plenty and at normal prices.

When a nation is lost the underlying cause of the collapse is always that she cannot handle her transport. Everything in life, from marriage to manslaughter, turns on speed, and the cost at which men, things and thoughts can be shifted from one place to another. If you can tie up a nation's transport you can take her off your books.—Rudyard Kipling.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

News of the death of Otto Wernicke in Florida, which reached me last Wednesday, depressed me greatly because of the close personal relations we sustained for many years. Our acquaintance started under peculiar circumstances. I had been inveigled into conducting a union office for one year in order that I might determine for myself the advantages of union affiliation, which my union friend pictured as equal to the millennium. The much-vaunted advantage soon proved to be a blight and a curse. Within a week my employes voluntarily petitioned me to break the contract and return to the harmonious relations which had existed before the union came into the picture. One reason was that they found themselves forced to attend union meetings every Sunday and contribute to the purchase of kegs of beer for the bibulous members of the organization. They were also forced to listen to bitter tirades against all employers of labor, who were volubly described as blatant tyrants and monopolists. I answered my boys that I had signed a contract for a year; that I regarded a contract as a sacred obligation and that we would try and get along the best we could for a year, despite the fact we had been induced to enter into the arrangement by arrant falsehood and misrepresentation. Fortunately, the union soon raised the question of jurisdiction, demanding that I discharge our pressman because he had employed a non-union carpenter to do some work at his home. I promptly declined to acquiesce in the demand, whereupon they demanded that another employe be discharged, because his wife insisted on buying milk of a man who used a milk pail made in a non-union factory. If I had granted their requests—which were invariably made by committees so drunk they could hardly stand up—I would have accomplished little else than meet drunken committees and blackmailing officials during the term of our union affiliation. During the controversy, the then president of the union called and asked to see me privately. His request was granted, whereupon he stated if I would hand him \$50 "on the side" he would see to it that I was not bothered by any more trumped up charges so long as he remained at the head of the organization. Of course, his suggestion was treated with the contempt it deserved, because I realized that if I acted on his suggestion I would soon come to be known as an "easy mark" by every union blackmailer in the city. Failing to induce me to discharge the offending employes by threats or blackmail, I was then informed that I would be maimed some night on my way home if I did not surrender. I happened to know that the union had a professional slugger on the payroll, but he never molested me. Our union men were called out on strike on the alleged ground that we were "unfair to honest labor." Men with banners bearing these words and stating that the Tradesman should be boycotted because of its unfairness paraded every

day in front of the office for two months. In the meantime committees from the typographical union called on local merchants and manufacturers, informed them that the Tradesman was unfair to honest labor and that everyone patronizing the Tradesman until the boycott was lifted would be placed on the black list by the union and ultimately ruined. One such committee called on Mr. Wernicke, who listened to the tirade and then quickly replied: "Gentlemen, I have no acquaintance with local printing establishments, but if you will tell me where the Tradesman office is located I will see to it that it receives all our orders in the printing line, at least so long as it is under attack by your organization. I happen to know something about the weapons trade unions use in matters of this kind and if I truckled to your demands I could never again look in the glass without seeing the reflection of an accessory to the crimes you commit daily in furtherance of your nefarious practices." Mr. Wernicke was as good as his word and his action in the premises marked the beginning of a friendship which continued for many years and was only severed by the death of Mr. Wernicke.

It so happened that the great furniture strike in 1911—precipitated by Bishop Schrenks and the infamous Deacon Ellis—took place while Mr. Wernicke was at the head of the Macey Co. As I recall it, he and Roy Barnhart and Frank Campau conducted the strike in behalf of the manufacturers. They proved to be an invincible trio. The strike resulted in the utter collapse of the unions and the repudiation of the political prelate and mountebank politician who wrecked hundreds of homes, embittered thousands of workers against unionism forever and caused the loss of millions of dollars in business to this market. A less determined committee might have faltered and lost the strike, but half way methods were not in keeping with the make-up of the gentlemen named.

Mr. Wernicke's persistence when he espoused any proposition is forcibly exemplified in his connection with the tar and turpentine business. When he became identified with the Pensacola undertaking the production of resinous products by the destructive distillation process was largely a matter of guesswork. No one connected with the industry appeared to realize how many different products could be secured by proper manipulation of the raw material. Mr. Wernicke established a chemical laboratory at the factory and developed the business along thoroughly scientific lines. The result was that new products undreamed of originally were added to the line, which augmented the profitability of the business to such an extent that Mr. Wernicke was able to retire on a competence before he died.

Capt. Belknap's tribute to Rienzi, one of the most famous war horses the world has ever seen, published elsewhere in the Tradesman this week, recalls the question of how this horse came into the possession of Gen. Sheridan near the beginning of the

civil war. When General Sheridan was in Grand Rapids to preside over the annual reunion of the Army of the Cumberland, he stated on the platform of Powers theater that the horse was presented to him by the ladies of Grand Rapids. He had previously written in his autobiography that the horse was presented to him at Rienzi, Miss., by Capt. Campbell. Hoping that Mrs. Sheridan might be able to assist in reconciling these apparently conflicting statements, I recently sent her the following letter:

Dear Madam—When in Washington a month or so ago, I called on the manager of the National Museum in relation to the inscription which I think should be placed on the glass case with which he proposes to incase Rienzi.

Gen. Sheridan assumed the colonelcy of the Second Michigan Cavalry after it had had a number of colonels all of whom proved to be incapable because of the lack of military experience. Col. Sheridan brought into play his knowledge of military tactics gained at West Point and his subsequent actual military experience on the Pacific Coast, and from that time on the regiment made a good record. As the regiment was largely composed of Grand Rapids men, the improvement in the morale of the regiment gave great satisfaction in this city and the ladies of Grand Rapids raised a purse, purchased a Morgan horse of the breeders at Stanton (Mich.) and sent it to Col. Sheridan as a present. That is the horse on which he made his immortal ride from Winchester to Cedar Creek.

The Army of the Cumberland held its re-union here during the time Gen. Sheridan was president, I think the year was 1882 or 1883. The General presided at all the meetings. During an evening meeting a sister of Mrs. Gen. Custer recited a stirring war poem. The old soldiers became greatly enthused and boisterously called for "Sheridan's Ride" by Buchanan Read. Gen. Sheridan undertook to hush the demands, but before he knew what was going on Gen. Alger (then Governor of Michigan) took the lady by the hand and led her to the side of General Sheridan, where she began the recital. It was the most affecting scene I ever witnessed or ever expect to witness. Gen. Sheridan never winked an eye or moved a muscle during the ordeal, but great tears ran down his cheeks during the recital. The poem, as you will recall, ends with an apostrophe to the horse. After the applause had finally died down, which was a long time, Gen. Sheridan showed the consummate genius he possessed by the apt remark:

"That horse was presented to me by the ladies of Grand Rapids."

I heard the statement personally, as did hundreds of my friends, most of whom are now dead, and the daily papers next morning described the event and reported the remark of Gen. Sheridan exactly as I have stated. The matter was again referred to at the banquet held the following evening.

Now comes a confusing feature which I am unable to explain.

In Gen. Sheridan's Personal Memoirs, pages 177 and 178, the author describes Rienzi and distinctly states that

the horse was presented to him by Capt. Campbell, of the Second Michigan Cavalry.

As the General must have discussed this subject with you many times, I write you (solely in the interest of historical accuracy) to enquire if you can kindly clear up the apparent disparity in these two statements. When the horse was received at Rienzi, Col. Sheridan had been promoted to the command of the Second Brigade of the Cavalry Division of the Army of the Mississippi and A. P. Campbell had been made Colonel of the Second Michigan Cavalry.

Up to the present writing I have received no reply to the above enquiry. In the meantime I recall that when I first took up my residence in Grand Rapids, fifty-three years ago, I met many ladies who told me they had contributed to the fund which was raised by the ladies of this city to purchase the horse which was sent to Gen. Sheridan in recognition of the service he rendered the Union cause by converting the 2d Michigan Cavalry from an inert organization to a fighting unit of great strength and endurance. If Capt. Belknap had been spared a short time longer, I think he would have straightened out the tangle.

The Photographic History of the Civil War, Vol. 4, contains the following reference to Rienzi:

General Sheridan's charger was foaled at or near Grand Rapids, Michigan, of the Black Hawk stock, and was brought into the Federal army by an officer of the Second Michigan Cavalry. He was presented to Sheridan, then colonel of the regiment, by the officers, in the spring of 1862, while the regiment was stationed at Rienzi, Mississippi. The horse was nearly three years old. He was over seven feet in height, powerfully built, with a deep chest, strong shoulders, a broad forehead, a clear eye and a great intelligence. In his prime he was one of the strongest horses Sheridan ever knew, very active and one of the fastest walkers in the Federal army.

Rienzi always held his head high, and by the quickness of his movements created the impression that he was exceedingly impetuous, but Sheridan was always able to control him by a firm hand and a few words. He was as cool and quiet under fire as any veteran trooper in the Cavalry Corps.

At the battle of Cedar Creek, Oct. 19, 1864, the name of the horse was changed from Rienzi to Winchester. A name derived from the town made famous by Sheridan's ride to save his army in the Shenandoah Valley. The horse passed a comfortable old age in his master's stable and died in Chicago in 1878; the lifelike remains are now in the Museum at Governor's Island, N. Y., as a gift from his owner.

One of the pleasing features of the age is the manner in which the colored people have been able to forge their way to public recognition, largely through the gift of song. I can recall the time when many people would leave the hall if a colored person appeared on the stage or pulpit. Blind Tom, the wonderful musical prodigy, was frequently refused a hearing in churches in the North when he first started out on a musical career. Even the gifted orator, Frederick Douglass, frequently had to forego the pleasure

of speaking in churches in the early years of his career as a public lecturer. I think the ice was broken largely by the jubilee singers who appeared in the North fifty years ago in behalf of such pioneer educational institutions for colored people as Fisk university. Now a colored play, Green Pastures, has been running in one of the best theaters in New York for months and traveling troops of colored actors and singers are constantly in evidence. Colored vocalists and instrumentalists receive the same recognition and compensation as white artists. Colleges and universities invite colored educators to address them and colored composers fail to detect any discrimination in their productions because of their color. Negro songs of the Foster type, such as My Old Kentucky Home and Old Folks at Home, are sung at public gatherings along with Battle Hymn of the Republic and Home Sweet Home.

During the last world's fair in 1893 I always headed for the Porto Rica building when I visited Chicago, because I soon learned that Frederick Douglas held out there whenever he was at the fair, which was frequently. I had several talks with him along these lines. He was certainly a prophet as well as an orator, because he predicted that what has come to pass in the recognition of talent on the part of the colored people by the white people would be accomplished within fifty years. As a matter of fact, it came about sooner than Mr. Douglas anticipated.

Booker Washington once said to me at Birmingham, Ala.: "The colored man has it all over the white man. It takes 100 per cent. of white blood to make a white man, but 1 per cent. of colored blood makes a negro."

I am inclined to be a radical in some things and, because of that fact, I cannot agree with the opinion of the Greenville merchant, as set forth by him in a communication elsewhere in this week's paper, that the radio campaign conducted by William K. Henderson last winter against the chain stores did not do any good. I think it did a great deal of good, because it arrayed thousands of people against the chain stores to such an extent that they never darkened the doors of chain stores since. It made it impossible for the chain stores to get honest men to take the management of the establishments, because Mr. Henderson made it very plain that no thoroughly honest man will ever be tolerated any length of time by chain store executives. Mr. Henderson's arguments were irrefutable, because truth and ridicule are two weapons which the chain stores cannot face and successfully defend. Both of these weapons Mr. Henderson employed with telling effect in exposing the evils and shortcomings of the chains. I gladly accord Mr. Henderson the credit I think he deserves for the masterly manner in which he put the chain stores on the hummer, just as I now condemn him for undertaking to foist trading stamps on the independent merchant—a worse enemy to

the success of the legitimate merchant than the chain stores ever were.

A reader of Out Around enquires as to terms on which the Berkey & Gay Furniture Co. was sold. There are 40,000 shares common stock, which was originally given as a bonus with the preferred stock. This stock had a book value of 101. Simmons paid \$35 per share for all of the common stock, 18 per cent. down in cash and the balance in five annual payments. The second payment is due Sept. 13. To secure the immediate resignations of the four Wallaces, who held long-time contracts, he handed them a check for \$200,000—which meant \$50,000 for each.

I note that the new owners of Berkey & Gay propose to change the name of the great institution to the Simmons Wood Furniture Corporation, which strikes me as about the most imbecile thing the Chicago men could possibly do. Millions of dollars have been expended in making the Berkey & Gay name known all over the country—practically all over the world. The name Simmons means nothing in the wood furniture industry. The name Berkey & Gay means much. To attempt to supplant a world-famous name by a nonentity is the most foolish thing yet undertaken in the history of the furniture trade.

E. A. Stowe.

Effects of Stimulants on Motor Operators.

Alcoholic stimulants and their effects upon the human being have become important factors in so far as they apply to the operating of an automobile.

In making an analysis of the effects of alcoholic stimulants I do not intend to go into the question of the various actions of the human being for which the effect is responsible; to do so, it would be necessary to go into the question of human behavior, which is an entirely separate subject.

It is my intention to confine this article to "effect" which is, as a rule, the fundamental basis of whatever the action may be.

In analyzing the effects of alcoholic stimulants in so far as they apply to the operation of an automobile, I find, at least to my own satisfaction, that the "effects" should be divided into three classes; namely, drunkenness, intoxication, and under the influence of liquor.

For years the medical man has prescribed alcoholic stimulants for his patients under certain conditions. I have always assumed that the reason for doing this was because of their stimulating effect.

Cider as it comes from the press is harmless, but shortly thereafter it begins to have an effect as the result of fermentation. The effect continues to expand until the cider is no longer cider; it has become vinegar.

Consequently, at what stage of expansion does the "effect" become the most serious menace to the traveling public? Before attempting to answer that question let us analyze briefly the three classes to which I previously referred.

If it takes ten drinks to make a per-

son drunk, then three drinks will make him three-tenths drunk; if he takes six drinks he will be six-tenths drunk, while ten drinks will render him drunk. In applying this formula to the three classes, an analysis would appear, to me, about as follows:

Drunkenness: In this class the person has become inebriated or saturated by the stimulating influence of alcohol, to the extent that the equilibrium forces of the body and mind can no longer function. In other words, he is

down on the ground, holding onto the grass to prevent himself from rolling over. Consequently, in my opinion, he does not play a part in our present-day traffic hazards.

Intoxication: In this class the person's equilibrium forces, of both mind and body, have been sufficient stimulated by alcohol to deprive him of his even poise and balance, to the extent that he is navigating in an unconscious manner and, as a rule, acts in accordance with his cave-man instincts.

MICHIGAN BELL TELEPHONE CO.



"It's great
to hear your voice, Mary.
How are the children?"

Nothing can equal the satisfaction of a telephone call home, while away. Occasional calls to home or office will keep you in close touch with family and business affairs, and will relieve you of worry.

And if you give the folks at home the number of the telephone at which you can be called, they will be enabled to reach you quickly and easily, if necessary.

Long Distance rates are surprisingly low and the service is fast.



COLD STORAGE FOR APPLES

We will BUY your APPLES for you.

We will STORE your APPLES for you.

We will SELL your APPLES for you.

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

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

KENT STORAGE COMPANY

GRAND RAPIDS



While in this state, should he attempt to operate an automobile, he would, as a rule, attract attention before he had gone very far and would be taken off the highway. However, he would be a hazard on the highway regardless of the distance.

Under the influence of liquor: This state, in my opinion, covers the period between the taking of the first drink and that stage where the equilibrium has become affected to the extent of reasonably interfering with navigation. During this period the person who has taken two to four drinks of alcoholic stimulants has subjected himself to an inflow of energy which usually is responsible for his impulses operating on a loose pulley. While in this state he is liable to have inflated ideas with the result that he becomes more susceptible to playing with danger, regardless of the jeopardy in which he places others by his acts.

My analysis of the three classes results, as I see it, in the following conclusions: Class No. 1, known as drunkenness, may be eliminated as constituting a traffic hazard. In class No. 2, known as intoxication, there is an element of hazard. Class No. 3, known as under the influence of liquor, constitutes the greatest hazard. In my opinion, operating an automobile while under the influence of liquor constitutes a condition which is beyond that known as a hazard; there are altogether too many persons who are in that state using the highways. Consequently, the hazard becomes a menace.

Eliminate class No. 3 from the highways and you will have eliminated eight-tenths of the traffic hazards due to alcoholic stimulants.

Robert T. Hurley.

Keeping Rule of Right-of-way.

The right-of-way rule is perhaps the most fundamental in the whole body of motor vehicle regulations, yet it is the one that is too frequently disregarded, often with serious consequences.

In this State the rule is the one that is laid down quite generally, that "every driver of a vehicle when entering or crossing any intersection shall grant the right of way at all times to any vehicle approaching from his right."

This is plain enough. There should be no confusion as to terms. The driver approaching on the right is the one who should be allowed to cross the intersection first, yet how often does one see two cars, with bumpers almost touching, standing at an intersection as if there were no regulation which gave one the priority over the other?

There is no reason why there should be any misunderstanding on this point. And perhaps it isn't all misunderstanding, but carelessness on the part of some motorists who conveniently forget the regulations when they know them well enough. It can't be anything else, unless it is a case of the other driver speeding into the intersection at an excessive rate. But it is more common for the man who is stealing the right of way to be doing the speeding. And it is just such instances which I have in mind.

If the right-of-way regulation were

observed generally, we would have fewer accidents and a much smoother flow of traffic whether on city street or rural highway. Why? Simply because it would be in fact a case of traffic regulating itself. Of course, I am not trying to paint the picture altogether black by implying that there is virtually no observance of this law. If that were the case, we would simply have to throw up our hands in despair. But whereas one robin does not make a Spring, a single violation of the right-of-way rule can temporarily jar the entire scheme of regulation.

The danger following such a violation is so immediate that it is quite different from other infractions of the traffic code. A car may stand on the street for several hours over the parking limit and no harm will be done to life or property. The same is true of a number of other violations of the law which, because of the circumstances at the time, do not threaten any individual or his property. But with right of way it is vastly different. Here we have two vehicles traveling into an intersection in such a way that they come together with little space for stopping.

They must be under control, but even that is not enough to avoid an accident. The one driver must be given precedence, otherwise it would be a continuous contest. Of course, that is what happens in too many instances. There are certain motorists who show by their actions, at least, that their definition of right of way is that the driver who gets there first and can bluff the other fellow successfully has the right to cross.

It is not a question of the driver who has the right of way making a vigorous effort to make certain that he gets it, but rather that the man in the vehicle to his left yields it in such a way that there will be no possibility of confusion. With such a rule, well observed, traffic becomes less of a game of chance and more an orderly movement of vehicles.

Harold G. Hoffman.

Velvet Berets Well Reordered.

Reports in the millinery trade indicate there is no question regarding the popularity of velvets for the early season. Reorders on popular-priced items are beginning to develop nicely, particularly in beret shapes of chiffon or transparent velvet. The shallow crown type, fitting far back on the head, has met with a great deal of success and is wanted in felt and soleil materials, as well as velvets. The color trend has largely developed along the lines of that in ready-to-wear, with emphasis on black, new browns and greens.

Hails Better Selling Progress.

One hundred members have already been enrolled in the Salesmen's Club, recently formed by the Merchants' Ladies' Garment Association in order to improve selling procedure in the garment trade, it was announced last week by Maxwell Copelof, managing director. He hailed the enthusiasm shown by the sales representatives in meeting their problems as indicative of a new era of salesmanship in the garment trade. Beneficial results to wholesaler, retailer and salesman cannot help but result, he asserted.



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FINANCIAL

Manufacturer of Infant Diet Products Forges Ahead.

Few of the so-called "depression-proof" industries have lived up to their reputations, many earnings reports over the last six months showing armor not altogether impenetrable.

One industry really deserving of the title, however, is that manufacturing infant diet materials. In good times and bad the babies have to be fed and families deny themselves almost anything so that the youngest members are properly nourished.

A study of Mead Johnson & Co., the largest manufacturer in this industry, making products well known the world over, discloses a rapid growth of earnings this year despite the depression in almost all other industries.

Earnings for the first six months this year were reported as \$904,658, a new record, equal after dividend requirements on the preferred stock to \$5.12 a share on the 165,000 no par value shares of common. This compares with \$610,065, or \$3.33 a share, in the first half of 1929. Net sales for the first six months of this year totaled \$2,633,766, against \$1,942,358 for the same period last year.

Net earnings of the company have shown a consistent increase for the last twelve years. In 1922 net income was \$433,927, or at the rate of \$1.90 on the common. In 1929 net income was \$1,231,776, or \$7.03 on the common.

The president, E. Mead Johnson, Sr., says that the increasing ratio of profits to sales is accounted for by decreasing production costs made possible by refinements in operations instituted late in 1929 and by larger scale production.

The company's plants are located at Evansville, Ind., Zeeland, Mich., and Belleville, Canada. Several small cod liver oil plants are located in Newfoundland. At Evansville the company has one of the finest biological laboratories in the country.

On July 25 last year the company introduced a new product containing 100 times the vitamin "D" units of cod liver oil. In 1928 the company sold 7,774,852 packages of infant diet materials.

Capitalization consists of \$1,700,000 7 per cent. cumulative preferred stock outstanding par value \$10, and 165,000 shares of no par common stock. In a recent letter to stockholders the president said: "The financial position of the company and its subsidiaries is excellent. Current assets are 6.59 times current liabilities."

"Continuation of the regular quarterly dividend of 75 cents a share plus an extra dividend of 25 cents a share is amply justified by sustained and increasing earnings."

[Copyrighted, 1930.]

Deflation Moves Are Usually Bullish Signs.

Men that would otherwise be bullish on stocks nowadays find difficulty in extricating a thorn that pricks their apprehension in the shape of a high ratio toward earnings, but this ratio is not as large as some suppose.

General Electric widely is regarded as an example typical of the blue chip

stocks. Its ability to maintain a market in excess of 35 times estimated 1930 net earnings establishes the presumption that stocks generally with all their decline in the last year are still pretty high. Radio, a favorite among the speculative stocks, confirms the conclusion. It plants a suspicion in the minds of many an investor who otherwise might look on the market as deflated.

Certainly the deflation in commodities, fourteen months of recession in business, the abundance of credit at exceedingly low rates and reviving enthusiasm for bonds stand among the signals usually bullish for stocks. It is the stubborn resistance against deflation in the stock market itself that throws a shadow over the future.

Now on close examination this premise loses much of its sweeping appeal as a basis for judging the whole. It comes from weighting too heavily conspicuous parts. Viewed broadly the market shrinkages of the last year do count for something after all. We find that stocks generally are not still selling at levels representing 30 to 40 times estimated 1930 earnings. We find that the decline has indeed carried them nearer levels representing old standards of measurement than is supposed by the trader who operates on snap judgments. Specifically the ratio is less than half that suggested by such leaders as General Electric and Radio.

Current market prices on 405 industrial stocks average 11.8 times their estimated 1930 net earnings, not so stiff a ratio as many reckoned. Quotations at the present time on 43 representative public utility stocks average 17.2 times estimate 1930 earnings, a ratio that seems high, perhaps, but nothing like that of 25.9 prevailing a year ago. Thirty-seven railroad stocks sell 14.1 times estimated net earnings, a ratio, incidentally, slightly higher than a year ago, when it was 12.9, explained by recent sharp reductions in 1930 calculations of net.

These observations are set forth not to prove that the next bull market in stocks will start necessarily from current levels. Rather these are plain facts that deserve to replace fiction in the minds of those who believe the market as a whole is selling, like some of its leaders, at levels twenty or thirty or forty times earnings. A recognition of them gives a better basis for judging the future.

Paul Willard Garrett.
[Copyrighted, 1930.]

Why Earnings Fall Further Than Production.

If net industrial profits for the current quarter run 55 per cent. of corresponding earnings in 1929 that would maintain the progressively poorer statements noted in the initial quarters this year, but Wall Street expects a better comparison when reports on the final quarter roll in.

Now that figures for the second quarter are in we can prognosticate with more assurance the trend in earnings. Net profits by industrial corporations in the first 1930 quarter ran roughly 74 per cent. of those reported by the same companies in 1929. They dropped to 65 per cent. in the second

quarter. A continued decline in productive activity into the third quarter, which a year ago was an intensely active period, makes reasonable the supposition that on a relative basis earnings for the present quarter will look

still worse when set against the 1929 background. But that is what the market expects. Perhaps industrial earnings will fall in the third quarter to a level roughly 55 per cent. of corresponding profits last year.

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When net earnings for the first half of 1930 are viewed as a whole what we find is that the industrial corporations did not do so well even as in the corresponding 1928 period. The public utilities on the other hand very nearly equaled their showing for 1929. Railroad earnings like those for industrial concerns fell far behind 1929 and behind 1928.

Here are the figures. Profits for 322 industrial concerns so far available for the first half of 1930 total \$632,830,000 as against \$946,533,000 for the same companies in 1929 and \$683,561,000 in 1928. Sixteen public utility concerns earned \$133,983,000 in the first six months this year as against \$136,223,000 a year ago and \$129,977,000 in 1928. Thirty-one railroads earned \$94,718,000 as against \$142,991,000 in 1929 and \$99,000,000 in 1928.

Normally we might expect to find a rough correspondence between the swings up and down in industrial earnings and in industrial production. No such condition prevails now. With a 16 per cent. reduction in industrial production for the first half from levels a year ago comes a 30 per cent. decline in industrial earnings for in addition to a contraction in general activity industrial concerns have in 1930 been faced with a falling price level.

Paul Willard Garrett.

[Copyrighted, 1930.]

Heightens Chances For 1931 Sustained Recovery.

That the July level of industrial production would be down everybody expected, but, on measuring the exact extent of the shrinkage, we now find that through last month's 7.9 per cent. drop from June we have slid back to where we were this time six years ago. Not since August, 1924, has the rate of industrial activity been so low, according to the Standard Statistics Company's index, as the level of 99.3 registered for July.

Fourteen months of recession virtually without interruption now are behind us and in that period production has fallen 27.7 per cent. away from its record peak of May, 1929. But perhaps a better way to measure the degree of loss from 1929 levels is through a comparison of totals for the first seven months this year with totals for the corresponding 1929 months. What this shows is a 16.4 per cent. decline in the general level of industrial production distributed as follows among the more important divisions: iron 20.1 per cent., steel 20.9 per cent., zinc 15.8 per cent., bituminous coal 8.8 per cent., automobiles 35.7 per cent. and cotton 22.3 per cent.

These figures are only interesting in the measurement they give of the recession as a basis for contemplating eventual revival on which each man must formulate his own forecast. Standard's own belief is that "this deep-reaching retrenchment program has gone a long way toward curing many of the ills resulting from the production excesses of the past several years." This organization reckons that rock bottom in the current depression was reached in July or will be reached in August, but questions strongly whether the autumn recovery will be more than moderate.

What does seem likely is that the chances for a sustained 1931 recovery have been heightened by the present moderation, a prospect, incidentally, that might not loom so promising had a sharp upturn started before deflation had run its full course. Standard's own comment on this very point is that "by eliminating a prematurely sizable upturn this autumn and the danger of a later setback, the date of a genuine trade revival should be hastened."

Paul Willard Garrett.

[Copyrighted, 1930.]

Profit Lies in Production To Satisfy Demand.

The energetic measures which are being taken by the administration to relieve sufferers from the prolonged drought are in all respects praiseworthy and afford striking evidence of the new conception of governmental duty. Sympathetic appreciation of these efforts is not incompatible, however, with reflections on the curious mutations of life which, as in this instance, turn us from devices to protect the farmer from the evils arising from overabundant crops to expedients to save him from nature's intervention to the same end. Critics of the Farm Board idea see in this anomaly proof of all they have been saying about the folly of trying to bolster grain prices by Government grain purchases lacking economic sanction. But no such inference is reasonable. The phenomenon of an unusually dry summer has nothing to do with the case except so far as immediate results are concerned. Long before the fields were parched it was plain to most business men that putting a premium on prodigal sowing is not a sensible way of teaching farmers the lesson which even industry has not yet fully learned—that profit lies in production to satisfy demand rather than in production for its own sake.

A Business Man's Philosophy.

Sixteen years ago William H. Ridgway received an advertising booklet which opened with this sentence: "Any man with a grouch is a damn fool." Mr. Ridgway, who is a Quaker, resented the violent expression and that started him thinking.

"What kind of men are the big business leaders?" he asked.

"I have not found a single large concern of any long standing or any great success but in it and responsible for that success was to be found a godly man," he says. "When the other kind came up their career was comparatively short. The big man may be a Protestant or a Catholic or a Jew, but he is a man who stands for high ideals and has that trust which is stamped on all our gold and silver dollars."

On several occasions Mr. Ridgway has appeared before college students and challenged them to name any great National corporation of which he could not identify an executive head as a religious man. The young men called out a long list of famous names, but Mr. Ridgway had the answers.

William Feather.

Do the duty that lies nearest thee, which thou knowest to be a duty! The second duty will already have become clearer.—Carlyle.



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The Economic Storm.

There is a general disposition in most countries to think of the present problems of industrial and trade depression and unemployment along national lines. The fact of the matter is that these conditions are worldwide. With the notable exceptions of France, Holland and one or two other nations, the whole world is in the grip of an economic slump of serious proportions.

A rough compilation, based partly on official and unofficial information and partly on unemployment insurance statistics, indicates that there are about 6,000,000 out of work in Europe. In England 2,000,000 are drawing doles. In Germany the figure probably is 50 per cent. higher. The figures given for Italy are 322,000, for Hungary, 400,000, for Austria 450,000. Accurate statistics are difficult to obtain, but the figures all tell the same story. Estimates based on preliminary census computations indicate that between 2,500,000 and 3,000,000 persons are without jobs in the United States, but they take no account of the number laid off or working part time. The figure mentioned for America in foreign estimates is usually 5,000,000.

As most such problems, and especially those having to do with hard times, tend to become political, causes for present conditions are sought in governmental policies. In the United States the political target of attack is usually the tariff, although the plight of the farmer comes in for considerable attention. In England the labor government is taken to task for adding to the crushing burden of taxation and making extensions in the doles system. All over Europe high tariffs and embargoes are blamed, but concerted efforts to effect a freer flow of trade have thus far proved abortive.

It seems fairly clear that, as so many causes are adduced to explain the depression or fix responsibility, it would be difficult for any government or any observer to put a finger upon one or two as fundamental or to give much aid in solving the problem. It is unquestionably due to a multiplicity of causes. But the mere fact that these conditions are worldwide does not lift from the Government or from responsible business and industry the burden of finding a way out and giving all possible assistance in tiding over this trying period.

Many observers view the present period as one of secondary deflation, the first having come in 1921, and both being due to the destruction and unbalancing effects of the kaiser's war. All nations are still paying for the war and will go on paying for a long time. To the money cost has been added the necessity for countless readjustments, geographical, economic, physical and moral. The world was put off its even keel, and it is plausible that a primary and a secondary deflation are the inevitable consequences of efforts to correct distorted values and bring a return to normal.

As most of the nations of the world are in the same boat, there is at least plenty of company in misery. That point is being strongly stressed by adherents of the British labor govern-

ment. The unemployment problem in England is so grave that it has not only defied all efforts of the McDonald government to relieve it but has made the other parties reluctant to take over the reins of responsibility.

The world has been through such periods in the past, and the stronger nations have weathered them successfully. The present situation must be faced with a determination that, whatever its causes or wherever the responsibility may be, everything possible shall be done to facilitate a return of better conditions.

A World of Neighbors.

A winged ship makes a day's journey of the American continent, covering between dawn and dark a distance which once demanded years of difficult and dangerous pioneering to cross all its wide spaces, its rivers, deserts and high mountains. A majestic airship sails safe and serene above a sullen ocean, linking two continents which were not long ago kept far apart by distance and danger. Here are two phases of the most recent impulse of progress, by which travel attempts to catch up to the pace of communications by sight and sound. Apparently the world will not be satisfied until its business and pleasure are no longer under bondage to time and space.

But more desirable and perhaps more difficult is the progress which will narrow the gulf between men of differing faith, experience and understanding. Such separations are still wide and deep and they make enemies not only of alien peoples but of those of a single household. Hatreds and jealousies spring up in them and divide the neighbors of earth more cruelly than all the distances of land and sea.

Science has chosen the air and ether by which to work the magic which makes distance of nearly no account. In like manner the thoughts and passions of men must be raised above the habit of earth and the littleness of ordinary living to find a level of universal understanding and sympathy. In a spiritual sense, all men are neighbors, bearing the same burdens and seeking the same ends. But thought and affection must be uplifted to see them so, with aid and encouragement for all worthy aspiration and forgiveness for human failings and weaknesses, without which the swift pace of the age brings only the mockery and illusion of unity among men.

Dull Luster Vogue Stronger.

The vogue for dull-finish merchandise continues to gain strong headway and has all but replaced lustrous styles in many accessories. It would not be surprising if the trend shortly began to make itself felt in a number of items of house furnishings. As far as ready-to-wear and accessories are concerned, it was pointed out, the call for dull luster items fits in harmoniously with the current favor for black and in fact is credited with being one of the reasons for the popularity of black. In handbags, millinery, hosiery, undergarments and silks and rayons, the dull luster development is particularly pronounced.



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"Criticism, as it was first introduced by Aristotle, was meant as a standard of judging well."

Johnson.

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Wrong Ways of Selling Insurance.

Twisting, misrepresentation and unauthorized insurance are among the chief evils of the day in insurance fields.

No logical argument can be advanced in support of conduct relating to any of these evils. It is against the interests of policyholders as well as companies.

No discussion or argument is necessary to substantiate the statement that such practices are detrimental to the insurance business and constitute unfair and unethical competition.

It may be good business to trade in old for new in some transactions. That does not apply to life insurance contracts.

In a life insurance contract the insured usually acquires ascertainable property rights. The cash surrender value as well as paid-up insurance value and perhaps other interests under the policy increase or determine with the time the policy is in effect.

To cause a policyholder to lose his investment by reason of the unfair tactics of an unscrupulous agent is a grave offense against the policyholder. Not only is there a loss of the investment features, but to secure other insurance means the payment of premium in accordance with increased age. It might result in inability to secure other insurance.

There is a marked loss to the insured's estate by the change. He also pays acquisition costs for the second time.

Practically every case of misrepresentation and twisting is based upon the selfish desire of the agent to make a commission, regardless of the interests of the insured.

The insured expects to receive a policy covering that hazard for which he seeks protection. He is entitled to know the limits of the policy.

To many persons an insurance policy or contract appears to be an instrument beyond their power to understand from their own reading. Agents are undoubtedly compelled to explain the policy they attempt to sell.

Agents are not always to blame for misunderstandings which result from the explanation made. They are to blame, however, if they begin to make comparisons which result in twisting or misrepresentation.

The agent should see to it that he is selling the coverage requested or represented as the case may be. Misrepresentation as to coverage might result in serious loss to policyholders.

If the policyholder purchases "silk" he should receive it. If he pays only for "cotton" he should not be told that it is "all silk and a yard wide."

Certainly the purchaser should read his policy, but there should be no necessity for him to do so. Every agent of every company should be reliable and his statements true. Unfortunately this does not work out in practice.

The policyholder is entitled to have the policy couched in such language as to be easily understood. There should not be any room for guessing. The terms should be definite.

If a term such as "wrecking" is used, that term, as used in the policy, should

be defined. The definition need not be exactly as it appears in the dictionary. It need be only definite as it appears in the contract.

The insured is entitled to know the limitations of the contract. The insured expects and has the right to expect a policy which states the contract as made.

If mutuality and definiteness are required in the contract, it seems that there should be mutuality of enforcement. If the company has the right to collect money in Michigan for its contracts sold and delivered to residents of this State our citizens purchasing such contracts should be assured of the right to enforce the contract here.

The insured has the right to a contract enforceable in the state of his residence. This is provided by the laws of the respective states.

Lloyd Dort.

Says Public Lacks Egg Quality.

Tentative conclusions reached in a study conducted under the auspices of the Bureau of Agricultural Economics indicate that very few people appear to have much conception of egg quality, says H. E. Botsford, associate marketing specialist, in a talk prepared for radio broadcasting.

"Many consumers know in a general way that some eggs are fresher than others but do not know what there is about an egg that makes one better or fresher than another. The fact that any person can, with a little practice and with a cheap homemade candling device, examine any egg and quite accurately determine its freshness or quality is little known among the great mass of consumers.

"Also the knowledge that the various qualities of eggs may be used to advantage for different purposes in the household and thus favor both the palate and the pocketbook is a fact still to be learned by many."

The survey conducted by the bureau was designed to determine consumer preferences, habits and demands for eggs; to measure the influence of the various factors which affect consumer demand, such as price, quality, income, nationality, season and personal prejudice; to find the uses consumers make of eggs of various qualities, and to gain some knowledge of consumer ideas concerning eggs in general.

Chain stores were used in the survey, which covered several cities, because it was easier to control conditions in stores under central management than in independent stores. Two stores were selected in each section and one or two of the chain store warehousing candling force were trained to grade eggs accurately into the United States grades, which classify eggs into specials, extras, standards and trades.

The eggs were packed in special cartons branded for quality. Frequent inspections were made by bureau representatives. Consumers were given information as to the differences in qualities through the distribution of leaflets to purchasers, through descriptions on the inside cover of the cartons showing uses for which the particular grade of egg inclosed is best adapted

and through a display of a candling chart in colors in the stores.

To ensure that consumers received the qualities paid for, all unsold eggs were returned to the warehouse after seven days. Store managers filled in special forms each time changed, recorded the total sales of each grade and the number of days prices remained unchanged, prepared an inventory of each grade at the beginning and end of each period and recorded the value of all merchandise sold in the store.

While the principal conclusion reached thus far is that consumers know little of egg qualities and their meaning, further light on the other questions to which answers were sought will be given when the data are all summarized and tabulated. A more

complete report on the results is expected within the next few weeks.

Price Competition Hits Spreads.

While a fair amount of business is being received in rayon bedspreads, the volume is not so large as the trade would like to see. The opinion expressed that bedspreads are being dumped on the market by Southern mills. These mills, seeing an attractive field in rayon spreads, went into the market on a large scale a few years ago and this season are beginning to feel the effects of reduced consumer buying. In many instances their spreads were badly styled. At the present time they are endeavoring to rid themselves of these stocks and are offering them at prices below market levels.

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WILLIAM N. SENF, Secretary-Treasurer

Drought Brings the Danger of Fire.

Grandville, Aug. 26—The long extended drought has given the settlers of Northern Michigan a chance to try titles with one of the most terrible enemies which was met with in the early settlement of the State. Nothing can be more terrifying than fire unless, perhaps, it may be floods, of which the pioneers of our State experienced in abundance.

When a lad at the Bridgeton settlement the sight of a distant cloud of smoke rolling above the treetops was a signal for hustle and scamper to meet the newly started fire which had broken out in a pine slashing. The burned over lands of Western Michigan were the burial ground of many fine even though fallen forests.

It would be interesting to know how great was the value of the timber which fell victim to the fire fiend of long ago. Fighting fire was not an uncommon occurrence in the early settlements. Schools closed, mills shut for their boys and hands to form a fire company to meet the danger which menaced all homes.

All night long have I worked under excessive heat, nearly stifled with smoke, digging, flogging with boughs the creeping, crawling flames which seemed to lick the ground as some crawling serpent of destruction.

"All out to fight fire!"

Such a summons was not infrequent and many million feet of fat pine went up in flames, thus hastening the destruction of Michigan's splendid pine.

The gulley through which Sand Creek flowed to the Muskegon river was guarded by steep bluffs on either side for a mile or more and these hillsides were covered at one time with valuable timber. I call to mind one time when both the hillsides above the creek were seething in flame and the crews of men and boys out digging dirt and spreading it down the hillside to stop the advance of the fire.

And now Northern Michigan, the Upper Peninsula in particular, is experiencing a battle against fire such as the lower part of the State experienced at an earlier date. History is said to repeat itself.

Water is of little use in combatting the spread of the flames. Back-firing is often resorted to and usually with a measure of success. There can be nothing more harrowing to the nerves than a forest fire sweeping the earth after a long season of drought such as has been covering the State for a considerable period.

Praying for rain seldom brings the desired result. Nothing but patience and a readiness to combat fires has the least effect. It would be interesting to know exactly the amount of damage our forest fires have done in the past.

Many large tracts of timber have been laid waste and the loss has never been rightly estimated. If Michigan to-day had the pine timber standing which forest fires destroyed in the long ago the State would be far in advance of its valuation.

Carelessness, no doubt, has caused much of the damage by fire. Where so many people are concerned it is hard to pick the culprits, and so we must take our medicine and go on with renewed efforts to crush out fires as they occur.

At the time of the Chicago fire, which occurred at a comparatively recent date, much timber was destroyed in Michigan. Holland was partly destroyed and in Wisconsin Peshtigo fell a victim to fire.

It has been debated as to which is the greatest enemy to man, fire or flood. There can be little comparison, since fire would win hands down. Either one, however, is of sufficient fatality to require the utmost prudence in dealing with.

At the time of the Chicago fire in '71 I was up all one night watching and quelling bits of flame which the wind blew from dead pine tops across

the town of Bridgeton. On the following day my eyes were completely blinded from the effects of smoke and flying dust.

Once we turned out to save the schoolhouse and the schoolboys did yeoman service, which received the highest praise. The fight was successful and the schoolhouse stood for many years as a monument to the courage of its pupils in time of fire danger.

Now and then a settler's home would be destroyed, yet this was not often, since at the first sound of danger the settlers rushed en masse to the rescue of an endangered neighbor.

Fire fighting in the woods is not a pleasant experience. I do not call to mind any settler losing his life by fire. Even the children were ever on guard against such a calamity.

The main danger of fires to-day is from fields of dead grass which an idle smoker's match may ignite and set running like a race horse across the fields.

There is something terrifying about fire which nearly all feel when startled in the night time to spring from bed and rush to the rescue. The burning of a big lumber mill gave me the first idea of the destructiveness of fire. Father's mill burned to the ground one summer night, calling us all from our slumbers, too late, however, to be of any service. The mill and contents were totally destroyed.

One cannot be too careful about fire. The tiniest spark may start a conflagration which all the fire engines in the world cannot quench.

Old Timer.

Corporations Wound Up.

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

John I. Shafer Hardwood Co., Detroit
Pickwick, Inc., Detroit.
Neu-tra Corp., Grand Rapids.
Turnbull, Franzblau & Steiger, Inc., Detroit.
De-Web Sales Corp., Detroit.
Grand Plastering Co., Detroit.
Bankers Adjustment Association, Detroit.
Federal Auto Painting and Trimming Co., Detroit.
Acme Plumbing & Heating Co., Detroit.
American Elevator & Storage Co., Detroit.
Downey Motor Sales, Inc., Wyandotte.
Pennsylvania Fuel and Supply Co., Detroit.
Mailometer Sales Co., Detroit.
Weber Showcase & Fixture Co., Inc., Detroit.
Aronberg-Fried Co., Inc., Detroit.
Peter J. Platte, Inc., Detroit.
Mrs. Eastman's Private School, Grand Rapids.

A Wonderful World.

Say, Don't you like this good old world,
For all its bumps and kicks;
Its ragged clouds by tempests hurled
The sunshine quickly pricks,
Yet if a storm should hang about—
Your cheer within, can keep it out—
The cheer that tighter sticks.

Then every morning when the sun
Brings back the day again
Or sets at night when day is done
Remember men are men;
And as you chance to meet a chap
Speak kindly always—and mayhap
That's all his need right then.

Are not ten thousand little things
Cob-webbing up our mind
Until the cheer which kindness brings
We sometimes fail to find;
But would you glow from tip to toe
Smooth out the path where others go
Till blind can lead the blind.

It never seemed just right to rise
By pulling others down
And too, it overcasts your skies
For skies reflect a frown;
But watch your step, mark well your pace
And right or wrong—this human race
Can yet give all a crown.

Charles A. Heath.

The man who hopes to leave his
"footprints on the sands of time" must
have the "sand" to begin with.

a BIGGER
and BETTER

Genuine WESTERN

Stampede.

Michigan's Second genuine Western Stampede comes roaring and bucking back to the Fair Grounds on Labor Day. For thrill-a-minute entertainment, filled with comedy and action, see these breath-taking features:

1. Bronc Busting
2. Steer Bulldogging
3. Wild Horse Races
4. Chuck Wagon Races
5. Wild Cow Milking
6. Fancy Riding and Roping

—and many others

The Stampede is Michigan's second reunion of cowboy and cowgirl champions from the West who will compete for national honors and cash prizes in cowboy sports. Don't fail to see it. You'll enjoy every minute!

81ST MICHIGAN

STATE FAIR

AUGUST 31 TO SEPTEMBER 6 • DETROIT

Seven Colorful Days and Nights

GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

HEKMAN'S

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

Cookie-Cakes
and Crackers

MASTERPIECES
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.
Grand Rapids, Mich.

Agreement Not To Compete Made By Seller.

Where a retail merchant sells his business and good will, coupled with an agreement not to compete with his buyer for a reasonable length of time, the question of the legal scope of such agreement may easily arise. In other words, to what extent will the promise not to compete prevent the selling merchant from becoming interested in an establishment that competes with the buyer.

In the first place, it may be stated broadly, such an agreement will absolutely bind the selling merchant not to openly own and operate a competing business. And, by the same token, such merchant will not be permitted to increase the competition of his buyer by secretly operating a competing business, perhaps in the name of his wife or other person, if this violates the intent of the agreement.

So far so good, and this brings us to perhaps the most important phase of this subject, i. e., whether or not an agreement not to compete will prevent the selling merchant from taking employment with a competitor of his buyer. Obviously this is of great importance to all parties concerned, and is deserving of careful consideration when a going retail business is sold along with an agreement on the part of the seller of this character.

Here, the court decisions are not precisely in accord but the general rule seems to be that the seller of a business cannot arbitrarily be forbidden to enter the employment of a rival of his buyer under an agreement not to compete. And that so long as the employment does not in the true sense result in increasing the competition of his buyer, the latter has no cause to complain.

But, on the other hand, it seems equally well settled that where a merchant sells his business, and agrees not to compete with his buyer, he will not be permitted to enter the employment of a rival in such capacity as to increase the competition of his buyer. Needless to say, each case of this kind has turned on the facts involved, but the following may be taken as fair examples of how the courts have acted and reasoned in cases of this kind.

A retail merchant located in a county seat town sold his business, and agreed not to compete with his buyer for a term of three years thereafter. Shortly after this the merchant took employment with a rival store in the capacity of manager, and because of his wide personal following attracted much trade.

The buyer of his business objected, and filed suit to restrain the erstwhile merchant from continuing in the employment on the ground that it constituted a violation of his agreement not to compete. The court sustained this contention, taking the position that in view of the personal popularity of the seller merchant, and the restricted trade area covered, his employment by a rival as manager amounted to a violation of his agreement not to engage in a competing business.

So too, a like conclusion was reached where a merchant sold his business, and thereafter entered the employment

of a competitor of his buyer as the driver of a wagon selling from house to house. Here, the court held that by calling upon his former customers, as an employe of his buyer's competitor, he was violating his contract not to compete with the buyer of his business.

The foregoing cases constitute fair examples of how the courts, as a general rule, construe the scope of agreements made by selling merchants not thereafter to compete with their buyers. And, as we have seen, while a selling merchant will usually be firmly bound by such a contract, and absolutely forbidden to actually open a competing business, he may or may not be precluded thereunder from entering the employment of a competitor of his buyer, depending upon the nature of the business and the character of his employment therein.

If such employment does not in fact tend to increase the competition of his buyer, as perhaps employment as a mere clerk or other under employe, a selling merchant will usually be upheld in obtaining such employment. However, if his employment is in an executive capacity, or such as to of itself attract trade from his buyer, it may be declared in violation of his agreement not to compete. Truly, the point here brought out is one of great importance, and should be carefully covered in every sales contract dealing with the sale of a going business.

Leslie Childs.

Novel Plan To Combat the Chain Stores.

Greenville, Aug. 23—I was just reading the article entitled "Cut Out Henderson" and will say that I never donated a cent in his behalf as I had no faith in the nature of his efforts to do away with the chain stores. I have had this cause in mind for some time and believe my plan would be effective. First, the home stores combine together so as to buy in large quantities, which would many times equal the chain system. Then give no person credit who patronizes the chain system and make every member subject to a fine for the first violation of such agreement and for the second offense suspension. Then when credit was given a reasonable advance in price for this privilege as a regular credit price with a certain discount for cash. Now for an example: Supposing we have a distributing station in Grand Rapids to satisfy all the towns around and the goods not to cost the people any more than in the city where they were stored. Then I figure that, barring the chain store customers, it would be a point that would deprive the chain stores of a large amount of business, as they get a lot of farmers and there isn't one farmer out of a hundred but what has to have credit sometime during the year. By buying cheaper through the organization, they could compete with the chain stores. I have said that all of the talking and radio don't amount to anything. It is not effective. It must be real action and I believe if the above plan were put into action the chain stores would soon depart. The way you are situated you might be able to introduce something of this nature. From all the bombarding they have done with the radio, I don't think they have accomplished a thing.

E. Reynolds.

It is ridiculous for any man to criticise the works of another who has not distinguished himself by his own performances.—Addison.

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

DRY GOODS

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

Manager Hammond Swings Round Large Circle.

Lansing, Aug. 25—Have you seen that wonderful new Park Place Hotel in Traverse City? Jim Milliken is proud of it. He thinks it is a better hotel than the Hotel Olds of Lansing. We didn't argue that question. But, that's where our district meeting will be held on Monday, Sept. 5.

This meeting will be worthwhile. Mr. Milliken is the local committee and we are glad to acquiesce with him in his plans for a program. Our board of directors will have a meeting at 1 o'clock, to which not only the directors but every other member is invited. There will be no confidential business transacted by the directors and all members will be welcome. Don't forget that.

The Traverse City region is beautiful. The cherry crop has been fine. This is the most optimistic city I have visited this summer. Mr. Milliken and B. H. Comstock are very anxious for our members to come and have a good time. The directors' meeting will be largely a round table affair, but the real meeting will be at 6 in the evening. We have not engaged an entertaining high-pressure speaker. We want to have practical talks by such men as J. B. Mills, F. E. Mills, Knapp, Pitkethly, Brink, Richter, Martin and other former presidents. When Jim and I get through making this program you will be pleased with it. The roads leading to Traverse City are so splendid that you can drive a long distance homeward and be in your store the following morning.

Hot Days in Michigan Towns.

The above heading was appropriate everywhere in Michigan during the latter part of July and early August. We decided to play the game, regardless of the heat, and started Northward with the declaration that we would find cooler weather if we had to go to the Straits of Mackinaw.

Our route through Central Michigan was pleasant and we enjoyed the calls on our members, regardless of the heat. When we reached Petoskey the heat had subsided and life seemed worth living again.

We called at Ithaca a little too late to see our director, Henry McCormack, before his departure with Mrs. McCormack, his brother and wife, for the Pacific Coast. As near as the son could estimate they were traveling Westward beyond St. Paul by the Northern route. By this time they are on the Coast and having a good time. They deserve it. We are sorry that they will not be with us at Traverse City district meeting, Monday, Sept. 15.

Made brief calls at the stores of W. L. Clise and the Hays Mercantile Co., both members of our Association.

Ate ice cream with C. M. Youngs, of St. Louis, and renewed old friendship with D. W. Robinson, at Alma. Made a call in his old location occupied by W. D. Baltz & Co. The manager of the store reported business good, with encouraging prospects. Glen Oren has moved his location across the street in Shepherd. Has enlarged his stock of merchandise and a prosperous atmosphere prevailed. Sorry he was not present at the time of our call.

Mt. Pleasant is on the map and a spirit of activity prevails. This is due to the oil wells in this locality. We discovered that our old friends, Barnhard & Bishop, had dissolved partnership. The old location of C. E. Hagen & Co. is now under the sole

management of Mr. Barnard. We found C. H. Bishop settled down the street in a dainty little ready-to-wear and specialty store. The old store of Marsh & Graham, on the corner, was purchased two or three years ago by E. L. Conrick and presents a prosperous appearance. Mr. Conrick has recently had some troublesome experience with shoplifters. A new department store will soon be created by N. D. Gover. Mr. Gover has two stores in Mt. Pleasant at the present time and these will be consolidated in this fine new location. One of the stores now occupied by Mr. Gover will be taken over as a permanent location by Mr. Barnard.

In planning your trips across Michigan, put Mt. Pleasant and Clare on your itinerary. Both the Davy and Bicknell stores in Clare are wonderful places when the population of the trading area is considered. Both of them are worthy of a visit by merchants who desire to improve their own business methods.

The Hotel Doherty, in Clare, has built ten fine tourists cottages in the rear of their hotel, equipped with all modern conveniences for parties of two, four or six. When in Clare ask Manager Doherty to show you the cottages and incidentally remember that our friend and fellow member, W. H. Bicknell, is financially interested in the hotel. Make that your stopping place when you can.

Grayling & Gaylord are going on in their usual way. Resort business is fairly good. Manager F. J. Joseph, of the Grayling Mercantile Co., has lived in that region all his life. He is a useful citizen, member of the City Council and all around handy man. Mrs. F. A. Kramer, of Gaylord is prospering in a modest way in the location occupied so many years by her splendid husband, now deceased. Mrs. Kramer's daughter has, for the present, abandoned her professional career at Ann Arbor to join with her mother's enterprises in Gaylord. A very friendly and cordial atmosphere prevails.

Sorry that our time was taken in such a way that we did not drive around by Cheboygan. We hope to see Duffin & Durand at the Traverse City district meeting. Business in Petoskey seemed good. Resort business is about normal possibly not as heavy as in previous years.

One of the busiest stores that I have visited for years is the Fochtman department store in Petoskey. One of the brothers was reported as very ill in a Chicago hospital. We only had a brief visit with Eugene, who had just returned from a visit to his brother's bedside. We sincerely hope to hear of his recovery.

Enjoyed a visit with Alick Rosenthal. Mr. Rosenthal mourns the loss of his good brother, Moses, whose death was recorded in our news letter in May. Mr. Rosenthal has had a severe hospital experience, but seems to have fully recovered. We called at the Beese & Porter store and were glad to be somewhat interrupted by the numerous calls from customers that kept Mr. Porter busy. During times of business depression such as this year of 1930 we are always glad to have our visits interrupted by shoppers. Had Saturday afternoon with George Bullen at his summer home. George is happy and jolly with a couple of handsome grandchildren.

During the last couple of years we have reported in our news letter the serious illness of A. I. Goldstick, of Bellaire. Mr. Goldstick has now returned to his post after two or three years of illness. Seems to be hopeful and anticipates the complete restoration to health. His daughter, Vera, has ably managed the store during his numerous absences.

The Smallegan-Smith store, at Central Lake, and the N. Medalie store,

in Mancelona, were both busy and are not spending any time sobbing over hard times. Both Mr. Smith and Mr. Medalie are enthusiastic over the coming district convention at Traverse City, Monday, Sept. 15, and promised to do their best to encourage attendance.

Muskegon is a fine city with many successful factories and business houses and a large and commodious hotel. Strolling along the sidewalks our eyes were greeted with numerous announcements of sales, some of them "Going Out of Business" and other with extravagantly worded price slashing advertisements.

The Leahy Co., an old and well-established dry goods house, is putting on its final sale and its doors will be closed and business discontinued at the end of this month. Phil Godman, who is the proprietor of the Allen shop, is putting on a big sale. Other indications of change were observed in all directions.

Sorry to learn that the Watkins store, at Hart, has been transferred by creditors to other ownership. R. G. Rost, always on the job, dropped everything while we were there. He was in such a good natured mood that we stuck him for a loan. We were near the end of a long trip and needed the money. Sorry that Mr. Jeffrey at the M. D. Girard store, at Pentwater, was not in. George D. Caplon, at Ludington, announced very cheerfully that business was fine. We hope that Mr. Caplon will come to the Traverse City meeting and tell us about it.

There is a movement on foot to consolidate the two cities—Muskegon and Muskegon Heights. Out in Muskegon Heights W. J. Carl and S. R. Parsons both seemed to be happy. Stores well patronized with shoppers and both relieved themselves of a check for their annual dues and seemed to enjoy it. We hope that others will follow this example. We need the money, but really are pleased that our members pay as well as they do.

We had a good visit with Billy Thornton. He is interested in the district meeting and I look for him and two or three of his store executives. Grossman Brothers have a fine store. They are liberal patrons of our Mutual Fire Insurance Co. and seem to appreciate the big savings which their dealings with our company afford.

G. H. Webster, of Ludington, is an advocate of a law to tax retail sales. We have also observed that quite a number of our members agree with Mr. Webster on this subject. We have invited Mr. Webster to come to the Traverse City meeting with his arguments in favor of the retail sales tax. There is some merit to the arguments which he used and we hope to have both sides of the proposition thoroughly discussed.

Don't get it into your minds that the small towns cannot afford an up-to-date store. Sparta is only a small distance from Grand Rapids, but every time we go to the Johnson-Smith store we find the manager, E. W. Smith, very busy making some more improvements. A description of these improvements is not necessary more than to say that they are very extensive and when he gets done they will have a store worth visiting.

Christenson & Son, of Newaygo, report business as fine. It seems good to hear merchants say that times are not hard. J. Mulder, of Fremont, has closed out his store and is enthusiastic about his new venture—the rabbit business. We are doing our best to help Mr. Mudler extricate himself from a tyrannical pattern contract. The Reber & Shoecraft store has another pattern contract which is about as bad as any of them. Mr. Shoecraft is running a good store and we look for him at the Traverse City meeting.

Jason E. Hammond,
Mgr. Mich. Retail Dry Goods Ass'n.

Furniture Group Outlines Plans.

A group of fifty-four co-ordinated color schemes, which will have as their aim the promotion of better buying and selling of home furnishings, the cutting down of unsalable stocks and the consequent reduction of markdowns, depreciation and carrying costs, will form the basis of the merchandising program inaugurated for the Fall by the Century Furniture Associates, a voluntary chain group of forty-eight independently owned retail furniture stores with central offices at Charlotte, N. C. Through this central office the organization has adopted definitely ensembled groupings of furniture, floor coverings and accessories, arranged not only as to type of home and room, but also as to price level, under the direction of Mrs. Cornelia B. Faraday, director of the art consultant department of the Bigelow-Sanford Carpet Co.

Sales of Shirts Hit Peak.

Retailers have gone into the Eastern market for men's shirts on a large scale and are buying all available goods, according to reports from manufacturers. Purchases have practically doubled during the last two weeks. Converters are reported to be turning out goods on a restricted basis and retailers are now taking what manufacturers have on hand, feeling that prices are attractive and that there may be an upward trend soon. Fair purchases are also being made for labor day sales. About 85 per cent. of the shirts sold are the collar-attached models. A strong tendency to prints and woven goods is appearing. Most retailers and department stores are interested in numbers retailing at \$1.95.

School Opening Footwear Sought.

Activity in the footwear trade during the last few days has been concentrated on school opening items, and a good volume of business is reported in boys', misses' and kiddies' shoes. The last named classification has been particularly active. Manufacturers report that mail business is increasing greatly, but that most of the orders are for small lots, and that frequent repeat requests are appearing, sometimes only a day or two after initial purchases. Men's shoes are holding up fairly well, with the bulk of the business concentrated on black oxfords in conservative patterns. When colleges open, a demand for heavy grained brogues for students is looked for.

Coat Orders Showing Gain.

Reports regarding the volume of women's cloth coat business done by retailers indicate that the cooler weather during the past week served materially to increase turnover. The arrival of new business and re-orders on medium and popular price merchandise served to impart a more cheerful atmosphere to the wholesale market. The call covered both sports and formal types of garments and accorded marked favor to coats which stressed the appeal of extensive fur trimmings. No difficulty is reported this season over the question of coat and dress lengths, which unsettled early business last Fall.

Your best friend is the man who makes you do your best.

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.

One View of the Retail Shoe Situation

Cleveland, Ohio, Aug. 26—I am interested in "Cut Out Henderson" and the propaganda relative to chain stores. To begin with I have been a traveling shoe salesman for a period of twenty-three years. I covered fully three-fourths of the United States for the best shoe manufacturers and am thoroughly conversant with the doings and changes of merchants. My opinion is that capital decided to dominate labor. It always has, but since there is only feeble resistance they went a step farther. Capital is now master and labor is slave. The masses have lost faith in their leaders and with good reason. The leaders in most cases sold out their party or parties. Where could an honest man turn for redress? I am a shoe man, a thorough shoe man, manufacturing, styling and general all around management, in addition a high class salesman, and with all my ability there is no room for me on the road for two reasons. One is the manufacturer carries two branches, one for the retailer—I mean the individual store—a shoe which retails at \$5 and costs the individual store \$3.50, less 5 per cent. after fifteen days; net thirty days; and to the chain store the same shoe at \$2.85, less 6 per cent., terms, six months, and paid mostly in long dated notes. You will therefore recognize why the small retailer is starved and pushed into bankruptcy, while the chain store man keeps adding store after store, with the manufacturer furnishing the capital to enlarge the profit. If this keeps up for a while longer our country will be filled full of paupers and here is what has been accomplished in the past two years: The traveling shoe salesman and jobber are entirely eliminated. The individual storekeeper is being pushed to the wall day by day, for he hasn't the purchasing power; and here again the department store decided to even drive the poor cobbler out of business. The Bailey Co., in Cleveland, is advertising soles and heels for 90c while you wait or will call and collect repairing. Can you beat that?

But talking and long editorials won't help matters if all we do is talk. What we need is action. Give me 100 reliable individual storekeepers in a unit and I will furnish them shoes at the same rate which is provided for the chain stores; and providing individual storekeepers the same privileges that chain store organizations now enjoy. The individual chain of storekeepers will soon disband the chain store organizations because the individual storekeeper is capable of giving better service to the public than the chain store organization and this is the only way to solve the problem.

J. H. Romsey.

Correct Hosiery Colors.

It is not often, in this era of individuality, that Dame Fashion offers as simple a set of rules as she has done in the matter of the new stocking colors. And not only are these rules easy to follow, but there are no "ifs," "buts" and "excepts" for certain instances or individuals.

There is, first of all, a beige harmony—a chord of three beige tones all intended to complement the fashionable colors to be seen in the light tweeds and woollens that fill the spectator sports picture. Starting with a true full-toned beige, this chord ends with a medium tan that has none the less a decided beige ring.

The next two harmony groupings on the program are attuned to all the other activities of day-time—street, afternoon or business.

These two groups are the dark browns and the gray beiges. In the dark brown scale there is a deep bronzy brown, a true brown of medium depth and a brown that has a slight reddish timber. This last, of course, is in beautiful harmony with the deep reds so greatly heralded among Fall fashions. The other two contribute the last touch to dark brown and green symphonies that include other brown details and accessories. A most modern and fashionable dissonance is achieved by the wearing of these dark browns, especially the deep bronzy one, with black clothes.

Medium and dark grey beiges are the theme of the second daytime group. Outstanding is the deep tone of beige with a good deal of gray that Patou showed with his beige, black, green and brown costumes.

Only the evening brings forth a color harmony that is light in tone—and this for the very good reason that the small bit of ankle which does appear beneath evening skirts should do so without unduly accenting itself. So the evening symphony is made up of flesh tones of varying depths to blend with costume colors that range from white to sapphire blue. And there are also flesh tones which are slightly pastel tinted so that they take on the color of the gown with which they are worn.

All of which leads one to the quite correct conclusion that stockings are definitely darker, except for evening, than they were last Fall and Winter.—N. Y. Times.

Late Business Changes in Indiana.

Rushville—H. G. Esslinger, who has conducted a shoe store here thirty-four years, last week announced his retirement from active business. He plans to continue his residence here. For the past thirty-two years his store has been located on the West side of the square and he was one of the oldest business men in the community. His brother, Charles, now proprietor of a shoe store in Taylorville, was associated with him in the local business for a period of six years.

Indianapolis—Charles W. Gray has succeeded H. M. Anderson as manager of the Arch Preserver Boot Shop, 27 Monument Place. Mr. Gray was formerly connected with the Bobay Shoe Experts of Fort Wayne, Ind., and spent about eight years with Wolf and Dessauer of that city. Mr. Gray reports the sale of perfumed shoes very good and has just received another large shipment.

Indianapolis—An assignee sale of the Beatty Dry Goods Store took place last Tuesday on the store premises. The stock consisted of women's children's and men's furnishings, 375 pairs Peters brand shoes. All store fixtures and furnishings were included in the sale. Stock was invoiced at approximately \$2,500 and appraised at \$1,175. William Beatty was assignor and Philp McDowell, assignee.

Delphi—Frank Horner, 68, for many

years proprietor of a general store at Flora, died at his home here.

West Lafayette—Jacob Bossung, 66, for many years proprietor of the Varsity Shoe Shop, died at his home here.

Rushville—The Paul M. Phillips stock of men's clothing and furnishings was sold at auction to Jack Epstein, of Louisville, Ky., for \$2,875.

Evansville—The Vulcan Plow Co. and its subsidiaries have been merged into a \$4,000,000 corporation to be known as Farm Tools, Inc. The subsidiary firms will retain their present plants but will be operated as divisions of the new organization. Registered offices of the concern will be in Evansville, but accounting offices will be at the Roderick Lean Co., Mansfield, Ohio, a subsidiary.

Indianapolis—The J. C. Hart Shoe Co.'s main store has been opened in the Circle Tower building on Monument Circle, after moving from its former address on North Pennsylvania street, where it had been thirty-eight years.

Henderson Received Three-quarters of Membership Fee.

Detroit—The Home Defense League, an incorporated Michigan organization operating under a rigid set of by-laws and directed by the leading business people of Michigan, having nothing to sell and sponsoring a program which will include a radio broadcast, state legislation, merchandising plans and public education, each part of this program being highly ethical—has no time to answer many attacks of self-seeking people or local luminaries, whose leadership has failed. We do, however, feel that it is your desire to be fair in all matters and we wonder if you would mind correcting a statement which appeared in your publication of August 20, 1930. This article is signed by L. F. Padburg, in which he states that one-half of the \$12 solicited for the M. M. M. went to Henderson, and the other half went to the solicitor.

Our State secretary, C. V. Fenner was for two and one-half months, representing Mr. Henderson in Michigan and the fee collected by Mr. Fenner for his work was 25 per cent, not 50 per cent.—or \$3 instead of \$6. This \$3 was in its entirety re-invested in mass meetings held throughout the State by Mr. Fenner for the benefit of the independent merchants.

If your Detroit representative is interested in fact—not fiction—our office will be pleased to have him call, go over our books, contracts and agreements with Mr. Henderson and any other information he desires.

This organization agrees with Mr. Padburg that the Henderson program

has been commercialized by Mr. Henderson and for this reason Mr. Fenner withdrew from the Henderson organization, but we do say to Mr. Padburg or to anyone else that no association or individual has to date accomplished as much good for independent business as W. K. Henderson. The man who denies that, is a fool. If Mr. Henderson listened to bad advice, it is to be regretted, and that is all the more reason why a state organization should be formed, governed and controlled by the merchants themselves. We have been wondering where Mr. Padburg and all of the present saviors of the independent merchants were prior to the opening of the Henderson broadcast.

C. C. Wedemeyer,
Assistant Secretary Home Defense League.

In speeding your work don't forget quality comes first.

Sixty Styles In Stock

One hundred twenty-five skilled shoemakers in Grand Rapids are working full time making a line of men's shoes that is selling from New York to Salt Lake, from Texas to the Upper Peninsula.

There are sixty styles in dress and work shoes to retail at popular prices—three to six dollars.

Test out our "Over Night Service."

A post card will bring a salesman with samples. Cut your costs, increase your turnover and your profits by using our In Stock department.

It will pay you to investigate.

Herold Bertsch Shoe Co.

Manufacturers of Quality

Footwear

Since 1892.

Grand Rapids, Michigan.

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

FIRE AND TORNADO INSURANCE

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

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President — Gerritt VanderHooning, Grand Rapids.
First Vice-President—William Schultz, Ann Arbor.
Second Vice-President—Paul Schmidt, Lansing.
Secretary — Herman Hanson, Grand Rapids.
Treasurer—O. H. Bailey, Sr., Lansing.
Directors — Ole Peterson, Muskegon; Frank Marxer, Saginaw; Leigh Thomas, Ann Arbor; M. C. Goossen, Lansing; R. J. LaBarge, Pontiac.

Figuring a Long Way Round For Margin.

"I have received your book and think it great. It makes me wonder I have not gone broke for it certainly shows me where I have been slipshod."

Thus writes a Michigan general store keeper, one of whose characteristics is extreme modesty, for he has been unusually successful, thus demonstrating again that plain common sense, ability to think and listen, and the will to work hard generally enable a man to reach his goal. But we also see that a man of that caliber could have gone farther and got there more easily if he had had exact knowledge on which to work.

"The way I have calculated margins was to divide cost by four and add, wherever possible." That means 20 per cent. margin realized. "Luxuries I sometimes divided by two," thus attaining 33 1/3 per cent. "On other lines I have followed the crowd to a certain extent. For example, cereals which cost \$1.06 I sell for \$1.25, which leaves a very small margin"—15.2 per cent. to be exact—which is not at all bad because that line of groceries not only is sold close, but entails such limited handling expense that undoubtedly a profit is realized from such a margin. "Tobaccos I sell at prices set by the manufacturers," as must every merchant, I believe.

"Dry goods, boots and shoes, I multiplied cost by forty, after adding 5 per cent. to lay down, which would be the same as dividing the invoice price by two." This I do not quite follow, but if it results as he says, then his margin is 33 1/3 per cent., and that is not enough, speaking generally, on either dry goods or shoes.

It is true, of course, that the lines handled by a country merchant are limited mostly to staples and staples in all lines are sold close. But when we reflect that stores which handle wide varieties of merchandise, department stores and city specialty shops, have average expense accounts of 37 1/2 per cent. and over, we see that even staples must be made to pay more liberally than formerly.

Consider, for example, the common or garden variety of men's collars, made mostly in Troy, New York. These formerly retailed two for 25c. Little if any change has been made in process of manufacture and certainly materials are not intrinsically more costly. But I now pay 35c each, three for \$1, and I am a modest, old-fashioned dresser at that.

On every hand we are told that high-wage America manufactures on lower costs than any other country, that our primary costs are progressively less as time passes. If that be true—and I assume it is true—then our higher retail prices must be en-

tailed by higher costs of distribution, and if this be a sound conclusion, then the country merchant must take note of this factor and revise his own margins in line with it.

The process of working margins upward must be done painlessly. That means gradually. And gradual enhancement requires thoughtful persistence, patience and realization that small percentage additions, blanketed over entire lines, result in considerable and pleasing totals in a year.

Consider a pair of slippers, let us say, that cost \$1.80, now priced at \$2.70. Raise the ante by 1 1/3 per cent. getting 35 per cent. instead of 33 1/3 per cent., and the new price is \$2.75. There will be no added sales resistance in such event; but there will be much more profit.

Apply such plans gradually throughout the entire stocks aside from groceries—and keep this idea always in mind—and it is my feeling that those lines will show profits of themselves and not be carried by grocery sales, as they so often are carried in general stores. It is a great accomplishment to make each tub stand squarely on its own bottom.

This is worthy work from another angle, that it will keep the business together as it is without the discard of any established department. This is important in any business because it is difficult to foresee what unfortunate effect may follow on the discontinuance of any line. This is extra difficult in a country district where trade is with the same clientele and dependence cannot be had on transient or new trade. Therefore, this factor should be given a lot of thought and planning.

Grocery margins are not far out of line as they stand. I say this both from a general and a specific standpoint; both from what I know of general practice and the history of this man's special business. This merchant must have made money on groceries because he has made money and his comparative margins have been maintained at about the present relative level.

But two things can be done in the grocery end. Luxury goods can be priced to yield a somewhat wider margin by discriminating between individual items and not being content to blanket as at present. Let it be remembered that every single item brought to a higher margin—even one to two per cent.—will continue to pile up extra pennies indefinitely. Soon these little mites will total into a respectable sum. Real luxuries can be priced at whatever the traffic will bear for the very reason that, being luxuries, nobody is compelled to buy them.

On dry goods and shoes I'd take careful consultation with my wholesale suppliers. I should talk in detail with the salesmen; but I'd go farther and consult by correspondence with headquarters, telling in detail exactly what I aim at. Such course is virtually certain to bring unexpectedly helpful results.

I dwell specially on these hints for working on a new departure because this merchant has been successful.

(Continued on page 31)

MERCHANT PARCEL FREIGHT TRANSPORTATION

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.
SEVERAL TRIPS DAILY TO SURROUNDING TERRITORY.
We ship only packages weighing 1 to 75 lbs. and 70 inches in size (girth plus length). State regulated. Every shipment insured.

NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.
CRATHMORE HOTEL STATION, GRAND RAPIDS, MICH.

Putnam's

NEW PACK

MALTY MILKIES

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

Ask about our
Introductory Offer.

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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.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

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

GRAND RAPIDS LOOSE LEAF BINDER CO.

Manufacturers of The Proudfit Loose Leaf Devices.

Write for information on our system forms for all purposes.
10-16 Logan St., S. W.

Grand Rapids, Michigan

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Now Is Time To Buy Your Own Store.

As long as a meat dealer is paying rent he is working for the landlord. If his business is growing and is really successful, then other stores locate near him. Some of these may be meat stores. His rent also goes up for the more business done at any locality the greater the value of the property and the greater the value of the property the higher the rent. If a meat dealer has his store site on a short term lease of say one year or even five years, and is located in a rapidly growing neighborhood, it is quite possible for him to make more money for his landlord than he does for himself.

Assume that his was the first store at this site. Perhaps the landlord erected a small building just for the store. He does a good business. It is obvious that he is prospering. Other business men observe this and wish to locate near him. Men who want to start in business also would like to have a store near him. Also perhaps a chain store company or so looks favorably upon the location. It is soon made apparent to the landlord that he can make a profit on a whole row of stores. He either builds a one story building to house them or a larger structure in which there are offices and living quarters above or just apartments. The value of the property and the income from it keeps on going up. From a nominal rent, the meat dealer finds himself forced to pay a rental that is all if not more than the business will bear. He cannot get any lower rent, for if he moved out someone else would move in and pay the same or a higher rent than he is paying. Yet had he not opened the first store on that site, the property would not have been a business property for years to come and perhaps it never would have been. Just such things are happening all the time and have caused far-seeing business men in all lines of business to protect themselves against higher rents.

A good many business men during 1930 will take steps that will not only give them free rent for as long as they remain in business but also a net profit on the real estate transactions required to obtain the free rent. There are some men who have retired from business with enough money to live on the rest of their lives who never would have had much money ahead had they paid rent all the years they were in business. Soon after they went into business or perhaps at the time they opened the store, they bought the property. This property has steadily increased in value and that added to the profits they have made in their business largely because there have been no rent increases and, in fact, no rent at all to pay, has given them a larger and larger balance at the bank.

The best time to buy property, of course, is when there are more owners who want to sell than there are buyers. During every boom period in real

estate such as took place after the war and continued with decreasing energy until late in 1929, there are real estate operators who spread out their resources over so much property that when there is a recession they must unload some of this property at any sacrifice. All the property is mortgaged for all the money that can be obtained on it and with no reserve it is necessary to dispose of some of it in order to carry the rest.

Under such conditions it is possible to buy the property one needs for his business, perhaps the land and building where he is now located, for a lower price and at more favorable terms than it can be bought at any other time. A surprisingly small down payment will be sufficient to gain title and rents that can be collected on the property will take care of the carrying charges, if not at the present time then within a very few years. In the end these rents are likely to show a net profit over and above the carrying charges and the transaction is showing a profit over and above giving the business free rent.

If one does not want to buy at the moment then he may be able to lease the entire property for a term of twenty or twenty-five years at a favorable rental and with an option to buy at a stipulated price at any time during the life of the lease. Though the lease may call for rental equal to the total now being collected on the entire property, it is usually possible for the business man to secure the lease for the term of years at a lower rate than the total of the present rentals for the reason that the landlord is assured of that much rent during the life of the lease and there is always danger that some of the space will be vacant for a greater or less period of time.

Provided the meat dealer is doing a good business, and provided he is able to make the business grow and prosper, it becomes easier and easier not only to rent the space he does not require for his own business, but to rent that space at a higher and higher rental. A good deal depends upon how successful he can make his own store. One really successful store will always attract business men to a given location. If there are no successful stores, the location gets a bad name.

It is for this reason that when a meat dealer succeeds in putting through such a transaction and then deciding there is more money in real estate than the meat business gives his major attention to real estate is likely to make a serious mistake. The more he neglects his business the less prosperous it becomes. Because people do not come to his store to the same degree as they did in the past, they may not come to the other stores. Just through his own neglect he may bring about a situation where no store is making a real success. It becomes more and more difficult to rent the stores and eventually the property is a losing proposition. He has also spread out so much in his real estate ventures that he cannot protect his business and the final result is that he loses that much of his real estate as well.

On the other hand, if he sticks to his business and buys only enough

(Continued on page 31)



It has stood the test of time and the most discriminating tea drinkers of the age. Sold only by

The Blodgett-Beckley Co.

MEMBER INDIA TEA BUREAU
TOLEDO, OHIO

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

D. L. CAVERA AND CO.

THE HOUSE OF PERSONAL SERVICE
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INCORPORATED
GRAND RAPIDS, MICHIGAN

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

GRIDDLES — BUN STEAMERS — URNS
Everything in Restaurant Equipment
Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

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N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan
BRANCH AT PETOSKEY, MICH.

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

HARDWARE

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

Suggestions For the Hardware Dealer in September.

With the summer and harvesting business finished, the hardware dealer will now have time to fix his mind on the problems of fall merchandising.

After the slack summer months, business should pick up somewhat with the advent of September. At this season there are numerous lines that can be pushed to advantage. To bring his fall campaign to a successful issue, however, the dealer must display both energy and initiative.

The proper displaying of goods is a very necessary adjunct to a successful campaign. One of the first considerations consequently, is to get all unseasonable lines out of the way. With this object in view, many progressive hardware dealers make it a practice to wind up the summer season with a clearance sale of all strictly summer goods.

This sale serves a dual purpose. It makes room for the proper display of fall goods. Also, it converts into ready money a great deal of stock that the dealer would otherwise have to carry over until the following year at a loss.

One small city hardware dealer makes an annual practice of holding a clearance sale during the two weeks from September 1 to September 15. A 20 per cent. discount is advertised. Here is one of the firm's announcements:

"It is our policy to keep our entire hardware stock new and up to date. We have no room for merchandise that is not seasonable. We find on going over our stock that we have several lines of summer goods we do not want to carry over. These are simply tail-ends of our immense summer stock, and to clear them out entirely we offer them at a big reduction."

Among the goods listed in the preliminary announcements were lawn mowers, haying tools, garden hose, screen doors, poultry netting, hammocks, watering cans, refrigerators, etc. To the casual observer it might seem difficult to sell these lines so late in the season. The firm states, however, that good results have attended previous clearance sales in the first two weeks of September; that thrifty buyers are always on the lookout for good values, no matter what the season.

Most hardware dealers hold the clearance sale somewhat earlier, on the assumption that people are more likely to buy where they still have at least a few weeks' use of the goods in the current season. As a rule, too, it is sound policy to quote specific price reductions on individual items rather than a fixed percentage on all items. The reduction should in each case be gauged according to the difficulty anticipated in selling the individual item; with drastic reductions on some items to provide attractive loss leaders.

With summer goods disposed of, the dealer will find the problem of featuring fall goods a less difficult one. The stove department, for instance,

can be enlarged by utilizing the space formerly devoted to such bulky lines as refrigerators, lawn mowers, haying tools and screen doors.

In the fall months the stove department is, of course, an outstanding feature. Every dealer should devote a lot of space and prominence to his ranges and heaters. If possible, sufficient space should be allowed to show to advantage each and every stove in stock, and to make it possible to demonstrate any stove to customers.

When the days begin to shorten, the dealer should accept this as his cue to prepare for the sporting goods trade. In the fall months there is always a heavy demand for guns, ammunition, hunting bags, etc., for the fall is recognized as the season above all others for the sportsman. There is, in addition, the demand for football supplies; while in the distance the skate trade looms up.

It pays to be forehanded in such matters. In late August in a small town hardware store one of the clerks was busily engaged in devising an electric sign in the shape of a star. Enquiry disclosed that this sign was to be the big attraction in an ice skate display planned for early winter.

"We believe in getting ready ahead of time," explained the hardware dealer. "There is going to be an early winter, and a good winter for ice skates, and we mean to start the season with a striking window display. So the boys right along put in their odd moments getting ready for this and other displays we have in mind for the Christmas season."

Meanwhile, fall affords numerous opportunities for the hardware dealer to popularize himself and his store. September marks the commencement of the season of country fairs, harvest festivals and similar events. The hardware dealer who caters to country trade is well advised to take a fairly active part in the promotion of such events.

If there is a fall fair, it is usually good business to take a booth. If there are contests, the dealer can donate a small prize for some event. He can also throw open his store for the convenience of the committees and of those who are coming a considerable distance to attend the fair or festival. By identifying himself with these events the hardware dealer not merely helps to advertise the district, but he boosts his store as well.

An appropriate display at fall fair time, or linking the store with any such community event, is always a good stunt. If a convention is being held in your town, decorate your window with the convention colors.

An exhibit in the main building at the fall fair is good advertising. It brings the dealer into close personal touch with both town and country customers, and helps him to secure a line on numerous prospects. Good lines to feature in the fall fair booth include stoves, paints, indoor paint specialties, cream separators, and anything in the nature of farm implements. The larger implements are often shown on the grounds.

Here is one point worth remembering in connection with a fall fair exhibit. Your time is short. The fair

lasts two, three or four days, and of these one day is often spent in getting started and another in demobilizing. To make the most of the one or two crowded days left, you must put on an A-1 display.

Put your very best ideas into that display. It need not be costly or elaborate, but it must be appealing. A good idea is to concentrate on actual demonstration. If you can make connections, demonstrate your stoves. Demonstrate your cream separator, your washing machine, your paint specialties. Show the stuff in action; that is the most effective way of halting the crowd. Then hand out advertising literature; and, above all, get the names and addresses of interested prospects, to be followed up later. And never miss a chance to make a sale.

In the sporting goods department, it pays to go out after business. This is particularly the case if you are just building up a new department, or have given this branch of your business only indifferent attention in recent years.

A little outside work this season, even if the immediate results are not encouraging, will do a great deal to

put your sporting goods department, and your entire business, on a firmer footing. Simply because you keep sporting goods, and your stock is always clean and well assorted, is no assurance that people will purchase from you. The man who makes a good, substantial, direct bid for trade in this department is going to get the business.

With guns, rifles and ammunition go hunting knives, camping outfits and all the other necessary paraphernalia. Out of these lines some very attractive window displays can be contrived—displays that are bound to attract a lot of attention and to stimulate business.

Inducements in the way of special sales or novel selling stunts will help. For the sporting goods department the offer of a prize to the hunter bagging the largest amount of game or to the winning football team in your district is sure to advertise your store and ought to help trade.

In September the window displays should be given special attention. Attractive displays can be contrived of seasonable goods. In sporting goods a hunting or camping scene makes a

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

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

WHOLESALE ONLY.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

good display. In the household department a kitchen interior can be shown; such a display makes a splendid setting for the new range you are featuring. Thus one department can be linked with another in your displays, with mutually helpful results.

Fall housecleaning offers an opportunity for developing business; which can be stimulated by stressing, in your displays, the idea of eliminating drudgery and saving time by the use of ample equipment. Stress the idea of the well-equipped house, and the folly of doing without necessary equipment in order to save a trifling amount of money. Your displays should represent, not merely goods, but ideas; and these ideas are well worth featuring.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 15.—In the matter of Robert W. Brame, Bankrupt No. 3989, the trustee has filed his final report and account, and a final meeting of creditors was held July 24. The bankrupt was present in person and represented by attorney Fred C. Temple. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of Albert D. Cullison, Bankrupt No. 3944, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held July 24. The bankrupt was present in person, but not represented by his attorney. The trustee was present in person. Claims were proved and allowed. The trustee was present in person. Claims were proved and allowed. An order was made for the payment of expenses of administration and for the declaration and payment of a first and final dividend to creditors of 4 per cent. No objections to the discharge of the bankrupt were filed. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Aug. 9. We have to-day received the schedules, reference and adjudication in the matter of Clyde B. Sabin, Bankrupt No. 4203. The matter has been referred to Charles E. Blair as referee in bankruptcy. The bankrupt is a resident of Bellevue, and his occupation is that of a millwright. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$807.02. 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.

July 29. On this day was held the adjourned first meeting of creditors in the matter of Philip B. Woodward, Bankrupt No. 4133. The bankrupt was present in person, but not represented by attorneys. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Aug. 11. On this day was held the first meeting of creditors in the matter of John Bishop, Bankrupt No. 3955. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Aug. 4. On this day was held the first meeting of creditors in the matter of Clarence Gamble, Bankrupt No. 4164. The bankrupt was present in person and represented by attorney Seth R. Bidwell. Certain creditors were present in person. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

at \$100. The first meeting then adjourned without date.

Aug. 15. On this day schedules, adjudication and order of reference were filed in the matter of Anthony Kooy, Bankrupt No. 4204. The bankrupt's occupation is that of a carpenter. His attorney is William J. Landman. Assets are scheduled at \$260 and liabilities at \$3,360.86. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 15. On this day schedules, adjudication and order of reference were filed in the matter of Albert L. Rouse, Bankrupt No. 4208. The bankrupt's occupation is that of a contractor. His attorney is Theo H. Elferdink. Assets are scheduled at \$2,059 and liabilities at \$2,203.95. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 15. On this day schedules, adjudication and order of reference were filed in the matter of Alfred Stevens, Bankrupt No. 4209. His attorney is Judson E. Richardson, Esq. Assets are scheduled at \$800 and liabilities at \$6,422.01. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 15. On this day schedules, adjudication and order of reference were filed in the matter of Bernard L. Odell, Bankrupt No. 4207. The bankrupt's attorney is Clare E. Hoffman, Allegan. Assets are scheduled at \$2,106.15 and liabilities at \$1,679.30. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Colgate-Palmolive-Peet Co., Chi.	\$ 16.66
Lee & Cady, Grand Rapids	291.82
Procter & Gamble Co., Detroit	14.80
A. J. Kasper Co., Chicago	24.18
W. F. McLaughlin & Co., Chicago	9.60
Reid-Murdock & Co., Chicago	17.36
C. P. Skinner & Sons, Kalamazoo	5.65
Beech-Nut Packing Co., Canajoharie, N. Y.	30.78
Handy Electric Mills, Allegan	24.80
Crystal Candy Co., Grand Rapids	10.50
Harry Meyer, Grand Rapids	4.00
Cartright Paper Co., Battle Creek	14.18
B. Cleenewerck & Son, Inc., Kala.	76.21
Rademaker-Dooge Grocer Co., R.	111.67
G. H. Hammond Co., Chicago	67.07
J. F. Eesley Milling Co., Plainwell	4.85
Star Paper Co., Kalamazoo	42.90
Van Leeuwen Dry Goods Co., G. R.	44.74
Western Michigan Grocer Co., G. R.	89.38
Taylor Produce Co., Kalamazoo	71.98
Johnson Paper & Supply Division, Kalamazoo	33.81
Bos Tobacco & Candy Co., Holland	34.07
Hekman Biscuit Co., Grand Rapids	44.80
Pure Food Service, Inc., Kalamazoo	96.95
De Leeuw Bros., Kalamazoo	14.96
D. Huisman, Otsego	26.58
Dr. Wm. E. Shackleton, Kalamazoo	75.00
LaSalle Extension University, Chi.	90.00
First State Savings Bank, Otsego	200.00

Aug. 15. On this day schedules, adjudication and order of reference were filed in the matter of Carl F. Pickett, Bankrupt No. 4206. The bankrupt's occupation is that of a contractor and builder. His attorney is Myrten W. Davie. Assets are scheduled at \$950 and liabilities at \$6,911.09. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

Aug. 15. On this day schedules, adjudication and order of reference were filed in the matter of James L. McIntosh, individually and sometimes doing business as McIntosh Coal Co., Bankrupt No. 4205. The bankrupt's attorney is Alphon H. Lyman, Norwalk. Assets are scheduled at \$10,079.44 and liabilities at \$10,121.46. Bert M. Hartgerink, of Manistee, has been appointed custodian and first meeting will be called as soon as possible.

Aug. 16. On this day schedules, adjudication and order of reference were filed in the matter of Arvid Nelson, Bankrupt No. 4210. The bankrupt's attorneys are Macdonald & Macdonald, Muskegon. Assets are scheduled at \$150 and his liabilities at \$1,360.83. Letter has been written asking for funds as indemnity for expenses and as soon as this is deposited, meeting of creditors will be called.

In the matter of Ralph V. Allen, Bankrupt No. 3966, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held July 24. There were no appearances. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no funds for dividends to creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case without assets, over and above expenses.

In the matter of A. Gust Glade, doing business as Glade & Son, Bankrupt No. 3982, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held July 24. The trustee was present in person. One other interested party was present in person. The trustee's final report and account was considered and approved and allowed. Claims were proved and allowed. An order was made for the payment

of expenses of administration and a first and final dividend of .2 per cent. to general creditors. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

In the matter of Henry Wirth, Bankrupt No. 3978, the trustee has filed his final report and account, and a final meeting of creditors was held July 24. The trustee was present in person. The bankrupt was not present or represented. Certain creditors were represented by attorney James Starr and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court in due course.

E. S. Botsford, 506 Lyon St., N. E., Grand Rapids, renews his subscription to the Michigan Tradesman and says: "I enjoy every issue of the Tradesman in or out of business. I have always found it good reading matter."

Michigan State Normal College

Opened in 1852

Educational Plant

Campus of one hundred acres. Eleven buildings with modern equipment. Training School, including Elementary and High School Departments.

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C. P. STEIMLE, Registrar
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Makes Structure Beautiful
No Painting
No Cost for Repairs
Fire Proof Weather Proof
Warm in Winter—Cool in Summer

Brick is Everlasting

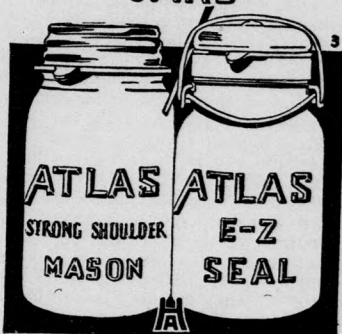
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Atlas Mason and Atlas E-Z Seal.

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Jennings' Pure Extracts

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

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

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KRAFT CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Milwaukee, Aug. 24.—The business men and other enterprising citizens of Ishpeming are very enthusiastic over a proposition to build a new hotel there. They feel that because Marquette and Sault Ste. Marie have been indulging in this form of dissipation they are entitled to a throw. Of course, it doesn't always work out, but if the good people there want a hotel and are willing to finance it the same as they would a public library or hospital it will work out to a nicety, because they will be in a position to offer somebody a tempting bait in the way of a low priced lease to come and operate it, who, in turn, might make a little money. Fifty years ago Ishpeming had, according to all reports, one of the most completely equipped institutions of this kind in the United States—the Nelson House. It was donated to the city, in a way, by a wealthy mine owner, had every known modern improvement of its day and age, consisting of steam heat, running water and many bath rooms. Traveling men of that period and in later years will remember that for \$2 per day—\$2.50 with bath—they could get as good a room as could be procured anywhere, with three square meals thrown in to bind the bargain. It might, also, have been a paying proposition, but I am not positive as to that. About that time the Douglass House, at Houghton, the Breitung and the Hotel Marquette, at Negaunee, hung out their banners. These hotels have all been kept strictly up-to-date, but the Nelson, for some reason, was allowed to deteriorate, so that to-day it is but a shadow of its former condition. Now the good people of Ishpeming think they are entitled to a new hotel and I am inclined to agree with them. If they are wise enough to keep away from all entanglements with promoters, catch up with some practical operator who knows what hotel requirements are, and not build on too large a scale, they can probably put across the deal. They will be very foolish to ask anyone to go in on the deal as an investment, but simply ask for their cheerful donations. They have planned on a \$125,000 proposition with forty-five rooms. I think they would do well to add a few extra rooms for summer traffic, with an arrangement to close them during the winter season and save the expense of heating. The site of the old Nelson House is a good one and they will be justified in going into something rather more ornate than appearances require of the ordinary commercial proposition. Perhaps they may be fortunate, after their building is completed, to find somebody who will have vim enough to make of it a center for social activities. There is no money to be made in these affairs, but it will be a sort of return to such as have donated to the cause. With the reservation that there are to be no representations made as to possible returns on the investment, I heartily approve of the enterprise.

According to more or less reliable reports of the recent census, there are about 2,000,000 persons in the United States who are in the "reform" business, or in movements bearing on the regulation of human conduct. One-sixtieth of the population is interesting itself in the behavior, habits and tastes of the other fifty-nine. More than two million Americans have generously volunteered to be their "brother's keepers." This vast army of "reformers" is charged with carrying forward those companion banners of purification, "Thou shall not" and "Anti-everything." They are the self appointed guardians of public morals. They are inspired with the thought of public service, although they are often accused of the less noble purpose of

striving to take from others those things for which they themselves have no particular use or fancy. The vicious and startling thing about this census of reformers is not that the reformers number two millions but that, although they represent but one-sixtieth of the whole population, they too often force their commandments upon the other fifty-nine sixtieths of the population. Organization has given these reform movements sufficient power to rule vast majorities not in sympathy with them. The reforming business in the United States has become, also, a highly profitable one for those who make it their life-work and as long as the missionary instinct resides in the human mind the reforming urge will furnish pleasant and exciting recreation for those who have no business of their own to mind.

Rooms in the new Waldorf-Astoria, in New York, will be chilled in summer by the same radiators which heat them in winter, by a new process to be applied for the first time in hotel operation.

Two Detroit hotel men were elected to the board of directors of the South-eastern Michigan Tourist and Publicity Association, held at Lexington, last week. They are Harold A. Sage, general manager of Hotel Tuller and president of the Detroit Hotel Association, and William E. Snyder, manager of Hotel Seward and president of Detroit Charter of Hotel Greeters. John N. Anhut, manager of Hotel Imperial, was elected Vice-President.

A receiver has been appointed for the Cass-Putnam Hotel Company, operators of the well-known Webster Hall, a bachelor institution built several years ago. The receivers appointed were the Union Guardian Trust Co., on the application of Albert Pick & Co., Chicago.

A. Fred Nussbaum, who for several years has served as secretary-treasurer of Michigan charter No. 29, Hotel Greeters, has resigned as night manager of Hotels Madison and Lenox, Detroit, of which Ernest H. Piper, president of the Michigan Hotel Association, is general manager. Mr. Nussbaum's plans for the future have not been announced.

Our old friend Reno G. Hoag, of Hotel Lafayette, Marietta, Ohio, in a hotel journal has this to say about the prevention of hotel competition, which so nearly coincides with my often expressed views on the subject, that I take pleasure in making excerpts from same:

"Close observation for more than twenty years has thoroughly convinced me that there have been many mistakes in building new hotels. I feel that almost countless numbers of new ventures in the smaller cities have proved most disastrous to promoters, and far from profitable to the honest management, lured into the propositions by the flattering prospects held out by over-enthusiastic local folks. Many of the failures could have been eliminated by remodeling and bringing up to date hotels of the older type, rather than by building new houses. Careful consideration must be used in considering 'revamping' of an older hotel; but in many cities had this been done rather than large sums being invested in new hotels, there would not now be in many centers the gnashing of teeth with which many of us are well acquainted. A survey of the situation shows there are very many instances where the building of new hotels puts older houses out of the running. Also on the contrary the older hotels often prosper to a greater degree than before, and the newer ones suffer extreme losses."

Brother Hoag might well have added the statement that if the owners of

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.

CODY HOTEL

GRAND RAPIDS

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

CAFETERIA IN CONNECTION



HOTEL BROWNING

Grand Rapids

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

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.

Wolverine Hotel

BOYNE CITY, MICHIGAN

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

the older hotel in his community would take a survey of himself and discover his own shortcomings, he could prevent the erection of competing hotels by beating them to it with a program of improvement before his competitor gets to going.

Mr. and Mrs. Rollin Cook, of the Skirvin Hotel, Oklahoma City, Okla., have been paying a visit to Grand Rapids recently. Mr. Cook was formerly chief clerk at Hotel Mertens, and a former secretary of the local Greeters organization.

Advice to country tavern keepers, printed in an almanac dated 1792: "When a person sets up to keep a public house he ought to make it his peculiar study to accommodate travelers of all classes. The public have an undoubted right to expect this, and the more a tavern keeper lays himself out to accommodate these travelers that give him their company, the more he increases his reputation, and consequently he acquires more custom."

The craze for miniature golf courses has spread like wildfire over America and the providers of equipment for such attractions have been waxing fat, but so far as my observation goes, and I was asked to make an investigation by one of my friends, I am inclined to believe these activities are on the wane. At several courses in Michigan under my observation I found that where a month or so since they were sources of considerable profit, just now they are eliciting very little interest. And then there is that long dreary winter just ahead, when the outfit must be packed away, if not in moth balls, those of the ice variety. Miniature golf is simply a game like checkers or crokinole. It implies no exercise whatsoever, which has been the main incentive for operations on the more pretentious courses.

W. R. Needham, in Hotel Review, has an article on hotel economies in which he introduces Frank A. Duggan, president and general manager of Hotel McAlpin, New York, as the central figure. Mr. Duggan is well-known by the Michigan fraternity. For some time he was assistant manager at the Detroit Statler, but was afterward promoted to the general managership of Hotel Pennsylvania, New York, Statler operated. For the past three years Mr. Duggan has filled the position he now occupies, one of the most important in the entire country, during which period over a million and a half dollars have been spent in rehabilitation under his immediate supervision. I think I have before expressed myself as being strong for Mr. Duggan, based on personal acquaintance and knowledge.

As a culinary item, it might be stated that alcohol has been found to endow frogs with greater leaping powers. This doubtless assures a superior quality of frogs' legs for the frying pan. And after giving a jolt to many human beings, wood alcohol now gets a jolt in the statement of experts that experiments on frogs, bivalves and shell fish show that grain alcohol is about three times more stimulating than the wood variety. The potency of the latter beverage has been under investigation for a considerable time, by animals other than those mentioned.

Fire destroyed the dance pavilion and bath house at Bartlett's Resort, Pleasant Lake, near Jackson, last week, with a loss of \$30,000.

Resort hotels situated in the White Lake district are said to have enjoyed rather more than a normal business this season. From most sections, however, the returns have not been so satisfactory. Financial conditions

probably had much to do with it, but the weather, also, has been more or less erratic.

D. H. Reycraft, manager of Hotel Perry, Petoskey, has just completed a program of redecoration and refurnishing of the lobby and parlors of that institution. The new upholstered davenports, four in number, are matched by numerous chairs and attractive rugs at each end of the long lobby. Much new equipment has been added to other public rooms. Also an electrically operated elevator has been provided for room service.

A. F. Bucher, proprietor of Parker Inn, Albion, and formerly connected with Hotel Oliver, South Bend, Ind., as assistant manager, broke into the columns of Hotel Management, recently, and now, according to the announcement made in that publication, is to go to New York to attend the Hotel Exposition, in November, with transportation charges both ways, accommodations and board in hotels of his own selection, and in addition thereto is to have a cash award of \$100, for his article entitled: "How the Hotels of America Might Advertise Co-operatively." The article, a most interesting one, suggests the establishment of a bureau by the American Hotel Association for the proper prosecution of this work, maintaining, as we all know, that much energy in the direction of publicity is wasted because of lack of understanding. It is a topic worthy of much consideration.

Hospitality, like sympathy, sometimes, is only found in the dictionary, but we must believe that most every man who runs a hotel would like to serve his guests with large doses of this, because it is one of the mainstays of the hotel business. Some hotels radiate it, and others—well, it is largely conspicuous by its absence. Below the Mason and Dixon line, it has always been supposed that there was more hospitality than in any other part of the country. Perhaps this is not too much exploited, because those down South have an easier way of living, but there are hotels above the line, and a good many in Michigan, which deal out hospitality in large quantities and know a great deal about it. Of course, it is much easier for some to meet the guests, and they are hailed as very hospitable and with charming personalities, when some other person, who has it inside and can't bring it out, is dubbed a snob, or something similar.

The hospitality that counts, however, is the manner that makes one feel as though the individual is truly glad to see us, not because of the monetary value our presence really means, but because it is an opportunity to serve us and show us just what kind of an institution he has, and that it isn't run for just a certain few, but for every decent law-abiding individual that asks for accommodations. Such manifestations may be carried to extremes, however, and often are, but in the long run it is worth the attempt.

The average hotel, because of the high rate of operating expense and many other factors involved, is run on a very close margin of profit. It will interest the guest to learn that the commercial hotel is really a four day business; that is, there are four days of the week, Monday, Tuesday, Wednesday and Thursday, on which the percentage of occupied rooms may be high enough to make the running of the hotel a business success, but if a sufficient number of rooms are not filled on these days, the business is operated at a loss.

At the beginning and end of each week there is a big drop in occupancy due to the fact that traveling men as a rule, head for home to remain there over Sunday, so when the layman is

computing the hotel's profits on the seeming congestion of mid-week, his figures are subject to revision if he stays over Sunday.

Frank S. Verbeck.

Late Business News From Indiana.

Dale—Henry Shroer, member of Shroer Bros., general merchandise, is dead.

Vincennes—Thomas R. Walker, 74, is dead, following a paralytic stroke he suffered several weeks ago. He was a hardware merchant for many years in this city, where he died. Mr. Walker was born in Dover Hill, Ind., in 1856, the son of a general store keeper. In 1880 he was married, at which time he went to live on a farm in Loogootee, Ind., where he stayed for fifteen years. Later he moved in Washington, Ind., where he purchased and operated a flour mill. In 1914 the Walkers moved to Vincennes. Mr. Walker purchased the stock of the Boeckman Hardware Co. and founded the Walker Hardware Co., in which he took an active part until his death.

Indianapolis—After doing business in the same location for more than three-quarters of a century, C. C. Kistner, shoe merchant, will move from 133 South Illinois street to 39 South Illinois street, just one square North. The new quarters will give more room for future expansion, and are nearer the retail business section of the city. The present store was established in 1853, when Indianapolis was a small town, and has been in the family ever since its organization. It is now being managed by the third generation of the Kistner family, although Charles C. Kistner, of the second generation, is still active in an advisory capacity. The establishment is one of the oldest retail stores in the city, practically the oldest shoe store in Indianapolis, and one of the oldest in the State, having served the public for more than seventy-seven years. The new quarters are now being remodeled and will be ready for occupancy by Sept. 1.

Present Position of Independent Merchant.

Public sentiment favors the local merchant who is a part of the community, participates in its civic enterprises, patronizes its local banks and contributes to its economic welfare.

The independent merchant's position in our business structure is justified on economic grounds. He neither needs nor seeks any preferential method of stifling competition and all he asks is that no competitor have any unfair advantage over him.

A recent study indicates that independent stores operate approximately as economically as chain stores. This leaves the latter with an advantage only in large volume purchasing. Much of this supposed advantage is lost in warehousing, transportation and other operations, because eliminating the jobber does not eliminate his function nor the cost of performing it.

Many enterprising merchants in this State are now overcoming this one disadvantage by co-operative buying in which the newly created Division of Co-operatives in the State Department of Agriculture and Markets is furnishing able leadership. The Department will continue to carry on this impor-

tant work and lend further assistance by preventing fraudulent and unfair trade practices.

Likewise, the independent merchant can further improve his position by giving additional study to his show windows, merchandising, warehousing, inventory and stock records, accounting, finance and other factors in good management. Walter J. Kohler, Governor of Wisconsin.

Automobile Conditions in Detroit.

An upturn in the automobile business was recorded in Detroit during the past week. While the gains were slight, they were heartening to every one in the motor car industry, and indications are they will continue. Orders are increasing slowly and reports from various sections of the Nation show that dealers are in a better frame of mind.

Sales of automobiles at retail in Detroit and surrounding territory have not come up to expectations during the past month, however. Only one or two of the lower-priced lines have been outstanding. Sales efforts have been increased in an endeavor to achieve good volume.

Price talk continues to hold the center of the stage, and there is considerable speculation as to just what the various companies are going to do regarding reductions. Three companies have slashed prices, but there has been no indication of similar action by other manufacturers, although it would not be surprising to hear of reductions at any time.

The belief in Detroit is that business is gaining but at a very slow rate and that no sudden increase may be looked for this year.

Unusual Signs in His Windows.

A San Jose, California, grocer believes in good window displays. To attract more than usual attention he features signs in back of displays. He has created a character called Billy who is supposed to represent a grocer's clerk. The card displayed carries a figure of Billy and has a message for those passing by and glancing at the display. For example, one sign said, "I believe in honest merchandise and the truth at all costs." Another read, "I'm ready and willing to serve you at all times and I guarantee you satisfaction."

Six New Readers of the Tradesman.

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

Lee & Cady, Lansing.
W. S. Fowle, Grand Rapids.
Herbert A. Goetz, Los Angeles, Calif.

Grand Traverse Grocer Co., Traverse City.

J. L. Gurney, Wayland.
F. & E. Gilson, Otisville.

CHARLES RENNER HOTELS

Four Flags Hotel, Niles, Mich., in the picturesque St. Joseph Valley.
Rumely Hotel and Annex, La Porte, 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.

DRUGS

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

Michigan State Pharmaceutical Association.

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

Advertise the Fountain the Same as Other Lines.

Boosting fountain sales by means of printed publicity is not essentially different from advertising other lines of retail business, writes Miles N. Victor in the Pacific Drug Review. The fountain offers a fertile advertising field, because its owner can appeal to one of the ruling instincts of humanity—the desire for refreshing drinks and delectable edibles. He can almost invariably make fountain publicity profitable, if he does it right. In this, as in most other things, the right way is the only economical way.

The fountain in the specialty store does not enjoy the benefit of the tremendous customer turnover that is attracted to a department store by its general run of publicity. It requires specialized advertising to attain its maximum possibilities, particularly if there are other equally modern and attractive fountains in the immediate neighborhood.

Price cannot be regarded as the main selling point in fountain advertising, for as a rule, those who can afford to indulge their appetite for fountain delicacies, will pay any reasonable price for quality and service.

I do not go so far as to say that price appeal has no place whatever in fountain publicity. In the case of a general sale in a store having several departments in addition to the fountain department, it would be quite logical and appropriate for the fountain department to contribute at least one special price leader for the duration of the sale.

Also, if the anniversary of the fountain department is taken as a theme for an advertisement, it would be quite appropriate, as a good will builder, to

make up some special combination drink or sundae at an attractive price. This should be given an attractive name to create an interest in the fountain on the part of new customers in the store.

The proprietor should appreciate the desirability of devoting occasional window space to the promotion of the soda fountain, even though the department be located near the main entrance and in full view of passersby outside. There is a wonderful field for realistic window trims that tantalize the palate through the eye, and cause people to come in for the drink or sundae they could quite as well get along without were the temptation to spend their money for it not so skillfully flaunted before their gaze. There are still plenty of persons who buy on whim and impulse, and whose resistance for luxuries is weak when they see something that looks "Oh, so tempting."

Soda fountain displays must be seasonable. That is a forgone conclusion. It is also well to make them timely when they can be tied up with some local or National current event that is commanding public interest and attention. "Lindy Specials" have been making money for many progressive fountain men ever since Lindbergh's epochal flight and his subsequent tour of the principal cities of the country.

It is not hard to think of other adaptations of this theory of timeliness and local interest that will invest a fountain display with more than normal attraction force. For instance, a Mother's Special" during the community baby show; "Memory Cocktail," or real or synthetic creme de menthe on St. Patrick's day, and so on.

If the local dairymen's league is using educational advertising in your newspapers, a special display emphasizing the food value of milk drinks is a very profitable and practical way to cash in on the interest created by the dairymen's newspaper advertisements.

A large metropolitan grocery store features its soda fountain department prominently apparently because it recognizes its trade-pulling power as a feeder to the general store, apart from its own direct profits. This firm features an exclusive brand of coffee, and by serving this coffee at the fountain, has built up a large food service business. The original intention was merely to serve coffee as a means to advertise the excellence of the blend. The large business being done at its

lunch counter to-day is not only an advertising feature, but is also a distinctly profitable line in itself.

This simply shows the possibilities in original methods of fountain promotion conceived to create a special reputation for some particular drink or delicacy.

The fountain need not be a large one in order to be advertised advantageously. It is evident, of course, that the dispenser who has a small apparatus and is already doing a capacity business, has little need of newspaper advertising. So long as he remains in business, however, he should always accord the fountain department due window display recognition.

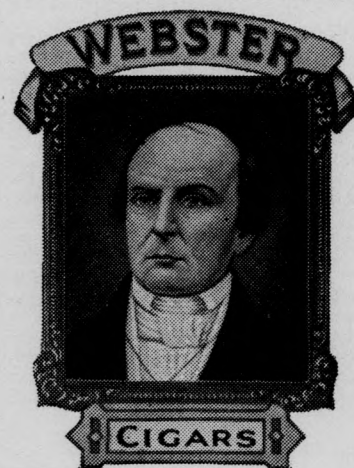
It does not require a large outlay to advertise a soda fountain efficiently. Indeed, I feel justified in saying that

the soda fountain, in the very nature of things, can be advertised more economically than any other activity of the store, because its success exerts a two-fold benefit to the business. There is the direct profit of fountain patronage, and the feeding of business to other lines in the store.

A fountain owner of the writer's personal acquaintance spends nearly \$500 a year advertising his fountain and food service. His store is the exclusive local retail outlet for the finest line of ice cream manufactured in his trading territory. He has developed a large trade in bulk ice cream, and frequently is called upon to supply the ice cream for church and lodge outings and picnics of various kinds.

The gentleman told the writer that his fountain department's growth has

TWO FAMOUS BRANDS, KNOWN FOR QUALITY WHEREVER MEN BUY CIGARS



THESE LEADING QUALITY CIGARS ARE GOOD CIGARS TO TIE TO

Distributed Throughout Michigan by Lee & Cady



GRAND RAPIDS STORE EQUIPMENT CORPORATION
 GRAND RAPIDS - MICHIGAN

GRAND RAPIDS SHOWCASE CO.

Succeeding



WELCH-WILMARTH CORPORATION

DRUG STORE PLANNING

Recommendations to fit individual conditions.

DRUG STORE FIXTURES

Planned to make every foot of store into sales space.

demonstrated a most beneficial stimulus on the trade of his candy department which adjoins the soda fountain. He concludes that the fountain service is a better advertising drawing card than confectionery advertising. Consequently, he appropriates to the exploitation of the fountain and food service a certain percentage of the amount that he formerly expended on the confectionery department alone.

Conditions have changed greatly in the fountain business during the last two decades. The nomenclature of sundaes and beverages has lengthened out greatly with a correspondingly increased range of prices. Therefore, it is evident that the fountain customer needs the guidance and aid of a prominent, but artistic, menu directory conveniently arranged somewhere on the superstructure of the soda fountain. If table service is featured, printed menus are quite advisable.

Table service is a strong selling point in soliciting the trade of tired shoppers, and accordingly, the dispenser's publicity should be of a tone to appeal to women and young people. Whether higher prices should be charged for table service than for counter stool service, is a matter of policy that each dispenser can best decide for himself in the light of his own personal experience and first-hand knowledge of local conditions.

It is advisable to serve some of the staple drinks in large as well as small sizes. Many customers are satisfied with a short drink. Others will order a short drink with an ice cream dish when they would not be so likely to want anything but water service if no short drink service were in vogue at the fountain.

In advertising fountain drinks, it is well to consider that the public is familiar with most of the old staples. The things that, artfully suggested, will

induce the spending of 25 cents for a food dessert instead of merely a dime for a liquid thirst quencher.

The more original and catchy the names selected for your exclusive specialties, the more effective the advertising of them will be. The names should not be deceptive and should be as appropriate as possible. They should be original names that will stick in the reader's memory.

Prices must necessarily vary somewhat in different territories, but always adjust your price to the quality and not the quality to the price. Use the best ingredients obtainable, if you are trying to build a high-class substantial following that will confer its regular patronage on your soda fountain.

Naturally, in an article of this length, the writer cannot attempt any definite detailed formula for advertising either the soda fountain or the food service, nor would it seem practicable to attempt to arrange one.

In both departments, cleanliness is of paramount importance. This virtue is by no means sufficient of itself as an advertising selling point, because cleanliness has become the rule rather than the exception in the modern store. The dispenser must regard cleanliness as an elementary obligation to the public and not as a great inducement. It is as much a matter of his own self respect as of pleasing people, and should always be considered from the standpoint of ethics, not from the standpoint of commercial policy of profits.

A good name is one of the foundation factors in resultful advertising for this type of business enterprise. Something pertinent, something suggestive, is what "takes" with the people. Such names as "The Oasis," "Spic-and-Span Spa," and such, are good and have real advertising appeal.

HOW IS YOUR STOCK OF ELECTRIC FANS, JUICE EXTRACTORS,

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

We still have a complete stock of the above, especially the seasonable items, and will appreciate your order same as we have for the last 54 years.

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

Hazeltine & Perkins Drug Co.
Grand Rapids Michigan Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids			Cotton Seed			Benzoin Comp'd.		
Boric (Powd.)	10 @	20	Cubebs	5 00@	50	Buchu	2 @	16
Boric (Xtal)	10 @	20	Eigeron	4 00@	25	Cantharides	2 @	28
Carbolic	38 @	44	Eucalyptus	1 25@	10	Capsicum	2 @	28
Cutric	52 @	66	Hemlock, pure	2 00@	25	Catechu	1 @	44
Muriatic	3 1/2 @	8	Juniper Berries	4 50@	75	Cinchona	2 @	16
Nitric	9 @	15	Juniper Wood	1 50@	17	Colchicum	1 @	80
Oxalic	15 @	25	Lard, extra	1 55@	16	Cubebs	2 @	76
Sulphuric	3 1/2 @	8	Lard, No. 1	1 25@	14	Digitalis	2 @	04
Tartaric	52 @	60	Lavender Flow.	6 00@	25	Gentian	1 @	35
Ammonia			Lavender Gar'n.	1 25@	15	Guaiaac	2 @	28
Water, 26 deg.	07 @	18	Lemon	4 00@	25	Guaiaac, Ammon.	2 @	04
Water, 18 deg.	06 @	15	Linseed, raw, bbl.	1 @	05	Iodine	1 @	25
Water, 14 deg.	5 1/2 @	13	Linseed, boiled, bbl.	1 @	08	Iodine, Colorless	1 @	50
Carbonate	20 @	25	Linseed, bld. less	1 15@	28	Iron, Clo.	1 @	56
Chloride (Gran.)	08 @	18	Linseed, raw, less	1 12@	25	Kino	1 @	44
Balsams			Mustard, artifi. oz.	0 @	35	Myrrh	2 @	52
Copaiba	1 00@	125	Neatsfoot	1 25@	15	Nux Vomica	1 @	80
Flr (Canada)	2 75@	300	Olive, pure	3 00@	50	Opium	2 @	40
Flr (Oregon)	65@	100	Olive, Malaga,	2 50@	300	Opium, Camp.	1 @	44
Peru	3 25@	50	yellow	2 50@	300	Opium, Deodorz'd	2 @	40
Tolu	2 00@	225	green	2 85@	325	Rhubarb	1 @	92
Barks			Orange, Sweet	6 00@	625	Paints		
Cassia (ordinary)	25 @	30	Organum, pure	2 @	50	Lead, red dry	13 1/2 @	14 1/4
Cassia (Saigon)	50 @	60	Organum, com'l	1 00@	210	Lead, white dry	13 1/2 @	14 1/4
Sassafras (pw. 60c)	50 @	50	Pennyroyal	3 00@	25	Lead, white oil	13 1/2 @	14 1/4
Soap Cut (powd.)	20 @	30	Peppermint	5 50@	70	Ochre, yellow bbl.	2 @	2 1/2
35c	20 @	30	Rose, pure	13 50@	140	Ochre, yellow less	3 @	6
Berries			Rosemary Flows	1 25@	150	Red Venet'n Am.	3 1/2 @	7
Cubeb	@	90	Sandelwood, E.	12 50@	1275	Red Venet'n Eng.	4 @	8
Fish	@	25	Sassafras, true	2 00@	225	Putty	5 @	8
Juniper	10 @	20	Sassafras, art'l	75 @	100	Whiting, bbl.	@	4 1/2
Prickly Ash	@	75	Sassafras, true	2 00@	225	Whiting	5 1/2 @	10
Extracts			Sassafras, true	2 00@	225	L. H. P. Prep.	2 80@	300
Licorice	60 @	75	Sassafras, true	2 00@	225	Rogers Prep.	2 80@	300
Licorice, powd.	60 @	70	Sassafras, true	2 00@	225	Miscellaneous		
Flowers			Sassafras, true	2 00@	225	Acetanalid	57 @	75
Arnica	75 @	80	Sassafras, true	2 00@	225	Alum	96 @	12
Chamomile (Ged.)	30 @	40	Sassafras, true	2 00@	225	Alum, powd. and	09 @	15
Chamomile Rom.	@	125	Sassafras, true	2 00@	225	ground	09 @	12
Gums			Sassafras, true	2 00@	225	Bismuth, Subni-	2 00@	240
Acacia, 1st	@	60	Sassafras, true	2 00@	225	trate	2 00@	240
Acacia, 2nd	@	50	Sassafras, true	2 00@	225	Borax xtal or	06 @	13
Acacia, Sorts	35 @	40	Sassafras, true	2 00@	225	powdered	06 @	13
Acacia, Powdered	40 @	50	Sassafras, true	2 00@	225	Cantharides, po.	1 25@	150
Aloes (Barb Pow.)	35 @	45	Sassafras, true	2 00@	225	Calomel	2 72@	282
Aloes (Cape Pow.)	25 @	35	Sassafras, true	2 00@	225	Capsicum, pow'd	62 @	75
Aloes (Soc. Pow.)	75 @	80	Sassafras, true	2 00@	225	Carmine	8 00@	900
Asafoetida	50 @	60	Sassafras, true	2 00@	225	Cassia Buds	30 @	40
Pow.	90 @	100	Sassafras, true	2 00@	225	Cloves	40 @	50
Camphor	87 @	95	Sassafras, true	2 00@	225	Chalk Prepared	14 @	16
Gua.ac	@	60	Sassafras, true	2 00@	225	Chloroform	47 @	54
Guaiaac, pow'd	@	70	Sassafras, true	2 00@	225	Choral Hydrate	1 20@	150
Kino	@	125	Sassafras, true	2 00@	225	Cocaine	12 85@	1350
Kino, powdered	@	125	Sassafras, true	2 00@	225	Cocoa Butter	60 @	96
Myrrh	@	115	Sassafras, true	2 00@	225	Corks, list, less	30 @	10
Myrrh, powdered	@	125	Sassafras, true	2 00@	225	40-10%		
Opium, powd.	21 00@	2150	Sassafras, true	2 00@	225	Copperas	03 @	10
Opium, gran.	21 00@	2150	Sassafras, true	2 00@	225	Copperas, Powd.	4 @	10
Shellac	50 @	65	Sassafras, true	2 00@	225	Corrosive Sublim	2 25@	230
Shellac, White	55 @	70	Sassafras, true	2 00@	225	Cream Tartar	35 @	45
Tragacanth, pow.	@	175	Sassafras, true	2 00@	225	Cuttle bone	40 @	50
Tragacanth	2 00@	235	Sassafras, true	2 00@	225	Dextrine	6 @	15
Turpentine	@	30	Sassafras, true	2 00@	225	Dover's Powder	4 00@	450
Insecticides			Sassafras, true	2 00@	225	Emery, All Nos.	10 @	15
Arsenic	08 @	20	Sassafras, true	2 00@	225	Emery, Powdered	@	15
Blue Vitriol, bbl.	@	07	Sassafras, true	2 00@	225	Epsom Salts, bbls.	003 1/2 @	15
Blue Vitriol, less	08 @	15	Sassafras, true	2 00@	225	Epsom Salts, less	3 1/2 @	10
Bordea. Mix Dry	12 1/2 @	23	Sassafras, true	2 00@	225	Ergot, powdered	@	40
Hellebore, White	15 @	25	Sassafras, true	2 00@	225	Flake, White	15 @	20
powdered	15 @	25	Sassafras, true	2 00@	225	Formaldehyde, lb.	12 @	35
Insect Powder	47 1/2 @	60	Sassafras, true	2 00@	225	Gelatine	80 @	90
Lead Arsenate, Po.	13 1/2 @	27	Sassafras, true	2 00@	225	Glassware, less	55 %	
Lime and Sulphur	09 @	23	Sassafras, true	2 00@	225	Glassware, full case	60 %	
Dry	09 @	23	Sassafras, true	2 00@	225	Glauber Salts, bbl.	002 1/2 @	10
Paris Green	26 1/2 @	46 1/2	Sassafras, true	2 00@	225	Glauber Salts, less	04 @	10
Leaves			Sassafras, true	2 00@	225	Glue, Brown	20 @	30
Buchu	@	90	Sassafras, true	2 00@	225	Glue, Brown Grd	16 @	22
Buchu, powdered	@	100	Sassafras, true	2 00@	225	Glue, White	27 1/2 @	35
Sage, Bulk	25 @	30	Sassafras, true	2 00@	225	Glue, white grd.	25 @	35
Sage, 1/4 loose	@	40	Sassafras, true	2 00@	225	Glycerine	17 1/2 @	40
Sage, powdered	@	35	Sassafras, true	2 00@	225	Hops	75 @	95
Senna, Alex.	50 @	75	Sassafras, true	2 00@	225	Iodine	6 45 @	700
Senna, Tinn. pow.	30 @	35	Sassafras, true	2 00@	225	Iodoform	8 00 @	30
Uva Ursi	20 @	25	Sassafras, true	2 00@	225	Lead Acetate	20 @	30
Oils			Sassafras, true	2 00@	225	Mace	@	150
Almonds, Bitter,	7 50 @	775	Sassafras, true	2 00@	225	Mace powdered	@	160
true	7 50 @	775	Sassafras, true	2 00@	225	Menthol	7 00 @	800
Almonds, Bitter,	3 00 @	325	Sassafras, true	2 00@	225	Morphine	13 58 @	1433
artificial	3 00 @	325	Sassafras, true	2 00@	225	Nux Vomica	@	30
Almonds, Sweet,	1 50 @	180	Sassafras, true	2 00@	225	Nux Vomica, pow.	15 @	25
true	1 50 @	180	Sassafras, true	2 00@	225	Pepper, black, pw.	45 @	55
Almonds, Sweet,	1 00 @	125	Sassafras, true	2 00@	225	Pepper, White, p.	75 @	85
imitation	1 00 @	125	Sassafras, true	2 00@	225	Pitch, Burgundy	20 @	25
Amber, crude	1 00 @	125	Sassafras, true	2 00@	225	Quassia	12 @	15
Amber, rectified	1 50 @	175	Sassafras, true	2 00@	225	Quinine, 5 oz. cans	@	60
Anise	2 00 @	225	Sassafras, true	2 00@	225	Rochelle Salts	2 @	35
Bergamont	6 50 @	700	Sassafras, true	2 00@	225	Saccharine	2 60 @	275
Cajuput	2 00 @	225	Sassafras, true	2 00@	225	Salt Peter	11 @	32
Cassia	3 00 @	325	Sassafras, true	2 00@	225	Seidlitz Mixture	30 @	40
Castor	1 55 @	180	Sassafras, true	2 00@	225	Soap, green	15 @	30
Cedar Leaf	2 00 @	225	Sassafras, true	2 00@	225	Soap, mott cast	@	25
Citronella	1 00 @	120	Sassafras, true	2 00@	225	Soap, white Castile,	@	1500
Cloves	4 00 @	425	Sassafras, true	2 00@	225	case	@	1500
Cocanut	27 1/4 @	35	Sassafras, true	2 00@	225	Soap, white Castile	@	1500
Cod Liver	1 40 @	200	Sassafras, true	2 00@	225	less, per bar	@	160
Croton	6 00 @	625	Sassafras, true	2 00@	225	Soda Ash	3 @	10
Potassium			Sassafras, true	2 00@	225	Soda Bicarbonate	3 1/2 @	10
Bicarbonate	35 @	40	Sassafras, true	2 00@	225	Soda, Sal	02 1/2 @	08
Bichromate	15 @	25	Sassafras, true	2 00@	225	Spirits Camphor	@	120
Bromide	69 @	85	Sassafras, true	2 00@	225	Sulphur, roll	4 @	11
Bromide	69 @	85	Sassafras, true	2 00@	225	Sulphur, Subl.	4 1/2 @	10
Chlorate, gran'd.	54 @	71	Sassafras, true	2 00@	225	Tamarinds	20 @	25
Chlorate, powd.	16 @	23	Sassafras, true	2 00@	225	Tartar Emetic	70 @	75
or Xtal	1 @	24	Sassafras, true	2 00@	225	Turpentine, Ven.	50 @	75
Cyanide	30 @	90	Sassafras, true	2 00@	225	Vanilla Ex. pure	1 50 @	200
Iodide	4 06 @	423	Sassafras, true	2 00@	225	Vanilla Ex. pure	2 25 @	250
Permanganate	22 1/2 @	35	Sassafras, true	2 00@	225	Zinc Sulphate	06 @	11
Prussiate, yellow	35 @	45	Sassafras, true	2 00@	225	Tinctures		
Prussiate, red	@	70	Sassafras, true	2 00@	225	Aconite	@	180
Sulphate	35 @	40	Sassafras, true	2 00@	225	Aloes	@	156
Roots			Sassafras, true	2 00@	225	Asafoetida	@	228
Alkanet	30 @	35	Sassafras, true	2 00@	225	Arnica	@	150
Blood, powdered	40 @	45	Sassafras, true	2 00@	225	Belladonna	@	144
Calamus	35 @	85	Sassafras, true	2 00@	225	Benzoin	@	228
Elecampane, pwd.	20 @	30	Sassafras, true	2 00@	225	Webster Cigar Co. Brands		
Gentian, powd.	20 @	30	Sassafras, true	2 00@	225	Websterettes	38 50	
Ginger, African,	30 @	35	Sassafras, true	2 00@	225	Webcos	38 50	
powdered	30 @	35	Sassafras, true	2 00@	225	Webster Cadillacs	75 00	
Ginger, Jamaica.	60 @	65	Sassafras, true	2 00@	225	Golden Wedding		
Ginger, Jamaica,	60 @	65	Sassafras, true	2 00@	225	Manatellas	75 00	
powdered	45 @	60	Sassafras, true	2 00@	225	Commodore	95 00	
Goldenseal, pow.	5 00@	50	Sassafras, true	2 00@	225	Webster Cigar Co. Brands		
Ipecac, powd.	5 50@	60	Sassafras, true	2 00@	225	Websterettes	38 50	
Licorice	35 @	40	Sassafras, true	2 00@	225	Cincos	38 50	
Licorice, powd.	20 @	30	Sassafras, true	2 00@	225	Webster Cadillacs	75 00	
Licorice, powdered	45 @	50	Sassafras, true	2 00@	225	Golden Wedding		
Poke, powdered	35 @	40	Sassafras, true	2 00@	225	Manatellas	75 00	
Rhubarb, powd.	@	100	Sassafras, true	2 00@	225	Commodore	95 00	
Rosinwood, powd.	@	50	Sassafras, true	2 00@	225	Webster Cigar Co. Brands		
Sarsaparilla, Hond.	@	100	Sassafras, true	2 00@	225	Websterettes	38 50	
ground	@	100	Sassafras, true	2 00@	225	Cincos	38 50	
Sarsaparilla, Mexic.	@	60	Sassafras, true	2 00@	225	Webster Cadillacs	75 00	
Squills	35 @	40	Sassafras, true	2 00@	225	Golden Wedding		
Squills, powdered	70 @	80	Sassafras, true	2 00@	225	Manatellas	75 00	
Tumeric, powd.	20 @	25	Sassafras, true	2 00@	225	Commodore	95 00	
Valerian, powd.	@	60	Sassafras, true	2 00@	225	Webster Cigar Co. Brands		
Seeds			Sassafras, true	2 00@	225	Websterettes	38 50	
Anise	@	35	Sassafras, true	2 00@	225	Cincos	38 50	
Anise, powdered	35 @	40	Sassafras, true	2 00@	225	Webster Cadillacs	75 00	
Bird, ls	13 @	17	Sassafras, true	2 00@	225	Golden Wedding		
Canary	12 @	13	Sassafras, true	2 00@	225	Manatellas	75 00	
Caraway, Po.	25 @	30	Sassafras, true	2 00@	225	Commodore	95 00	
Cardamon	2 50@	25	Sassafras, true	2 00@	225	Webster Cigar Co. Brands		
Corlander pow.	40 @	30	Sassafras, true	2 00@	225	Websterettes	38 50	
Dill	15 @	20	Sassafras, true	2 00@	225	Cincos	38 50	
Fennell	35 @	50	Sassafras, true	2 00@	225	Webster Cadillacs	75 00	
Flax	9 1/4 @	15	Sassafras, true	2 00@	225	Golden Wedding		
Flax, ground	9 1/4 @	15	Sassafras, true	2 00@	225	Manatellas	75 00	
Foenugreek, pwd.	15 @	25	Sassafras, true	2 00@	225	Commodore	95 00	
Hemp	8 @	15	Sassafras, true	2 00@	225	Webster Cigar Co. Brands		
Lobel'a, powd.	@	130	Sassafras, true	2 00@	225	Websterettes	38 50	
Mustard, yellow	17 @	25						

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

Lamb
Pork
White Hand Picked Beans
Wisconsin and Michigan Cheese

DECLINED

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



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

APPLE BUTTER

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

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c, doz.	9 95
Royal, 4 oz., doz.	1 85
Royal, 6 oz., doz.	2 50
Royal, 12 oz., doz.	4 95
Royal, 5 lb.	25 40
Calumet, 4 oz., doz.	95
Calumet, 8 oz., doz.	1 85
Calumet, 16 oz., doz.	3 25
Calumet, 5 lb., doz.	12 10
Calumet, 10 lb., doz.	18 60
Rumford, 10c, per doz.	9 95
Rumford, 8 oz., doz.	1 85
Rumford, 12 oz., doz.	2 40
Rumford, 5 lb., doz.	12 50

K. C. Brand

Per case	
10c size, 4 doz.	2 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
Lizzie, 16 oz., 12s	2 15

BLUING

Am. Ball, 36-1 oz. cart.	1 00
Quaker, 1 1/2 oz., Non-freeze, dozen	8 75
Boy Blue, 36s, per cs.	2 80

Perfumed Bluing

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

BEANS AND PEAS

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

BURNERS

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

BOTTLE CAPS

Obi. Laquer, 1 gross	
pkg., per gross	16

BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	
Pep. No. 224	2 70
Pep. No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 30

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

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

BROOMS

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

BRUSHES

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

Shaver

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12 1
Flumber, 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
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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. 1	3 25
Pride of Mich. No. 2	3 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, Mince, No. 1	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1/4, ea.	25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 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, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	4 45
Vienna Sausage, No. 1/4	95
Veal Loaf, Medium	2 25

Baked Beans

Campbell's, 16 oz.	1 05
Fremont, No. 2	85
Snider, No. 1	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES

Hart Brand

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

Lima Beans

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

Red Kidney Beans

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

String Beans

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

Wax Beans

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

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

Beets	
Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small, No. 2	2 50
Pride of Michigan	2 75
Marcellus Cut, No. 10	6 75
Marcellus 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. 10-13	65
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 40
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel, E. June, No. 2	1 40
Marcel, E. June, No. 5	4 50
Marcel, E. Ju., No. 10	7 50
Templar E. Ju., No. 2	2 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

No. 10	6 50
No. 2½	2 35
No. 2	1 65
Pride of Mich., No. 2½	2 25
Pride of Mich., No. 2	1 50

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

Tapioca
Pearl, 100 lb. sacks -- 09
Minute, 8 oz., 3 doz. 4 05
Dromedary Instant -- 3 50

Jiffy Punch
3 doz. Carton ----- 2 25
Assorted flavors.

FLOUR
V. C. Milling Co. Brands
Lily White -----
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



Sureset Gelatin Des-sert, 4 doz. ----- 3 20

JELLY AND PRESERVES
Pure, 30 lb. pails ----- 3 30
Imitation, 30 lb. pails 1 85
Pure, 6 oz., Asst., doz. 90
Pure Pres., 16 oz., dz. 2 40

JELLY GLASSES
8 oz., per doz. ----- 36

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



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

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

MATCHES
Diamond, 144 box ----- 4 25
Searchlight, 144 box ----- 4 25
Onio Red Label, 144 bx 4 00
Onio Blue Tip, 144 box 5 00
Ohio Blue Tip, 720-1c 4 00
*Reliable, 144 ----- 3 15
*Federal, 144 ----- 3 95

Safety Matches
Quaker, 5 kro. 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
125 lb. bags ----- 32
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 1/4 oz. Jar, Stuff., doz. 3 75
1 Gal. Jugs, Stuff., dz. 2 70

PARIS GREEN
1/4s ----- 34
1s ----- 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 "P" ----- 65 1
Transmission Oil ----- 65 1
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 30
Parowax, 100 lb. ----- 8 3
Parowax, 40, 1 lb. ----- 8 55
Parowax, 20, 1 lb. ----- 8 8



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

PICKLES
Medium Sour
5 gallon, 400 count ----- 4 75

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

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

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

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

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

POTASH
Babbitt's, 2 doz. ----- 2 75

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

Veal
Top ----- 18
Good ----- 14
Medium ----- 11

Lamb
Spring Lamb ----- 22
Good ----- 20
Medium ----- 16
Poor ----- 14

Mutton
Good ----- 12
Medium ----- 11
Poor ----- 10

Pork
Loin, med. ----- 26
Butts ----- 22
Shoulders ----- 18
Sparr ribs ----- 14
Neck bones ----- 06
Trimnings ----- 14

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

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

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

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

Smoked Meats
Hams, Cer. 14-16 lb. @ 27
Hams, Cert., Skinned 16-18 lb. ----- @ 26
Ham, dried beef ----- @ 40
California Hams ----- @ 17 1/2
Picnic Boiled -----
Hams ----- 20 @ 25
Boiled Hams ----- @ 29
Minced Hams ----- @ 18
Bacon 4/6 Cert. 24 @ 31

Beef
Boneless, rump 28 00 @ 35 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

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

White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. ----- 18 50
K K K Norway ----- 19 50
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, Dozs. ----- 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 30
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. ----- 3 00

SALT
Colonial, 24, 2 lb. ----- 95
Colonial, 36-1 1/2 ----- 1 25
Colonial, Iodized, 24-2 1 50
Med. No. 1 Bbls. ----- 2 85
Med. No. 1, 100 lb. bk. 95
Farmer Spec., 70 lb. 95
Packers Meat, 50 lb. 57
Crushed Rock for ice cream, 100 lb., each 80
Butter Salt, 280 lb. bbl. 24
Rock, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 40
14, 10 lb., per bale ----- 2 45
50, 3 lb., per bale ----- 2 60
28 lb. bags, Table ----- 12
Old Hickory, Smoked, 6-10 lb. ----- 4 50



Free Run'g, 32 26 oz. 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
18, 10 oz. packages ----- 4 40
96, 1/4 oz. packages ----- 4 00

CLEANSERS



80 can cases, \$4.80 per case

WASHING POWDERS
Bon Ami Pd., 18s, box 1 90
Bon Ami Cake, 18s ----- 1 62 1/2
Brillo ----- 85
Climaline, 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 94
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
Rub No More, 100, 10 oz. ----- 3 85
Rub No More, 20, 4g. ----- 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

SOAP
Am. Family, 100 box 6 10
Crystal White, 100 ----- 3 85
Big Jack, 60s ----- 4 75
Fels Nanthal, 100 box 5 50
Flake White, 10 box 3 50
Grdma White Na. 10s 3 10
Jan Rose, 100 box ----- 7 85
Palmolive, 100 box ----- 4 00
Palm Olive, 144 box 10 50
Lava, 100 box ----- 4 00
Octagon, 120 ----- 5 00
Pumma, 100 box ----- 4 85
Sweetheart, 100 box 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lre. 3 50
Triply Soap, 100, 10c 7 25
Williams Barber Bar. 9s 50
Williams Mug, per doz. 48

SPICES
Whole Spices
Allspice, Jamaica ----- @ 40
Cloves, Zanzibar ----- @ 50
Cassia, Canton ----- @ 50
Cassia, 5c pkg., doz. @ 40
Ginger, African ----- @ 19
Ginger, Cochin ----- @ 40
Mace, Penang ----- 1 39
Mixed, No. 1 ----- @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 ----- @ 59
Nutmegs 105-110 ----- @ 54
Pepper, Black ----- 41

Pure Ground in Bulk
Allspice, Jamaica ----- @ 40
Cloves, Zanzibar ----- @ 52
Cassia, Canton ----- @ 50
Ginger, Cochin ----- @ 33
Mustard ----- @ 32
Mace, Penang ----- 1 39
Pepper, Black ----- @ 43
Nutmegs ----- @ 43
Pepper, White ----- @ 57
Pepper, Cayenne ----- @ 40
Paprika, Spanish ----- @ 45

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

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

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

SYRUP
Corn
Blue Karo, No. 1 1/2 ----- 2 84
Blue Karo, No. 1, 1 dz. 4 03
Blue Karo, No. 10 ----- 3 83
Red Karo, No. 1 1/2 ----- 3 05
Red Karo, No. 5, 1 dz. 4 44
Red Karo, No. 10 ----- 4 09

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

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

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

COOKING OIL
Mazola
Pints, 2 doz. ----- 6 75
Quarts, 1 doz. ----- 6 25
Half Gallons, 1 doz. ----- 11 75
Gallons, 1/2 doz. ----- 11 50

YEAST CAKE
Fleischmann, per doz. 30

TABLE SAUCES
Lea & Perrin, large ----- 6 00
Lea & Perrin, small ----- 3 35
Pepper ----- 1 60
Royal Mint ----- 2 40
Tobasco, 2 oz. ----- 4 25
Sho You, 9 oz., doz. ----- 2 25
A-1, large ----- 4 75
A-1 small ----- 3 15
Caper, 2 oz. ----- 3 30

TEA
Blodgett-Beckley Co.
Royal Garden, 1/2 lb. ----- 75
Royal Garden, 1/4 lb. ----- 77

Japan
Medium ----- 35 @ 35
Choice ----- 37 @ 52
Fancy ----- 52 @ 61
No. 1 Nibbs ----- 54
1 lb. pkg. Sifting ----- 14

Gunpowder
Choice ----- 40
Fancy ----- 47

Ceylon
Pekoe, medium ----- 57

English Breakfast
Congou, medium ----- 28
Congou, Choice ----- 35 @ 36
Congou, Fancy ----- 42 @ 43

Oolong
Medium ----- 39
Choice ----- 45
Fancy ----- 50

TWINE
Cotton, 3 ply cone ----- 40
Cotton, 3 ply Balls ----- 42
Wool, 6 ply ----- 18

VINEGAR
Cider, 40 Grain ----- 23
White Wine, 80 grain ----- 26
White Wine, 40 grain ----- 19

WICKING
No. 0, per gross ----- 80
No. 1, per gross ----- 1 25
No. 2, per gross ----- 1 50
No. 3, per gross ----- 2 30
Peerless Rolls, per doz. 90
Rochester, No. 2, doz. 50
Rochester, No. 3, doz. 2 00
Rayo, per doz. ----- 75

WOODENWARE
Baskets
Bushels, narrow band, wire handles ----- 1 75
Bushels, narrow band, wood handles ----- 1 80
Market, drop handle ----- 90
Market, single handle ----- 95
Market, extra ----- 1 60
Splint, large ----- 8 50
Splint, medium ----- 7 50
Splint, small ----- 6 50

Churns
Barrel, 5 gal., each ----- 2 40
Barrel, 10 gal., each ----- 2 55
3 to 6 gal., per gal. ----- 16

Pails
10 qt. Galvanized ----- 2 60
12 qt. Galvanized ----- 2 85
14 qt. Galvanized ----- 3 10
12 qt. Flaring Gal. Jr. 5 00
10 qt. Tin Dairy ----- 4 00

Traps
Mouse, Wood, 4 holes ----- 60
Mouse, wood, 6 holes ----- 70
Mouse, tin, 5 holes ----- 65
Rat, wood ----- 1 00
Rat, spring ----- 1 00
Mouse, spring ----- 30

Tubs
Large Galvanized ----- 8 75
Medium Galvanized ----- 7 75
Small Galvanized ----- 6 75

Washboards
Banner, Globe ----- 5 50
Brass, single ----- 6 25
Glass, single ----- 6 00
Double Peerless ----- 8 50
Single Peerless ----- 7 50
Northern Queen ----- 5 50
Universal ----- 7 25

Wood Bowls
13 in. Butter ----- 5 00
15 in. Butter ----- 9 00
17 in. Butter ----- 18 00
19 in. Butter ----- 25 00

WRAPPING PAPER
Fibre, Manila, white 05 1/2
No. 1 Fibre ----- 06 1/2
Butchers D F ----- 06 1/2
Kraft ----- 07
Kraft Stripe ----- 09 1/2

MEN OF MARK.

Fred M. Breen, Detroit Candidate For Lieutenant Governor.

I knew Freddy Breen as an orphan boy at Traverse Point resort over thirty years ago. He came to that resort with relatives. He was never idle a moment. Any time he was not employed, he grabbed a good book and perused it with care and thoroughness. When he had finished it he could relate the facts therein set forth with wonderful accuracy. I came to regard the lad highly because of the faithful manner in which he discharged every



Freddy Breen about 1900.

duty and the manner in which he stored up his mind with useful information the moment he had no task to perform. Because I became interested in the boy as a boy I have watched his career since that time with singular interest. I learned a few days ago that he was in the political ring as candidate for Lieutenant Governor on the Republican ticket, so I wrote him a letter, requesting him to give me a resume of his life, which he has done and which I think I will print verbatim because of its remarkable frankness. If the mature man is as dependable as he was as a boy—and I understood



Hon. Fred M. Breen in 1930.

such is the case—every word may be accepted as Gospel truth.

E. A. Stowe.

In compliance with your suggestion of Aug. 14, I will give you all the information that I have on the subject matter, and you can use your better judgment. Of course a fellow has no modesty when he gets mixed up in politics. A candidate is not only liable to boast about himself, but it has been said that he may even lie about facts. I will try not, however, to get into the extreme.

I was born on a farm near Cadillac

in 1886. Unfortunately, my father was addicted to the excessive use of liquor and deserted my mother with six children. I was the youngest, less than a year old. We were committed to the State Public School in Coldwater. On account of my tender age I was returned to my mother, who died when I was thirteen. We have never heard from my father. On account of extreme poverty, I started to work in the factories in Cadillac when I was ten years of age for 25 cents per day, working on a number of occasions from 6 o'clock in the morning until 9 o'clock at night. In the winter time I did chores, such as janitor in lumber offices, and milked cows. I succeeded in graduating from Cadillac high school and had the honor of being the valedictorian of my class. (May not be saying much for the other members). Went to Big Rapids and established a laundry agency for the American Laundry Co., Grand Rapids, and picked up laundry nights, and thus was able to work my way through Ferris Institute, obtaining a knowledge of stenography. I then returned to Cadillac and became stenographer for Hon. Fred C. Wetmore, now District Attorney at Grand Rapids.

I studied law nights and spare time and in 1910 successfully passed the state bar examination with honors, as I was one of four excused from the oral examination, my written examination being of such a nature that I was entitled to that consideration. That year I was elected Circuit Court Commissioner for Wexford county. In 1912 I conducted a strenuous campaign for the office of Judge of Probate, as I walked over the entire county and visited practically every registered voter, sleeping in barns or eating wherever the conditions warranted. I was elected. This situation created considerable notoriety, because I had been elected as the Judge of the Court that had previously committed our family to Coldwater, and that I was the youngest judge in the United States. I was featured all over the country by the Associated and United Press. I was re-elected in 1916 and 1920. I was president of the Probate Judge Association of Michigan. In 1912 Federal Judge Session appointed me a United States Commissioner for several counties in Northern Michigan.

In 1922 I resigned as Judge of Probate of Wexford county and United States Commissioner and accepted a position as a trust officer of one of the Detroit trust companies, which I resigned in 1926. I have practiced law since that time.

In 1927 I was appointed one of the Public Administrators of Wayne county, but resigned in 1929. In 1927 I became a member of the Faculty of the Detroit College of Law and have been associated in this capacity since that time. In 1929 together with several Supreme Court Justices and attorneys of some of the Western States I attended lectures in one of the Inns of Court in London, England, and later visited and studied legal conditions in several of the countries of Europe.

In 1913 I was married, and a decree

of divorce was granted in 1927 to me upon a cross bill. The custody of our two boys, ages now ten and thirteen, was assigned to me until they will reach the ages of seventeen years. I am now unmarried.

I am a member of the Michigan and American Bar Associations. In my life insurance policies I am classified as a total abstainer and no one has observed the 18th amendment more strictly than I have. However, I believe that if there should be a referendum bill introduced in the Senate, and a tie vote should prevail and the Lieutenant Governor was called upon to vote, I would vote to submit the question to the people for determination; I believe there must be an adjustment of our general taxation system; a solution of the unemployment problem; also an old age pension system should be inaugurated something along the lines of workmen's compensation or the school teachers' fund, bearing in mind that the foundation should be created by those who are eligible and divorced from taxation. The farmers should get what was promised them; the crime wave which is so prevalent must be extinguished; and that we should conduct our Government not only on a pay-as-we-go-program, but on a pay-as-we-can-afford schedule and thus reduce our bonded expeditions.

Michigan was admitted into the Union in 1837, and Wayne county during this period of ninety-three years has never had one of its candidates as a Lieutenant Governor. Having lived in what may be termed a rural district until 1922, and in Detroit since that time, I feel that I can not only represent Detroit, but the entire State in the office of Lieutenant Governor.

When On Your Way, See Onaway.

Onaway, Aug. 26—While here take a peep into the display window of A. G. Schneider's bakery and feast your eyes upon that magnificent work of art, a huge cake, large enough to furnish the guests at a double wedding. It isn't the size, however, but the extreme beauty and artistic ability displayed which is attracting so much attention. You just cannot get by it. On the surface is portrayed Black Lake, showing radiant colors on its mirror-like surface, while its shores are fringed with trees and beautiful foliage of green. Spiral scrolls in graceful curves on each of its corners support the huge cake, while across its entire front in gold letters nicely executed, the words "By the way, when on your way, see Onaway." The city slogan will surely remain indelible on the minds after gazing upon this cake.

For the first time in my life I had an opportunity to witness a barn raising. Have always wanted such a chance, having heard of the excitement attending such an event, also the skill required in order to perform such a difficult task. On the farm of Henry Gillespie, adjoining the city limits of Onaway, there was a real barn raising last Thursday. I was there. I didn't help raise the barn, but did arrive just in time to receive an invitation to dinner. Seated at a long table, out under the shade of apple trees, were about thirty-five husky, sun-tanned men doing justice to a dinner that only the farmers' wives know how to prepare. After the meal no time was lost in carrying the long square-framed timbers up on to the first floor of the barn, resting on the high basement wall. And such timbers are scarce nowadays too. The work of joining

the tenons into the mortices progressed rapidly, the boss carpenter having performed his work to a nicety. The braces being placed in position and the big wooden pins driven, then came the big lift. All hands: Yo-hee! and up one big section of the frame goes with every "Yo-hee!" until it stands perpendicular and is braced. Here is exhibited the skill and agility of some of the workmen seen running along the big timber away up in the air; climbing ropes, driving pegs and performing work that would try the skill of an acrobat. One big section up three more followed, everybody working like beavers, when came the huge task of placing the big long plates in position, then the purline plates to support the rafters for the big hip roof. A lot of work indeed for one day, seemingly enough for a whole week and what a barn this will be when completed. And what an addition to the farm, bespeaking thrift and successful energy, with the satisfaction of knowing that the stock will enjoy the comforts of the spacious, well-lighted, stone basement while overhead is stored, high and dry, and nicely ventilated, the sweet clover, hay and other grain crops for the long winter.

What was noticeable in particular about this successful barn raising event compared with the accounts of old-time conditions, was the absence of intoxicating liquor. What a relief. Every workman in his right mind; clean, clear-headed, sane and free from all the disagreeable features attending where liquor is served.

Success to Henry Gillespie, his wife and his healthy children, and may they live long to enjoy the fruits of their labor, and set an example for others to follow in an honest health giving profession, for such farming is. May we have more such men.

Squire Signal.

Downstairs Buying Difficult.

In view of the absence of distress stocks of merchandise, buyers for basement departments are having no easy time of it at present. A merchandise executive who keeps very close tabs on the market said the offerings available at present are greatly under a year ago. Not only does the paucity of goods hamper these buyers, but the competition from the upstairs sections of their own stores is steadily growing. The commodity decline has brought the latter sections down very close to the former border line of price between the two store divisions. In some instances the same merchandise is being bought for both divisions.

Enquiry Into Quantity Discount Announced.

The Robert Bookings Institution of Washington, D. C., an endowed educational and research organization attended by graduate students in the social sciences, announces its intention of undertaking an investigation of price differentials in the food trades, with particular attention to quantity discounts. Although quantity discounts are universally given, it is pointed out, there has been little attention given to the economic principles and social results involved.

The investigation is being undertaken at the request of the grocery trade practice conference.

Alva LaSalle, dealer in general merchandise at Crystal, renews his subscription and writes: "Keep on sending the Tradesman."

Now Is Time To Buy Your Own Store.

(Continued from page 21)

real estate to assure that business free rent he is taking a course that will give him far more wealth than he would be likely to have if he continued to pay rent. It is coming to be more and more obvious that a retailer must become independent of landlords if he is to prosper. The largest stores own the buildings in which they do business. Many of the smallest stores that are really successful also own the buildings in which they do business. The United Cigar Stores company operates a real estate department primarily for the purpose of getting free rent for its stores. In a city of 200,000 population there are five department stores. Four of these own the buildings in which the stores are located. One store is operated in rented space. This store is constantly going through receiverships and changing ownership. Apparently, the fact that it has to pay rent rather than owning the building has something to do with its inability to compete with the other stores.

The moment it is known that a man owns the building in which he does business, the credit standing of that man rises. It is taken for granted that he is a safer risk than a man who is paying rent. In fact it is the same when the meat dealer is extending credit. He considers it safer to extend credit to home owners than to those who are paying rent.

The greatest advantage of all, however, is that owning the property keeps down expenses. Of course taxes will go up as property values go up. Though the rate remains the same the property is assessed at higher values. Yet there is a final net profit to the owner in the process. He can collect higher rents for space that he rents and he can always obtain a higher price for the property in case he wants to sell it.

The average meat dealer who is at all successful can buy the property on which he is doing business. The fact that he has not done so in the past is often due to lack of realization of the importance of doing so. If he cannot buy the property where he is now located because the landlord will not sell, there is property near by which he can purchase. That property may be the adjoining property. It may be vacant land, it may have buildings on it that can be remodeled into stores or it may already have store buildings on it. Usually he does not have to move very far from his present location in order to own the building in which he is doing business.

It is usually not nearly as difficult a matter to finance the deal as one might expect. If the property is already heavily mortgaged, and plenty of such property can be found, then after the present mortgages are taken over, there is not a very large amount to pay the present owner. Some owners need some ready cash so badly that they will take a surprisingly small down payment and notes or a third or fourth mortgage for the balance. They are so heavily loaded with real estate that it is a relief to them to get some of the burden off their shoulders.

There are men who have sufficient equity in enough property to make them quite wealthy provided the money representing this equity was in ready cash but who since the latter part of 1929 have found it difficult to get hold of enough cash to meet the financial obligation on their real estate and leave enough balance to pay their living expenses. Notes coming due monthly over a period of a year or so are just as valuable to them at the present time as the actual cash those notes represent. It is a case of having a cash income on which they can rely. At the present time a good portion of their property is not bringing in any income. Stores and houses are vacant and neither tenants nor buyers can be found.

It is because there are so many men situated exactly like this that every meat dealer is likely to be able to purchase business property for his place of business on much easier terms, on terms that will be easily within his reach, than he will be in a couple of years when the real estate market will at least be more active than it is at the present time. Therefore, this is the proper time for every butcher to look around and secure that property which he can buy and which he needs in order to insure free rent for his business in the years to come.

Wise business men are doing this. The fact that they are will make the year 1930 the most profitable in all their business career because each and every year afterwards they will be making a profit on the transaction that they put through in 1930. Men with less foresight are waiting and either will continue to pay rent or pay high prices for the real estate they buy.

J. E. Bullard.

Figuring a Long Way Round For Margin.

(Continued from page 20)

Men who have a record of success are to be congratulated, of course, and credited with their accomplishment. But the other side of the picture is this: That success takes time, and men who have been working along certain lines in making money are almost sure to get "sot" in their ways more or less.

As we attain a measure of accomplishment we are all liable to let down a bit on our efforts. The coming of a measure of ease tends to make us more or less self-satisfied, even if unwittingly so. The ways that were good yesterday are assumed to be sound to-day. Before we know it, we are operating on out-of-date lines. We feel competition pressing on us; and maybe we do not sense the fact that we are falling back in the procession until it is too late to catch up again.

It is a splendid sign in this man's case that he is open minded, ready to read of and digest business plans and schemes that are new to him. Let him, then, take the counsel I suggest with those who are familiar with his business and environment. He can do this while bearing in mind whatever he may have found valuable in my book or in what I now write. This process cannot possibly harm his business and it is almost certain to result in substantial benefit.

There are other points in this merchant's communication which are so up to the minute in general interest that I shall write further thereon, and it is encouraging to note from what he writes that he feels apprehensive of the future. For the man who looks ahead with foreboding—not in the dream-world of too many of us as we get older—is pretty likely to find his way out. It is a real pleasure to give such men a hand. Paul Findlay.

Eliminating Waste in the Agricultural Field.

All indications point indisputably to the fact that agriculture is rapidly following industry in achieving such fundamental changes within its own structure as will tend to eliminate waste.

In agriculture the pressure of competition has compelled a constant effort to meet changing consumer tastes and demands, the adjustment of production methods to lower prices, the development of individual types of products, and the seeking of industry-wide co-operation in stabilizing production of staple commodities. Emphasis is now being directed at market analysis. New machinery of distribution is being brought into use. The cost per unit of production is being lowered. There is a tendency toward a greater accumulation of capital and larger units of production.

The reconstruction and readjustment of the mechanics and operation of such a huge industry as agriculture, including changed methods of production, standardization, finance and credit, as well as distribution, which means the task of industrializing agriculture, cannot help but do for agriculture what has been done for industry. With industrialization there always comes the elimination of waste—the largest single factor in high costs and low profits—the more profitable use of culls the development of by-products and the more economic use of orchard and field equipment. Individually it is difficult for the average farmer to cope with the problem of waste to any great degree.

The question of the disposal of surplus can only be solved through co-operation or consolidation. Development of by-products is a matter of economic as well as consumer demand. It is our belief that the American farmer, aided by the Federal Farm Board and the educational institutions at his command, will solve this problem. If he does not do it economic pressure will bring it about through industrialization, for the production of food must continue and invested capital must pay dividends.

Z. H. Hecke.

Items From the Cloverland of Michigan.

Sault Ste. Marie, Aug. 26—The fine weather still continues and the arrival

of tourists in larger numbers is noted. D. Morrison, proprietor of the oil station on U S 2, where the highway from St. Ignace turns onto the Pickford road, known as Rock View, says that never before has the travel been so great as it has been during the past three weeks. This increase seems to be due to the fact that times are getting better since the factories are starting up production again and work is more plentiful, creating a better feeling. The hay fever tourists are also spreading the good news of our delightful climate. A prominent doctor from Toledo stated to-day that he has been stopping here for the past month and has not had any fever. He expects to stay another week. He has been coming here for the past twenty years and says he does not know of a place any better than the Soo.

Alex. Atkins, one of the superintendents of the poor, Mrs. Atkins and Mr. and Mrs. James York, keepers of the county poor farm, will attend the convention to be held at Kalamazoo next week, and will present an invitation in behalf of the board of supervisors, the city commission and the Chamber of Commerce to bring the convention for 1931 to the Soo.

A Groesbeck-for-Governor committee for Chippewa county was formed here last week with A. W. Dawson honorary chairman and John Merrifield chairman. Looks as if Groesbeck is going over big here, as he has done much for the Upper Peninsula in helping to get good roads and making many friends who are working in his behalf.

Francis H. Freeborn, aged 61, one of the well-known veteran engineers of the Soo line, died at his home here Saturday. He had been a locomotive engineer for the past thirty-three years, of which he served seventeen years for the Soo line. He is survived by the widow, three brothers, one sister and three sons. He was a member of the Masonic order. Services were held in the Methodist church.

Alf Richards, the popular ice man, celebrated his 65th birthday last Saturday, entertaining several of his many friends at a banquet. Alf is still going strong and is in the pink of condition, looking more like a man of 50. He says that hard work and early to bed, as well as early rising, is the secret to a healthy and long life.

It is foolish, declares a banker, to keep any large sum of money about the house. We should call it impossible. William G. Tapert.

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.

GROCERY FOR SALE—Clean up-to-date grocery stock and fixtures, located on main street, Fremont, Mich. Reason for selling, poor health. Inquire Ben Cook, Fremont, Mich. 324

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

For Sale—Bowling alleys. Six Brunswick-Balke alleys, first-class condition; six pool and billiard tables. Central location, Lansing, Michigan. Good business. For particulars, address Kent Storage Co., Grand Rapids, Mich. 312

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,
Fixtures or Plants of every description.

ABE DEMBINSKY
Auctioneer and Liquidator
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For Retail Stores—Stocks—
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CRANDALL'S COLLAPSE.

His Personal Mercantile Career Cut Very Short.

The Tradesman has finally succeeded in obtaining a partial list of the merchandise creditors of E. A. Crandall, who engaged in the grocery business at 1229 Madison Square (Grand Rapids) about two months ago, was financially embarrassed from the day he opened and now faces the possibility of paying his merchandise creditors fifty cents on the dollar. As he kept no books and conducted the business without keeping any records of purchases or payments, the list of creditors herewith submitted is about \$1,250 short of the grand total, which amounts to \$11,000. In addition to the merchandise indebtedness, he owes \$12,000 on \$18,000 worth of fixtures which he installed with the prodigality of a Croesus. The stock inventories about \$6,800 and the good book accounts are estimated at \$1,200, making the mercantile assets approximately \$8,000. All of the fixtures were bought on contract. If they are returned to the original owners—which would be a mighty good thing for the owners to do—that will leave the \$8,000 of assets to meet \$11,000 indebtedness, which would mean about fifty cents on a dollar for the creditors. The store is being kept open by the Grand Rapids Credit Men's Association, which is acting as receiver of the property. O. E. Munn is in charge of the store under the direction of the receiver. The incomplete list of merchandise creditors is as follows:

Mills & Healey, Grand Rapids	\$ 12.64
Jennings Mfg. Co., Grand Rapids	63.97
Salada Tea Co., Boston	72.63
Amsterdam Broom Co., Amsterdam, N. Y.	61.50
Booth Fisheries Co., Charlevoix	37.05
Burr Flower Shop, Grand Rapids	32.00
Atlantes Sales Corp., Rochester, N. Y.	256.90
Jacob Bruggema, Grand Rapids	39.60
Beechnut Packing Co., Canajoharie, N. Y.	97.83
Battle Creek Food Co., Battle Crk	98.31
Eli Cross, Grand Rapids	144.00
Angelus Campfire Corp., Chicago	22.98
Crescent Macaroni Co., Davenport, Iowa	20.40
Forbes, Grand Rapids	5.47
Cincinnati Fruit & Ex. Co., Cincin.	41.25
Merchants Service Bu., Grand Rap.	25.00
Fisher-Drummond Co., Grand Rap.	8.50
Farmers Co-op. Creamery, Conklin	91.13
Fleischmann Co., Grand Rapids	363.97
G. R. Press, Grand Rapids	130.20
G. R. Herald, Grand Rapids	108.60
Gilders Elect. Co., Grand Rapids	7.28
G. R. Paper Co., Grand Rapids	116.12
Grinnell Row Co., Grand Rapids	50.52
G. R. Coat & Apron Co., Grand R.	77.94
G. R. Assoc. of Commerce, Grand R.	14.59
G. R. Packing Co., Grand Rapids	21.62
J. K. Hilton, Grand Rapids	43.02
H. J. Heinz Co., Grand Rapids	111.65
Handy Whacks Co., Grand Rapids	55.00
Hills Bros. Co., Chicago	50.70
Hekman Biscuit Co., Grand Rapids	25.97
Halloran Detective Agency, G'd R.	6.20
J. Hale & Sons, Ionia	45.25
J. S. Hoffman Co., Chicago	53.09
Business Mens Letter Shop, G. R.	30.00
Herrud & Co., Grand Rapids	33.26
J. H. Leslie & Co., Chicago	34.50
Francis H. Leggett & Co., New Y.	186.19
Kent Printing Co., Grand Rapids	125.25
E. F. Kemp, Somerville, Mass.	59.49
La Choy Products Co., Detroit	118.30
Kent Awning & Tent Co., Grand R.	79.00
Wm. C. Klumpp, Grand Rapids	3.60
Blue Valley Creamery, Grand Rap.	69.00
Leitelt Iron Works, Grand Rapids	77.34
Joe Lowe Corp., Chicago	15.72
Knape & Vogt Mfg. Co., Grand R.	30.16
Madison St. Hardware, Grand Rap.	43.69
Merchants Service Bu., Grand Rap.	25.00
Madison St. Advertiser, Grand R.	231.00
Oatman Milk Co., Dundee, Ill.	30.50
National Candy Co., Grand Rapids	6.61
Proctor & Gamble, Detroit	57.13
Prost & Calohon, New York City	20.38
Go. B. Reader, Grand Rapids	44.24
Mich. Bell Tel. Co., Grand Rapids	151.50
National Cash Register Co., G'd R.	3.00
Skelly Chapman Co., Chicago	142.41
Swade Tire Co., Grand Rapids	10.00
Spears Lumber Co., Grand Rapids	67.20
Steele Wedeles Co., Chicago	662.18
Schust Co., Chicago	155.96

Bixby Office Supply Co., Grand R.	96.34
Consumers Power Co., Grand Rap.	42.02
Lee & Cady, Grand Rapids	3,302.63
Booth Fisheries Co., Charlevoix	7.90
Fish-Hine Co., Grand Rapids	42.53
Tea Garden Products Co., Seattle	52.15
Tanglefoot Co., Grand Rapids	18.10
Togian Stiles, Inc., Grand Rapids	19.68
Rademaker Dooce Co., Grand Rap.	115.41
Rebentisch Motor Co., Grand Rap.	15.45
Henry D. Wilson, Grand Rapids	31.82
Woodhouse Co., Grand Rapids	20.50
Wolverine Spice Co., Grand Rapids	85.04
Star Transfer Co., Grand Rapids	4.49
Hecht Produce Co., Grand Rapids	406.17
I. Van Westenbrugge, Grand Rap.	132.51
Van Den Brink & Son, Grand Rap.	33.72
C. W. Mills Paper Co., Grand Rap.	75.83
G. R. Paper Co., Grand Rapids	207.73
Central Mich. Paper Co., Grand R.	31.25
Van Driele & Co., Grand Rapids	80.45

\$9,750.11

The list of fixture indebtedness is as follows:

Standard Comp. Scale Co.	\$1,550.00
Globe Slicing Machine Co.	270.00
O. B. Gallagher & Co.	589.13
Terrell Equipment Co.	1,755.53
Leitelt Iron Works	1,025.00
Hubbard Oven Co.	300.00
Allen Stores Utilities Co.	3,837.60
General Freezer Corp.	1,956.00
Universal Credit Co.	351.00
Walker & Co.	315.00
Toledo Plate Glass Co.	276.27
Victor Adding Mach. Co.	75.00
National Cash Register Co.	979.25

Recent Trade Changes in Ohio.

Canton—August 30 will witness the opening of one of the most pretentious shoe departments in the vicinity of Canton, when the Halle Bros. Co. starts business in its new store. The manager of the shoe department is unnamed to date. The store, located in its own building which is now nearing completion on North Market avenue, will cost approximately a quarter of a million dollars.

Kenton—Ira C. Shick, owner of Shick's Boot Shop here, has purchased the Zurlinden shoe store, also of this city. The entire store is to be remodeled and an up-to-date front erected. Mr. Shick will then move his stock from its present location to the new store and will have everything in readiness to open about Sept. 1. Mr. Zurlinden will work for Mr. Shick in the Shick Boot Shop until the stock is moved. Mr. Shick recently purchased the Zint Bros. shoe store at Wapakoneta, Ohio, and is conducting a closing out sale there. He is also the owner of Briggs & Shick, Inc., and Shick's the Family Outfitter, Carey, Ohio.

Massillon—The U. S. District Court at Cleveland has appointed M. P. L. Kirchhofer receiver in the involuntary bankruptcy case of Hansen & Kratz, retail shoe dealers.

Cleveland—Howell Lenck has been appointed operating receiver in the involuntary bankruptcy case of Nollis Hat Co., retail hats and caps, 2570 East 55th street and 4423 Woodland avenue, by the U. S. District Court here.

Buchtel—Harve S. Sayre of this city, proprietor of general stores in Buchtel, Glouster, Chauncey, and Circle Hill, all in Ohio, died recently at his residence here from peritonitis.

Akron—Frank Fieberger, 74, president, May-Fieberger Co., stove and hardware business, died at his home in this city on Aug. 23, following an illness of five months. Mr. Fieberger remained active in his business until his last illness. He was identified with many fraternal and social organizations in Akron.

Columbus—Moses Block, a resident of Columbus, doing business in Mt. Vernon under the name of the Block Bootery, retail shoe store, has filed a

voluntary bankruptcy petition in the U. S. District Court of Columbus, listing liabilities of \$5,088 and assets of \$2,164. William and H. W. Koons, of Columbus, are the attorneys.

Hamilton—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Cincinnati against Sam Greenberg by Attorneys Benham & Benham, representing the Rauh Co., \$1,144; Levy Pants Co., \$131; L. & S. Meyer Co., \$155.

Cleveland—Hyman Leibowitz, trading as Eastern Import & Mfg. Co., furrier, 1843 Euclid avenue, has filed involuntary bankruptcy proceedings in the U. S. District Court here.

Henderson's Latest Move.

Evidently sensing the fact that his "down-with-the-chains!" movement is beginning to lose its effectiveness even in the sections of the country where it met with greatest initial response—or possibly seeking some source of direct financial return from the campaign—W. K. Henderson ("Hello World") Henderson has now turned champion of a thoroughly lost cause, that of trading stamps redeemable in premium merchandise.

Entirely apart from the fact that the use of stamps of this nature in a number of states is legal only when the distributor pays a heavy license fee for so doing, progressive stores have for years been conscious of the fact that the public knows it cannot get something for nothing and that, therefore, the cost of the stamp-obtainable merchandise must be concealed in the cost of the various articles sold by the store. Because of this the great majority of stores prefer to pass the "premium" along in the form of reduced prices or added service.

L. F. Padberg, secretary of the Missouri Merchants Association, enquires of Broadcaster Henderson: "Are you going to be a party to a scheme that will place an unbearable burden on the independent retailer? Do you realize that if he adopts your trading stamp scheme, he must either overcharge or rob himself? Are you going to help foist a system on the independent merchant more vicious than any chain store system?"

The head of KWKH sidestepped with the statement that "The merchant who is able to increase his business through a method that appeals to customers and which draws them to his place of business, and then is unable to take care of any justified increased cost, will not and cannot succeed on any basis. *** In support of my contention as to the advantage of the trading stamp, I refer you to those successful institutions which adopted it; for illustration, the United Cigar Stores."

As the United Cigar Stores dropped the use of coupons some two years or more ago and as other "successful institutions" using them are few and far between, Mr. Henderson's logic would appear to be distinctly weak—or based solely upon a desire to replace the revenue that "Hello World" coffee at \$1 per pound no longer brings in.—Retail Ledger.

If all men would face the issue when it arises, there would be few issues to face.

Capitalize on the Housewife's New Hobby.

No one quite outgrows the love of toys. A man's hobby is his car, and when he doesn't have to work on it he plays with it. Women have a new toy—their electric refrigerators. And they stock them with all of the pride and pleasure that they lavished on their first doll kitchens.

The wise food distributor keeps this in mind, especially during the summer months, and displays tempting things to stock the refrigerator—things which enable the summer housewife to dash off to the country or to the beach and come home and find her refrigerator "a joy forever."

Any of the automatic refrigerator companies will be glad to co-operate with this sort of display, by contributing a good-looking poster of a refrigerator. Around this poster you may group your best warm weather suggestions.

Feature canned fruits that are delicious chilled or frozen, and served with whipped cream—quality peaches, apricots, pears, canned berries, etc.; gelatins that make delectable creams, whips and chilled desserts; cans of tomato juice which can be kept cold and quickly shaken into a cocktail; bottles of ginger ale, grape juice, etc.

Display your fresh celery, lettuce, and greens nicely washed and laid in one of the new porcelain containers ready to be taken out crisp and cold when one wishes. And suggest the salad idea still further by showing eight-ounce cans of artichoke hearts, fruits for salad, tiny peas, vegetables for salad, vegetable surprise, etc. And include in the same groups olives, salad dressing, etc., all of which are kept cold, and ready to be quickly tossed into an attractive salad.

Another reasonable suggestion will be a group of cans of fish and shellfish—sardines, caviar, deviled crabs, shrimps, etc., which taste so much better when served very cold and which tucked away in the ample refrigerator will be at hand for the spontaneous supper party.

Center Fruit Stand Increases Sales.

A fruit and vegetable stand installed in the center of a modernized Western store is credited with a 50 per cent. increase in fruit and vegetable sales, while the store's total volume has increased 20 per cent. since its modernization. The fixture is practically square with individual display boxes or units built in at a shallow angle upward to the central beam of the fixture, which gives the vegetables and fruit a good showing. Each variety has one box or unit allotted to it, and extra handling is obviated by transferring the trays or boxes to cold storage at night with their contents intact.

Similarly, a special display rack on casters for wrapped bread, stated to have cost only \$12, is said have more than doubled the bread sales, the store selling about \$145 worth of bread a week. Bread is displayed on its four shelves so that customers can help themselves.

To get a toe-hold on the payroll make a dent in the organization.