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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 3, 1930

Number 2450

PERK UP

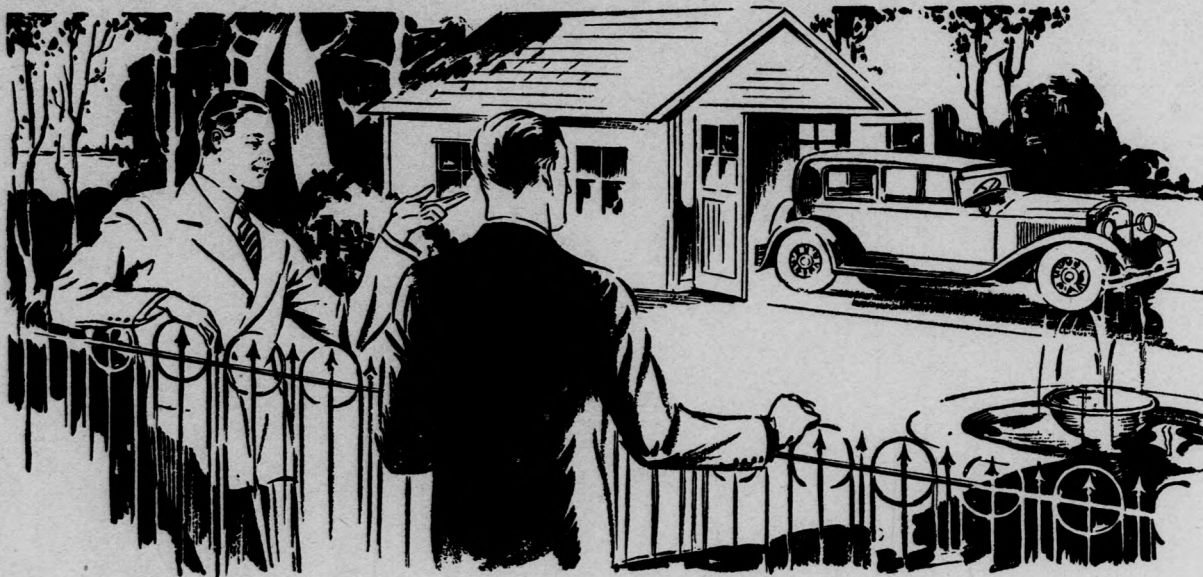
Your nose may be battered, your jawbone nicked,
Your visage may be a sight,
But always remember you're never licked
While still you can stand and fight.
No matter how badly they mess your map,
It won't be beyond repair.
And there still is a chance that you'll win the scrap,
As long as the punch is there.

You'll make mistakes and you'll do things wrong—
The best of them always do;
But as soon as you get to going strong
Your grit will see you through.
They smashed Paul Jones to a fare-you-well
But he didn't observe "good-night."
He merely paused in his tracks to yell
That he'd just begun to fight.

There'll be plenty of folks to peddle gloom,
There'll be plenty of folks to say
That they see the terrible day of doom
Hurrying on its way.
But the fellow who knows that the fight is hard
And still has the nerve to grin,
And never gets rattled and drops his guard
Is the fellow who's going to win!

James J. Montague.

Public Reference Library,
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“I’ve just bought my
fifth
Buick,”
says the
motorist
proudly



Have you ever tried to argue with your neighbor on the subject of his preference in cars and yours? If he has just bought his fifth Buick, or his fifth Nash, or his fifth Reo, it’s mighty hard to upset his convictions. No matter what your opinion is you’ll readily agree that your neighbor has shown good judgment in sticking to the car his experience has proved.

When we buy an article which gives us pleasure and satisfaction, it takes a lot of selling to switch us to a product we know little or nothing about.

Good advertising and salesmanship sold this man his first Buick. The excellence of the product, and consistent advertising, have kept him “sold” throughout the years.

You’ll find this true of every Procter & Gamble product you have on your shelves. It explains why these goods move

so rapidly; why they are so profitable to handle.

And may we suggest that you’ll find it good business to follow the example of successful automobile concerns: *Display your goods*. Displays remind people that you have these familiar products for sale, make their purchase an easier matter, save your time, and increase your profit.

PROCTER & GAMBLE

Makers of: Ivory Soap . . . Guest Ivory
Ivory Flakes . . . Chipso . . . P and G
White Naptha . . . Camay . . . Lava
Soap . . . Oxydol . . . Star Washing
Powder . . . Crisco



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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.

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

THE INCOME TAX RATE.

A business man remarked to a friend that he had planned to go to Europe this year because the stock market slump had left him \$700,000 poorer than he was twelve months ago. His friend asked him if the dividends on his securities had been cut or passed, and he replied that they had not.

The point of this incident lies in its relation to President Hoover's hope that the temporary reduction in the income tax rate ordered by resolution of Congress last December might be made permanent. The tax paid this year was on incomes for 1929. No one knows yet how the incomes this year will compare with those of last, but some facts on which an opinion can be based are known, especially an opinion concerning incomes from stocks and bonds.

Large sums were lost during the slump in the stock market. Those losses reduced the taxable income of the men who suffered them and, of course, reduced the amount of tax they paid from what it would have been otherwise. Some of the stocks which slumped the worst had never earned a dividend and are not yet paying anything to those who own them. But a large majority of the stocks of the great corporations are paying the same dividends this year that they paid last year, and those whose income is derived from these dividends are subject to a tax in the same amount they paid last year if the temporary reduction stands. Some of the prosperous corporations which are not earning their dividends this year are paying them from the surplus accumulated in past years.

On the other hand, the receipts from the tax on corporation earnings are likely to fall below those of last year. And those persons dependent for income on the few corporations which have reduced or passed their dividends will pay a smaller sum to the Government than was assessed against their income for 1929. The reduced or pass-

ed dividends have been on copper stocks, on the stock in the smaller oil companies and on the amusement corporations. These stocks are largely speculative. Most investment securities are continuing their dividends at the old rate.

In order to provide against contingencies, the President is ordering all possible economies in the operation of the Government. By the time Congress meets in December it will be possible to form a more trustworthy estimate of the probable returns from the income tax at the present reduced rate.

FILMS FOR FARMERS.

A Governmental activity which is not generally familiar is recalled by news of the withdrawal of a motion picture which has seen long and honorable service under the auspices of the Department of Agriculture. This is a film entitled "Out of the Shadows," a non-committal name which covers a story of the fight against bovine tuberculosis. Forty copies of this film have been in constant circulation and have been shipped a total of 1,644 times into the agricultural districts, where showings have sometimes extended for several weeks. The last copy is now worn out and will not be replaced, the negative going into retirement in the archives of the Department of Agriculture.

There have been many attempts to produce and popularize educational films. Some have succeeded for special studies, as in the case of motion-picture records of surgical operations, but motion-picture education still lacks a comprehensive plan. Probably the Department of Agriculture has done better than any commercial producer in producing and finding audiences for instructive films. There are about 3,000 reels in its circulating library, covering biology, entomology, agronomy, chemistry, animal and plant pathology. Their annual "audience" is estimated at 10,000,000. The Bureau of Mines has other films covering production and preparation of coal and oil which are loaned freely to responsible organizations and institutions.

Distribution of farm films is usually through county agents, whose varied duties include the education of the rural population in improved methods of agriculture. It is important work, and its success argues strongly for a wider use of films in general education. Many schools are now supplied with projectors, but it is still difficult to find pictures which suit the needs of the schoolroom. It may be that city schools would find among the films of the Department of Agriculture subjects which would be well worth the time and trouble needed for their showing, a practice which would, in-

centidentally, widen the pupils' knowledge of the manifold activities of the Government.

BECOMING GAS MINDED.

People generally think of power and heat mostly in terms of electricity and coal, but the vast midcontinent area of the country is rapidly becoming gas-minded, as a part of it became with the discovery of natural gas a generation ago. Of late years many pipe lines have been laid in that section to transmit gas from the seething wells that tap the unfathomable oceans of natural gas that lie beneath the states bordering the Gulf of Mexico.

Already Birmingham and Atlanta are served by lines hundreds of miles long leading from the vast Louisiana fields, while Texas supplies Denver. Cities as widely apart as San Francisco and Pittsburgh use piped gas in their homes and industries, and in six states, it is said, natural gas alone is burned. Fully 80 per cent. of the gas sold in the United States is said to pour into pipes from wells that penetrate the unknown interior of the earth.

Now comes the most stupendous project of this stupendous business that has grown up in about the same time that it has taken to develop electricity. Contracts have just been signed for the construction of a 24-inch pipe line from the Texas fields to Chicago, a distance of more than a thousand miles. And from that great main will go hundreds of miles of smaller pipe leading to cities near the parent line, all this at a cost of hundreds of millions of dollars. As much as 60,000 miles of pipe line is said to be now in operation, and it is safe to say that this Chicago venture will not be the last.

Perhaps the cities which become recipients of the great rivers of gas will come to have only an academic interest in the struggle being waged in many parts of the country over the question of public or private control of water-power sites. Still, the surface streams can be studied and controlled, while the subterranean flow of natural power must always be taken on faith. The time at which it will fail cannot be fixed with the nicety that applies to the duration of coal and water.

THE SILVER LINING.

It may be safely said that "it's always fair weather" for somebody. In other words, there are compensations to be found for nearly every sort of climatic condition, barring such preposterous possibilities as a sleet storm on top of a heavy snow which has incompletely melted and is about to freeze again. It has lately been shown to the Nation's taste, for example, that heavy rainfall may be the best of weather. Such gentle and sufficient

rains as have fallen during the past week have not only saved the fields and farms from drought but have extinguished the last of the forest fires which added terror and destruction to the trial of hot weather. And for the sake of these things the most ardent advocate of fair weather has been grateful for rain.

Now comes news that the intense heat, which once seemed settled in perpetuity and is now a curious memory, did some small good. The second crop of Japanese beetles has been much diminished by the fact that the late grubs were baked in soil that was too hard for them to penetrate. Moreover, the corn borer languished in the heat and died while still short of his destructive intentions. Mosquitoes were measurably scarcer than usual during the drought.

The chief benefits of the heat seem to have been the curbing of insect appetites and the decrease in the number of these pests. It may be that next year the farmer and the gardener will derive much benefit from the long dry spell of 1930. If so, it is quite likely that no credit will be given where it is due and that adverse weather will still be regarded as an unmitigated curse and an unwarranted affliction on agriculture and those who practice it.

JUST A FEW OLD MEN.

The sixty-fourth annual encampment of the Grand Army of the Republic, recently in session in Cincinnati, emphasizes anew the inroads time has made in the ranks of this once mighty organization. When the newly organized body of survivors of the Union Army of the Civil War held its first meeting in the Southern Ohio metropolis, sixty years ago, the streets echoed for hours to the tread of sturdy feet in the great procession, the feature of all G. A. R. encampments until within the last decade. Now the trembling "vets," so pathetically weak, physically and numerically, have to make their journey down the hot and dusty streets in automobiles. Even the Sons of Veterans and the Women's Auxiliary are showing signs of age, and the passing of the whole civil war entourage cannot long be deferred.

The political influence of the G. A. R. in the closing third of the nineteenth century was immense. Presidents, Governors, United States Senators, practically every officeholder of high estate, had to obtain the good will of the men who "saved the Union" in the sixties, although their interest in legislation was confined to that relating to pensions.

Now the once numerous defenders of the Government are just a few old men waiting for the final bugle call.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Among crooks, the invisible lines of caste are said to be even more finely drawn than they are in the realm of men who try to earn an honest living. Such colorful and forceful characters as "Scarface Al" Capone and "Bugs" Moran, Chicago's war lords, rank among their fellows much like Presidents, Kings or Emperors rank among members of the income-tax-paying other half, while pickpockets correspond to honest day laborers in the cycle. From the lowliest "dip" to the most powerful "brain," crooks observe strictly the unwritten law that classifies them according to their individual technique, ability and type of "racket," and each clings to the conventions of his caste.

In all the long list of crook divisions, there is but one type of criminal that stands out as being purely a product of modern civilization, only one "racket" that requires its devotees to be up-to-date, artistic, suave and artificially genteel. There have always been, since the beginning of time, murderers, thugs, bootleggers (once called "contraband runners"), hijackers, once known as "pirates"), confidence men, pickpockets and the hundreds of other kinds and divisions of unlawful persons, but only one group is thoroughly modern.

They are the forgers.

Other crooks may depend upon strong-arm tactics, spitting "gats" or chattering machine guns; other crooks may risk life and limb in the pursuit of their branch of the profession, but a forger requires neither "rod" nor Browning, blackjack nor garotte. He sits at his desk in a quiet room, immaculately clothed, warm, comfortable, and uses dainty bottles of acid and a set of pens. He is a fastidious crook, the aristocrat of Crime. Dishonestville's man-about-town, the personification of a story-book Raffles.

Perhaps it is this aura of pseudo-respectability and glamor which surrounds clever forgers that makes a study of their characteristics and modus operandi so interesting. The history of crime is packed with the brilliant and daring coups of forgers, they stand out from the rest of the preying fraternity like orchids in an onion bed. They are the hardest to bring to justice, the hardest to convict and the hardest to protect against. Police vigilance may foil murderers; burglar alarms, locks and watchmen may foil second-story men and only fools fall for the swindles of confidence men, but there has not yet been evolved an entirely foolproof method of keeping a forger from raising and cashing checks or drafts.

In England, during the Eighteenth Century, death was the penalty for forgery. Let us, as a contrast, look at the activities of the Nineteenth and Twentieth Century forgers and the penalties they "suffer", if they are caught!

Until the issuance of bank drafts, postal money orders and the like, forgery was confined to the raising of

bank notes, an activity that brought small returns and was fraught with a great deal of danger. But early in the Nineteenth Century the forgers of the nation were able to welcome, in their own unique way, draft forms which so readily yielded themselves to alteration and forgery that banks all over the country lost hundreds of thousands of dollars. Never has there been a negotiable instrument so much to a forger's taste. It was so simple to go to a Western state bank, purchase a draft for \$5 on the the institution's New York or Boston branch, use acid to remove the \$5, write \$5,000 (or any other number which suited the fancy) in its place, take it to the city where it was payable, cash it, and make a profit of thousands of dollars without the labor connected with ordinary burglary, the mental exertion of confidence work or the danger of murder, that new recruits to the fine art of forgery entered the select circle by scores.

These neophytes were not all congenital crooks or get-rich-quick Wallingfords. Many of them were persons of refinement and education who, desperate for funds, turned to forgery as a way out of their financial difficulties. It is safe to say that the beginnings of the Nineteenth Century ushered in a new era of forgers and forgery methods that still persist to-day, for the ease and safety connected with the altering and passing of forged bank drafts attracted individuals who were destined to become the cleverest forgers of the century.

There were three forgers of this new group who should be classed as maestros: George Wilkes, Charles Becker and Alonzo Whiteman. This triumvirate of trickery made a really systematic business of changing small drafts into big ones. According to an authority of that period, they had their "captains" who purchased the little drafts; their "scratchers", or penmen, who altered the amounts with acid and pen; their "middle-men," who acted as go-betweens within the organization; and their "presenters" who cashed the drafts. Not only did Wilkes, Becker and Whiteman systematize their nefarious business, they also advanced the art of forgery in direct proportion to advances made for the protection of banks. When the financial men adopted so-called "safety paper" which was sensitive to acid, the forgers simply limited their changes to alterations with ink, since it is comparatively easy to change with a pen drafts made out for \$8,000 to \$80,000 or \$18,000. When the banks adopted perforating machines to punch figures representing dollars on one corner of the check, the master forgers simply filled in the perforations with discs of paper from punches of their own, punched the new amount and cashed the draft!

Becker, who was called "The Prince of Forgers," (and who, it is said, actually conducted a "school" for students of forgery) engineered the greatest single forgery of the Nineteenth Century, when he raised a check on the Bank of Woodland, California, in 1895. The check, or draft, was purchased for \$12 from the bank. It had been printed on "safety" or sensitized

paper, and the figure 12 punched in both corners. Becker filled in the perforations, punched new characters, removed the word "twelve" with acid, wrote in a new one, restored the "safety tint" with a fine brush and ink, and turned out a perfect draft for \$22,000 which he cashed with ease at a bank in Nevada! Eventually he was arrested, but not before he had spent all of the money.

So it has been throughout the whole history of forgery. As fast as new mechanical devices, new kinds of paper and complicated protective systems are invented, the forgers conceive some equally efficient method of overcoming the difficulty, and go merrily about their pleasant and fastidious activities.

When William A. Pinkerton was retained by the American Bankers' Association to investigate means and methods of forgery protection, he said, "Finely engraved or lithographed checks, chemically prepared or tinted paper, machines for cutting perforations, cipher and anti-forgery systems do not prevent forgeries! Professional forgers are constantly studying to overcome these protective devices, and when overcome, operate with increased confidence."

Modern forgers are usually men of great ability. They work in secret, are intensely suspicious of every one, confide in no one, play a "lone hand," as it were. As a rule, they have a considerable knowledge of chemicals, are often artists of ability, and rarely operate unless they are practically certain of success. The methods they use are the highly developed offspring of the methods of past masters. Usually they adopt this procedure:

Securing as many checks as he can, either by robbing mail boxes or keeping checks which have been given to him in good faith, the forger selects those checks bearing the printed name of a concern which rates high in Dun or Bradstreet. These are washed with acid, removing the date, number, name of payee and amount. Nothing is left except the printed forms and the genuine signatures. He has now a supply of signed, blank checks from concerns and individuals having the highest kind of credit rating!

Then the forger fills in the numbers, makes the check out to "cash" or "bearer" and writes in a large amount, usually "Three Hundred and Eighty Dollars," which, for some strange reason, is the amount most forgers choose. Thus he has apparently genuine checks for a sum that certainly more than pays him for his effort.

The date line has been left blank, and now the pleasant part of the forger's work begins. He travels. Going from city to city, he dates and cashes the checks in the banks where they are payable. Of course, the signatures are all compared with bank records and the bearer given close scrutiny. But the forger is usually of such prepossessing appearance that the teller hates to risk arousing his anger by questioning him too far, and, as a result, the forger is able to cash most of his checks without hindrance. If the situation begins to get out of hand, he simply leaves town in a hurry and

transfers his cashing activities to a remote point.

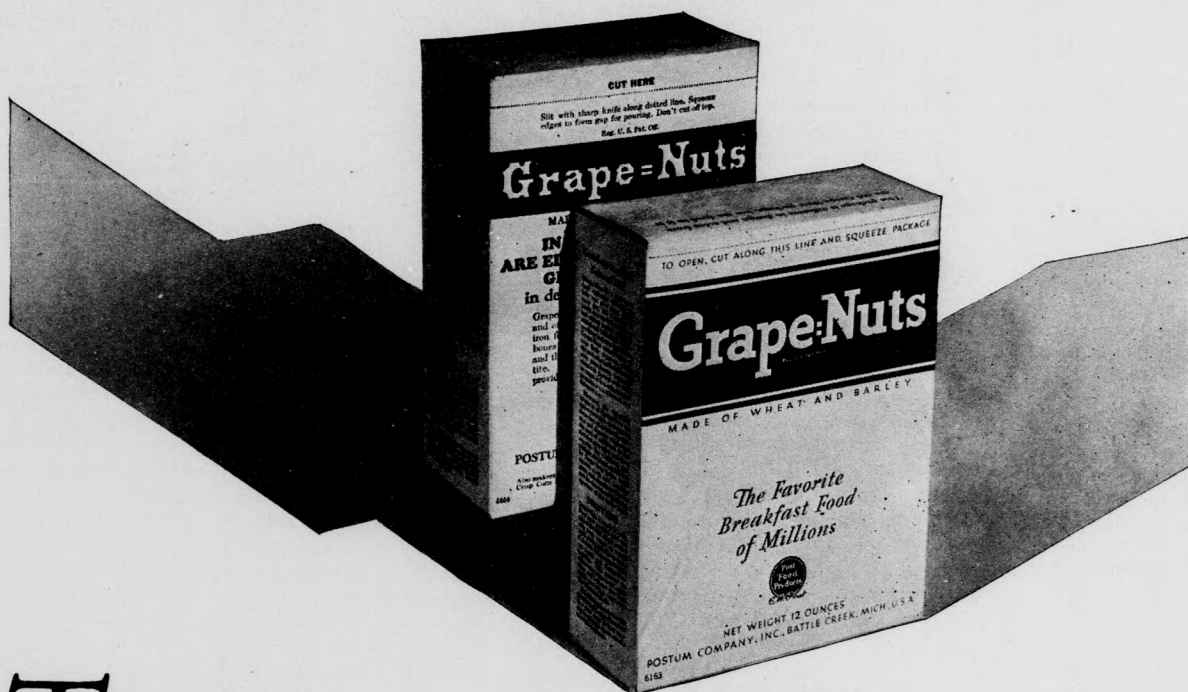
Often the forger will rush into a bank, pretend to be in a great hurry, and insist that the cashing of the check is a life and death matter, explaining that it is for a certain prominent local man who must have money immediately. There are few tellers who dare risk losing the business of a heavy depositor simply because they are afraid to cash a check drawn on his good name (signature genuine, remember), and the transaction is completed. It is nearly a month, as a rule, before the forgery is detected, and by that time the forger is far, far away and safe!

One of the most colorful of the modern forgers is William Boland. Since 1905, when he was but an adolescent, Boland has been connected with forgery activities. The writer has not been able to determine whether or not he is still operating, but during his heyday he certainly deserved the title "Father of Modern Forgery." It is said that when police raided his luxurious apartment (the only time, by the way, that he ever was arrested!), they found stacks and stacks of raised checks, and bale after bale of rifled letters. Boland was a wholesaler! He was, and probably still is, an inveterate opium smoker, but he had his science so well mastered that there were few checks he could not alter successfully!

In addition to the comparative safety which surrounds modern forgery, master forgers constantly retain clever lawyers or "mouthpieces" who are paid only so long as they keep their clients out of jail. By the very nature of the crime, forgery trials are involved, lengthy and full of technicalities. As a result, the forger's lawyer more often than not, is able to secure the release of his client on a legal technicality, or else drag out the case until it dies a natural death. This is not, of course, always true. Many forgers are brought to justice and punished, but as a rule they manage to defeat the law. In any event, they have the money from the check!

The most interesting angle of modern forgery, to business men, is the activity of amateur operators who work from the "inside"—clerks, book-keepers, salesmen and other trusted employees. Practically all large concerns pay their employees by check, and since a clerk or book-keeper usually has access to the printed forms and automatic check writers in the office, it is comparatively simple for him to copy the signature of the regular signer and make the check out for any amount he pleases. Furthermore, an "inside" forger has a big advantage over his more accomplished "outside" contemporaries in that he is usually able to destroy all evidence of his crime the moment the cancelled check is returned to the company's office. There are cases on record showing where forgers have swindled their employers in this manner over a period of many years and, when accused of the crime, have been released because all evidence had been destroyed.

So long as American business is
(Continued on page 30)



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Same net weight of contents, but it looks bigger on the shelf.

Same name on the band, but with new strength and legibility.

Flashing new color scheme, more appealing to the eye, more suggestive of the crispness of Grape-Nuts—the nut-like good-

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Clear the way for the new package in your store. Feature the former package—even when the new one arrives—until all the former packages are sold.

Remember, the Grape-Nuts in both packages is the same—the food is the same wholesome, energy-giving food that has been a national favorite for many years.

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The quality that has made each General Foods product famous is always the same, and the net weight, as specified on the package, is always the same no matter where or from whom the consumer buys it

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MOVEMENTS OF MERCHANTS.

Detroit—The Seminole Supply Co., Buena Vista and Shirley street, has changed its name to the Seminole Fuel & Supply Co.

Detroit—The Shur-Line Sales Company of Michigan, 203 Curtis Bldg., has changed its name to John B. MacCullough, Associates.

Saginaw—The Barrett Paper Co., 2019 South Michigan street, has changed its name to the Saginaw Wholesale Supply Co.

Detroit—Fields Company Shoe Department, Inc., 1275 Woodward avenue, has changed its name to the Trowe Co. Shoe Dept., Inc.

Kalamazoo—Bryan Jones, retail furniture dealer, 232 South Burdick street, has filed a voluntary petition in bankruptcy at Grand Rapids, listing liabilities of \$34,076 and assets of \$12,812.

Detroit—S. Lowenstein & Son, 1945 Adelaide street, has been incorporated to deal in meats and meat products with an authorized capital stock of \$150,000, \$100,000 of which has been subscribed and paid in.

Detroit—The Herman Franzblau Co., 7201 West Fort street, has been incorporated to deal in goods and wares with an authorized capital stock of \$50,000, all of which has been subscribed and \$5,000 paid in cash.

Detroit—The State Trading Co., 5744 Cass avenue, has been incorporated to deal in radio, radio accessories and equipment, with an authorized capital stock of \$20,000, all of which has been subscribed and \$5,000 paid in cash.

Detroit—Smart Shops, Inc., 1990 First Nat'l. Bank Bldg., has been incorporated to deal in wearing apparel for women and girls with an authorized capital stock of \$10,000, \$4,500 of which has been subscribed and paid in cash.

Detroit—An involuntary petition in bankruptcy has been filed in U. S. District Court here against Harry Ritzwoller, retail fur dealer, 502 Metropolitan building, by John McNeil Burns, attorney, representing Zississ Bros., \$1,000; Rosenberg Bros., \$1,000; Ben Corn, \$829.

Detroit—Max Greenberg, dealer in plumbing goods and supplies, has merged the business into a stock company under the style of the Greenberg Plumbing & Heating Co., 2923 Pasadena avenue, with an authorized capital stock of \$10,000, \$1,000 of which has been subscribed and paid in cash.

Grand Rapids—The Hoekstra Tractor & Equipment Co., 138 Jefferson avenue, S. E., has been incorporated to conduct a wholesale and retail distribution of trucks, tractors, motor equipment and road machinery, with an authorized capital stock of \$15,000, all of which has been subscribed and paid in.

Hamtramck—Frank Jaworski, manufacturer of sausage, wholesale and retail dealer of meats, has merged the business into a stock company under the style of the Frank Jaworski Sausage Co., 2933 Trowbridge street, with an authorized capital stock of \$50,000, \$30,000 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 Sidney Barnett, individually, and trading as Sid's Clothes Shop, retail dry goods, and at Lansing, by Frederick B. Darden, attorney, representing Bailey Real Estate, Inc., \$1,470; American State Savings Bank, \$3,810; and the State Journal Co., \$282.

Battle Creek—D. D. Whitcomb, who turned the Merchants' Creditors Association over to a person who proved to be unworthy of confidence when he removed to Seattle a year or so ago, has found it necessary to return to Battle Creek to rescue his organization from the bad reputation it was rapidly assuming under his guidance of the nonentity. Mr. Whitcomb will soon have the business on a good working basis again.

Spring Lake—Mulder Bros. & Sons suffered the loss of their grocery stock by fire Sunday afternoon. Loss on stock and building, about \$5,000. The family suffered a similar loss by fire in 1893. Order was placed for new stock with Hume Grocery Co. (Muskegon) labor day and at 9:30 next morning a complete stock was unloaded at a vacant store in the next block, so the firm lost only half a day's business by the fire.

Manufacturing Matters.

Detroit—The Modell-Friedman Steel Corporation has increased its capital stock from \$50,000 to \$100,000.

Grand Rapids—The Lewis Electric Co., 15-17 Ionia avenue, N. W., has increased its capitalization from \$15,000 to \$50,000.

Grand Rapids—The Kuchins Furniture Manufacturing Co., Comstock Park, has increased its capital stock from \$50,000 to \$100,000.

Sturgis—The Royal Easy Chair Co. has decreased its capital stock from 600,000 common and \$100,000 preferred to \$600,000 common.

Grand Rapids—The Berkey & Gay Furniture Co., Inc., 440 Monroe avenue, has changed its name to the Simmons Wood Furniture Corporation.

Overanxiety About Health.

In an age of specialized health movements, diet fads and exercise propaganda it is something of a relief to find a prominent physician emphatically stating that we should all be much better off if we paid far less attention to ourselves and realized that health, like happiness, flees all the faster if it is zealously pursued. This is the message brought to the Winnipeg meeting of the British Medical Association by Dr. Robert Hutchinson, physician at the London Hospital, who dared to say that the old ignorance about the body and stolid resignation to its ills were probably a more healthful attitude, and certainly a happier one, than our modern curiosity and overanxiety.

Dr. Hutchinson was particularly outspoken in his criticism of those persons who are so greatly worried over their own health and that of their neighbors that they adopt any passing fad and endeavor to force all the world to follow their example. Of these cranks who believe that health can be

retained only by some peculiar diet or mode of dress, constant exposure to sunlight and deep breathing and much water drinking or nonsmoking, he said that the food faddist was the commonest and most malignant type.

"Now what is the scientific truth about all this diet business?" he asked. "It may be put quite briefly: Eat moderately, taking an ordinary mixed diet, and don't worry about anything else. To take no thought about what you shall eat and drink is wiser than to be always fussing over it. Likes and dislikes, however, should be listened to; they are nature's indications of what probably agrees or disagrees." "Vegetarianism," he added, "is harmless enough, although it is apt to fill a man with wind and self-righteousness."

In the same way Dr. Hutchinson attacked exercise fads and those whom he designated as "physical prigs," always boasting of "what they call fitness." Exercise is beneficial if taken for pleasure, he declared, but not if done as a duty, while hard exercise, if prolonged into middle life, may become injurious.

So pronounced does Dr. Hutchinson feel that this anxiety over health has become in this country that he declares we are suffering from "National hypochondriasis." Without meaning to discredit the excellent work which has been done through public health promotion in the elimination of disease and fully recognizing the debt we owe modern medical science, we believe that there is justification for this criticism. People do worry unnecessarily about their health and would probably be the better if they followed Dr. Hutchinson's final word of advice.

"The wise plan, I believe," he told the physicians at Winnipeg, "is, if you feel anything wrong with the working of the machine, to go to the family doctor, but otherwise to think as little about it as possible."

Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 2.—With over a month of steady fine weather, the merchants have been able to make up for the backward, early start they had at the beginning of the tourist season. It surely looks good to see so many strange cars lined up around the parks and hotels, as well as the camp site. The few showers we had during the past week have helped conditions somewhat, especially in the case of forest fires. The several county fairs had record breaking crowds, owing to the fair weather, and it looks as if Chippewa county fair will get in on the favorable weather for their fair, which will be held Sept. 9 to 12.

William Karras, who has been conducting a retail confectionery, soft drink parlor and pool room on Portage avenue for the past several years, has sold his business to William Cowell, who will continue the business along the same lines as it has been conducted. Mr. Karras has made many friends while here and he will be missed. He is moving to Milwaukee, where he expects to get into business again.

The electric power plant at Newberry has been closed. The city has signed a contract for five years with the Newberry Lumber and Chemical Co. to furnish light and power, which will reduce the cost considerably. W. G. Fretz, chairman of the Newberry water and light board, has tendered his resignation, but it was tabled for

two weeks and Mr. Fretz has been asked to reconsider it.

The new State theater at Newberry, built for Thomas Shimmens, has been completed and opened to the public last week. Caught Short was the opening picture to be shown through the DeForrest Photofilm. The total cost of the new theater is \$60,000. The building is of brick and tile construction with cast stone trim. Its outside dimensions are 36 x 126 feet. Besides the front entrance to the theater are two rear exits opening into the alley. The lobby is 14 x 40 feet; the foyer, 11 x 32, and the auditorium, 35 x 62 feet. The stage is 22 feet wide and 11 feet deep. The store on the North side of the lobby is 20 x 40 feet and will be occupied by Bill Johnson as a coffee shop. The second story is for living apartments. Mr. Shimmens has reason to feel proud over his enterprise, which is also an asset to the town.

A. W. Trickey, the well-known baker at DeTour, was a business caller here last week.

The most unnecessary thing we've heard in some time was a Chicago man and wife going clear to China to be shot by bandits.

A. J. Burch, of Manistique, has purchased the Clement building on Oak street. He has been making extensive improvements and repairs and now has a fine sales room and up-to-date plumbing establishment.

William G. Tapert.

Food Value of Bananas.

If you serve the banana in any form tell your customers about its healthfulness.

Doctors and dietetic experts speak well of its therapeutic as well as nourishing qualities. As it is chiefly a carbohydrate food, it is one of the most important energy-giving fruits available.

When combined with milk, it makes an ideal ration, supplying the body with all that it needs. The banana has an appreciable quantity of mineral salts and protein, essential to our health and well-being, and is not lacking in vitamins.

Belt Manufacturers Doing Well.

Manufacturers of leather belts, buckles and coat sets are working to capacity for the first time in several seasons, according to Julius Tenney, chairman of the belt division of the United Women's Wear League. The greatly increased business is due to the demand from the cloak and dress trades because of the vogue of fitted and waistline garments. Suede belts are a big item this season, with simulated suede merchandise outstanding in low-end merchandise. Black, brown, green and wine are the four outstanding colors. Jeweled buckles are favored for suede belts.

Spring Nainsooks Selling Well.

A good volume of orders is being placed for Spring nainsook underwear, due to the fact that mills are giving buyers the full benefit of price reductions in cloth, according to reports in the primary market. Both producers and buyers feel that the bottom has been reached in the cloth market and that from now on the trend should be definitely upward. A feature of the half hose trade is that the chief call is for plain goods, it was reported. Solid colors in black, blue, gray and tan are being sought in preference to fancy patterns.

Essential Features of the Grocery Staples.

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

Tea—Of late, prices in the producing centers have been firming up in the tea market, but no change of importance has taken place locally in prices. However, if the firmness continues abroad, traders anticipate that the better tone will be reflected here by an upward revision of prices, which for the past few months, have varied but slightly.

Canned Vegetables—The past week has been one of general inactivity, with buyers showing their usual ultraconservative attitude. Prices, as a rule, were steady. Vegetables continue to show strength. Packers' ideas are strong, despite the local buyer's habit of "shopping around" for cheap parcels. The latter have had considerably less success at this game than they had two months ago, when prices on vegetables were under the cost of production. During the week tomatoes have held about steady. Offerings are freer, but no important concessions are heard of, and the condition of the market is sound. String beans are strong, with standards quoted at the factory from 90c@\$1, depending on the packer. There has been some business done here on corn, but general buying of spots is quiet. Mid-West canners are still mostly withdrawn on futures.

Dried Fruits—In the spot market for dried fruits, trading this week has been mostly a routine proposition, with buyers covering immediate needs only, in anticipation of what amounts to practically three holidays in a row. After labor day, there is a feeling that the demand for the general line of dried fruits will show a marked improvement. California prunes show more strength in 30s and 40s this week, and jobbers are asking more money. Other sizes are about steady, with movement fair. Oregon prunes are in moderate demand at steady prices. Apricots are in poor demand and the spot market rules slightly weak. Peaches are slow, but prices are well maintained. The Coast raisin situation has remained in good shape. Prices have not changed, either on spots or futures. It now appears that there are about 40,000 tons of new crop to be handled by outside growers. It is felt that this quantity will soon be sold up, and some believe that half of the amount is already disposed of, as packers have been buying freely.

Canned Fish—Price cutting on Japanese crab meat continued. Sales were reported at \$1 a case under the formal opening of \$2.25 for fancy halves. No cuts were heard on one-pounds, which were firm owing to scarcity. In another week or so the first consignment of new pack Russian crab meat is due to arrive in New York, and as the trade looks for lower prices on this pack considerable business has been withheld until prices have been named.

Salt Fish—Business this week has been slow in the local market for salt and cured fish. Prices have ruled fairly steady on most grades. Catches at Gloucester have been disappointing lately. The mackerel continue to run to small fish, a reversal of the condi-

tion earlier in the season. Stocks of American fish are not heavy here, but good supplies of Norwegian and Irish mackerel in the small counts remain.

Nuts—Prices on Brazils in the shell have been moved up 1c per pound on all grades effective Sept. 1. The walnut crop in the Grenoble region gives every appearance of being poor this year, reports American Consul H. H. Watson, Lyons, as of July 30, 1930, based on current information from the local trade. Grenoble nuts—Mayette, Franquettes and Parisiennes—are reported to be particularly poor, and the majority of estimates range about 2,205,000 pounds as compared with 6,613,800 pounds produced last year. Chaberts are estimated at 1,377,875 pounds against 2,205,000 in 1929. Adverse weather conditions during practically the entire growing season are responsible for the lower estimates.

Olive Oil—Last week's markets abroad showed little change, in contrast to the sharp advances of previous weeks. Quotations were firm, but it was apparent that there was less activity in the producing countries. Some hold that the rise in prices has been too sudden, and that a reaction will set in along about the middle of October. That remains to be seen, however, as conditions of the growing crops are uncertain, and on any turn either for better or worse, the market might respond accordingly. Locally, movement into distributing and consuming outlets has been good, last week as well as the whole month. Importers are a deal more cheerful than they were at the start of summer as prices have advanced and general business has improved. The new duties, affecting only the small packages of oil, have apparently had no great ill effects on the industry in this country.

Rice—Heavy rains in Louisiana are delaying harvesting and causing a stiffening of quotations on Prolifics and Blue Rose style rices. No advances are expected by the trade generally, but a firm condition appears likely until arrivals of rough become heavier. There is a stronger feeling on extra fancy Ediths, as they are being bought freely by mills, which seem to think they are below their proper value. Ediths have been proportionately lower than any other variety. Lady Wrights will begin making their appearance in a few days.

Sauerkraut—Mid-West packers have withdrawn future prices on both canned and bulk kraut owing to uncertain crop conditions. There may be short deliveries on future contracts in some producing sections. New York State 1930 kraut is offered sparingly at \$11, f. o. b. factory, for bulk in old cooperage. The spot market remains unchanged. Movement is slow. Wisconsin kraut is offered here and there at \$13 per barrel.

Vinegar—Activity in all grades is slight. A good sized production is anticipated unless there is hail or other accident to the growing apple crops. Bookings of futures have been conservative. Prices show no change.

When a customer asks for a thing the first time it means curiosity, when she asks for it the second, it means merit.

Review of the Produce Market.

Apples—Wealthy, Duchess and Red Astrachans are in ample supply at 75 @\$.125 per bu.

Bananas—5@5½c per lb.

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

Butter—Jobbers hold 1 lb. plain wrapped prints at 41c and 65 lb. tubs at 40c for extras and 39c for firsts.

Cabbage—Home grown commands 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 \$.65 per bag.

Cucumbers—No. 1 home grown hot house, 90c per doz.; No. 2, 40c; outdoor grown, \$1.25 per hamper.

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

Green Corn—30c per doz. for Michigan grown.

Green Onions—Home grown, 30c per doz.

Green Peas—\$4.75 for 50 lb. crate from Calif.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$7.75
Light Red Kidney	8.50
Dark Red Kidney	8.50

Eggs—Jobbers pay 27c for No. 1 choice stock and 25c for general run.

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	\$7.50
300 Sunkist	7.50
360 Red Ball	6.50
300 Red Ball	6.50

Limes—\$1.50 per box.

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

126	\$7.00
150	7.50
176	8.25
200	9.00
216	9.00
252	9.00
288	9.00
344	8.00

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
11 by 11	2.00
10 by 10	1.75

Parsley—50c per doz. bunches.

Pears—Calif. Bartlett, \$2.50 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; cukes, 20c per 100 for small; \$2 per bu. for large.

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	19c
Light fowls	14c

Radishes—15c per doz. bunches of outdoor grown.

Spinach—\$1 per bu.

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

Summer Squash—\$1 per bu.

Tomatoes—\$1.25 per bu. and 90c per ½ bu.; 20 lb. baskets, 60c.

Turnips—\$1.40 per bu. for new.

Veal Calves—Wilson & Company pay as follows:

Fancy	16c
Good	13c
Medium	11c
Poor	10c

Water Melons—35@65c for Georgia.

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

The Poor Farmer.

Trufant, Sept. 2—I am enclosing \$3 to cover my indebtedness for your valuable paper. As usual, it is way past due—in accordance with your rule—but as I am a farmer and of very little importance to the world, it seems the chain store and the independent store, combined with bootlegger, state police, farm relief and bank robbers, could well afford to get along without us. We are the only ones not created by the Government and need no help except rain and sunshine, good health and a little more peace on earth while here. The Government controlling everything is disgusting to all or about all of us old, free born people and tends to make the younger class run around like wild beasts or worse for the reason animals can be done away with, but lawbreakers we have to feed in prison for a while, to be let out and again be caught.

Excuse this long delay. I am doing no banking here, so I cannot send a check and am often out of cash on account of market conditions.

G. P. Rasmussen.

Gabby Gleanings From Grand Rapids.

Roy Cosier, proprietor of Roy's Drug Store, 2145 South Division avenue has uttered a chattel mortgage on his stock, fixtures and equipment to the Heyboer Co. The consideration is \$1,370.55.

A free public candidates' meeting has been arranged by the Grand Rapids League of Women Voters for Friday evening, Sept. 5, at the Ryerson Public Library, at 8 o'clock. This is an opportunity for interested voters to see and hear the various candidates who are running for nomination at the Sept. 9 primary election. Candidates for the State Legislature and for most county offices are to be chosen at this time and many of them, if not all, will speak at the League's candidates' meeting. Mrs. Paul W. Jones, president of the local League, will preside and she reports that acceptances from candidates to be present and speak are coming in daily.

MAIN STREET CRUSADER.

He Has Large Plans For the Coming Fall.

As I have recently broadcast over the air, it is my plan to carry the Main Street Crusade outside of Michigan this coming fall and winter. I want the leading and more thoughtful independent merchants of Michigan to understand my reasons for making this decision and I know of no surer way to reach this type of merchant than through the Tradesman.

One of the chief factors in my decision lies in the fact that so many so-called "Anti-Chain Campaigns" have been indifferent successes if not absolute failures. I have witnessed a number of collapses of this sort and feel that I can cite the main reasons with a certain degree of authority.

One reason for the failures of "Anti-Chain Campaigns" is that their promoters invariably start out first building up an organization. I have observed that most of these movements are strong on organization and weak on action. Thus far, the Main Street has no organization and never has had any such. We have a staff of workers—real workers, every one of them. What more can be desired of any organization? When action is the vital factor, the formation of a board of directors and the distribution of a lot of honorary titles is the surest way to defeat possible success in my humble opinion.

Another reason for failure is that promoters are prone to be more interested in their own gain than in the cause they profess to defend. Nothing can be more surely or quickly fatal to any "Anti-Chain Campaign" than to follow a course of action that will allow the least hint of the racket to cling to its garments.

Still another reason for failure is that the man who is supposed to do the work is held under the thumbs of a certain little group of business men who allow their selfish interests or their untried theories to get into the foreground and eclipse the common welfare on the one hand and time-tried experience on the other. The mere fact that a man may have been successful in business is no evidence of his ability in directing a campaign of this kind. If business men were capable campaign directors, this crusade work would have been done long ago. Frankly, it has been just too bad for many an anti-chain campaign in many a locality, just because merchants would not leave a man free to follow his course, but insisted that their own ideas about the thing should be followed out.

Another reason for these failures is that the independent merchant is strong to start something, but seldom steadfast enough to finish what he starts. Consequently, many a local campaign has died out because the merchant couldn't see that the chains, which had been working for fifteen years to build up, were not going to be run out of town in six months.

There are other reasons in great number, but let that suffice as a review of the main ones. The fact that is important is that most anti-chain campaigns have been doubtful in their

protracted results. When I think of the small army of fighters we had six months ago and look at the little handful left, I feel rather lonesome as one of the survivors. And now it becomes more and more evident that even the redoubtable Henderson of Shreveport is skating on thin ice, with his trading stamps added to his other merchandising stunts over the air. Meanwhile that campaign which spends its efforts entirely in getting the truth to the people, throwing itself unreservedly upon the resources of public opinion to see that it is properly backed financially, is going right on. The Grand Rapids crusade is a sample of such a campaign. When our merchants don't come through with the proper support we tell it to the people and they have never failed to make their demands on the merchants in person. The campaign which has the people with it need fear no mere merchant's opinion or choice in the matter, and that is as it should be. This chain store fight has never been exclusively a merchant's fight, anyhow. It is a people's fight and readily recognized as such in every place where business men have the wisdom and courage to have it so presented.

So we are carrying the Grand Rapids crusade out into other parts of the Nation, as a National crusade. First, because it is a fight that must be won Nationally if it is to be won at all; second, because it has been successful, so far, in Western Michigan, in achieving the results originally sought; third, because there is no reason to fear that the campaign which has brought results in Grand Rapids should fail in other localities; fourth, because local activities have been largely negligible in their results, due to the fact that most of such campaigns have been merchant fights instead of popular issues; fifth, because there has been a demand for just such crusade activities in other communities where merchants have coveted the very results already realized in our community.

Those are my main reasons for carrying this fight into other parts of the country, but the Grand Rapids Crusade will continue to go on, with substitutes at the microphone to read the Crusader's nightly message from manuscript. I shall be glad to keep Tradesman readers informed of our progress elsewhere, if such is desired.

I realize fully the magnitude of the job which I am tackling, but with the campaign director and the business manager of our crusade as my right and left hand bowers, and my fully qualified secretary on the job at Grand Rapids to supervise details here, I have every confidence that the work will go along smoothly, in spite of all handicaps that our enemies will certainly strew in our pathway.

I trust that I have no false egotisms in the matter. The job ahead of me is too big for me to do as it should be done, perhaps, but in the absence of a greater, I feel that it is better to have tackled a big job and done my best, rather than never to have tackled it at all. My mind has been made up on this matter and the campaign is all set. We are all booked up solid until Nov. 1. Sept. 8 we make a week's stop at Marion, Indiana; Sept. 15 we open a

two weeks' stand at Waukegan, Ill.; Sept. 29 we go to Gary, Ind. for five weeks. The war is on—let's go.

W. H. Caslow.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, Aug. 19.—We have to-day received the schedules, reference and adjudication in the matter of Orlo Meyers, Bankrupt No. 4212. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Kalamazoo, and his occupation is that of a salesman. The schedule shows assets of \$2,575 of which \$500 is claimed as exempt, with liabilities of \$1,002.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

Aug. 19. We have to-day received the adjudication, reference and schedules in the matter of Carl B. Orwant, doing business as Orwant Jewelry Co., Bankrupt No. 4192. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a jeweler. The schedule shows assets of \$11,350 of which \$250 is claimed as exempt, with liabilities of \$21,938.40. The first meeting will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

State of Michigan	\$200.00
Genevieve Siegel, Grand Rapids	150.00
Frank Middendorff, Grand Rapids	250.00
Union Bank of Michigan, Grand R.	400.00
Citizens Industrial Bank, G. R.	870.00
Associates Investment Co.,	
South Bond	385.00
Industrial Mortgage Co., Grand R.	75.00
Commonwealth Loan Co., Grand R.	175.00
VanDenBerg Bros., Grand Rapids	175.00
G. R. Savings Bank, Grand R.	3,000.00
Joseph R. Gillard, Grand Rapids	1,000.00
Chas. B. Kelsey, Grand Rapids	1,200.00
A. L. Aberd, Grand Rapids	100.00
Ackerman Electric Co., Grand Rap.	18.85
Dr. C. S. Buermann, Grand Rapids	200.00
Bulova Watch Co., New York City	1,200.00
Fred J. Bidgood, Grand Rapids	8.05
Brunk & Mapes, Grand Rapids	6.00
Bridge St. Tin Shop, Grand Rap.	19.00
A. Cohen & Sons Corp., New York	15.00
Consumers Power Co., Grand R.	16.00
Consumers Ice Co., Grand Rapids	6.00
Collins Coal Co., Grand Rapids	10.00
J. C. Dowd Co., New York	250.00
R. & J. Dreyfus, New York	1,100.00
Henry Davidson, New York	200.00
Fillmore Jewelry Co., Buffalo, N.Y.	25.00
G. R. Printing Co., Grand Rapids	15.00
Globe Printing Service, Grand Rap.	10.00
G. R. Store Equipment Co., G. R.	30.00
G. R. Merchants Service, Grand R.	12.00
G. R. Hiral, Grand Rapids	120.00
G. Gsell & Co., New York	3.00
G. R. Gas Co., Grand Rapids	5.00
Humphrey Co., Kalamazoo	2.00
Henshel Pearl Corp., New York	3.00
Keystone Publishing Co., Phila.	4.00
S. Lazarus & Sons, Chicago	1,300.00
S. Langsdorf & Co., New York	100.00
Mable Todd & Co., Chicago	14.00
Moose News, Grand Rapids	40.00
G. W. McDonald, Grand Rapids	13.50
Modern Jeweler, Chicago	3.00
Michigan Bell Tel. Co., Grand R.	35.00
Ignatz Nebenzahl & Co., New York	150.00
F. H. Pudrith Co., Detroit	1,700.00
Rothschild Bros., Chicago	75.00
Streicher Mfg. Co., Newark, N. J.	350.00
Smith's Show Window Service,	

Grand Rapids	12.00
A. B. Stralser, Detroit	1,800.00
Steinman & Sons, Grand Rapids	25.00
Stiles Material Co., Grand Rapids	25.00
M. H. Shiman & Co., New York	250.00
Vanderstels, Grand Rapids	3.00
Wolfsheim & Sachs, New York City	75.00
Wolf & Co., New York City	50.00
C. B. Kelsey, Grand Rapids	1,200.00
Reed Engraving Co., Grand Rapids	2.00
Jewelers Pub. Corp., New York	4.00
Arnold & Sons, Grand Rapids	63.00
Coles Laundry, Grand Rapids	5.00
Mrs. Nina DeCoux, Grand Rapids	90.00
Chas. A. Krum, Grand Rapids	10.00
L. C. MacLangs, Grand Rapids	10.00
Simon F. Guggenheim, New York	275.00
Mrs. Lena Orwant, Grand Rapids	2,000.00
Protection Account Reg. Co., G. R.	1.00
Joseph R. Gillard, Grand Rapids	1,000.00

Aug. 19. We have to-day received the schedules, reference and adjudication in the matter of Ward Lloyd Sutherland, Bankrupt No. 4213. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Fremont, and his occupation is that of an automobile dealer. The schedule shows assets of \$320,087.06 of which \$1,595 is claimed as exempt, with liabilities of \$24,125.67. The first meeting of creditors will be called and note of same made herein.

Aug. 19. We have to-day received the schedules, reference and adjudication in the matter of Clarence J. Soethe, Bankrupt No. 4114. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon, and his occupation is that of a machinist. The schedule shows assets of \$300 of which the full amount is claimed as exempt, with liabilities of \$919.66. 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.

In the matter of Orlean E. Barker,

doing business as O. E. Barker, formerly O. E. Barker Co., Bankrupt No. 3920, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held July 25. The bankrupt was not present or represented. The trustee was present. Certain creditors were represented by attorneys Belcher & Hamlin. Claims were proved and allowed. The trustee's final report and account, was considered and approved and allowed. An order was made for the payment of expenses of administration and preferred claims 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 John L. Greene, Bankrupt No. 4200. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Arvid Nelson, Bankrupt No. 4210. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Carl F. Pickett, Bankrupt No. 4206. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of James H. Carr, doing business as Jimmie Carr, Bankrupt No. 4201. The funds have been received and the first meeting of creditors has been called for Sept. 5.

In the matter of Johannes Kooiker and Mrs. George H. Huizinga, copartners trading as George H. Huizinga & Co., Bankrupt No. 4051, the first meeting of creditors has been called for Sept. 4.

In the matter of Louis Bonafiglio, Bankrupt No. 4194. The funds have been received and the first meeting of creditors has been called for Sept. 4.

In the matter of Cavanaugh Auto Body Co., Inc., Bankrupt No. 4180. The first meeting of creditors has been called for Sept. 4.

In the matter of Carl B. Orwant, doing business as Orwant Jewelry Co., Bankrupt No. 4192. The first meeting of creditors has been called for Sept. 8.

In the matter of Ward Lloyd Sutherland, Bankrupt No. 4213. The first meeting of creditors has been called for Sept. 8.

In the matter of James L. McIntosh, individually and also sometimes doing business as McIntosh Coal Co., Bankrupt No. 4205. The first meeting of creditors has been called for Sept. 8.

In the matter of Johannes Kooiker and Mrs. George H. Huizinga, copartners trading as George H. Huizinga & Co., Bankrupt No. 4051. The sale of assets has been called for Sept. 9, at the premises formerly occupied by the bankrupt, as follows: at 6 E. 8th street, Holland, all the stock in trade, consisting of a complete jewelry stock, watches, silverware, diamonds, rings, etc., appraised at \$1,662.09, together with attendant fixtures appraised at \$553.85; at 220 Washington street, Grand Haven, all the stock in trade consisting of a complete jewelry stock, appraised at \$3,889.80, together with attendant fixtures, appraised at \$252.50. All interested in such sale should be present at the date and time above mentioned.

In the matter of Cavanaugh Auto Body Co., Inc., Bankrupt No. 4180. The sale of assets has been called for Sept. 5 at the premises formerly occupied by the bankrupt, 335 N. Rose street, Kalamazoo, all the stock in trade, and equipment, consisting of tools, vices, drills, work benches, I brake tester, duco spray booth, fixtures, all used in a retail automobile garage, appraised at approximately \$3,819.50, together with office furniture and fixtures, appraised at \$362. All interested in such sale should be present at the date and time of sale.

In the matter of Ward Lloyd Sutherland, Bankrupt No. 4213. The sale of assets has been called for Sept. 10, at the premises formerly occupied by the bankrupt, at Fremont, all the stock in trade, tools, furniture and fixtures or equipment, used by said bankrupt in the operation of a garage and retail auto sales room, scheduled by the bankrupt at approximately \$2,775.24. All interested in such sale should be present at the date and time mentioned.

Aug. 21. On this day was held the first meeting of creditors in the matter of Max E. Zechinato, Bankrupt No. 4174. The bankrupt was present in person and represented by attorney Louis H. Grettenberger. One creditor was present in person. 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. 21. On this day was held the first meeting of creditors in the matter of Price W. Perry, Bankrupt No. 4173. The bankrupt was present in person, but not represented by attorney. Claims were proved and allowed. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm. 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. 22. We have to-day received the

(Continued on page 31)

New Freezing System Helps Oyster Industry.

Recent developments in refrigeration will go a long way toward making the oyster a year-round delicacy, instead of being edible only in the eight so-called "R" months, it was stated orally by the Deputy Commissioner of the Bureau of Fisheries, Lewis Radcliffe, Aug. 28. This new refrigeration will increase the value of the oyster as an export, and allow the United States to compete for world trade in this commodity, he said.

If properly frozen, the extent of time in which the oyster remains edible will run into a matter of years, Mr. Radcliffe said, as other sea foods have been known to remain edible for as long as 27 months, with the proper refrigeration. Among these discoveries in refrigeration are the process of rapid freezing, and the new show cases that are for use in retail stores and are capable of holding a temperature of 15 degrees F., he said.

The rapid development of carbon dioxide ice as a refrigerant has increased the marketing of perishable foods frozen by these newer methods, which includes fish, meat, poultry, vegetables and fruits, the Deputy Commissioner declared.

Mr. Radcliffe pointed out that the ability to freeze oysters and hold them in a frozen state for 365 days in the year will increase the popularity and the sale of the oysters throughout the country and at the same time make it practicable to ship them to all parts of the world.

When this making of the oyster a year 'round commodity is accomplished, there is no doubt, Mr. Radcliffe pointed out, that the oyster fishermen will select only the fully developed oysters and will not use any that are not fully matured, as sometimes is done now in order to get them in before the season closes.

The oyster industry in this country has unlimited possibilities, Mr. Radcliffe said, and the annual yield should be at least 100,000,000 bushels, but instead of increasing up to this time the production had dropped down from about 25,000,000 around 1900 to approximately 18,000,000 bushels. This has been partly due to the fact that from four to six months of the year oysters are not eaten, and if it becomes a year round commodity there is no doubt that the yield will increase, he stated.

During the last season, however, there occurred along the coast of Connecticut an unusually early and abundant set of oysters which exceeds all records for the last fifteen years, Mr. Radcliffe said. This is attributed to the abnormally high air and water temperatures and the very apparent improvement in the quality of the water as a result of the decrease in trade-waste pollution, he explained.

Recent Mercantile Changes in Ohio.

Middletown—A. J. Blinn, aged 62, a prominent shoe retailer of this place who also conducts a store in Xenia, was stricken with cerebral hemorrhage in the Henry Clay Hotel, Lexington, Ky., where he went for a rest. He was found unconscious on the floor of his room when he failed to appear for his

meals. He recovered slightly but is still in a serious condition.

Kenton—C. S. Mitchell, owner of a meat market on North Detroit street, and Wilbur R. Young, will start a market soon.

Columbus—In a suit brought by the creditors of Herman A. Leitwein, doing a retail shoe business at 964 Parsons avenue, in the Court of Common Pleas here for receivership, A. A. Bunner, 9 East Long street, was named receiver under bond of \$5,000. The receivership is a friendly affair and was advised by attorneys for Mr. Leitwein when creditors became pressing. Claims are approximately \$4,000 while the stock in trade has been appraised at \$5,100 and the fixtures at \$200. The receiver is continuing the business.

Cincinnati—Abraham Morris Lowitz retail dry goods, 3102 Madison road, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$3,657 and assets of \$539.

Columbus—The Welber Co., trading as the Golden Rule Store, 88 North High street. The receivers in this case state that no dividend will be declared for creditors until about Sept. 20. Present indications point to a dividend of approximately 25 per cent., Receiver C. M. Gibson states. It is stated that there is some question as to a claim of \$5,000 held by the Dunn-Taft Co., for fixtures in the building, which were purchased for \$12,000, and on which a partial payment had been made.

Columbus—Charles N. Davis, aged 60, former president of the Hamiel Bros. Co., wholesale clothing concern, died from a gun shot at his residence 1606 Bryden road. He had been identified with the Hamiel Bros. Co. for 37 years and represented the firm on the road for 25 years.

Fremont—Joseph Wilson Wormersley, women's ready to wear, 428 Croghan street, show liabilities in the amount of \$5,801. Creditors for \$500 or more are: First National Bank, Fremont, \$2,000; Bloomfield Co., Cleveland, \$840.

Union Knitters Oppose Reduction in Wages.

A proposal made by the Phoenix and Holeproof hosiery companies for a 22 per cent. reduction in knitters' wages by lowering piece rates was rejected at a meeting of the Milwaukee branch of American Federation of Full-Fashioned Hosiery Workers.

Resolutions were adopted that no reduction in wages shall be acceptable unless the managements were willing to sign the new National Full-Fashioned agreement.

Milwaukee hosiery manufacturers have been continuing negotiations for the decline, stating that if it is not accepted by their employees the factories will be closed indefinitely.

Summer Day.

Put a slice of brick ice cream on a fancy dish. On this place a mound of pineapple sherbet; over the sherbet pour a ladle of crushed pineapple and a spoonful of crushed cherries.

When you start a thing, finish it. No quitter ever became foreman.

Quaker Brand Products

More care has been taken this year in the selection of Quaker Brand Products than ever before. The quality is the best at the price we can procure.

We will merit the continued approval of the Consumer and of the independent retailer. Your cooperation in distributing Quaker Brand Products will increase your volume of business and the satisfaction of your trade.

LEE & CADY

BANKRUPTCY LAW REVISION.

Among the numerous laws in this country which are unsatisfactory, those relating to bankruptcy take an important position. That some sort of revision should be effected has long been obvious. President Hoover formally recognized this fact when, on July 29, he ordered an exhaustive investigation of the question under the direction of Solicitor General Thacher. Mr. Thacher appropriately chose the subject of bankruptcy laws for his speech before the American Bar Association in Chicago.

The Solicitor General is convinced that the whole theory behind these laws is unsound. This theory is that the creditors of a bankrupt are the parties most interested in salvaging his estate and that they "will take active control and responsibility for its administration." But the facts show that the creditors are disinclined to expend either money or energy in such proceedings and that their interest in punishing the dishonest bankrupt is almost nil. From this situation many evils flow, not the least of which is the promotion of dishonesty throughout the community, not only among business men but also among professional men, salaried workers and laborers. This corrupting influence is unquestionably one of the most serious aspects of the situation.

It is well in discussing bankruptcy law and practice to refer to the experience of the English in these matters. Fifty years ago the British laws were based upon the same theory which prevails in the United States to-day—that the burden of salvaging estates as well as bringing dishonest bankrupts to justice lay upon the creditors. It was in 1883, as Mr. Thacher pointed out in his address, that a new and more effective idea developed.

The new theory was, in the words of the Solicitor General, "that the investigation of the causes of each bankruptcy and the conduct of each bankrupt is a public duty which must be assumed by the Government and not left to the creditors to be conducted, if they choose, at private expense."

The result has been, as has frequently been noticed with considerable admiration by Americans, that in England crooked bankrupts go to jail. The government sees to it that they are put there, and long terms in the penitentiary with hard labor are the rule. In the United States only the most outrageous cases of dishonest bankruptcy are followed by criminal action.

Mr. Thacher, in advance of the completion of his investigation, naturally did not indicate what recommendations would be made to Congress to bring a greater measure of order out of the chaotic conditions fostered by bankruptcy practices to-day. But the general drift is inescapable. Any slavish aping of the English law would be undesirable and, as Mr. Thacher points out, "We cannot transplant the English statute." In many respects it would not fit into our political and legal systems.

But this much is clear: that the Government must take charge of bankruptcy administration and responsibility

for it. As Mr. Thacher suggests, it may be well for these duties to be assumed by United States attorneys as local representatives of the Federal Government. They would have full charge of the civil and—if investigation reveals dishonesty—of the criminal aspects of bankruptcy cases. Only by some such system can the present disorderly conditions be remedied and losses to creditors, now averaging about \$750,000,000, be reduced to more reasonable limits.

PROSPECTS BRIGHTER.

Although there are fluctuations in the basic lines of industry which still obscure a definite trend, some seasonal improvement is now to be noted and there are reasons to support the theory that the worst part of the depression is over. The gain in steel operations is one indication and the upward trend of car loadings another.

Moreover, the movement in wholesale commodity prices last week was sharply upward. The Annalist weekly index rose to 124.6 from 122.9. Only metals, building materials and chemicals declined and there were appreciable gains in farm and food products. The increases were more broadly distributed than in the preceding week.

While an easing down of automobile production is reported, building construction shows improvement as the later figures for the month come forward. The decline in the money value of contract awards under a year ago has been reduced to 20 per cent. This is better than the July showing and an improvement over the early part of August.

From a number of varied sources comment on the situation last week took a more hopeful turn. Merchandise interests, particularly, noted a change for the better and, since these are the lines in most direct contact with the public, the assumption is that improvement is in sight. An irregular recovery is more likely than not to be experienced, but something better than seasonal increases is considered in prospect.

As an additional stimulus to sentiment, the comparisons with last year should soon begin to prove more satisfactory, although for the simple reason that the slump started more than a year ago.

EXPENSE REDUCTION.

In the process of "reducing expenses," which is now being carried out by so many business organizations, there is good reason to emphasize the counsel of the few who advise an intelligent appraisal of what economies are possible and desirable. Too many cases are cited of ruthless slashing of personnel and duties that are essential to the proper conduct of the business.

The present wave of economy, in short, has many of the aspects of the former wave of extravagance. Broad decisions are made and carried out without adequate investigation of what the changes mean. During the days of easy prosperity many fair-weather executives were engaged. Plant additions were made. Service was extended. To-day the order to reduce ex-

penses has frequently confused the valuable with what is not worth while.

Certainly the test of productiveness should be applied in all possible cases, but for its own best interests management might undertake to go into the details of its expense reduction program. This appears to be one instance where such details should be obtained and investigated rather than have the program performed through mandate.

The weeding out of needless personnel and the raising of operating efficiency were overdue and there can be no criticism of an intelligent move in that direction. However, the thought does occur that such action might better have come in times of prosperity. The housecleaning takes place now when every consumer is needed to speed business recovery. In good times with jobs plentiful, cleaning house would have caused little hardship and no great harm to business.

CUSTOMERS PROFIT.

The midget golf courses have provoked much dog-day humor, and perhaps it has been overlooked that their marvelous growth contains an exceptionally clear example of good merchandising. The promoters of the pastime were quick to put before prospects the profits made by the pioneer operators. The daily revenue, expenses and earnings were cited in cold figures for specific cases. Thousands of prospects were quickly convinced of the money to be made and eagerly undertook the investment.

This style of dealer merchandising comes as a refreshing change from the reams of quality and value claims that are constantly directed at distributors. After all, the merchant may be convinced through this bombardment that an article has merit, but he is equally convinced that other products also enjoy the same standing. Value and other generalities have palled on him for these many years.

What the retailer is most anxious to know is whether he will profit by buying and selling a particular product. In almost all cases he has to experiment with it and find out. In short, he has to do the job that the producer might do for him by thoroughly testing out the article and putting the cold figure results of these experiments before his prospect or customer.

DRY GOODS CONDITIONS.

Trade reports have been more cheerful during the past week and the gains noted previously have been improved upon in many instances. In the last two weeks consumer buying has undoubtedly become more liberal, although it still leaves plenty to be wished for by retailers. Clearance sales have received a fair response on the average and in the last week the call for regular fall wearing apparel appeared.

Due to the recent rise in trade volume, it is felt that the month's results will prove quite a little better than expected earlier. It is now estimated that the loss will not be as large as that suffered in July, despite the reduction in prices. Actual volume of

merchandise moved is likely to range close to the quantity sold a year ago.

With the sale and clearance season out of the way, retail executives see a major handicap removed. The public, it is pointed out, has been fully informed of price declines and many customers have undoubtedly held back purchases waiting to reap the full advantage of these reductions. As regular fall values appear this reluctance should fade, needs becoming pressing and buying more liberal.

HOME WARE SALES UP.

A decided increase in the volume of home furnishings purchased at wholesale during the month just closed is reported by selling agents in the primary market. August, according to these opinions, proved the best month for volume orders so far this year. Floor coverings, according to reports, lagged somewhat in comparison with other lines.

Furniture sales exceeded those of any month so far this year and Friday, Aug. 22 established a new all-time record for the number of buyers visiting the local furniture exchange on any day in August. The number exceeded by 15 per cent. the record total established last year on the corresponding Friday. China and glassware sales were ahead of previous months in point of volume, although most of the buying was on specially priced goods.

Drapery, upholstery and curtain fabrics showed increases. Lamps and lampshades gained considerably over the average for the last three months and purchases of smaller household items, such as kitchenware, including crockery, cutlery and utensils, all reported substantial gains.

WHEN ABRAHAM MOVED.

Dr. Kyle, of the Xenia Theological Seminary, who has been excavating the ruined cities of Palestine, reports that he has found evidence that Abraham migrated from Ur of the Chaldees westward in about 2000 B. C. He has found evidence, too, of the approximate date of the destruction of Sodom and Gomorrah in the plain of Jordan and proof that after their destruction it was centuries before any other cities were built in the region. The mound which he has been excavating shows the ruins of six cities one above the other. Their dates are indicated by pottery and implements of different kinds, and the character of the civilization is shown by the ruins of the houses. Those of the time of Lot had heavy doors as are described in the Bible account of Lot. Those of later times had no doors but only arches across which curtains could be hung. The ability of the expert to read the record of the ruins is the admiration of the layman, all the more since he realizes the necessity of using the imagination in deciphering the record.

A great part of all mischief in the world arises from the fact that men do not sufficiently understand their own aims. The undertaking to build a tower and spend no more labor on the foundation than would be necessary to build a hut.

ADVENTURES IN COURTESY.

Address To Bank Officers by Charles W. Garfield.

Two or three incidents which occurred on my way down to the bank this morning suggested my title. My car is regularly parked in a nook off from the alley next to the Park Congregational church. The janitor of the Sanitarium across the alley has become very familiar with my habit of parking the car each day and always has a pleasant word for me, and I confided in him yesterday that somewhere I had picked up a tack which had deflated my tire and made me some trouble. This morning I found the nook swept out very carefully and the entrance to it swept off so as to reduce to its lowest terms any possibility of a recurrence of the accident of yesterday. It was a very simple incident, but a beautiful adventure in thoughtful courtesy.

As I came across the park (you will recall that at the Southwest corner is a drinking fountain) I noticed that a lady holding a baby, with two little children, were slaking their thirst. The little boy stepped upon the stone placed there for children and could reach very nicely the fountain. The little girl stepped up and she was not tall enough to reach over and take a drink, and a man sitting on the nearest settee in the park saw the little girl reaching over and ran to her, lifted her up and helped her satisfy her thirst, saying to her, "They didn't make this fountain just to fit such little girls as you, but you're all right now, aren't you?" And the mother thanked him and he resumed his seat in the park. A bit of courtesy graciously given and greatly appreciated.

You will recall perhaps that on the Daane & Witters corner three or four children have monopolized that place to sell the morning Herald. They are foreigners I should judge from their complexion and facial expression, and I have each morning watched with interest their appeal to people and the perfect good nature expressed by the children in all their contacts. Just as I passed them a gentleman, perfectly dressed, and carrying a cane and wearing eye glasses, came along with great dignity, and one of the little girls presented the Herald, saying, "Buy a paper, sir?" and he stopped, put his hand on the little girl's head, saying, "My little girl I've read the morning paper, but I hope you will find a lot of people who haven't read it who will buy all your papers," and he passed on. The little girl said to her partner, "He didn't buy any paper, but he smiled on me." It was a simple incident, but an exhibit of graciousness that was very suggestive to me.

And I recall now an incident of long ago, when there was a fad in the Central High school of interviewing business men by those who were graduating soon with regard to future service. A number of these boys came to me and I was very glad to listen to their questions and make suggestions to them. One morning a young lad was given the privilege of interviewing me, and we sat in the alcove where our Mr. Johnson now has his desk and while we were talking very familiarly

to each other, a middle aged lady with unsteadiness of gait and trembling hands, came up to the desk in the corridor and evidently expected to make out a deposit slip. In adjusting her glasses they slipped from her hand and dropped to the floor and the reticule which she held on her wrist when she reached over to pick up the spectacles slipped off and was on the floor with her glasses and somewhat feebly she was trying to gather her things up. My boy said, "Excuse me, Mr. Garfield, there's a lady in trouble," and he left me and picked up the spectacles and adjusted the reticule and asked if there was anything else he could do, and then returned to me as if it was the simplest thing in the world to do. I thanked him for his thoughtful courtesy extended to one of our customers and he replied with nochalance, "Oh, that's just nothing at all, I was glad to be useful to her." Later on this lady made careful enquiry of me who this boy was, expressing the desire to make his acquaintance, and I said to her that I would be very glad to make any enquiries and later tell her about the lad. I did this and she afterward sought him out and found that upon getting through with his high school course he desired very much to take a year in commercial college, but he had no funds and he expected to have to work a while first. She very gladly took the lad under her patronage and assisted him in carrying out his heart's desire. A case in which courtesy found him an immediate reward.

You perhaps will recall the story of Phillips Brooks, who was taking his morning walk in Boston and noticed a little lad trying to reach up to the door bell of a good looking residence, but couldn't quite reach it and the Bishop, desiring to be helpful, stepped up to the little boy and lifted him up so he could reach the bell and thought he was rendering a real and pleasant service. When the bell rang the little boy loosened himself from Mr. Brooks' grasp and said, "Now, Mister, run like sixty or you'll get caught at it." A case where thoughtful courtesy also had an immediate reward.

Many years ago I was in Boston at a meeting of the American Pomological Society, and it was my first visit to the city. I reached there after dark and stopped at the United States Hotel, which was the headquarters for the society. I rose early next morning and thought I would take advantage of the morning hour in getting a little acquainted with our part of the city, and very soon found the market, and you who have been in Boston can recall what a hodge-podge of streets are to be found in the vicinity of the market. I became so interested in the market that I lost my bearings completely and when it was time to go back to my breakfast, I had no idea whatever which way my hotel lay from my place of standing. A well dressed gentleman stood at the curb looking upon the market panorama and I accosted him, saying, "I am a stranger here in Boston and I am stopping at the United States Hotel and came out for a little airing this morning and to get acquainted with this part of the city. I find I am hopelessly lost and have no idea whatever which way to

go to find my hotel. Can you help me out?" and he smilingly said, "Yes," and immediately began describing the way to get to the hotel, and the intricacy of the streets was such that he stopped, laughingly, and said, "Well, well, it is easier to take you there than it is to describe how you shall get there and I will be very glad to walk with you." It was not very far, and he escorted me to the hotel, and I truly appreciated the gracious courtesy, particularly because it was connected with the physical peculiarities of the downtown district of Boston.

It was just following the civil war. A couple of gentlemen, with indications that they were foreigners, following the directions they had upon a piece of paper, stepped into the largest locomotive works in the city and addressing the man at the desk in the office, asked if there was anyone who could show them about the establishment and explain matters to them. The reply was brief and to the point: "You will have to make your own way, gentlemen, you can step into the machinery department and perhaps find out what you would like to know," and turned back to the reading of the morning paper at his desk. The gentlemen stepped into the elaborate industrial establishment, but found no one to whom they felt warranted in asking questions and finally said to each other, "This isn't the place evidently to get the information we want," and looking at the memorandum sought another establishment in which they built locomotives. They entered and found a very brisk little man, who had the appearance at least of being very busy, and they accosted him and asked if they could be shown through the establishment and become somewhat acquainted with their industrial methods. "Yes, I will show you you through," and he rushed them through from one place to another and expressed in every movement the desire to get through as quickly as possible and rid of them. Very little information was secured and they said, "Let's try the third one," and just while they were discussing the location of another establishment they noticed they were right in the vicinity of a very modest industrial plant, with a picture of a locomotive on the sign, and they stepped in, saying to a man who was evidently his own accountant as well as his own manager, that they would like to look over his works, if he had no objection. The courteous reply was accompanied by the removal of his work apron and he touched a bell, asking a small boy to stay in the office while he showed the gentlemen around. He was very gracious, showing them every courtesy and answering all their questions very fully and upon bidding them goodbye said, "I am very glad that you came in. I am always interested to explain to people what I am endeavoring to do with very limited means, but with great hopes of the future." The gentlemen responded with expressions of gratitude, and when the man said to them, "I hope you will be kind enough to call again on me," received the response, "You probably will have the opportunity of seeing us again." Five months later these same gentlemen

came to that shop with a letter from the Czar of Russia, introducing them, and they conveyed the request that he should remove his establishment and set it up in Moscow under the patronage of the Empire and build locomotives for the government. After listening attentively to the proposition and feeling that perhaps this was a way provided by Providence for getting to the front in his enterprise as he could not in this country, he accepted the offer and later became a great industrial factor in connection with railroading in the Empire of Russia.

I am not giving you this illustration with the idea that in the extension of courtesy you should have the expectation of return in some way that would be advantageous to you, but oftentimes this is a resultant. My own contention, however, is that the best possible requirement for the expression of thoughtful courtesy is the joy which is attendant upon its transmission.

Kroger and Sears, Roebuck Undertake Experiment.

A probable foundation for the repeated rumors circulated some time ago that the Kroger Grocery and Baking Co. would be merged with Sears, Roebuck & Co. is embodied in an announcement that the former company will conduct the general grocery, meat and produce departments of the latter company's two department stores in Chicago and Cincinnati. The operation, says a statement by Albert H. Morrill, president of Kroger, is in the nature of an experiment. If it proves to be successful it will lead to the opening of similar departments in other retail stores in Sears, Roebuck & Co.'s chain.

The innovation is regarded in merchandising circles as one way of solving a problem which has puzzled many a retail store manager. A well-conducted grocery and meat department is considered to be an attraction to a large group of shoppers who otherwise might go elsewhere. At the same time, the perishable nature of some of the products makes possible heavy losses unless the department is supervised by specialists.

Whether the affiliation of Kroger and Sears-Roebuck in this experimental manner is a prelude to a closer linking of the two merchandising groups, in case the experiment is successful, is a question that is puzzling LaSalle street not a little in view of last year's many rumors of a merger of the two chains.

At the close of last year, Sears, Roebuck & Co. had forty-six department stores and 269 small retail merchandising stores in operation in forty states. The retail chain store organization was started in February, 1925. Previous to that time the company was engaged entirely in the mail order business.

During the last few years the Kroger Grocery and Baking Co. has been expanding rapidly, mainly through the acquisition of smaller chain grocery stores. On Dec. 31 last, Kroger had approximately 5,575 retail stores, many of which contained meat departments. The stores were in sixteen states. Kroger is reported to be the second largest chain grocery store system in the United States.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

Whichever direction one headed in Western Michigan last Saturday the effects of the devastation of the drought confronted him. Miniature corn and shrunken beans, dry pastures and dwarfed gardens were everywhere in evidence. Some good corn was noted on low ground, but, generally speaking, crops are the poorest the writer has ever witnessed.

The Leatherman & Heintzelman general store at Dutton has been rearranged, repainted and greatly improved in appearance since my last visit to the establishment a year ago.

I had not visited the county park at Caledonia since it was dedicated in 1926 until last Saturday. It has been greatly improved in many ways, including the creation of an attractive grass plot at the entrance, the addition of a larger number of tables and benches for picnics, tourists and others. The road leading from the village to the park is in ideal condition.

The new bridge over the Thornapple at Middleville, which was opened for traffic a few weeks ago, is certainly one of the handsomest structures of the kind in the county. It must be a source of much pride and satisfaction to the village.

W. F. Thomas lost his large barn by fire last Thursday evening, including three hogs, several calves and many chickens. Although the fire was well started when he discovered it he managed to save his horses and cows. The loss was about \$5,000, about half covered by insurance.

The origin of the National Grocer Co. dates back to 1883, the same year the Tradesman was launched. In that year Fox, Musselman & Loveridge engaged in the wholesale grocery business at this market. The partners were James Fox, Amos S. Musselman and L. L. Loveridge. Two of the partners subsequently retired, when the firm name became A. S. Musselman & Co. During this regime William Widdicombe became an endorser on the firm's paper, which eventually resulted in his becoming a partner in the business, when the firm name was changed to Musselman & Widdicombe. When the latter became active in the grocery business, it was at a low ebb, so far as established terms and payments were concerned. Arthur Meigs had been engaged in the wholesale grocery business about ten years and had accumulated a warehouse full of ox yokes, church pulpits and farm implements generally, which he had taken in on account, when he could not make cash collections. William Widdicombe completely reversed this policy. His motto always had been "The best collector is the business man"—and he proceeded to collect. He insisted that goods sold on 30 days time be paid for within 30 days—not 39 days or 139 days. He also insisted that remit-

tances be made in something which was par at the Grand Rapids banks. This meant New York or Chicago drafts or certified checks, not local checks issued on banks which did not carry cash balances in Grand Rapids banks. He also induced the wholesale grocers to come together on a sane and sensible plan and undertook to secure for them an assured profit on sugar and package coffee, both of which had been footfalls with price cutting wholesale grocers for many years. He gained an audience with Harry Havemeyer, then at the head of the American Sugar Refining Co., and the two worked out the equality plan, which was in operation many years and enabled the jobber to secure a decent profit on his sugar sales. Mr. Widdicombe also got on a working basis with John Arbuckle, head of the great coffee house of Arbuckle Bros., and secured the adoption of a plan which gave the jobber an assured profit on package coffee. He was not inclined to boast over his accomplishments in the wholesale grocery field, but as I look back over his contact with the trade I feel that I am safe in saying that he secured more concessions and achieved more profitable conditions for the trade than any other ten merchants ever engaged in the wholesale grocery business in Michigan.

Many attempts had been made to get the whole grocers to work in unison before Mr. Widdicombe came into the picture, but all such attempts met with utter failure because they were not carefully guided as Mr. Widdicombe's organization was. I recall one meeting which was held in Lansing in December, 1883. Nearly every wholesale grocery house in Michigan was represented. The members of the newly-formed body felt that they were invincible, because the representation was so complete. Some one moved that, beginning the following Monday morning, all wholesale grocery houses in Michigan refuse to accept local checks and charge for boxing and cartage from the jobbing house to the depot. Of course, such an innovation could not be made effective on such short notice, but the gentlemen present were so enthusiastic over their sudden assumption of strength that they did not even wait to discuss the matter before putting it to a vote. Before the vote was actually recorded, however, Bernard Desenberg, an aged and successful grocer of Kalamazoo, jumped to his feet and waving his hands in the air, exclaimed: "Gentlemen! Gentlemen! Vot about Chicago? Vot about Chicago?"

Mr. Desenberg's shrewdness led him to believe that no movement of that kind, involving action so radical in effect, could succeed without the co-operation of the wholesale grocery trade in Chicago, which was then ten times as dominant as it is to-day. The motion went through with a rush, despite the warning note of Mr. Desenberg, and the meeting adjourned. No one put the resolution into effect and the organization never held a subse-

quent meeting. Several other associations of similar character were organized and disbanded until Mr. Widdicombe got the grocers together along reasonable lines and held them together by the magic of assured profits on staple articles.

In due time it was thought best to merge the firm of Musselman & Widdicombe into a corporation. Both partners insisted on having 51 per cent. of the capital stock. Neither partner was willing to concede this, so Mr. Widdicombe promptly offered to step out. His half interest was acquired by seven gentlemen, including Geo. C. Kimball, C. G. A. Voigt, Wm. G. Herpolsheimer, Thos. M. Peck, John E. Peck, Henry Idema and the writer. (Of all of the men who were associated with Mr. Musselman in his original undertakings only two are still living—Mr. Idema and the writer.) The corporate name selected was the Musselman Grocer Co., with Mr. Musselman as President and General Manager. Mr. Musselman

became very aggressive and established branches at the Soo, Traverse City and Cadillac. For several years he paid us annual dividends at the rate of 20 per cent. in cash. Finally he was approached by Frank Letts who was conducting a large chain of wholesale groceries in Iowa under the name of the Western Grocer Co. to merge his four stores with a larger organization to be known as the National Grocer Co. and increase the number of stores to twelve or fifteen. I opposed this plan with all the energy and argument I could command, but Mr. Musselman had set his heart on the amalgamation and it was promptly consummated.

Mr. Musselman assumed the management of the new company and branch stores were subsequently opened at Escanaba, Saginaw, Bay City, Alpena, Port Huron, Owosso, Jackson, Lansing, Decatur, Ill., and some point in Indiana. The Cliff Ellicott store was acquired at Detroit and a

(Continued on page 30)

MICHIGAN BELL TELEPHONE CO.

Long Distance Rates are Surprisingly Low.

FOR INSTANCE:

for **70^C** or less, between
4:30 a. m. and
7:00 p. m.—

You can call the following points and talk for
THREE MINUTES for the rates shown.
Rates to other points are proportionately low.

Day Station-to-Station Rate

From GRAND RAPIDS to:

FLINT	\$.70
MANISTEE	.70
JACKSON	.65
NILES	.65
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Improvements in the Transportation Methods.

Autographic measuring instruments are often made the observers, and recorders of experimental motor research. A notable example is the National Bureau of Standards' observation car designed to automatically record its own performance with respect to 16 items of motor and car behavior under variable service conditions on the road. The design was made available to the automotive laboratories of the country.

Among the road service researches was a study of the practice in using brakes. The psychological reaction of the drivers was measured as a basis for safety codes for brakes. A device, the decelerometer, was invented at the Bureau to measure the rate of stoppage of a car when the brakes are applied; another device measured the reaction time of the pilot and brakes combined.

The success of the automotive research at the Bureau of Standards rests first upon 70 or more specialized fields of physics, chemistry, and technology, each with its unique staff, equipment, and tradition; second, its close co-operation with the great technical and industrial organizations concerned with each research.

Then, too, Government units are authorized by law to transfer funds for specific researches, and industrial units are permitted to maintain research workers in their pay at the Bureau of Standards for co-operative research on problems fundamental to their industries.

Commerce makes, moves, and sells; that is, produces, transports, and markets. Transport links maker and user. Utility of place and time are vital elements in almost every business enterprise.

More notable are the results of standardized production where standard machines, processes, and practices unfailingly yield reproducible quality under standard measured controls, or enhance quality as research makes possible. These involve scientific discovery and engineering. Here manufacturers may seek at least temporary standardization, while daring design and invention of experimental and racing craft for land, water, and air give little promise of finality.

A temporary climax is reached in the commercial self-steering, self-stabilized plane and the blind flying of the consolidated "N. Y. 2" and the "Vought 0211." And now the Department of Commerce through its Bureau of Standards has made possible blind landing by the use of the new combined directive beacon, marker beacons and landing beams. The landing path is marked out by the radio beam perceptible three miles from the landing point. By keeping the plane set so that the indicator is at a fixed point, the plane glides to earth easily and accurately in the thickest fog or in absolute darkness.

While waterways make transportation cheaper and aircraft gives it all degrees of directional freedom, electric energy is instantaneous in its flight. Transport is the seven-leagued boots of commerce. It advances by leaps and bounds. Research and standardization are the means to such progress,

while measurement is the method of discovery and of application. Together they tend to make transportation swift, efficient, and universal.

Henry D. Hubbard.

A Business Man's Philosophy.

Civilization progresses at about the rate at which mankind abandons superstition in favor of thinking.

It should follow that the greatest benefactors of mankind are those who teach others to abandon the blind fears of superstition and to seek natural causes of natural phenomena.

When men realize that they are dealing with natural and not supernatural causes they bestir themselves to improve their environment.

As superstition is pushed back human thinking and achievement get their chance. So long as the ocean was thought to be a fringe of black horrors around the land men clung to the shore and let superstition have its way.

When Columbus exploded the superstition and discovered that the ocean was just more water extending to more land the men of the Old World became explorers, built ships and settled a new hemisphere.

William Feather.

Sees Changes in Men's Wear Trade.

The present trend, by which retailers are purchasing on a hand-to-mouth basis and bringing their commitments closer to the actual consumer buying season will necessitate in the future a closer co-operation between mills, manufacturers and merchants, the sales representative of a prominent clothing manufacturer states. Clothing will become more of a stock proposition, he said, with retailers making smaller initial commitments and filling in whenever goods are needed. A result of this procedure will be the elimination of clearance sales by merchants, which should be a good thing for both manufacturers and retail merchants, he declared.

Swim Suit Lines Attract Interest.

The initial response on the part of buyers to the 1931 bathing suit lines has been one of decided interest. While the volume of actual business done in New York has been slight, salesmen on the road, particularly in the Middle West, report some fair commitments. Prices are regarded as very attractive and local houses like to think that, within a short time, yarn quotations will stiffen, with a consequent increase in the finished garment figures. Selling agents look for a repetition in 1931 of the exceedingly successful season which they enjoyed this year.

Regular Fall China Sales Low.

Regular Fall merchandise in the chinaware field is receiving little attention from the large number of buyers now in the Eastern market. Specially priced goods which can be featured in forthcoming sales are monopolizing the attention of buyers, it is claimed. The situation is causing considerable concern among manufacturers, who claim that continued postponement of regular Fall orders is disrupting production schedules at present and will make orderly deliveries impossible later on.

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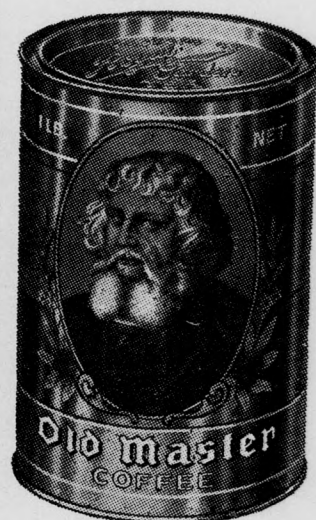
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FINANCIAL

Farm Loan Bonds Selling Out of Line.

The market for Federal Land Bank Farm Loan Bonds has naturally been unfavorably affected by the news of drought in the farming territory and now offers a good opportunity to alert investors who are satisfied that the situation is only temporary and will be cleaned up in a reasonable time.

The Standard Statistics Company, Inc., in a review of the situation affecting Land Bank bonds says: "We are officially advised that most of the sections affected by the drought lie within the territories of some of the strongest banks and that happily the percentage of loans made within the seriously affected territories is small when compared with the total loans of the system.

"Without attempting to minimize the possible effects of the drought, which may very well be counted upon to slow up collections in the affected territories, they do not believe that the situation as applied to the system as a whole, or the affected banks, will be of great moment."

Due largely to an exaggerated idea as to the probable effects upon the banks of the present agricultural situation and failure to realize the ability of the system to raise cash without calling upon Congress for aid, Federal Land Bank bonds are selling very considerably "out of line" in the belief of Standard Statistics Company.

This authority recommends the purchase of all of these tax exempt bonds, regarding them as particularly attractive from the standpoint of yield and with the feeling that the 4 per cent. to 4½ per cent. bonds may be counted upon to show much better than average appreciation if the advance in the general bond market develops.

"We recommend," says Standard Statistics, "the purchase of the 5 per cent. bonds as a short term commitment, as it obviously would be of great advantage to the System to refund this issue on a lower basis should the bond market warrant it. Almost all of the 5 per cent. bonds are callable in 1931, nearly \$100,000,000 on May 1 and something over \$70,000,000 on November 1. Any forecast as to the basis upon which it will be possible to refund these bonds depends entirely upon how bullish one is on the ultimate outlook for the bond market. If one is at all bullish a refunding in May, 1931, on a 4½ per cent. basis is certainly probable and we do not feel that a 4 per cent. refunding operation on that date is an impossibility."

No one, it is pointed out, has ever seriously questioned that each maturity of these bonds and their interest payments would be met when due. The question is asked: Is it possible for a situation to arise because of an unusual agricultural depression, which would cause stoppages of collections and possible real estate acquisitions and which would reduce the cash available to the System temporarily below their immediate requirements?

There appear to be two ways in which the System could, in an emergency, raise funds without calling upon Congress for aid. The act provides that the Secretary of the Treasury may

make temporary deposits up to \$6,000,000 at any one time, accepting as collateral any securities which meet with his approval. In addition the System could sell to the Federal Reserve Banks bonds of the Federal Land Banks bearing a maturity not in excess of six months.

[Copyrighted, 1930.]

Stores Allow Stocks To Shrink.

If this month's turn in weather forced a revival in retail purchases marking the beginnings of expansion, it seems a pity to concentrate now on July's poor figures but with all our statistics we have not developed sufficient speed in their publication to make them reflect current conditions so must constantly seek guidance from reports already old when they reach us.

Thanks to the Federal Reserve agent at New York we come into possession to-day of official reports on retail trade in this district for July showing as anticipated that in that dull summer month the shrinkage in department store sales, wholesale sales and chain store sales all continued.

Most interesting of these reports was the drop averaging 24 per cent. from a year ago in the July sales of wholesale concerns or the sharpest contraction witnessed in many years. What it means is that stores are allowing their stocks of goods carried on shelves to run low, fearful, doubtless, of possible further price cuts. Naturally the Reserve Bank does not develop this conclusion, but it is strongly confirmed by a July reduction in merchandise held by the department stores sharper than any for recent years. When eventually the demand for goods revives the probability is that it will bring a rush for goods. Many have allowed their stocks to run down to abnormally low levels. This condition certainly is more wholesome than that in 1921 when these same shelves were loaded with costly inventories.

Decreases in the July sales of reporting wholesale concerns "ranging from about one-third to nearly one-half were reported in sales of shoes, cotton goods, men's clothing, jewelry and diamonds. In the case of men's clothing, cotton goods and also paper, the July declines were the largest during the period covered by this bank's record."

July reductions in department store sales and chain store sales were 3.4 per cent. and 3 per cent. respectively. As might be supposed most of the stores reported somewhat slower collections than a year ago.

Paul Willard Garrett.

[Copyrighted, 1930.]

Movement Back To Bonds Real.

The enthusiasm of our banks for bonds instead of turning lukewarm is catching fire with the approach of autumn until 1930 now seems destined to go down along with 1921-1922, 1924 and 1927 as one of history's outstanding eras for the accumulation of these descriptions.

Whatever doubts some premier investors in bonds may have entertained up to now the recent augmented purchases show a renewed banking faith in future markets else these institutions for the sake of fattening earn-

ings would not risk an expansion in their investment portfolios. Full records we do not have but the reporting member banks alone of the Federal Reserve system since early March this year have tucked into their investment

pockets an additional \$812,000,000 in bonds. But, say the skeptics, these new purchases represent mostly Government securities. It is not so. Only \$169,000,000 falls in that category. No amount of explanation can conceal the

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fact that we have been witnessing in the last five months the rise of an underlying strong movement back to bonds.

Seldom in the past has the appetite for bonds resulted in so rapid an accumulation as in the last five months but the present movement neither in its duration nor in the extent of purchases yet resembles those of earlier periods. Back in 1921-1922 the accumulation period ran from July, 1921, to January, 1923—a full year and a half. In 1924 it ran from March to December of that year—nine months. In 1927 it ran from January to December of that year—virtually twelve months. The present period of accumulation has not run the full life of the shortest of these.

Nor have the banks in the aggregate yet bought as many bonds as in previous accumulation periods. In 1921-1922 roughly \$1,500,000,000 in bonds was added to the investment account of the member banks. In 1924 about \$1,000,000,000. In 1927 roughly \$1,000,000,000. History is never an infallible guide to the present but what it plainly suggests is that the bond buying movement at the banks has not yet run its full course.

This broad movement rests not on any philanthropic desire of the banks to execute the Reserve's known program for the restoration of normal conditions in the interest of revival but on a recognition that it is good business for them. Good bonds present to the banks the opportunity for employing their idle funds more profitably than in ordinary channels and the substantial growth in time deposits since autumn gives the banks money to put into interest-bearing obligations of a distant maturity.

Paul Willard Garrett.
[Copyrighted, 1930.]

Psychology Shift Is Need Now.

We have reached that stage in every business depression when a subtle shift in public psychology seems to be the one remaining adjustment essential to revival.

Already the recession has outrun its usual life. Deflation in the commodity list has been drastic. Excessive inventory positions have been cleaned up. Security credits have been cut down as never before. Money has been restored to a condition of plentiful ease. Reserve policy favors a continuation of abundant credit for legitimate purposes. Conservatism in financing has taken the place of extravagance. Bonds have been restored to popularity as a medium for financing enterprise. Most of the signs normally regarded as bullish in their implication now are present. But no amount of imposing statistics can turn the trick so long as individuals will not buy.

Human nature is such that psychology seems never to follow the reasonable course. Just when a reversal from the excesses of a year ago should inspire greater faith in the trend from this point on the 1929 psychology itself is working in reverse. A year ago we should have been cautious but we were bold. Now we should take courage from the more solid founda-

tion introduced through deflation but instead we nourish doubts.

Logically times like these should be welcomed by individuals whose income has not been reduced through the recession to take advantage of the lower price scale and increased labor supply to make expenditures. For a variety of development enterprises gaps in the business cycle should be used not to contract but to expand. A few rich individuals and canny corporation executives see the wisdom of this far-reaching program and now are consummating jobs they had reckoned would take two years more.

Somewhere on the list of intangibles is a force that will start the drift in sentiment once more into constructive channels. It may be that a sudden shift in weather will impress on people the futility of longer postponing purchases. It may be the sudden realization that deflation has run beyond all reasonable bounds. It may be scarcity in a commodity. It may be the utterance of a man in whom the people have faith. Changes like these are too subtle to recognize when often they are nearest at hand but those who seek the signals of the awaited revival in tangible rather than intangible developments overlook the potent power of psychology at this stage of a business depression to turn the tide.

Paul Willard Garrett.
[Copyrighted, 1930.]

Rest Periods For Workers.

It has been found that when your middle finger is made to lift a weight over and over until it completely gives out, a rest of two hours is necessary for its full recovery, but when the finger is worked only half as long it requires for recuperation not a half but just a quarter of the time for the first test.

Though this experiment might seem as absurd as tree sitting, in reality it illustrates a fundamental principle of vital importance in the realm of work. It means that brief rest periods in work spells in addition to the usual midday break are desirable and beneficial.

Accordingly, the Women's Bureau is on a thoroughly sound and scientific basis in advocating, as it does, a 10 minute rest period in the middle of each four-hour work spell as a part of the program necessary for protecting the health and increasing the efficiency of women workers.

Workers who are allowed no rest pauses are likely when fatigued to slow up on the job or take spontaneous rests. Steady work for short periods with definite rests is found productive of higher output than is less intensive application without such breaks.

The use of rest periods has a psychological as well as physiological basis. They create a more buoyant attitude toward labor. The enthusiasm of even an ardent worker is dampened by the prospect of a long stretch of unbroken toil.

Mary V. Robinson.

W. H. Gardner, dealer in groceries at Pentwater, renews his subscription to the Tradesman and writes: "You have always been of great help to the independent merchant."

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Trading Stamps Yielding To Prohibitive License Laws.

The Retail Ledger's statement as to the illegality of the use of trading stamps should have been qualified by the words "unless a prohibitive license rate is paid." In Kansas stamps which are not redeemable either in cash or in merchandise from the general stock of the store at the regular retail price, at the option of the holder, are not illegal, provided a license fee ranging from \$4,000 to \$7,000 a year, depending upon the population of the county, is paid. Naturally, this is a prohibitive license, was intended to be a prohibitive license and, as a prohibitive license, has been sustained by the Supreme Court of the United States.

Charles B. Griffith, former Attorney General for the State of Kansas, interprets the anti-trading stamp law of that State by saying:

"The Kansas anti-trading stamp law, which was passed by our Legislature in 1917, follows, in its general terms, similar laws in other states. Stripped of its legal verbiage, this law, by reason of the prohibitive license fee, virtually forbids the furnishing or using in, with or for the sale of goods, wares or merchandise, any stamps, coupons or other similar devices which shall entitle the holder receiving the same to procure any goods, wares or merchandise either free of charge or for less than retail value thereof upon the presentation of any number of such tickets by merchants on condition that the tickets are redeemable on their face value in either cash or merchandise from the general stock of said merchant at the regular retail price at the option of the holder of such coupons. The penalty provided for a violation of this act may be a fine as great as \$500 or a jail sentence of as much as sixty days.

"The constitutionality of this act has been twice upheld by the Supreme Court of the State of Kansas, once in the case of the State vs. Wilson, in November, 1917, and again in the case of the State vs. Crosby Brothers et al., in 1918. In these cases the Court, in interpreting this act, said that under the exception the merchant cannot fix the redemption value of his coupons at one sum in merchandise and a different sum in cash. Neither can the merchant provide that the holder of tickets must have a certain definite number of tickets before such tickets are redeemable.

"A great variety of schemes have been devised in an effort to evade the terms of this law and few, if any, are legal. The usual scheme, which is clearly illegal, is where some outside concern sells to the merchant a lot of tickets which the merchant distributes to his customers, one or more with each purchase, depending upon the size of the purchase. It is advised that when the customer collects a certain number of them he may send them to Chicago or Kansas City or some other place and get certain premiums. This scheme is clearly in violation of the law for two reasons: (1) The coupons are not redeemable from the general stock of the merchant and (2) a minimum number is required before they are redeemable at all.

"There are many other ingenious

devices used in an effort to circumvent the terms of the Anti-Trading Stamp act, but before adopting any plan it is highly advisable for the merchant to consult his attorney and be guided by his advice."

The "other states" referred to by Mr. Griffith in his opinion are Washington, Oregon, Wisconsin and Florida. Washington and Oregon were the first states to enact laws of this kind, and a case decided by the Supreme Court of the United States was an appeal from a decision in Washington and Oregon. The Kansas law was enacted shortly after the decision of the United States Supreme Court had sustained the Washington-Oregon statute, the Kansas law being very similar to those in effect in these states.

The Kansas statute does not prohibit the use of premiums, nor does it prohibit the premium stamps, tickets or coupons, which are made redeemable either in cash or merchandise from the general stock of the store at the general retail price at the option of the holder of the ticket. This is virtually a cash discount proposition. Stamps or coupons redeemable in cash or in merchandise from the general stock do not have to pay a license fee, but the trading stamp redeemable in premium merchandise is illegal in Kansas unless retail distributors of these stamps care to pay the prohibitive license fee in connection with them, and as one Kansas subscriber puts it: "There is not the slightest disposition to change our trading stamp law as far as merchants are concerned. Once in a while some trading stamp outfit undertakes to get the Kansas law repealed or amended, but they never get anywhere with it."—Retail Ledger.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: City Tire and Service Co., Flint. Grobhiser Cabinet Makers Co., Sturgis. Aulsbrook and Jones Furniture Co., Sturgis.

A. & J. Goshen Co., Sturgis. Neighbor Tire Co., Detroit. Cadillac Produce Co., Cadillac. Farmington Realty Co., Detroit. Farmington Woods Co., Detroit. Bidwell-Needham Construction Co., Jackson.

Newark Shoe Benton Harbor Michigan Co., Detroit. Albert Miller & Co., Grand Rapids. Aviation Motors Corp., Battle Creek. John Braid and Sons, Inc., Pontiac. Marsh Realty Co., Detroit. LaFontz Mfg. Corp., Lansing. Thompson Towing and Wrecking Assn., Port Huron.

A. B. Park Dry Goods Co., Adrian. Reflecta-Lens Manufacturing Co., Grand Rapids.

Muir-O'Sullivan Dderge & Dock Co., Port Huron.

Yellow Baggage Co., Grand Rapids. Toledo Plate & Window Glass Sales Co., Grand Rapids.

Koehring Co., Detroit. Connell Chevrolet Co., Hamtramck. Smyth, Sanford and Gerard, Inc., Detroit.

Javet Co., Grand Junction. Rathbun Products, Inc., Detroit. T. A. Peters, Inc., Detroit. Ottawa Furniture Co., Holland.

The harder a salesman works for an order the more likely it is to stay sold, generally.



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The investment banker can be of helpful service in the charting of your investment program for the tomorrows.



MUTUAL FIRE INSURANCE

Where Most People Die From Fire.

A man considers his home his castle and rightly feels that he and his family should be safest within its protecting walls. Unfortunately, this most natural expectation is not always realized. According to records of accidents, homes are far from being the safest place. Little accidents, which happen most unexpectedly, cause a large percentage of the injuries and deaths. People fall downstairs, slip on polished floors or in bathtubs. Accidents that seem trivial, result seriously—even fatally. An instance is told of an aviator who came through the war and several crashes unscathed, only to fall a few feet from a stepladder on his own premises with fatal result.

The largest number of deaths caused by fire also occur in homes. According to an estimate of the National Board of Fire Underwriters approximately 10,000 people die as a result of fire each year, 66 per cent. of them in homes. Worst of all, 30 per cent. of the deaths are among children under ten years of age. It would seem to be the duty of the head of each household to do everything in his power to protect his family from the possibility of fire bringing sorrow and injury, or even death, into his home.

The first steps toward fire safety should be taken when the dwelling is erected. Certain features of construction tend to increase the fire hazard. On the other hand, simple changes from the more dangerous methods make for greater safety. Many cities and towns now have a building code which, if followed, will result in safer construction. In general, roofs should be constructed of fire-resistive material and fire stops should be built into the walls to prevent the rapid spread of flames. This should be done at each floor level and in the space between walls. Then if fire accidentally starts, it may possibly be confined to the place of origin until the fire department arrives and extinguishes it. Cutting off the cellar from the upper part of the house is very important, because many fires originate in the cellar and if the walls are open the flames quickly spread upward as though through a flue and are communicated to each floor through the space between the walls. If a house is built with an incombustible ceiling for the cellar there will be no openings through which fire can escape. Other important factors are the building of the chimney and fireplace in accordance with standard requirements, installing a heating plant that is not a fire menace, and the installation of electric wiring by a licensed electrician in accordance with the National Electric Code. In homes which do not contain such fire-safety precautions the defects can often be remedied at no great cost.

Americans seem to be afflicted with the "disease" of carelessness, which results in many fires in homes. Additions are made to the electric wiring by those who do not understand the requirements, electrical appliances are misused, and explosive cleaning fluids, such as gasoline or similar volatile liquids, are used extensively. The

vapor from these fluids spreads rapidly and, mixed with air, is exceedingly explosive. Even without a flame in the room to ignite the fumes, an explosion often occurs as a result of static electricity generated from the rubbing together of the materials being cleaned. Heating plants and chimneys are also responsible for fires due to carelessness. They should be cleaned every year of accumulations of soot and care should be taken not to overheat the furnace. Many mystery fires which undoubtedly result from spontaneous combustion could be prevented if cleaning mops were stood with the handle end down and if no accumulations of oily rags were permitted.

If a fire occurs, the first minute is of great importance. Don't lose your head! The quick use of a fire extinguisher, or even a pan of water, many times will extinguish a small fire that might later reach dangerous proportions. However, do not delay sending an alarm to the fire department. Plan in advance just what to do if fire should occur in the home, then no time will be lost through indecision or lack of knowledge. Particularly is this true of fires that occur in the middle of the night. A fire extinguisher should be kept handy and members of the family instructed in its use. Plan how the family would escape if the stairway were cut off by flames. Oftentimes blankets and sheets tightly knotted together will provide a means of escape for the family. One end of this line should be secured firmly to the bedpost or other solid piece of furniture. If the clothing catches fire get down on the floor and roll on a rug, in order that the flames may be smothered. Many people are seriously injured or burned to death from this cause alone.

When it is considered that in addition to the life hazard from fire, almost a half billion dollars in property damage results annually, no further incentive should be required to curtail this great waste.

Radio and Education.

When the radio first showed signs of the development which has to-day carried it into almost every American home great things were promised for its cultural and educational influence upon the public. Its recreational and advertising functions were to be complemented by its contribution to a higher life. But to-day the signs are all too apparent that the union of recreational and advertising features has almost crowded education off the air. It is not without significance that fourteen broadcasting stations operated by educational institutions have been closed in the past six months.

The effectiveness of radio education cannot be very well determined. It is impossible to tell how many people listen in to such programs or immediately shift to some other station the moment it is evident that they are to hear something more serious than jazz. Advertisers can hardly be blamed for a skepticism which causes them, in the programs they finance, to concentrate the most popular features they can obtain. But if our present method of allowing radio to be dominated by adver-

tising is to be continued and at the same time a fair chance is to be given to radio's cultural possibilities, it is clear that a new method of financing broadcasting must be developed.

We must have stations equipped on a par with the great commercial stations but entirely independent of advertising. This means either state aid or non-interested assistance through universities or educational foundations. Something of this sort has already been attempted, but it is only a beginning, and not a very successful one, of what must be done if the possibilities of radio education are to be fully explored in regard both to programs for the general public and to those for schools and colleges. When we find experts in radio education expressing

grave doubts as to whether radio channels can be reserved very much longer for educational programs "unless the states, the colleges and the universities finance their stations more liberally to avail themselves of opportunities as they already exist," it is clear that there is a tremendous field here for public service on the part of some large educational foundation.

H. B. Warne, of Hastings, renews his subscription to the Tradesman and says: "Your magazine sure is good and worth every penny we have to pay for it."

Every customer was once a prospect, every prospect once a stranger. Moral—get acquainted.

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CENSUS DISCLOSURES.

What the People Are Doing For a Living.

We are all spenders, some more prodigal than others. Less than one-half of us are earners and we may well wonder how the money spent so lavishly is earned. Where do all the people that crowd the streets of the cities come from, and what are they doing for a living? Where do they get the money which must be constantly changing hands to enable so many to dress so well, eat so much good food, live in such good homes, travel so much, ride in automobiles running over such good roads, stop at expensive hotels, go in such large numbers to places of amusement, play on golf links (regular and "Tom Thumb")? A general statement that the money is contributed or earned by people who work in shops, factories, stores, offices, mines, on farms and in the operation of railroads is not satisfactory.

Granting that all activities, educational, commercial, industrial, scientific, and governmental are essential to, or are concomitants of, the increase and congestion of population, a proper understanding of the situation makes it necessary to know the number of people engaged in each of those various activities.

We have just established the fact beyond the question that there are more than 122 million people who had their usual places of abode in Continental United States on or about April 1. Some of these people are in foreign countries, in diplomatic, military and other services. A considerable number are studying abroad and still larger numbers are traveling for pleasure.

The majority of the people are most active in business and industry when between 16 and 65 years of age. Over one-third of the population, or about 41 million people, are under 16 years of age, and should devote their entire time to school and play. About one million children under 16 were reported at the census of 1920 as having gainful occupations, principally in the home farm helping Dad and the majority of them did not receive a money wage allowance. Other children, however, were working in mills, factories, stores and shops; but the number of these is decreasing.

About five and one-half million of the people are 65 years of age and over and three million over 70 years old. The increase in the span of life, improvement in general health, has increased the numbers and the activities of old persons. It is probable that two million of those 65 years of age and over were actively at work competing with the young and more vigorous.

The very young and the very old, numbering about 46 million, might be excluded from the army of active workers upon whom we depend mainly for the business, industrial and scientific advancement of the Nation. The remainder includes 76 million people, and of these about 250,000 are patients of general hospitals for the sick and injured, and how many more sick and injured there are in private hospitals and in their homes we do not know.

In addition, the mental patients in state and Federal hospitals regularly number about 265,000 and there are about 125,000 sentenced prisoners in state and Federal prisons, jails and workhouses. In other words, there are one million people regularly in our institutions of some character, public or private, being supported in whole or part by the Federal, state and local governments.

The 75 million people from 16 to 64 years of age, excluding those in institutions, comprise approximately 38 million males and 37 million females. The total, of course, includes a certain number who have an income from investments or otherwise, sufficient for their support, and therefore from choice do not work. The major part, however, both of the men and the women, are engaged in some form of profitable activity. Of the 38 million males, about 90 per cent. are working for wages, salaries, or money profits of some character. Somewhat less than this proportion, perhaps 75 per cent., are actually producing things, such as houses, machines, clothing or things to eat. Of the 37 million females, about 10 million, or something over 25 per cent., are engaged in gainful occupations, most of them receiving wages or salaries and perhaps one-half of this 10 million are producing tangible goods, the other one-half being engaged in service occupations of various kinds. In addition to this 10 million women in what we have termed "gainful occupations," however, there are perhaps 23 million housewives engaged in the work of keeping their own homes, most of them doing themselves the major part of the work involved in the keeping of the home. Adding these housewives to the 10 million classified for statistical purposes as "gainful workers," the total amounts to about

90 per cent. of the whole number of women in the age group under consideration, or practically the same as the percentage of men in gainful occupations.

While the count has not yet been made, it is probable that about 49 million people told the census enumerators last April that they had some gainful occupation. Some of them were not actually engaged in this occupation at the time of the enumeration; some were sick; some were on vacations; and some reported that they could find no work to do, though they were able and willing to work, and were looking for a job. There were others who, while they were working, were not working full time, being idle part of the days of the week, or part of the normal working hours in each day. It is probably true that under present normal industrial and business conditions there are not more than 40 million or 42 million people in this country who, on a given day, are at work full time on a gainful occupation. Figures indicate that during last April there were more than two million people who usually work at a gainful occupation who had no job, people who were able to work and looking for a job, but could not find it.

The workers, as a rule, do not work all the time. They have at least one day off in a week, usually Sunday, and perhaps have half of Saturday. Many of them have some vacation, perhaps two weeks or a month, and in some occupations more. Some of them are engaged in seasonal occupations, which are carried on only in certain months of the year. Sickness interferes with continuous employment. There are many other reasons why work is not continuous.

Probably it is safe to say that, on the average, the gainful workers do

not work more than 275 days in the year. So it may be said that the population of more than 122 million is mainly supported, so far as breadwinning labor is concerned, by about 47 million people working about three-fourths of the time. It is their labor—aided, of course, by machinery and by the power applied through electricity, steam or other means—which produces the food, clothing, houses, automobiles and all the material goods that we may possess or enjoy, and supplies the professional and personal services which we may command.

The largest number of males, about 11 million, are engaged in agriculture, forestry and animal husbandry or other basic pursuits. The majority of these are owners or operators of farms. These assist in giving employment to about 12 million engaged in the manufacturing and mechanical industries, of which agricultural machinery, fertilizer and numerous commodities required for the conduct of the farm are an important part.

Transportation, trade and domestic and personal service are also large employers of men. These three groups give employment to about one-third of the men.

Women are now engaging more actively in industry, trade and office work than ever before in the history of the country. In the Census Bureau, of which I can talk very definitely, there are now 3,825 women as compared with 1,982 men at work. The large number of women is due to the fact that they are more adept than men in the operation of the statistical machines and in memorizing the code numbers placed on the schedules preparatory to punching the tabulating cards. There are other activities in which women excel, and they are an increasingly important factor in the earning capacity of the people.

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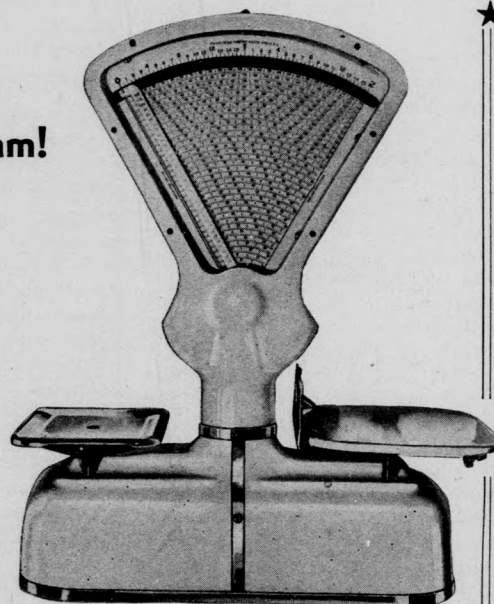
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Weighing capacity to 30 pounds when you need it—instantly, dependably and accurately.

See this new Toledo Computagram now. Call your nearest Toledo Scale Office for a demonstration. There is no obligation, of course. Toledo Scale Company, Toledo, Ohio. Canadian Toledo Scale Company, Ltd., Windsor, Ontario.



**TOLEDO
SCALES**
NO SPRINGS · HONEST WEIGHT

I must not overlook the unremunerated work done by women in the home, the cooking, washing, ironing, mending and housework carried on without any pecuniary reward. It is true that in the census just taken they will, for the first time, be listed as home-makers.

How much work the home-makers do, the Census Bureau does not enquire. Some of them, we know, work long and weary hours; others more fortunately situated, perhaps, do little. But the census does not discriminate. They are all alike listed as home-makers. And if as such they live up to their opportunities and responsibilities, the wage value of the unpaid work they may do in the house, be it little or much, will be far surpassed by the value of the social service they render as wives and mothers and keepers of the home.

Of the total working population—limiting that term now to those reported as having a gainful occupation and not including the home house-keepers—of the total working population thus defined, about one-fourth (26.3 per cent. in 1920) are engaged in some form of agriculture. There are about six million farmers in this total and perhaps four million farm laborers.

About one-third of the total number of workers are engaged in manufacturing or mechanical pursuits, a larger number than in agriculture. It was not always so. In the early days of the Republic, agriculture was the predominant occupation and if we go back only fifty years to the census of 1880, we find that 45 (44.3) per cent. of the gainful workers were engaged in agriculture as compared with not over 25 per cent. at the present time, and that the farmers and farm laborers outnumbered the workers in manufacturing and mechanical pursuits by more than 2 to 1. Since then, while the number of workers engaged in agriculture has increased about 40 per cent., the number of persons employed in manufacturing and mechanical pursuits has increased by over 200 per cent. From being predominantly an agricultural people, we are coming to be predominantly a manufacturing people.

Rather less than 3 per cent. of the working force of the Nation is employed in mining. Agriculture, manufacturing and mechanical pursuits and mining give direct employment to about 60 per cent. of the army of workers. These industries produce the material goods that we possess or enjoy—the food, clothing, homes we live in, automobiles.

Now, of course, the products of the farm, factory, workshop and mine are of no practical benefit until they are conveyed to the consumer—the spender who is ready to buy them for his own use or consumption. That involves transportation; and over 7 per cent. of the workers are engaged in transportation either of goods or of persons, and about 10 per cent. are engaged in trade, which is also a necessary activity in the process of distributing the products of the factory and farm to the people who want them.

In the conduct of business of all kinds, in transportation, in trade, in manufacturing, and, in some degree, in

mining and agriculture as well, it is necessary to employ large numbers of clerks, stenographers, agents, book-keepers, and messenger boys. These occupations give employment to 7 or 8 per cent. of the total number of workers.

We have now accounted for about everybody at work except those engaged in professional service, and those in domestic or personal service—the doctors, the lawyers, the servants, the barbers, the bootblacks, etc. About 5 per cent. of the gainfully employed are engaged in some form of professional service and about 8 per cent. in domestic and personal service.

This leaves still "public service not elsewhere classified," a very incomplete and unsatisfactory class, comprising firemen, laborers in public service, policemen, marshals, public officials, soldiers and sailors, but not including Government clerks and stenographers, technical and professional men in Government service, and many others who are on Government payrolls, but are classified elsewhere.

In the early days the pioneer family settled on a piece of land and went to work to produce practically all the things needed for their support. The food they ate was raised on the farm; the clothes they wore were, in many cases, made from wool or flax or cotton raised on the farm; the furniture was made by members of the family from lumber cut on the farm; and they were little concerned with markets or market prices, since they needed to buy or sell but little, and less concerned with wages or employment, since they neither hired nor worked for hire. And there was plenty of work, lying ready at hand, for all the able-bodied members of the family.

Now this simple economic organization is utterly changed. Few people produce any of the things they need for their own use. Even the farmer sells wheat and buys flour—or perhaps baker's bread—for his own family; and an ever-increasing percentage of our working population work for wages or salaries. The problem of keeping everyone occupied who wishes to work is therefore becoming increasingly complex.

William M. Stewart,
Director of the Census.

This "Stunt" Is Good Advertising.

In an Illinois town where interest in baseball is great, a shoe dealer gives every man who buys a pair of shoes an opportunity to put down his best guess as to the total runs that will be scored by the local team during the next month. The winner each month gets a pair of shoes free.

The guesses are entered on a big card and toward the end of each month this card is put in the window, which creates more interest. On the first day of each month, the card for the last month is put in the window with the winning guess ringed in red.

This "stunt" created a lot of interest all last summer and the shoe dealer felt well repaid because his windows were a center of attention and his men's business showed a healthy increase.

Many an improvement cost nothing but a little thought.

Tie up with Royal Baking Powder Advertising

Royal Baking Powder is advertised in 35 national magazines. This nation-wide advertising campaign is telling millions of women about this Cream of Tartar Baking Powder that always gives certain results. It makes them want it.

So, tie up with this great advertising campaign by displaying Royal Baking Powder in your display window.

ROYAL Baking Powder

Distributed by Standard Brands Incorporated

5 BIG REASONS why you should push STANDARD BRANDS Products

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|--|--|
| 1—Prompt Service and frequent deliveries. | 3—A reputation for freshness with every product. |
| 2—Small stocks properly regulated require small investments. | 4—Nation-wide advertising. |
| | 5—Quick Turnovers and Quick Profits. |

Our Exclusive Pan Toasting Process



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

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

PURITY OATS COMPANY
KEOKUK, IOWA

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.

New Wraps For Fall Evenings.

The gay little velveteen jacket that so perfectly solved the problem of the Summer evening wrap has gone the way of the printed chiffons that went under it. Perhaps next Summer will offer new opportunities to revel in its comfortable delights, but in the meantime the Fall season—in capital letters—requires something more nearly equaling its own importance, something more formal, more elaborately elegant than the casual coat of Summer.

This doesn't for a minute mean that the short evening wrap has disappeared from the fashion horizon. Far from it!

So far as fashion dictates from Paris and New York couturiers go, one may choose a coat that is as brief as a toreador's bolero or one that sweeps in long lines right to the floor. Or one may, with equal correctness, decide on any one of a number of intermediate lengths. For, above all, the coming season will be one of variety and individuality, a time when, as Patou says, "woman's personality is accentuated by the fact that she can choose gowns specially adapted to her character, to her taste, her figure, her line." And, of course, what is true of dresses is also true of coats and wraps.

So it is not so much a matter of length as it is how that length is treated, how it is embellished and enriched, how it is cut and fashioned.

Take the much-mooted short evening wrap to begin with. Nothing could be further removed from the straightforward simplicity of past jackets than the nipping, contriving and flaring of these new short coats. Some of them fit the figure snugly and then swing out over the hips with a rippling fullness that takes one back to the gay '80s. Others are fitted smoothly below the waist to the hips and sometimes even blouse a bit just across the back. Still others, particularly those all in fur, are the most abbreviated boleros imaginable. And some are not coats at all, but little capes—pelerines they call them in Paris—that swing lightly from the shoulders to just a fraction below the waistline.

Undeniably chic, the short evening wrap still does not compare with the longer one for elegance and sumptuous formality. After all, no more fitting companion to a long beautiful gown can be imagined than a wrap that sweeps downward with the same gracious dignity. From the three-quarter coat to the redingote wrap that is cut up above the knees in front with a flat flounce that ripples from there to a low point in the back, one is offered every opportunity for flattering princess lines and great intricacy of design and trimming.

In the matter of materials, velvet is easily a long favorite. This is the rich all-silk Lyons velvet, although some transparent velvet is also used. The most elaborate and dressy wraps oc-

asionally take to a beautiful metal lame.

One and all have the most luxurious fur trimmings. All the foxes—blue, white, silver and pointed—are seen again and again, in collars that almost frame the entire head, in deep borders that accentuate the rippling hemline, in cuffs and sleeve bandings. Ermine adds a touch of lavishness to some velvet wraps, while sable has no less a sponsor than Patou.

The all-fur evening wrap, as ever, is the most formal and the most to be desired, and for those whose purse can stand the strain the ermine wrap still holds its impregnable position. Ivory-colored caracul is a beautiful new suggestion and one that has many advantages—for it is as pliant as a piece of cloth and is almost as light in weight. Lapin and galopain, which is shaved lapin, are being dyed in both pale and vivid shades—green, pinks, blues—and they are a lovely contribution to the evening furs.—N. Y. Times.

Accessories For Formal Hours.

The fascinating problem of choosing accessories to complete the evening costume may be partially settled for you in advance this season. Many of the new dresses have their own matching scarfs, their flowers or their jeweled ornaments. But if you should happen to select a simple frock of the type that wants a bit of decoration, you will find the shop corners devoted to these knick-knacks full of engaging suggestions.

Flowers are definitely back in the evening picture. They are usually worn at the waist, rarely at the shoulder. Occasionally they hang down the back of a decollete at one side, and Boue Soeurs even go so far as to fashion the crossed straps of a black satin gown entirely of pink and blue roses.

The rose, by the way, is one of the favorite evening blossoms. One version is a huge velvet affair in black, white and pastels that bears little relation to the garden variety but is most striking, carelessly posed at the waistline. Ardanne likes to enhance evening ensembles with a smaller rose, more nearly related to the original. Large chrysanthemum effects are shown, and gardenias in groups of five or six are worn across the front of a dress, belt fashion, or down the back of a decollete. The violets that have been so popular for informal costumes appear in evening colors, too.

Evening handkerchiefs are larger than ever, and are still elaborately monogrammed, and still carried nonchalantly in the hand or tucked into the evening bag. It is smart to match your handkerchief to your accessories. If you wear turquoise jewelry, for example, with a black gown, the handkerchief may well be turquoise blue chiffon. As for bags, the news is that there are more seed pearls than there have been in a long time, and they are seen alone, in combination with the familiar embroidery, and also with black beads, carrying out the black and white idea, which stubbornly refuses to be downed.

Scarfs are erratic and charming. Some new ones are pleated and some are bright with silver stitching.

Packaging Promotes Sheet Sales.

From preliminary indications, the greater emphasis placed on attractive packaging of colored hem sheets and pillow cases by the leading national manufacturers is proving a stimulant to the sales of these products. Department stores throughout the country have shown a decided interest, and it is hoped to focus greater attention on domestic departments through the Winter season by attractive displays of sheets and cases. One manufacturer has introduced a cedar chest with brass trimmings as a container for his products. The current vogue for black and silver as a decorative motif has also been utilized, and boxes in these colors are proving attractive, it was said.

New Colors Shown in Silks.

Silk firms have now made available special dyed fabrics stressing the new shades featured by the Parisian couturiers at their recent showings. Patou's astrakhan beiges and yellow greens are rated by Cheney Brothers as among the most notable of the new tones in a supplementary color card issued last week. Maggy Rouff's "ink" shade, an off-black tone, is also featured. The Lucille Paray browns were described as an important addition to the prevailing brown family, dovetailing into the ensemble picture for Fall. The new wine shade of Paray and Martial et Armand, together with a green of Lelong & Redfern, is also represented.

Buying of Men's Suits Lags.

While there has been a decided increase in the buying of men's and boys' furnishings during the past two weeks the clothing trade has not enjoyed the same demand. There has been a fairly good call for popular-priced merchandise in men's suits. On the higher priced lines some retailers are asking for immediate delivery, but it was stated that a good deal of uncertainty regarding price exists in the minds of merchants. The reduction in Spring staple woolsens has caused retailers to seek lower prices on the Fall lines. Merchants are now waiting for a revival of consumer demand before they actually begin to replenish their stocks, it was said.

Most Dress Models New Ready.

Most of the models based on the recent Paris showings are now available in the leading dress houses in New York, with the exception of those of Chanel and Vionnet. The models of these couturiers are scheduled to arrive in this market on Tuesday and will be represented in the new collections toward the latter part of next week. Retailers are pressing for quick deliveries on the new offerings, particularly the group-buying organizations. While the Russian influence has come to the fore recently, this offers as yet no serious challenge to the classical Grecian and Directoire trends which are featured in most of the imports.

Scarcity of Nets in Curtain Field.

With the Fall demand for curtain materials now assuming normal proportions, most of the converting houses are finding it difficult to fill orders for the desirable types of cloth.

A scarcity has already developed in the stocks of lower priced nets, and one of the largest companies in the field is refusing orders which call for delivery earlier than November. The sudden demand for curtain goods during the last ten days caught most of the converters with short stocks and it will take some time before they can bring their production up to requirements. Prices have not been affected so far and are still at a low level.

Trend To Yellow in Kitchenware.

Kitchen pottery finished in a light yellow shade is reported to be supplanting green as the popular choice of consumers for Fall. Buyers of housewares for retail stores have been stocking larger quantities of yellow during the present month than at any time for the last two years. Stores have been active in the wholesale market buying stocks for September sales. Orders have been nearer normal than at any time this year, according to selling agents, who predicted that the volume of sales this month will compare favorably with a year ago. Low and medium priced merchandise has been moving well.

Rug Market Continues Gains.

The trend in the floor covering market has turned definitely upward, with last week witnessing more buying activity in the trade than in some time. Several buyers pointed out that their stores suffered more last year than this season, and thought it possible that sales would show a gain over 1929. With a few exceptions, stocks throughout the country are held to be extremely low, thirty days should occasion a great improvement in the market. Enquiries are being centered on wash rugs. The better grade of axminster rugs continue in demand, with little interest being evinced for the cheaper lines, it was said.

Cut Prices on Oriental Rugs.

Price slashing by importers of Oriental rugs unable to hold heavy stocks they purchased in anticipation of the tariff has upset the market for both Persian and Chinese floor coverings. Large stocks of distress merchandise have been dumped into the market, and until they are absorbed selling agents see little chance for prices to firm. Importers able to do so are holding on to their present stocks anticipating a scarcity of goods and high prices late in the Fall. Prices are holding firm on imported chenille rugs and these are the only types enjoying a normal demand.

Medium Price Lamp Demand Gains.

Medium and popular priced lamps and lamp shades continue to show gains in sales, but the better price merchandise is being neglected, according to reports in the wholesale markets. Buyers are re-ordering in good quantities on medium-price parchment shades purchased at the opening of the season. Translucent shades made up in pastel shades predominate in such orders. The expected increase in demand for higher-priced bronze lamps has not materialized, sales agents claim, and stores are showing extreme caution in purchases of that variety.

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.

What Have You To Sell the Customer?

Did you ever sit down and try to put down on paper the reasons why local people should trade at your store instead of elsewhere? The results might surprise you.

We suggest that now, with the busy fall season just ahead you try to write down the advantages you can offer that a customer cannot find elsewhere. Be absolutely fair. Don't give your store any undue credit.

Do you really have better values than the average store? Are your prices "right"? Are they the low prices people are particularly interested in this year?

Is your store inviting? Is it the kind of a store that would attract you if you were a stranger? And how about your service? Do you give customers the kind of service that makes them come back again and again?

A critical analysis of your business now will help you to go into the fall season better prepared to get an increased volume because your weak spots have been bolstered up. Try it.

A Contest Idea That's Good Any Time.

Here's a contest idea that can be used to create a lot of interest by any store catering to men or to college trade. It consists of a weekly prize for the man who hands in a forecast of the scores of the local baseball team for the week.

The contest should be absolutely free—that is, it should not be contingent on the purchase of a pair of shoes. Have a supply of cards on which every man who wishes can jot down his guess as to the daily scores for the next week. These cards can be dropped in a big box in the front of the store, and at the end of each week you go over them and pick the winner.

A big scoreboard in the window on which the scores are filled in day by day will add interest. You can keep such a contest going for weeks without losing interest, and it will bring many men into your store. The same plan can be worked during the football season.

Special X-Ray Room.

For you that have or are considering installing an X-Ray machine, here is a real novel idea. When you are in Boston have Hy Bluestein, of Wilbar's shoe store, on Tremont street, show you his special X-Ray room.

This store has two selling floors, one for pretty shoes while the corrective department is on the lower level, with all shoes at one price—\$6. The X-Ray machine is housed in an especially built room on the lower floor, right next to the foot specialist's office. This room is just large enough for the machine, the customers and the operator. It is painted black so that when a customer is observing her fit in the machine, there is no reflection or refractions.

The Bluesteins have a definite rea-

son for doing this, as they have for all things. In this case it is the fact that good style can be easily copied in short order by anyone, but a store can be outstanding by giving service which is extremely difficult to copy.

Shoe Orders Developing Well.

Good turnover of women's shoes at retail has produced a satisfactory volume of orders at wholesale. The buying is rather sharply divided into two types. Prices on higher grade shoes are being supported, with improved qualities sought in these price lines. At the same time there has been a marked increase in buying to lower price levels. Kid styles continue outstanding, with suede and reptilian combination effects following. Pump and strap models retain their leadership. Black, browns, greens and ruby shades are the preferred colors.

What Does Your Advertising Cost?

Do you know how much you spend for advertising? Do you know how much you ought to spend? It is pretty generally agreed that for the average store 3 per cent. of the gross sales ought to be enough for advertising, although some spend considerably more, while other stores, because of advantages in location, get along with much less.

Public Health in Rural Areas.

For many years we have repeated the old aphorism, "An ounce of prevention is worth a pound of cure." It is only in recent times and in certain communities that people have actually and in a systematic manner attempted to give practical application to the principle involved. Many people still look upon disease and ill health as an expression of disfavor on the part of Providence without realizing that they might have taken steps to avert the disaster.

This statement will be confined to the responsibility of government for the protection of the public health, particularly in the rural areas; for it is in rural areas and the smaller towns that governmental agencies are most remiss in providing facilities for the protection and promotion of the public health.

Some of the services which, according to modern standards, the program of a public health organization should render are as follows: Protect the water, milk, and food supplies in such a manner that they will not carry disease; enforce the necessary measures for the disposal of sewage and other human waste; control communicable diseases, such as diphtheria, smallpox, and the other acute infections by means of quarantine, disinfection, and immunization or vaccination. The hygiene of maternity and childhood should receive attention commensurate with its importance. Special programs should be inaugurated for the control of such diseases as tuberculosis and the venereal diseases. As our knowledge advances, we are finding that the effects of practically all diseases are in some measure preventable.

To carry out such a program necessitates the employment of physicians trained in public health measures who must be assisted by nurses and sani-

tarians, laboratory workers, statisticians, and allied public health specialists. The larger cities have developed fairly effective public health organizations. In the rural areas, however, conditions are far different. There are in the United States about 2,500 counties, or districts comparable to counties, wholly, or in considerable part, rural. In only 505 of these counties is there a whole-time local health organization which is now considered essential for carrying on a modern public health program.

It will, therefore, be seen that the greatest need for public health organization is in the rural area. The county is the logical unit for administration, and the average county, readily within its means, can and should provide 50 cents to \$1 per capita for the protection of the health of its people.

Something more, however, is needed, and that is the promotion, the stabilization, and the expert consultation service, which should be supplied by State and National governments. For a number of years State health departments have been assisting in the promotion of county health work, and in this endeavor they have been aided by the Federal Government to a limited extent. Several bills have been brought before Congress which have for their purpose the promotion and stabilization of public health service throughout the country. With the enactment of such legislation and with the proper leadership on the part of the Federal and state governments, we should expect rapid advances in the field of rural health organization. E. L. Bishop.

Price War in Boys' Shirts.

Financial pressure on several manufacturers of boys' shirts and blouses has caused them to dump goods on the market at whatever prices they can obtain, with the result that all kinds of quotations are being heard in the trade. Chaos in the market has ensued with other manufacturers attempting to meet the competition of those financially embarrassed. Buying, however, has improved considerably in the past week, and manufacturers feel that a stronger demand should set in within the next two weeks. Some circles discount the emphasis placed on school openings, declaring that consumers are now buying boys' wear only when they need such goods, while others believe that they are just as important as ever.

Grocery Jobbers Warned on Deals.

In a special bulletin to its membership, the National Wholesale Grocers' Association calls attention to the numerous high-pressure sales campaigns which have sprung up since the depression. The communication calls particular attention to the many deals under which wholesalers are being asked to purchase large quantities of merchandise at special prices and advises jobbers to give close scrutiny to the soundness of such proposals. The message points out that the trade practice conference of the industry has gone on record as believing that "free deals which operate to induce merchants to purchase beyond sales possibilities automatically reduce values, overstock the trade and produce unsound conditions."

MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE CO.

MUTUAL PROGRESS CASH ASSETS

1912	-----	\$ 460.29
1917	-----	7,191.96
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LANSING, MICHIGAN

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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.

Merchandising Lighthouses Now Point Our Way.

I often feel inclined to be impatient over government investigations and the mass of data which results therefrom. There seems so much waste motion and aimlessness of results. Yet if some of it may get into the right hands, it can be wonderfully beneficial.

For example: Suppose a man is moved to start a grocery store in a given city and by reference to Government statistics and the local chamber of commerce he is able to learn local grocery facts in advance, he may become a useful, successful merchant or he may be saved from the loss of his money.

Madison, Wisconsin, my home town, formerly had one grocery store for every 333 people. That was then the accepted saturation point and the same ratio is right now. But a recent survey of Madison shows 857 people to each grocery and delicatessen store. Instead of having 180 grocery and delicatessen stores for its 60,000 inhabitants, it has only seventy.

Here, then, is authentic data to show any would-be Madison grocer that he has an excellent chance in that capital city. If he is then careful to select his city location with similar intelligence, he is as certain to succeed as anyone is in any line of business. Such information is of the solidest, most practical character. The more of that kind the better.

We are told that grocery buyers are no longer customers. They are shoppers. Hence we must meet shoppers' instincts. What better means than to open up our stores and place merchandise on tables so folks can inspect for and help themselves? Knowledge not applied is as useless as ignorance. We may like aisle tables or we may not. We may feel they "lower the tone of our store" or otherwise. But the fact is that experience shows they increase sales without added expense. Hence they justify themselves and the man who cannot see this is apt to be just out of luck henceforth.

While expenses in department stores appear to increase despite the best efforts of mighty skillful merchandisers, grocery costs are being narrowed in general everywhere. Whereas in Boston it is commonly held that 18 to 19 per cent. is conservative for a service grocer, many full service grocers are operating now on expenses which range from 10 to 14 per cent. These, too, are big, successful service grocers. They are not folks who are trying out plans. With these facts in mind, it behooves each grocer to seek ways to cut his costs. One of the accepted ways is to let folks help themselves as much as possible. I have witnessed expense go down three and four per cent.

through this avenue alone. What use to argue its utility or applicability?

Moreover, psychological studies reveal the fact that goods are sold more readily through sight and touch than through other avenues of contact. If a customer gets an article into her hand she is apt to sell it to herself. A change that has come rapidly, yet largely unnoted, is that now 90 per cent. of usual grocery items are in branded packages—no great sales or technical skill required for their sale. Here's another reason why goods should be displayed within easy customer reach.

Wakeful, level-headed merchants are adopting workable plans from chain stores. That is better than fighting anybody. The service grocer who opens his shelves to easy customer access thereby adapts a portion of the non-service plan to the increase of his own sales efficiency. Progressive grocers are doing this so generally lately that when I see a fine store in which the plan has not been adopted, I feel impatient over the blindness of the merchant. Progress in this direction is constant; but as yet the great majority of grocers—even wakeful ones—have not gone the full distance along this advancing way.

Jelleff, Washington, notifies its customer that her account is open thus, on engraved card:

"It gives us pleasure to advise that we have entered your name upon our ledgers for the privilege of a charge account.

"Accounts are carried for the accommodation of our patrons and are due and payable within thirty days from date of bill.

"We shall hope to anticipate your every desire in the selection of apparel and accessories, and shall endeavor to serve you in a manner that will make your shopping here a pleasure."

Grocers might consider how they strive to get accounts of good people, then reflect how casually such people usually are treated after we get them. That is a survival of the old steady customer idea. If we recall that virtually nobody is any man's customer now, we may sense the wisdom of instilling a little of the character of solicitude into our own treatment reflected in Jelleff's welcome.

There is antiquated flavor, however, in Jelleff's reference to an account as a privilege. It is really a privilege extended by the customer to Jelleff—that he be permitted to try to suit her. But there is good, sound business psychology in Jelleff's second paragraph wherein he painlessly indicates that bills are payable monthly. Let's get all these points.

Now let us cross the continent to Sacramento and see what endless effort is made by Weinstock-Lubin to please a customer. This customer had purchased some material at \$1.50 per yard on a reduced-price sale. She found herself short; thought she would play safe and ordered another yard by mail, sending her check for \$1.50.

She received through the mail a piece $\frac{3}{4}$ yard long, marked 34c because by now it was a remnant. She also

(Continued on page 31)

VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

MERCHANT PARCEL FREIGHT TRANSPORTATION

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

SEVERAL TRIPS DAILY TO SURROUNDING TERRITORY.

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

NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

Putnam's

NEW PACK

MALTY MILKIES

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

Ask about our
Introductory Offer.

PUTNAM FACTORY

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



Always Sell

LILY WHITE FLOUR

"The Flour the best cooks use."

Also our high quality specialties

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

Satisfaction guaranteed or money refunded.

VALLEY CITY MILLING CO.

Grand Rapids, Mich.

In More Homes Everyday

HOLSUM

America's Finest Bread

SANCTUM BAKORIUM NEWS

Quality — we have found — is an invincible salesman. We have given him a job for life in our bakeries.

GRAND RAPIDS LOOSE LEAF BINDER CO.

Manufacturers of The Proudfit Loose Leaf Devices.

Write for information on our system forms for all purposes.

10-16 Logan St., S. W.

Grand Rapids, Michigan

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Does Meat Cause Cancer?

There is not a shred of evidence to show that meat plays a part in the causation of this disease—Wm. H. Woglom, Associate Professor of Cancer Research, Institute of Cancer Research, Columbia University, in Hygea, of April, 1923.

The incidence of cancer on members of certain religious orders has been the subject of statistical investigation by Dr. S. Monckton Copeman, F. R. S., and Prof. Major Greenwood, under the auspices of the departmental committee on cancer of the ministry of health. The committee points out that in the many thousands of pages devoted to speculation on the etiology of cancer a large proportion are devoted to indicating dietetic habits. It has been suggested that rich, abundant food, particularly meat, is a cause; that intestinal stasis due to the diet of civilized mankind is the most important factor, and that the increased use of preservatives in the food industries has a bearing on the increase of mortality from cancer. The late Rollo Russell argued that if the constituents of a diet are a cause, we should study the cancer mortality of persons living under conditions which, except in respect to diet, are comparable with those experienced by populations wherein cancer is a large and measurable factor of mortality. Cistercian and Benedictine monasteries, in which the total number of the votaries over a period of about twenty-six years was 420, he found recorded only one death from cancer, this being attributed by him to the exceptional use of a strong irritant (pepper). The observations of Russell were the starting point of the present enquiry. The dietetic habits of the Carthusians, Benedictines, Cistercians, Carmelites and Dominicans were studied, the two last named not being enclosed orders, and both English and Belgian data were analyzed. The next step was to attempt to obtain an accurate record of the ages and lengths of time under observation of the persons whose risk of dying of cancer it was sought to measure, with the certified causes of deaths. The ecclesiastical authorities of five religious houses in England and one in Belgium, and the staff of the general register office furnished particulars from which life tables could be compiled, the standard of expected death being taken from the tables of the British Official Annuity Experience.

Analysis of the data supplied proved that fatal cancer occurs in populations abstaining from flesh food, and does not lend support to the contention that among such populations the relative incidence of cancer is low.—From the Journal of American Medical Association, of March 12, 1927.

Mr. Vilhjalmur Stefansson has returned from his expedition to the Arctic and has written to me from Alaska to state that cancer does not exist among the Eskimos.

Sir W. MacGregor, Dr. W. T. Gren-

fell, Mr. Frank Bezley, and more recently Rear Admiral Peary, have all told me that they had never seen a case of cancer among the native tribes of the Far North; and it was their observations which prompted me to ask Mr. Stefansson, on the eve of his departure in 1914, to make a special investigation. Mr. Stefansson also sends opinions to the same effect from Dr. Grafton Burke and the late Dr. George Howe, who worked for many years on the Yukon River. It may be remembered that Panum half a century ago remarked that the disease was either extremely rare or did not exist in Iceland and South Greenland.

I think therefore we may safely assume that cancer does not exist in the Arctic.—Dr. H. C. Ross, in the London Lancet.

Cold Beefsteak May Be Delicious.

Most people think of cold beefsteak as nothing to get excited about. This is probably a correct attitude if the meat was sliced ordinarily thin before broiling or frying, and if the meat was not very high in quality. Here is a way to prepare steak so that when cold it will be very good indeed.

There are two essentials that must be observed. First, the steak must be from a carcass that grades at least good, and it will be better if it grades choice. These grades are well known by retailers at the present time. Second the steak must be cut at least two inches thick. Subsequent procedure consists simply in broiling or frying until well done.

Put it away in the ice box for a day or so and then take it out and slice it into strips about two to two and a half inches wide and the length of the piece that is to be used. Next slice these strips crosswise not over a half inch thick. Have slices of toasted bread cut into pieces to correspond in size to the meat. Spread these slices with soft butter so that the butter will soak into the bread.

World-Wide Aviation.

In his first formal radio address Colonel Lindbergh took up the question of the need of uniform air regulations as a means of promoting the tremendous possibilities of international aviation. Inevitably his talk had to deal with some aspects of flying, and it is not surprising that he chose the broadest possible grounds upon which to discuss the future of this new method of transportation with which he is peculiarly associated.

But unlike so many enthusiasts of the air, Colonel Lindbergh can keep his feet on the ground. He did not launch into any imaginative account of a world as air-minded as himself. He declared that within the next few years transoceanic routes would unite existing continental air lines into a world-wide network, without specifying whether airplanes or dirigibles would complete this development. He definitely stated that unless some radical scientific discovery revolutionizes our present aircraft, it must be regarded as an adjunct to our system of modern transportation, since it cannot compete with ships and railroads in the movement of most articles of commerce.

When Colonel Lindbergh speaks on

aviation, all the world listens. No one has greater authority. For surprising though it would have seemed in the days when his flight to Paris had marked a new era in flying in this country, he has added greatly to the

stature he then obtained through his courage and skill as a pilot, by his wise counsel in the development of our transcontinental airlines and his active but sane promotion of all American aviation interests.

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

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GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS MICHIGAN

M. J. DARK & SONS

INCORPORATED

GRAND RAPIDS, MICHIGAN

Direct carload receivers of

UNIFRUIT BANANAS

SUNKIST ~ FANCY NAVEL ORANGES

and all Seasonable Fruit and Vegetables

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.

VINKEMULDER COMPANY

Grand Rapids, Michigan

BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

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

We Cater to Independent Merchants Only

FRUITS AND PRODUCE

BANANAS A SPECIALTY

D. L. CAVERA AND CO.

THE HOUSE OF PERSONAL SERVICE

Phone 9-3251

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 in Regard To Stove Sales.

With the fall stove campaign approaching, it is well worth while for the hardware dealer to study his methods of handling stoves. In this connection a dealer with some successful experience in the business has some suggestions to offer that are rather challenging:

"All guesswork and uncertainty can be effectually eliminated in the stove business. It is possible for the merchant who runs his stove department on business lines to know in advance how much trade he can secure and to lay his plans and arrange his buying on that basis.

"One fall, a certain hardware dealer sold twenty-six stoves, including heaters and ranges. There were probably 200 stoves sold in town that fall, and as there were only three other stores handling stoves, it was obvious that the dealer in question had not secured his share of the business.

"I contend that this dealer, reckoning on a normal increase in the amount of business done the following fall, could safely count on increasing his sales to sixty stoves—if he put that department on a basis of efficiency.

"Stoves are a necessity and a hardware dealer who keeps his ear close to the ground of demand can pretty accurately determine how many stoves will be sold in the district he serves in a certain season. Purchasers of stoves follow the line of least resistance; they buy from the dealer who impresses the value of the stove he offers most strongly. The impressions of the prospective purchaser are gained in various ways. It may be that a newspaper advertisement turns the scale. A well displayed stove window will often make sales. Perhaps the reputation of a certain firm for fairness of dealing inclines the business their way. The fact remains that the prospective purchaser of a stove is assailed with arguments, in the shape of circulars, advertisements and so on, from all sides, and finally succumbs to the dealer who impresses him most strongly.

"Another point to be borne in mind is that the buyer is very much in earnest and does not miss any bets. The customer realizes that the stove is almost the most permanent as well as the most used piece of household equipment. If he makes a bad selection, he must bear the consequences for the next ten years or even more. He is paying out a large sum of money and he wants to get 100 per cent. value if he can. Accordingly, he is likely to consider every proposition that offers and to study every make of stoves within reach. There are, indeed, individuals who buy without apparent reflection, relying on the confidence they repose in the merchant with whom they have always dealt. But even these customers will be found on investigation to have given some preliminary thought to the stove question.

"If a dealer handles his line accord-

ing to approved methods and meets the requirements of efficiency, he is bound to impress the value of his goods on all prospective purchasers and to gain a share of their attention. He can thus count on getting a full share of whatever business is going."

The story is told of a hardware dealer who one day late in August called the head of his stove department into his private office.

"George," he said, "we have got to make a radical change in our methods of selling stoves."

George, taken off his guard, got hot under the collar.

"What's the matter?" he demanded. "Our sales are increasing right along. We sell twice as many stoves as any other store in town."

"True enough," said the merchant, "but we don't sell half as many as we should. Now, George, don't think I'm criticizing you. The blame isn't yours. It's the store policy that's at fault. I've been giving some thought to this subject and I've made a very interesting and rather startling discovery.

"As you know," he continued, "we have the best hardware business in the city and we get customers for stoves who wouldn't think of going anywhere else. We've been so certain of our ability to draw a good share of the trade that we haven't done a great deal of advertising, nor, in fact, have we bestirred ourselves very much in any way to get business. Luckily, the other stores have done even less, and so, not having our reputation to back them up, they've been getting a smaller share of the business right along, and, as you say, we've been getting a little better all the time.

"Still," and the merchant reached into a desk tray for a memorandum, "I went into the question of the number of stoves sold in town. The result amazed me. Over 100 stoves were sold in this town and vicinity last year by mail order houses. There can be only one explanation of this. We haven't been bestirring ourselves to get trade; for as you know, the mail order house has no chance when the local merchant is on the job. If all the stores in town were to wake up and help educate the public, not a stove would be sold by mail. Well, we needn't expect the other fellows will do anything. But I'm going to start myself.

"From now on, George, give your whole time to the stove end of the business. Get to know your goods. Dig right down to the bottom of the stove question so that when customers come in, you'll be primed with the most practical information about stoves. People want to know before they buy."

The dealer took advertising space in the local paper. In all he spent about \$300 advertising his stoves. The stock was prominently displayed and kept in A-1 condition. Good displays were put on.

The result was just as he had expected. Sales mounted steadily. The gain was made partly at the expense of the other hardware dealers, who neglected the first year to put forth any additional efforts; but more par-

ticularly at the expense of the mail order houses.

I asked a successful dealer the essentials of efficient stove business. He said:

"The first step is to have a well assorted stock. Nothing helps a salesman more than to be able to show the prospect a wide variety. If one style does not suit, another may. Further, it prevents the customer in many cases from trying elsewhere. Where the selection is small, the average customer feels justified in shopping around.

"More than that, the buyer respects the store that carries a large stock. It becomes known that a certain store offers the best selection. This, in itself, will not necessarily create more business for that store; but it means that the majority of interested persons will make their first call at that store.

"The second step, clearly, is to supplement whatever reputation the store may have by advertising. It is remarkable how the reputation of a store is built by judicious advertising. What is still more to the point, demand for any article can be stimulated to a high point by playing upon it through the columns of the newspaper.

"To the person who is contemplating the purchase of a stove, any stove advertisement is instantly interesting. For that reason put into your copy, always, something of vital importance. A mere assertion of the value of your range or heater will not do. Tell the reader what results it will produce for him. That's what especially interests him.

"The next step is to display the stock properly in the store and in the window. Have the department prominently placed. See that each stove can be inspected. Have the goods as fresh and shiny as a new plug hat. Make them look worth every cent of the price you ask.

"So much has been said about the need of practical salesmanship, that it is not necessary to stress that. Any salesman can sell a stove occasionally, but it takes a practical salesman—a man who knows the article and understands the viewpoint of the customer—to sell to nine out of ten customers who are in a position to place an order.

"Persons with the most profound learning frequently make the poorest teachers, just because they cannot impart what they know. The salesman

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. We Protect our Dealers.

THE BEHLER-YOUNG CO.

342 Market St., S. W.

Grand Rapids, Mich.

BROWN & SEHLER COMPANY

Automobile Tires and Tubes
Automobile Accessories
Garage Equipment
Radio Sets
Radio Equipment
Harness, Horse Collars

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

GRAND RAPIDS, MICHIGAN

must avoid getting himself into the position of the unsuccessful teacher, burdened with a dead weight of knowledge. He must tell, not everything he knows, but what the customer needs to know in such plain terms that the customer gets the idea every time. Eschew technical terms. Put what you have to say in short, easily understandable words.

"Then gain a reputation for service and maintain it. When a stove is sold, see that it is installed right. See that the owner understands how to work it. If a stove does not give satisfaction, see that it is fixed at once. To allow a dissatisfied customer to remain disgruntled is equivalent to writing off a substantial share of future business."

These are some basic principles worth considering in planning your fall stove campaign. Victor Lauriston.

There Is Sunlight Ahead.

Grandville, Sept. 2.—We note that Harvey S. Firestone, a man of business, predicts an early return of prosperity which will make the last few months of idleness but a sickly memory. Great men sometimes make mistakes as who does not?

Talking with an elderly gentleman one day recently I asked him if he could call to mind another such slump in business as we were having at the present time. "Oh, yes," he said, "in Cleveland times in '93." And he was right. It is no new thing for business to go on the glimmer after a period of wonderful prosperity.

This country has had its ups and downs in a business way ever since the Revolution. Many months before the civil war the times were at a very low ebb. A prominent Grand Rapids man announced during the slow times preceding that war that he expected to cook his wheelbarrow before long unless a change came.

That change came with the opening guns of Sumpter. Throughout the war those at home had ample work at fair prices and after the close of the four years' struggle prices were at the top.

The merchants of that day had no reason to complain. Sugar retailed at twenty-five cents per pound, kerosene oil 80c per gallon, flour twenty dollars and pork forty dollars per barrel, and other things in proportion. The people thought the times were good, much better than before the war.

Coming down to '93 we find a tremendous slump in prices all along the line. Farmers hired help for fifty cents per day and their products were the lowest ever. That was what the gentleman referred to as Cleveland times. Hens to-day would certainly refuse to lay eggs for six and eight cents as then. Butter seven cents. Labor also went into the discard. We haven't touched the hard times yet we experienced then.

Who is to blame for our present dilemma in business and labor? Let us place the blame where it belongs. Merchants and manufacturers have in a measure themselves to blame for starting the present closing down. By advising men and women to purchase at exorbitant rates both clothing, household goods and furniture on time the trouble began.

A dollar down, a dollar a week led the people to purchase when they did not really need the goods. Running in debt, spending money freely for all sorts of unnecessary goods soon depleted the pockets of the buyer until debt of no mean proportions stared the customer in the face.

Reckless spending is one of the worst features of prosperous times. Men walked our streets clad in expensive clothing for which they owed the merchant. Newlyweds furnished

their dwellings with expensive furniture which would not have been considered had it been a matter of cash payment.

Flamboyant advertisements filled the daily papers announcing sales for a small amount down the rest on weekly payments. So many are ready to purchase expensive goods when their credit is good, but too much credit has more often ruined than made good.

The people, having good wages were, full of enthusiasm for buying beyond their means. The merchants and manufacturers who advertised so enticingly were unjust to their cash customers who naturally were made to pay a greater price than they otherwise would.

It has been a great hulahaloo to see who could dress the best, drive the fastest automobile and furnish the home most elaborately. That hulahaloo is past. There has come a sad awakening, and those who so recklessly spent their money are to-day reaping the harvest.

With all our various panic times nobody has starved, and it may be set down as a fact that nobody will be permitted to starve to-day. Bitter experience is the only school in which many people can learn and we Americans are head over ears deep in that school just now.

For the past few months our people have been going to the school of adversity in a manner that will teach them a lesson, the lesson of economy, and keeping a lookout for a rainy day when the wallet is full and work a plenty.

The newspapers have felt the pinch of the times and are no longer filling the mails with plethoric bundles of extravagant advertising. No more can one buy goods on a small payment down and this fact, while it may seem an inconvenience, is in reality a godsend to the one who does not have the prudence to look after the pennies and let the dollars take care of themselves.

Doubtless the present drop in prosperity will have taught more than one man and woman a lesson, which however dearly learned will last them a lifetime.

Farmers may thank their stars that they are not down to the low prices that prevailed in the nineties. Possibly it may come to that even yet, although the wisest of our business heads are not predicting any worse times ahead, but see daylight through the present shadows hanging low over the Nation.

A lady visiting Europe returns with the news that times over there are even worse than here and that the foreigner is shouting "boycott America," naturally laying their woes to the Yankees. Old Timer.

Unfortunate Hotel Experience at Orion.

Plainwell, Aug. 27.—Our store has taken your Tradesman for many years and we could not get along without it. It is fine in every respect and I have been very much interested in what you have written regarding the different hotels in Michigan concerning their meals, etc.

I want to tell you of an experience I had in Orion a few weeks ago at the hotel there.

A friend of mine and myself were coming from Detroit and we went through Orion about 6:30 p. m. We saw this hotel with much advertised chicken, steak and frog dinners. We went in and ordered one frog dinner and one small steak dinner. The soup came on with no less than one inch of grease on it and celery so old and tough it could not be eaten. The steak was a big cut of sirloin (after I had asked for porterhouse), the very poorest cut, bone and fat, only a piece of meat the size of a dollar that I could eat. The frog legs were very small and absolutely tasteless, so my friend informed me. French fried potatoes

were not bad. The vegetables, corn and beans, had been warmed over from another meal. The iced tea was muddy and had not been made fresh. A plate of eleven stale rolls was brought in for the two of us. Needless to say, we were pretty much disgusted by that time and hungry.

The proprietor circulated around to the three other tables and asked how the food was (they were having sandwiches), but did not come near us. The waitress then asked if we cared for dessert and we both answered in a decided tone. "No, thank you."

I called for the check and found it to be \$3.50, \$2 for the frog dinner and \$1.50 for the steak. We had probably 50c worth of food that was edible.

The proprietor was nowhere to be seen when we went out. I paid the bill and said nothing, preferring to protect other travelers against such a hold-up by referring it to your Tradesman. We stopped at a little roadside stand and had some soup which was delicious at 10c a piece.

I am willing to pay for anything I have while traveling, but I am no different than anyone else in wanting a little something in return.

I feel your Tradesman cannot be praised too highly for the good it does. An Old Time Reader.

Throat Lozenges.

Extract of licorice	1	dram
Menthol	4	grains
Eucalyptol	3	grains
Sugar	6 1/2	grains
Acacia	9	drams
Water	enough	

Make into a stiff paste, roll, and cut into lozenges.

Phone 61366
JOHN L. LYNCH SALES CO.
SPECIAL SALE EXPERTS
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GRAND RAPIDS, MICHIGAN

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Look for the Red Heart on the Can

LEE & CADY Distributor

Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.
Grand Rapids.

SAGINAW BRICK CO.
Saginaw.

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.

Certificates and Degrees

Life Certificate on completion of Three Years' Curricula.
A. B. and B. S. Degrees on completion of Four Years' Curricula.

Special Curricula

Home Economics, Kindergarten, Physical Education, Public School Music, Music and Drawing, Drawing and Manual Arts, Commercial, Rural, Agriculture, Special Education.
Normal College Conservatory of Music offers courses in Voice, Piano, Organ, Violin, Band and Orchestra.
Fall Term begins September 23, 1930. Write for Bulletin and list of rooms. Rooming houses for women students offer a single bed for every girl.

C. P. STEIMLE, Registrar
YPSILANTI, MICHIGAN

WHITEFISH and TROUT By Air Daily

from Lake Superior Region.

GEO. B. READER

1046-1048 Ottawa Ave., N. W.
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(SERVICE DISTRIBUTOR)

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KRAFT K CHEESE

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

Fanning's

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TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

Corduroy Tires

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CORDUROY TIRE CO.

Grand Rapids, Mich.

HOTEL DEPARTMENT

Tentative Programme For Hotel Convention at the Soo.

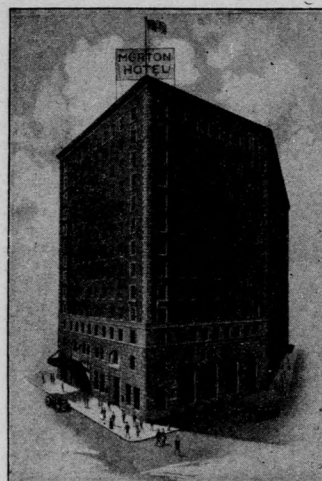
En Route to Los Angeles, Aug. 30—Tentative plans for the annual convention of the Michigan Hotel Association which is to be held at Sault Ste. Marie, on Friday and Saturday, Sept. 26 and 27, have been completed by President Ernest H. Piper, general manager of Hotels Madison, Lenox and Lincoln, Detroit, and Geo. H. Swanson, manager Hotel Huron, Ypsilanti, secretary of the association, together with Leon Degelman, manager of Hotel Ojibway, at Sault Ste. Marie, who is to be host to the convention. While the program necessarily is subject to revision by the committee, it is expected few changes will be made. Since the Soo is approximately 400 miles away from Detroit and other Southern Michigan cities, President Piper plans a series of motorcades, going up through the Western, Central and Eastern portions of the State and converging at some point in the Lower Peninsula, whence the three will proceed together to Sault Ste. Marie. Elaborate plans for entertainment during the trip North, which will take about a day and a half of driving, are left in the hands of the publicity committee, of which Mr. Piper has appointed Harold A. Sage, manager of Hotel Tuller, chairman. Robert C. Pinkerton, a former secretary of the association, now an honorary member and manager of Hotel Colonial, Cleveland, has been named chairman of the golf committee, which will have charge of the annual golf tournament, at which the membership will contest for the cup now held by John A. Anderson, president and general manager of Hotel Harrington, Port Huron. Preston D. Norton, general manager of Hotel Norton, Detroit, has been named chairman of a special committee which will endeavor to interest non-members throughout the State in attending the convention. The American Hotel Association section of the program, for which elaborate plans have been made, will be under the direction of Walter J. Hodges, general manager of Hotel Burdick, Kalamazoo, and State committeeman for the A. H. A. Among the A. H. A. matters to be treated at the convention will be the discussion of National problems and what the parent association is doing to overcome them, and the appointment of delegates from the Michigan Hotel Association to the convention of the National body which is to be held at San Antonio, Texas, early in October. Mr. Sage is working out plans for an unusual type of publicity for the convention this year. A series of bulletins will be sent out to the members bearing mimeographed illustrations of a humorous nature, designed to stimulate interest in the convention and increase its attendance. The program as outlined calls for registration at 8:30 a. m. at Hotel Ojibway, Friday, September 26, with a registration fee of five dollars. At 9, President Piper will call the first business session to order and the Mayor of Sault Ste. Marie will give an address of welcome, with a response by Edward R. Swett, manager of Hotel Occidental, Muskegon. Following the roll call and reading of the minutes, the president will appoint a nominating and resolutions committee and deliver his annual address. Geo. H. Swanson, secretary and Fred J. Doherty, treasurer, will deliver their reports and also the auditing committee. Henry M. Hollister, manager of Hotel Bancroft, Saginaw, will make a report on the executive council meeting, which will be held Thursday evening, prior to the opening of the convention. There will be the various reports of standing committees, including Preston D. Norton, on membership; H. W. Klare, on educational matters; of Miss Mary Myhan, of the short-course committee;

A. C. Martin, Hotel Steel, St. Johns, advertising; Chas. M. Luce, proprietor of Hotel Mertens, rGand Rapids, on general relations; F. R. Johnson, Johnson's Tavern, Houghton Lake, on extending the resort season; W. L. McManus, manager Cushman House Petoskey, on insurance, and Chas. H. Stevenson, Hotel Stevenson, Detroit, on the code of ethics. The Friday afternoon session will convene at 1:30 and will be devoted to the question box and general discussions, followed by the reports of district vice-presidents on sectional meetings held during the year. Communications, unfinished business, special resolutions and new business will be accounted for at the end of this session, with an adjournment at 5:30 for dinner. Friday will be a busy day for the association for a third business session has been scheduled for 8 p. m. and will last until the business is completed. Among the affairs to be discussed at the forthcoming session will be many subjects and problems coming up in a business way with its members. Saturday will be given over entirely to recreation, if present plans are followed out. At 9:30 a. m. there will be a boat cruise for delegates and their ladies through the Government canal and up the St. Mary's river and back through the Canadian locks. There will also be an informal golf match for those who do not care for the boat ride, at the Sault Ste. Marie golf club, with a luncheon for all members and their ladies at the club at 12:30. The annual golf tournament will take place beginning at 2 p. m. with bridge tournament for ladies at the same time. The annual banquet and dance is scheduled for 7 p. m. on Saturday, bringing the two days' sessions to a close. Mr. Piper states that special emphasis will be laid on the question box, which has long been a feature at each annual convention and also the American Hotel Association activities at this convention and nothing will be left undone by the various committees to make the convention one of the most effective and interesting of any ever held in the history of the organization. In order, however, to hold a successful convention, there must be good attendance. If you are already a member you will undoubtedly be on hand. If not, come along without any further formality and you can finish the details after reaching the Soo.

About the last offering made me by a hotel friend, prior to my departure on my return trip California, was a dinner given me by Herman Kletzsch, manager of the Republican House, Milwaukee. It was the regular Sunday offering for a dollar, at that hotel, and I publish the menu at this time so that other friends, always interested in bills of fare, may see what the Republican House is offering its patrons:

Fresh Shrimp Cocktail
Cream of Asparagus Soup,
Chicken Broth with Rice
English Celery Olives
Broiled Jumbo Whitefish, Cole Slaw
Pattie of Chicken
Fresh Mushrooms, Newburg
Roast Long Island Duck, Baked Apple
Minute Sirlon Steak, Republican
Roast Ribs of Beef, au jus
Lemon Sherbet
Green Corn on Cob Baby Lima Beans
French Fried and Mashed Potatoes
Romaine Tomato Salad, Chili Mayonnaise
Apple, Cherry and Pineapple Cream Pie
Chocolate Marshmallow Pudding
Chop Suey Sunday
Beverages

Chas. Kontas, who has for years successfully conducted the Hotel Detroit, at Lansing, announces that he has purchased from the Michigan Supply Co. the three-story brick building at the Southwest corner of Grand avenue and Ottawa street in that city and plans to convert it into a modern hotel. His detailed plans have not been divulged, but it is understood that work of remodeling will begin at once. The location is a very convenient one.



YOU ARE CORDIALLY invited to visit the Beautiful New Hotel at the old location made famous by Eighty Years of Hostelery Service in Grand Rapids.

400 Rooms - 400 Baths

Menus in English

MORTON HOTEL

ARTHUR A. FROST

Manager



The Pantlind Hotel

The center of Social and Business Activities in Grand Rapids.

Strictly modern and fire-proof. Dining, Cafeteria and Buffet Lunch Rooms in connection.

750 rooms — Rates \$2.50 and up with bath.

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.

HOTEL OLDS

LANSING

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

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

A new book on front office operation of hotels, just published by the Hotel Monthly, from the pen of Howard V. Heldenbrand, the junior member of the "Hildy" trio, has just been received. This is intended as a simple acknowledgment of its receipt. It will receive further mention just as soon as your humble servant has a chance to digest it. Looks good, however.

Hotel men in Wisconsin feel that buildings used by church and other organizations for the purpose of making money should be placed on the tax rolls and they are going to find a way of taxing them for the good of the general public. They are going slow in the matter, but they mean business all the same. Legal authorities whom they have consulted unhesitatingly state that if the Y. M. C. A. organizations are deriving a revenue from the operation of cafeterias and other kinds of service, there is no doubt that they are taxable. The Supreme Court has already decided in a case where a barber was permitted to ply his vocation on exempt premises that such property might be taxed and there are many other citations on this point, leading to the same conclusion. In Michigan this same situation exists and has been much discussed, but no concerted action has yet been taken. From what may be learned through hotel journals, other states have talked about it, but actual court data is woefully lacking. I think, however, something will come out of the Wisconsin movement.

Frank S. Verbeck.

Rain-Makers.

Stories from the major drought-stricken areas have been mentioning attempts to beguile the skies into sending rain, many of them so similar to the methods of the old rain-makers that a return to past days of incantations and magic seemed at hand. But such is human nature. In those regions habitually lacking in rainfall the inhabitants periodically come to a point of desperation at which they will place their hopes and faith in harebrained schemes to produce moisture from the skies.

Probably the period of greatest activity of the rain-makers—or rain-fakers, as they have since been called—came late in the last century in the dryland plateaus of Western Kansas, Oklahoma, Texas and Eastern Colorado. Year after year the farmers saw their crops sprout, rise knee high, then curl up and parch away into the uttermost of disappointment. Consequently, when a procession of men came to those districts with promises of rain they were welcomed with open arms.

Typical of those and later professional rain-makers was Frank Melbourne, who operated in Colorado during the summer of 1892. Bringing with him secret formulas and jealously guarded chemicals, he talked the farmers into giving him a contract specifying that within seventy-two hours he should produce not less than .51 of an inch of rain, in return for which he was to receive six cents an acre for wetting the cultivated lands.

He erected a tall platform, arranged his chemicals, went through his ritual. The farmers waited. Clouds began to gather, but passed without a shower. Next day the performance was repeated. This time there was a sprinkle, but, as a contemporary account says, "Before enough rain fell to quench the thirst of a grasshopper

the rain ceased." The third day passed without a cloud and Mr. Melbourne departed to another district. But, as later events revealed, it was not Mr. Melbourne who had failed. It was Irl R. Hicks, publisher of an almanac and long-distance weather forecaster, on whose prophecies Melbourne depended. Hicks had forecast rain for the days when Melbourne wooed it, and Hicks was wrong.

The use of explosives also had a part in rain-making. The brazen skies were unmercifully bombarded, usually by fakers who reckoned their dates according to some forecaster's prophecy. One exponent of explosive rain production, Clayton R. Jewell, in 1895 persuaded the Chicago, Rock Island & Pacific Railroad to fit out a traveling laboratory for him.

But neither chemicals nor cannon could consistently wring rain from reluctant clouds and the heyday of the rain-maker passed, the farmers finally depending on cultivation to conserve what moisture nature allotted them. Periodically, however, enthusiasts have announced sure-fire methods of producing rain. Only last week the farmers of a Virginia district sent an airplane into the skies to sprinkle a New Mexico inventor's "rain powder" among the niggardly clouds—to no avail.

The most interesting rain-making ceremony is the snake dance of the Hopi Indians, a primitive ceremonial wrapped about with incantation, prayer and medicine-man magic. Year after year, at the appointed time of the appointed pay, just as the elaborate snake dance is completed, the Arizona sky clouds over and the rain falls.

Special Sale Shows How To Make Children Eat.

Recently a grocer in a small Eastern city ran a week of specials for children. He did this in order to introduce a fine line of variety sweet goods on which he was sure to make a good margin of profit.

He consulted the dietitian of the local college before making combinations at special prices. Bearing in mind the needs of child diet for health, he ran these six special combinations. Each was planned to popularize his variety of sweet goods.

1. Butterfly buns, evaporated milk, packaged cheese.
2. Honey coffee cake, cocoa, packaged dates.
3. Pecan rolls, cereal beverage, oranges.
4. Stoughton, bottle chocolate drink, canned apricots.
5. Raisin buns, cocoa and malt drinks, packaged raisins.
6. Form cake, cereal beverage, bananas.

Each special children's group of foods was attractively displayed on his baked goods case, with a small card under it—

"Give your child a nourishing bread, a healthful beverage and a natural sweet and he'll eat without coaxing."

The grocer reports that one week of these healthful food combinations was enough to introduce his variety goods to the mothers of the neighborhood.

This is just one more example of how a little careful planning can result

in increased sales in the baked goods department.

Exorbitant Wage Rates.

It is safe to assume that the country at large and most large employers are against wage cuts at this time. Many industrial leaders have registered themselves strongly against reductions because they recognize that purchasing power must be guarded if markets are to be retained. The decline in prices they view not as an opportunity to depress wage scales, but as a gain in real earning and purchasing power for the workers which should lead to expanded markets once there is real recovery in business.

However, along with this highly laudable attitude which is now creating as much comment abroad as our mass production methods have in the past, there is nevertheless a general feeling that certain wage rates are out of line and must be lowered for the general good of the country. The lesson which the workers in these lines must learn is that a fair rate is better than a paper rate and that longer employment is better than intermittent employment.

The building business, of which great expectations were raised as a means of overcoming the depression, has suffered from high costs due to exorbitant charges for materials and fantastic wage rates. Building material prices are slowly declining and, apparently, wage scales are also subject to liquidation. Lower costs all around would greatly expand the demand for residential construction, and the larger volume should compensate all sections of the industry.

File That Is Worth Money.

Extra profit amounting to many dollars has come to a retail grocer who uses this system: He routes business magazines among his clerks and requests each clerk to mark articles and ideas he thinks particularly good. This material is clipped out and filed in strong letter size envelopes.

Each envelope is marked for one general subject, as Display, Stock Control, Advertising, Delivery, and Salesmanship. They are filed alphabetically in a convenient section of the letter file. Then, when a clerk wants some ideas for display he gets the display envelope. In a few minutes he generally finds helpful suggestions.

The system keeps this grocer right up at the front in methods and his clerks mentally alert. Results—more power in the profit end.

A Few Hints on Care of Stock.

Peanut butter should be kept cool and away from goods having an odor which might be absorbed.

Soap powders should be kept in a dry place. Dampness causes the powder to swell as it absorbs moisture, damaging the carton.

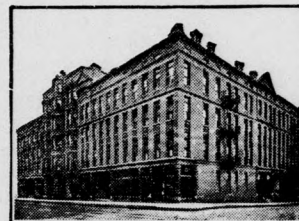
On the other hand if you keep your bar soap in too dry or warm a place it shrinks and you may be liable to a charge of short weighing your soap customers.

Ground spices must be kept out of the strong sunlight and in a dry place. Don't expose flavoring extracts, such as vanilla, orange or lemon to the strong sunlight. It not only robs them

of their rich color, but is detrimental to their flavor.

Gelatine should be protected from heat. Don't display it in the window in hot weather.

You should be able to look a customer straight in the eye, but without creating the impression of aggressiveness.



CODY HOTEL

IN THE HEART OF THE CITY OF GRAND RAPIDS

Division and Fulton

RATES

\$1.50 up without bath

\$2.50 up with bath

CODY CAFETERIA IN CONNECTION

HOTEL OJIBWAY

The Gem of Hiawatha Land

ARTHUR L. ROBERTS

Degelman Hotel Co.

Enjoy the delightful Government Park, the locks, the climate and drive.

Sault Ste. Marie Michigan



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.

CHARLES RENNER HOTELS

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

DRUGS

Michigan Board of Pharmacy.
President—J. Edward Richardson, Detroit.
Vice-Pres.—Orville Hoxie, Grand Rapids.
Director—Garfield M. Benedict, Sandusky.

Examination Sessions—Beginning the third Tuesday of January, March, June, August and November and lasting three days. The January and June examinations are held at Detroit, the August examination at Marquette, and the March and November examinations at Grand Rapids.

Michigan State Pharmaceutical Association.

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

More Openings For the Box Lunch.

A small river town supports one drug store, who needs all the outside business he can get, writes William S. Adkins in the National Druggist. Taking out fishing parties is quite a local industry. About twenty motor boats go out each day of the fishing season, and they will average four passengers to a boat. This is for long distance fishing, so to speak, as the boats will range down the river fully ten miles, trying out likely spots. It's an all-day jaunt. Fishermen begin arriving about 8 in the morning and boats keep going out up to 11.

These sportsmen come from a city twenty miles away. The druggist now disposes of about thirty lunch boxes a day, during the season, at 50 cents each.

His special home-cured ham and tongue is popular; also home-made sausage products.

A lunch box contains:

- 2 ham sandwiches.
- 1 cheese sandwich.
- 2 hard-boiled eggs.
- Bit of salt in a waxed envelope.
- Cut of home-made pie.

Another sample:

- 2 ham sandwiches.
- 1 tongue sandwich.
- 1 cheese sandwich.
- 3 ripe peaches.

This is a fruit belt. Fruit is fine and cheap. Or you can get:

- 2 minced egg sandwiches.
- 1 cheese sandwich.
- 1 tongue sandwich.
- 3 home-made doughnuts.

This is about his list. Plain food, but beautifully cooked, and the all-day jaunt on the water causes customers to say that they never ate better grub. Old Mother Nature is a partner there, providing fresh breezes to create keen appetites.

The local fishing season runs from May throughout September, 150 days. Business is very brisk throughout June, July, August and September. There is an extra crowd on holidays and Sundays. A spell of bad weather cuts down business, although plenty of enthusiasts do not mind rain, and go out anyhow.

Figure 30 box lunches a day for 120 days—that means 3600 sales at 50 cents each, a gross of \$1,800 for the season. That isn't bad at all for a village dispenser. He is doing better than this, and his business is growing.

He buys delicious pies from the widow of a former captain in the fishing fleet, chickens and eggs from another, fruits from a third. This doesn't

hurt him any with the fishing fleet, the members of which do a lot of boosting for him.

- Smokes; tackle;
- Ice in burlap bags;
- Bottled soft drinks.

Hot and cold drinks for their thermos jugs.

The druggist maintains free scales. When they come ashore with a good catch, they immediately go to the drug store to weigh it, and there is always somebody on hand to photograph the catch, if that is desired. Then the crowd usually has a round of ice cream before starting for home.

So it would be safe to say that he takes in another thousand dollars during the season, in addition to his income from box lunches.

Furnishing three sandwiches, two hard-boiled eggs, and a dessert for 50 cents is giving plenty for the money.

The city sportsman who wants to be on the fishing grounds at 7 or 8 o'clock and has to travel twenty or thirty miles to get there, must rise at 5. This is no time to get wife interested in making sandwiches. If prepared at home, they must be made the night before.

When you consider the trouble involved, it is better to patronize a sandwich specialist. And when you consider the expense, preparing a luncheon at home means little saving, if any. Wives are all for the box lunch as dispensed at the soda counter.

And why not?

"I am doing well now," says the dispenser, "but I'll have to admit that I ran a soda fountain in a fishing town fifteen years before it ever occurred to me that I could pick up some business in box lunches."

A city dispenser handles the proposition in this fashion:

His store is at a street car junction. For years fishermen from all over the city have changed cars at that junction. Here they board a suburban trolley which runs for miles along the river bank.

These disciples of Izaak Walton disembark at various points along the line and fish from large rocks which line the river bank. They have always stopped at the drug store for tackle. For a long time the dispenser never considered the advisability of featured box lunches, never gave the matter any thought at all. Now in connection with his window display of tackle he runs a pyramid of luncheon boxes. They are empty, but the public is not supposed to know that.

FISHERMEN!

Get Your Box Lunch Here

The soda counter is well stocked with food. Fishermen stop there and have the lunch box filled to order. This dispenser is doing a good business, with custom in box lunches on the increase steadily.

A dispenser located at the entrance of a large park is picking up some business in box lunches. In addition to its numerous driveways, the park has a creek, dells, glens, tables for picnic parties, and many romantic spots. Wading in the shallow creek is a popular pastime with the children. And young people go to the park to read or to study. It is pleasant under the trees.

Here are many delightful places in

which to lunch. Some go prepared, others do not. The druggist's placard apprizes them that they can get a box lunch at his soda counter. Some who visit the park with a luncheon put up at home note what he is featuring and get a box lunch from him the next time. So business grows.

Similar conditions apply to many municipal links. Golf is becoming more popular every day. The girl office worker likes to get out and swat the little pill.

The druggist supplies the pill these days—why not the lunch?

There should be plenty of good openings in the world of fishermen. Wherever people go fishing there is a chance to supply box lunches. The motoring field is a wide one. But there are other openings. Explore them all. Business is where we find it.

Situations arise in which it is possible to send dozens of box lunches to buildings on the same block. What creates this opportunity? Bad weather. The stenogs telephone for a lunch and it is delivered. Mr. Opportunity has many fronts.

Creamy Iced Coffee.

Creamy iced coffee without any cream is a fountain drink that will please patrons and add that extra little one-half of one per cent. profit which means so much when it is multiplied by the dozens every day.

The recipe is that of Lawrence Roberts, who has built up a sizable iced coffee trade with it at a drug store fountain in Philadelphia. Mr. Roberts puts an inch of cracked ice in a shaker and fills it with hot coffee from the

urn, then churns it thoroughly with the electric mixer. When poured into a glass one-third filled with ice the coffee is a beautiful creamy color with a thick foam on the top and a rich taste that is as distinctive as its appearance. It looks like coffee mixed with thick cream and it has a tang and "kick" which is often missing in iced coffee made from the urn.

Since most people prefer cream in iced coffee, this drink gives that extra profit which comes from saving cream. In addition, it is a business builder if Mr. Roberts' experience is any criterion.

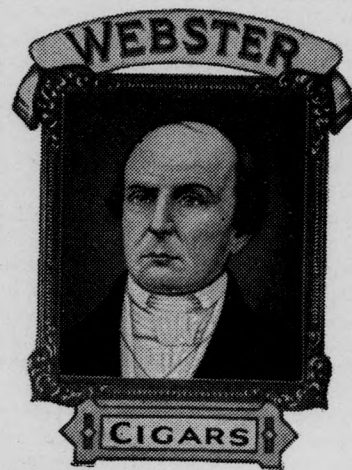
He has used the recipe in New York, Philadelphia and several other cities, and always with highly satisfying results. In his present location several patrons who have been surprised by the delicious beverage which is served to them in place of the usual plain iced coffee, have brought in friends to try it, and they in turn have brought in others.

Indications throughout the country are that iced coffee is rapidly gaining popularity as a summer drink, principally because of its refreshing and stimulating qualities. Because of its low cost and the ease with which it is made, it is a very profitable item for any soda fountain. New ways of making it to improve its taste are worth trying out.

Salve-Family.

Petrolatum, 1 lb.; yellow wax, 1 oz.; camphor, ½ oz.; solid extract arnica, 2 d.; menthol, 10 gr.; carbolic acid, 1 dr.; oil wintergreen, 20 d. Mix.

**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**



A Mosquito Destroyer.

The following formula makes an effective mixture for destroying the little pests which infest bedrooms and other parts of the home:

Powdered charcoal, 16 ounces.

Powdered saltpeter, 2 ounces.

Insect powder, 8 ounces.

Phenol, 1½ ounces.

Mix the powders well. Dissolve the saltpeter in a small quantity of water, mix it with the phenol, and sprinkle the whole evenly over the mixed powders. The preparation is then formed into a stiff paste by means of mucilage of tragacanth. Divide the mass into small cones, each weighing about a drachm, and dry them thoroughly.

When used, they are to be placed on a dish and the apex of the cone lighted with a match. They burn slowly, and give off a dense, pungent smoke that is sure death, not only to mosquitoes, but all other insects. The room should be tightly closed while the cone is burning, and afterward should be well aired. A proper package of this article is six cones in a cheap box, to sell for ten cents.

Talbot's Solution of Iodine.

In consequence of the number of enquiries for a formula for Talbot's Solution which have been received in connection with the iodine research work now being conducted, the formula for this solution is given herewith:

Talbot's solution of iodine is a preparation frequently prescribed by dentists for the treatment of the gums and teeth in certain serious diseases of the mouth. The formula is as follows:

Zinc iodide ----- 3 drs.
Water ----- 2 drs.
Iodine ----- 5 drs.
Glycerine ----- 10 drs.

Sanitary Powder.

Powdered alum, 2 lb.; oil eucalyptus,

12 oz.; rectified spirit tar, 6 oz.; rectified spirit turpentine, 2 oz.; ultramarine blue (com.), ¾ oz.; common salt, 14 lb. Mix the alum with 3 lb. of salt in a mortar and gradually add the oil of eucalyptus and spirits, then add the blue and remainder of salt. Mix well and sift.

2. Powdered alum, 6 oz.; powdered green copperas, 5 lb.; powdered red lead, 5 lb.; carbolic acid (Calvert's), 12½ lb.; spirit turpentine, 1½ lb.; sand, 10 lb.; slaked lime, 60 lb. Mix.

Caterpillar Gum.

Smear the trunks of trees or spread about on the plant a mixture containing:

Paraffin ----- 75 grains
Linseed oil ----- 5 ounces
Venice turpentine ----- 6 ounces
Melt all together.

Testing Calomel.

Put a little suspected calomel on a clean knife blade, moisten with alcohol, and rub with a cork. Pure calomel will not attack the steel; but corrosive sublimate, or calomel containing any sublimate, will produce black spots.

Laundry Blue.

Ultramarine blue ----- 18 ounces
Sodium carbonate (dried) 15 ounces
Glucose ----- 3½ ounces
Water ----- enough

Make a mass, cut into squares, and dry thoroughly at room temperature.

To Remove Mildew.

Treat alternately with Javelle water and solution of oxalic acid; then soak in a solution of sodium thiosulphate and rinse well.

Furniture Polish.

Linseed oil ----- 2 ounces
Denatured alcohol ----- 2 ounces
Vinegar ----- to make 1 pint

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	1 35@1 50	Buchu	@ 2 40
Boric (Xtal)	10 @ 20	Eigerson	5 00@5 25	Cantharides	@ 2 16
Carbolic	38 @ 44	Eucalyptus	4 00@4 25	Capsicum	@ 2 52
Cutric	52 @ 66	Hemlock, pure	1 25@1 50	Catechu	@ 2 28
Muriatic	3½ @ 8	Juniper Berries	2 00@2 25	Cinchona	@ 1 44
Nitric	9 @ 15	Juniper Wood	4 50@4 75	Colchicum	@ 2 16
Oxalic	15 @ 25	Lard, extra	1 50@1 75	Cubebs	@ 1 80
Sulphuric	3½ @ 8	Lard, No. 1	1 55@1 65	Digitalis	@ 2 76
Tartaric	52 @ 60	Lavender Flow	1 25@1 40	Gentian	@ 2 04
Ammonia		Lavender Gar'n	6 00@6 25	Guaiac	@ 2 28
Water, 26 deg.	07 @ 18	Lemon	1 25@1 50	Guaiac, Ammon.	@ 2 04
Water, 18 deg.	06 @ 15	Linseed, raw, bbl.	4 00@4 25	Iodine	@ 1 25
Water, 14 deg.	5½ @ 13	Linseed, boiled, bbl.	@ 1 00	Iodine, Colorless	@ 1 50
Carbonate	20 @ 25	Linseed, bld. less	1 10@1 23	Iron, Clo.	@ 1 66
Chloride (Gran.)	08 @ 18	Linseed, raw, less	1 07@1 20	Kino	@ 1 44
Balsams		Mustard, artifil. oz.	@ 35	Myrrh	@ 2 52
Copalba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@ 1 80
Flr (Canada)	2 75@3 00	Olive, pure	3 00@5 00	Opium	@ 5 40
Flr (Oregon)	65@1 00	Olive, Malaga,	2 50@3 00	Opium, Camp.	@ 1 44
Peru	3 25@3 50	yellow		Opium, Deodor'd	@ 5 40
Tolu	2 00@2 25	Olive, Malaga,		Rhubarb	@ 1 92
Barks		green	2 85@3 25	Paints	
Cassia (ordinary)	25 @ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13% @ 14%
Cassia (Saigon)	50 @ 60	Origanum, pure	@ 2 50	Lead, white dry	13% @ 14%
Sassafras (pw. 60c)	@ 50	Origanum, com'l	1 00@1 20	Lead, white oil	13% @ 14%
Soap Cut (powd.)	35c @ 30	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	@ 2½
Berries		Peppermint	5 50@5 70	Ochre, yellow less	3 @ 6
Cubeb	@ 90	Rose, pure	13 50@14 00	Red Venet'n Am.	3½ @ 7
Fish	@ 25	Rosemary Flows	1 25@1 50	Red Venet'n Eng.	4 @ 8
Juniper	10 @ 20	Sandelwood, E.	12 50@12 75	Putty	5 @ 8
Prickly Ash	@ 75	Sassafras, true	2 00@2 25	Whiting, bbl.	@ 4½
Extracts		Sassafras, art'l	75 @ 1 00	Whiting, less	5½ @ 10
Licorice	60 @ 70	Spearmint	7 00@7 25	L. H. P. Prep.	2 80@3 00
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	Rogers Prep.	2 80@3 00
Flowers		Tany	7 00@7 25	Miscellaneous	
Arnica	75 @ 80	Tar USP	65 @ 75	Acetanalid	57 @ 75
Chamomile (Ged.)	30 @ 40	Turpentine, bbl.	@ 54	Alum	06 @ 12
Chamomile Rom.	@ 1 25	Turpentine, less	61 @ 74	Alum, powd. and	
Gums		Wintergreen, leaf	6 00@6 25	ground	09 @ 15
Acacia, 1st	@ 60	Wintergreen, sweet		Bismuth, Subni-	
Acacia, 2nd	@ 50	birch	3 00@3 25	trate	2 00@2 40
Acacia, Sorts	35 @ 40	Wintergreen, art	75 @ 1 00	Borax xtal or	
Acacia, Powdered	40 @ 50	Worm Seed	4 50@4 75	powdered	06 @ 13
Aloes (Barb Pow)	35 @ 45	Wormwood, oz.	@ 1 50	Cantharides, po.	1 25@1 50
Aloes (Cape Pow.)	25 @ 35	Potassium		Calomel	2 72@2 82
Aloes (Soc. Pow.)	75 @ 80	Bicarbonate	35 @ 40	Capsicum, pow'd	62 @ 75
Asafoetida	50 @ 60	Bichromate	15 @ 25	Carmine	8 00@9 00
Pow.	90 @ 1 00	Bromide	69 @ 85	Cassia Buds	30 @ 40
Camphor	87 @ 95	Bromide	54 @ 71	Cloves	40 @ 50
Guaiac	@ 60	Chlorate, gran'd	21 @ 28	Chalk Prepared	14 @ 16
Guaiac, pow'd	@ 70	Chlorate, powd.	16 @ 23	Chloroform	47 @ 54
Kino	@ 1 25	or Xtal	17 @ 24	Choral Hydrate	1 20@1 50
Kino, powdered	@ 1 20	Cyanide	30 @ 40	Cocaine	12 55@13 50
Myrrh	@ 1 15	Iodide	4 06@4 23	Cocoa Butter	60 @ 96
Myrrh, powdered	@ 1 25	Permanganate	22½ @ 35	Corks, list, less	30 @ 10 to
Opium, powd.	21 00@21 50	Prussiate, yellow	35 @ 45	Copperas	05 @ 10
Opium, gran.	21 00@21 50	Prussiate, red	@ 70	Copperas, Powd.	4 @ 10
Shellac, Orange	50 @ 65	Sulphate	35 @ 40	Corrosive Sublim	2 25@2 30
Shellac, White	55 @ 70	Roots		Cream Tartar	35 @ 45
Tragacanth, pow.	@ 1 75	Alkanet	30 @ 35	Cuttle bone	40 @ 50
Tragacanth	2 00@2 35	Blood, powdered	40 @ 45	Detxrine	6 @ 15
Turpentine	@ 30	Calamus	35 @ 35	Dover's Powder	4 00@4 50
Insecticides		Elecampane, powd.	20 @ 30	Emery, All Nos.	10 @ 15
Arsenic	08 @ 20	Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Blue Vitriol, bbl.	@ 07	Ginger, African,	30 @ 35	Epsom Salts, bbls.	@ 03½
Blue Vitriol, less	08 @ 15	powdered	30 @ 35	Epsom Salts, less	3½ @ 10
Bordea, Mix Dry	12½ @ 23	Ginger, Jamaica,	60 @ 65	Ergot, powdered	@ 4 00
Hellebore, White	15 @ 25	powdered	30 @ 35	Flake, White	15 @ 20
powdered	15 @ 25	Ginger, Jamaica,	60 @ 65	Formaldehyde, lb.	12 @ 35
Insect Powder	47½ @ 60	powdered	45 @ 60	Gelatine	80 @ 90
Lead Arsenate, Po.	13½ @ 27	Goldenseal, pow.	5 00@5 50	Glassware, less 55%	
Lime and Sulphur	09 @ 23	Ipecac, powd.	5 50@6 00	Glassware, full case 60%.	
Dry	09 @ 23	Licorice	35 @ 40	Glauber Salts, bbl.	@ 02½
Paris Green	26½ @ 46½	Licorice, powd.	20 @ 30	Glue, Brown	20 @ 30
Leaves		Orris, powdered	45 @ 50	Glue, Brown Grd	16 @ 22
Buchu	@ 90	Poke, powdered	35 @ 40	Glue, White	27½ @ 35
Buchu, powdered	@ 1 00	Rhubarb, powd.	@ 1 00	Glue, white grd.	27½ @ 35
Sage, Bulk	25 @ 30	Rosinwood, powd.	@ 50	Glycerine	17½ @ 40
Sage, ¼ loose	@ 40	Sarsaparilla, Hond.	@ 1 10	Hops	75 @ 95
Sage, powdered	@ 35	ground	@ 1 10	Iodine	6 45@7 00
Senna, Alex.	50 @ 75	Sarsaparilla, Mexic.	@ 60	Iodoform	8 00@8 30
Senna, Tinn. pow.	30 @ 35	Squills	35 @ 40	Lead Acetate	20 @ 30
Uva Ursi	20 @ 25	Squills, powdered	70 @ 80	Mace	@ 1 50
Oils		Tumeric, powd.	20 @ 25	Mace powdered	@ 1 60
Almonds, Bitter,		Valerian, powd.	@ 60	Menthol	7 00@8 00
true	7 50@7 75	Seeds		Morphine	13 58@14 33
Almonds, Bitter,		Anise	@ 35	Nux Vomica	@ 30
artificial	3 00@3 25	Anise, powdered	35 @ 40	Nux Vomica, pow.	15 @ 25
Almonds, Sweet,		Bird, Is	13 @ 17	Pepper, black, pw.	45 @ 55
true	1 50@1 80	Canary	12 @ 18	Pepper, White, p.	75 @ 85
Almonds, Sweet,		Caraway, Po.	30 @ 35	Pitch, Burgundy	20 @ 25
imitation	1 00@1 25	Cardamon	2 50@2 75	Quassia	12 @ 15
Amber, crude	75 @ 1 00	Coriander pow.	40 @ 50	Quinine, 5 oz. cans	@ 60
Amber, rectified	1 50@1 75	Fennel	15 @ 20	Rochelle Salts	28 @ 35
Anise	2 00@2 25	Flax	35 @ 50	Saccharine	2 60@2 75
Bergamont	6 50@7 00	Flax, ground	8½ @ 15	Salt Peter	11 @ 32
Cajeput	2 00@2 25	Foenugreek, pwd.	15 @ 25	Seidlitz Mixture	30 @ 40
Cassia	3 00@3 25	Hemp	@ 15	Soap, green	15 @ 30
Castor	1 55@1 80	Lobelia, powd.	@ 1 30	Soap, mott cast	@ 25
Cedar Leaf	2 00@2 25	Mustard, yellow	17 @ 25	Soap, white Castile,	
Citronella	1 00@1 20	Mustard, black	20 @ 25	case	@ 15 00
Cloves	4 00@4 25	Poppy	15 @ 30	Soap, white Castile	
Cocoonut	27½ @ 35	Quince	1 75@2 00	less, per bar	@ 1 60
Cod Liver	1 40@2 00	Sabadilla	45 @ 50	Soda Ash	3 @ 10
Croton	6 00@6 25	Sunflower	12 @ 18	Soda Bicarbonate	3½ @ 10
Tinctures		Worm, American	30 @ 40	Soda, Sal	02½ @ 08
Aconite	@ 1 80	Worm, Lavant	6 50@7 00	Spirits Camphor	@ 1 20
Aloes	@ 1 56	Seeds		Sulphur, roll	4 @ 11
Asafoetida	@ 2 28	Alkanet	@ 1 80	Sulphur, Subl.	4½ @ 10
Arnica	@ 1 50	Aloes	@ 1 56	Tamarinds	20 @ 25
Belladonna	@ 1 44	Asafoetida	@ 2 28	Tartar Emetic	70 @ 75
Benzoin	@ 2 28	Arnica	@ 1 50	Turpentine, Ven.	50 @ 75
Webster Cigar Co. Brands		Belladonna	@ 1 44	Vanilla Ex. pure	1 50@2 00
Websterettes	33 50	Benzoin	@ 2 28	Vanilla Ex. pure 2	25@2 50
Cincos	38 50	Tinctures		Zinc Sulphate	06 @ 11
Webster Cadillacs	75 00	Aconite	@ 1 80	Webster Cigar Co. Brands	
Golden Wedding	75 00	Aloes	@ 1 56	Websterettes	33 50
Panatellas	75 00	Asafoetida	@ 2 28	Cincos	38 50
Commodore	95 00	Arnica	@ 1 50	Webster Cadillacs	75 00

GROCERY PRICE CURRENT

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

ADVANCED

White Hand Picked Beans
Pork
Some Cheese

DECLINED

Peanut Butter

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, 12-33 oz., doz.	2 35

BAKING POWDERS

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

K. C. Brand

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

BLEACHER CLEANSER

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

BLUING

Am. Ball, 36-1 oz. cart.	1 00
Quaker, 1 1/2 oz. Non-freeze, dozen	35
Boy Blue, 36s, per cs.	2 70

Perfumed Bluing

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

BEANS and PEAS

Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White Kidney Beans	9 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

Obl. Lacquer, 1 gross	16
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BREAKFAST FOODS

Kellogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
pkg., per gross	16
Pep No. 224	2 70
Pep No. 202	2 00
Krumbles, No. 424	2 70
Bran Flakes, No. 624	2 45
Bran Flakes, No. 602	1 50
Rice Krispies, 6 oz.	2 70
Rice Krispies, 1 oz.	1 10

Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	6 15
All Bran, 10 oz.	2 25
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 45
Post's Bran, 24s	2 70
Post's 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.	3 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

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

Shaker

No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

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

CANNED FRUITS

Hart Brand

Apples

No. 10	5 75
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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. 2	3 25
Pride of Mich. No. 1	2 35

Red Raspberries

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

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Minced, No. 1/2	2 25
Flanagan 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, 1m, 1/4, ea.	10 22
Sardines, Cal., 1/4, ea.	2 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, 3 1/2 oz. Qua.	1 35
Beef, 3 1/2 oz. Qua.	1 25
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 70
Beefsteak & Onions, s	3 60
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

Baked Beans

Quaker, 16 oz.	35
Fremont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 15

CANNED VEGETABLES

Hart Brand

Baked Beans

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

Lima Beans

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

Red Kidney Beans

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

String Beans

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

Wax Beans

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

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

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 50
Pride of Michigan	2 25
Marcellus Cut, No. 10	6 75
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. 1	1 70
Pride of Mich., No. 1	1 35
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 80
Fancy Crosby, No. 1	1 45

Peas

Little Dot, No. 2	2 60
Little Dot, No. 1	1 80
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 40
Little Quaker, No. 1	1 65
Sifted E. June, No. 10-10	35
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	2 00
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 40
Pride of Mich., No. 10	9 10
Pride of Mich., No. 2	1 75
Gilman E. June, No. 2	1 40
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. Ju., No. 7	10 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

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

Tomatoes

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

CATSUP.

Beech-Nut, small	1
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Hominy
Pearl, 100 lb. sacks -- 3 50

Macaroni
Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 60

Bulk Goods
Elbow, 20 lb. sacks -- 6 1/2 @ 8
Noodle, 10 lbs. -- 14

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

Sage
East India -- 10

Tapoca
Pearl, 100 lb. sacks -- 69
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
Les 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
Only Red Label, 144 box 4 20
Ohio Blue Tip, 144 box 5 00
Ohio Blue Tip, 720-1c 3 15
*Reliable, 144 -- 3 15
*Federal, 144 -- 3 95

Safety Matches
Quaker, 5 gro. case -- 4 25

NUTS—Whole
Almonds, Tarragona -- 15
Brazil, New -- 27
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
125 lb. bags -- 12
Filberts -- 32
Pecans Salted -- 82
Walnuts Burdo -- 62

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

OLIVES
4 oz. Jar, Plain, doz. 1 15
10 oz. Jar, Plain, doz. 2 25
14 oz. Jar, Plain, doz. 4 75
Pint Jars, Plain, doz. 2 75
Quart Jars, Plain, doz. 5 00
1 Gal. Glass Jugs, Fla. 1 30
5 Gal. Kegs, each -- 7 50
3 1/2 oz. Jar, Stuff., doz. 1 35
6 oz. Jar, Stuffed, doz. 2 25
9 1/2 oz. Jar, Stuff., doz. 3 75
1 Gal. Jugs, Stuff., dz. 2 70

PARIS GREEN
1/8s -- 34
1s -- 32
2s and 5s -- 30

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. Tins -- 4 35
8 oz., 2 doz. in case -- 2 65
15 lb. pails -- 45
25 lb. pails -- 45

PETROLEUM PRODUCTS
From Tank Wagon
Red Crown Gasoline -- 19 7
Red Crown Ethyl -- 22 7
Solite Gasoline -- 22 7

In Iron Barrels
Perfection Kerosene -- 14 6
Gas Machine Gasoline 38 1
V. M. & P. Naphtha -- 18 8

ISO-VIS MOTOR OILS
In Iron Barrels
Light -- 77 1
Medium -- 77 1
Heavy -- 77 1
Ex. Heavy -- 77 1

Polarine

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



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

PICKLES
Medium Sour
5 gallon, 400 count -- 4 75
Sweet Small
16 Gallon, 2250 -- 27 00
5 Gallon, 750 -- 9 75

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

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

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

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

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

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

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

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

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

Pork
Loin, med. -- 27
Butts -- 25
Shoulders -- 19
Spareribs -- 15
Neck bones -- 06
Trimnings -- 15

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 1/4
60 lb. tubs -- advance 1/4
50 lb. tubs -- advance 1/4
20 lb. pails -- advance 3/4
10 lb. pails -- advance 1/2
5 lb. pails -- advance 1
3 lb. pails -- advance 1
Compound tierces -- 11 1/4
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
Knuckles -- 40
California Hams -- @ 17 1/2
Picnic Boiled
Hams -- 20 @ 25
Boiled Hams -- 39
Minced Hams -- 18
Bacon 4/6 Cert. 24 @ 31

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

Liver
Beef -- 17
Calf -- 55
Pork -- 10

RICE
Fancy Blue Rose -- 5 65
Fancy Head -- 07

RUSKS
Dutch Tea Rusk Co.
Brand.

36 rolls, per case -- 4 25
18 rolls, per case -- 2 25
12 rolls, per case -- 1 50
12 cartons, per case -- 1 70
18 cartons, per case -- 2 65
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
K 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 80
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. -- 3 00

SALT
Colonial, 24, 2 lb. -- 95
Colonial, 36-1 1/2 -- 1 25
Colonial, Iodized, 24-2 1 50
Med. No. 1 Bbls. -- 2 85
Med. No. 1, 100 lb. bk. 95
Farmer Spec, 70 lb. 95
Packers Meat, 50 lb. 57
Crushed Rock for ice
cream, 100 lb. each 85
Butter Salt, 280 lb. bbl. 24
Block, 50 lb. -- 40
Baker Salt, 280 lb. bbl. 4
14, 10 lb., per bale -- 2 45
50, 3 lb., per bale -- 2 60
28 lb. bags, Table -- 14
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 02 1/4
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 Lg. 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
Wyandot Deterg's, 24s 2 75

SOAP
Am. Family, 100 box 6 10
Crystal White, 100 -- 3 30
Big Jack, 60s -- 4 75
Fels Nanth, 100 box 5 50
Flake White, 10 box 3 50
Grdma White Na. 10s 3 00
Jan Rose, 100 box -- 7 85
Fairv. 100 box -- 4 00
Palm Olive, 144 box 10 50
Lava, 100 box -- 4 90
Octagon, 120 -- 5 00
Pummo, 100 box -- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby 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 -- @ 19
Cassia, 5c pkg., doz. @ 40
Ginger, Africa -- @ 19
Ginger, Cochin -- @ 40
Mixed, Penang -- 1 39
Mixed, No. 1 -- @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 -- @ 59
Nutmegs, 105-110 -- @ 59
Pepper, Black -- 41

Pure Ground in Bulk
Allspice, Jamaica -- @ 40
Cloves, Zanzibar -- @ 53
Cassia, Canton -- @ 19
Ginger, Cokin -- @ 33
Mustard -- @ 32
Mustard, 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
Ponolty, 3 1/2 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, 3, 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
Blue 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 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 -- 23
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 30
No. 3, per gross -- 1 50
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 -- 1 60
Market, single handle -- 1 60
Market, extra -- 1 95
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 54
Universal -- 7 25

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

WRAPPING PAPER
Fibre, Manila, white 05 1/2
No. 1 Fibre -- 06 1/4
Butchers D F -- 06 1/2
Kraft -- 07
Kraft Stripe -- 09 1/2

YEAST CAKE
Magic, 3 doz. -- 2 70
Sunlight, 3 doz. -- 2 70
Sunlight, 1 1/2 doz. 1 35
Fast Foam, 3 doz. -- 2 70
Fast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz. 30

OUT AROUND.

(Continued from page 10)

coffee plant put in operation at the same market. I sold my stock for \$175 per share (par \$100). There has never been a time since when I could have gotten any where near that price for it.

Mr. Musselman was ultimately forced out of the business by Mr. Letts and took the position of manager of the Commercial Savings Bank of Grand Rapids. The National Grocer Co. then became the prey of exploiters, speculators and incompetents. I have predicted the utter collapse of the concern for several years. Three weeks ago I stated editorially that a receiver was just around the corner. No business could be conducted with the recklessness and utter disregard for truth and fidelity which characterized the management and fail to collapse.

The allegations made by the petitioners for a receiver show very plainly how rotten the hulk had become. With \$1,500,000 preferred stock and 299,531 shares of common stock there is no probability that any stockholder will ever receive a cent from his investment. The indebtedness is \$1,882,322.69, being \$1,462,500 to the banks and \$419,822.69 to merchandise creditors. This will be greatly increased in adjusting unexpired leases and other expenses which will necessarily be incurred in closing out the business. The assets are \$252,788.96 cash, \$687,050.34 accounts receivable and \$1,693,689.43 merchandise—a total of \$2,633,528.73. As the merchandise is largely composed of private label goods it will have to be marketed at a heavy loss. The losses of the business under the exploiters in charge amounted to \$458,088.73, during the first seven months of 1930. It is not probable that such a disastrous showing was ever made before in the history of the wholesale grocery business in this country. This condition already shows that many false statements were issued by an officer of the company—statements which should land some one in prison for the remainder of his life, if he should be cited into court to answer for the crime he has committed in undertaking to prolong the life of the piratical concern. When the collapse finally occurred I wrote a letter to the Detroit Stock Exchange, suggesting that it apologize to the business public for permitting the common stock of the National Grocer Co. to be used as a football for months on the floor of the Exchange when every one having any official connection with that organization knew that the stock had no value whatever and that the meteoric trading of the stock was a fraud and a swindle. No reply has yet been received to this request.

The extension of M 21 from Saranac to Ionia is now completed and open to the public for the entire distance. Next year the only break in the cement between Grand Rapids and Port Huron—Ionia to Pewamo—will be completed.

In driving from Ionia to U S 16 Sunday I noted that gas pipe of large size was strung along the road for eight miles. Enquiry disclosed the fact that pipe lines were to be laid between Ionia, Lake Odessa, Grand Ledge and Lansing by the Consumers Power Co. to be utilized in furnishing coal gas to Lake Odessa, Grand Ledge and possibly other towns; that as soon as a physical connection can be made with the gas wells in the Mt. Pleasant district coal gas will be supplemented with natural gas, providing the natural gas proves to be merchantable.

When Groesbeck was in Grand Rapids last week he made several promises not to repeat the "mistakes" of his former administration, in order to pacify the Daily Herald, but he did not answer the Tradesman's enquiry regarding Tom Baillie and the probability of his renewing his former relation as a "go between" between the Securities Commission and the people who have occasion to do business with that organization. It is not yet too late for Groesbeck to eat the bread of bitterness for having maintained such an unholy alliance—to the great profit of the Groesbeck law firm in Detroit.

I regret to learn through Detroit and Pittsburg friends that the new bridge over the Detroit river is not yet a paying proposition; that from present indications the next payment of interest will be defaulted. This condition is attributed largely to the decrease in tourist travel between the State and Canada this summer. The commuters—people who live in Canada, but work in Detroit—continue to use the ferries because the cost is less than the fare over the bridge, so the bridge management must depend largely on transient traffic for its revenues. Of course, the return of good times and the resumption of tourist travel will soon place the bridge on a paying basis.

In many lines of industry reductions of wages are being effected, ranging from 20 to 25 per cent. Such changes in compensation are probably fully justified for two reasons—the reduced prices manufacturers are compelled to accept in order to effect sales of their products and the enormous lowering in the cost of living, as compared with existing conditions two or three years ago. I know many manufacturers who are cutting every corner to maintain their old wage scale. Many of them are foregoing the declaration of dividends and in some cases they are waiving their own salaries rather than reduce the wages of their employees. In hundreds of cases exceptionally large loans are being made at the banks—on the endorsement of the owners or managers—in order to meet the losses of operation, pending the return of good times again. Of course, this sort of thing is the height of foolishness, so far as favoring employees is concerned, because employees do not properly appreciate what is being done for them along this line and as soon as business picks up they will demand immediate advances in wages, so that they may share in the new prosperity. I some-

times think that much of the present tendency to reduce wages to a more reasonable basis is due to a knowledge of this peculiarity on the part of the employer who realizes how unfair (I really ought to use the word hoggish) employees are likely to develop as soon as times improve and they can do equally well with other employers who sense the return to normal conditions.

I am sorry to make the statements I have recorded in the preceding paragraph because I fully realize how essential it is that there should be mutuality of understanding and interest between employer and employee at all times and under all circumstances. Both parties should keep in close touch with the conditions under which the other is operating and laboring, so that the theory of give and take should be called into play whenever necessary to equalize abnormal conditions of either prosperity or adversity.

The action of the French government in expelling William Randolph Hearst from Paris Monday will meet with the hearty approval of every friend of France in the world. Hearst has always been the bitter enemy of France and the staunch friend of the Teutonic countries. No longer ago than Monday morning he published an editorial in his various daily papers deriding the idea of a United States of Europe because of the manner in which Austria has been dealt with by the treaty which marked the conclusion of the kaiser's war.

Speaking of Hearst reminds me of a story Jacob Riis told at a dinner party I gave him at the Peninsular Club on the occasion of his last visit to Grand Rapids. He said he was with Theodore Roosevelt at his office one midnight when the latter was Police Commissioner of New York. A precinct officer gained admittance to the office and said: "Hearst is in a certain house of ill fame. Say the word and I will pull the house in the presence of all the police reporters in the city, who will play up the circumstances and Hearst's presence in all the daily papers of New York except in Hearst publications."

Theodore quickly jumped to his feet, pounded his desk with his bare fist and vehemently shouted:

"No, sir. I command you not to do that. I don't fight that way."

E. A. Stowe.

IN THE REALM OF RASCALITY.

(Continued from page 2)

transacted by check, so long as temptation is put in the path of moral weaklings and crafty schemers, so long as the penalty for uttering and publishing a bogus check is light, so long as it is possible for the guilty persons to destroy the evidence of crime, so long as there remains uninvented an absolutely perfect protection device, just that long will there be forgers!

Forgery is a "fastidious crime." Its history is full of color. And until that great day when all men will be morally whole and mentally healthy, forgery will continue to write in lurid letters

its saga of spurious success.—C. E. Rickard in Credit Monthly.

When On Your Way, See Onaway.

Onaway, Sept. 2—Lots of good news this week. To begin with a glorious rain has wet the earth thoroughly, quenching the parched condition and sufficient to put an end to the fire menace. Now let's take a good deep breath and drink in an abundance of pure, health-giving atmosphere, a clarified, filtered atmosphere washed free from all impurities.

Dr. A. N. Jorgenson, of the Michigan State Normal College, Ypsilanti, and family, arrived Saturday and will spend a week or more on Roberts Beach, Black Lake. The doctor speaks highly of the interesting places surrounding Black Lake and vicinity and is preparing to promote a boys' camp on its shores next year.

C. C. Ogle and family, of Clare, surprised his Onaway friends with a call last week. Charlie was head man in the harness department for A. J. Huyck about fourteen years ago, but is now operating a restaurant at Clare and doing well. His daughter, Miss Thelma, has accepted a position as teacher in a school at Belding.

Walter C. Hartwig, connected with the Union Title and Guaranty Co., of Detroit, is showing his family the difference between Grosse Point and Northern scenery and will spend several days enjoying a change of atmosphere.

J. Frank Morford, formerly cashier of the Onaway State Savings Bank, now holding a like position with the Big Rapids Savings Bank, is making a few days' stay at Black Lake.

Joe McDermott, of the log office representing East Michigan Tourist Association, of Bay City, left for home Thursday, loaded to the brim with fish stories and data collected during his stay in Onaway.

Watch out for the log office "Says." Columns now for the material furnished will fill pages. The strings of speckled trout, pickerel, bass and even muskies will come in for a hearing, all taken from the lakes and streams hereabouts.

Clayton Smith, Mike Merritt, George Wilson and Cecil Roberts, all of the high school faculty, brought in a string of pickerel Friday which would furnish a good start for a fish market; the "big one," of course, being prominently displayed. Squire Signal.

Glass Situation Improves Slightly.

While both production and shipments of window glass continue on a curtailed basis, the output for this month is expected to be somewhat in excess of July, when a new low mark for many months was reached. Shipments will also show a slight gain, it is believed, although not sufficient to lend much encouragement to the outlook. Conditions in the plate glass market have changed but slightly. Orders from the automobile industry, as well as the mirror manufacturers and jobbing trade, continue in light seasonal volume.

Better Gift Items Selling.

A demand for novelty gift items in the higher-price class developed in the market last week. The market for such merchandise has been dormant for some time while retailers centered attention on low end goods. Book-ends and novelty table pieces, including ash trays and statuettes which retail from \$15 to \$25, were purchased in sizeable quantities during the week. Jewelry and specialty stores did most of the buying. Pieces made entirely of onyx and bronze figures supported by a base of onyx are popular.

Merchandising Lighthouses Now Point Our Way.

(Continued from page 20)

got this letter from the store "Personal Shopper:"

"Dear Mrs. Hanscom: I hope that the small remnant I am sending, which matches the material for your dress, will be ample to complete it. We are not expecting a reorder of this, so send the remnant in the hope that you can use it. You will please find enclosed our refund check for \$1.16, the amount due you on this transaction. I shall be glad to assist in any shopping you cannot personally attend to. Please do not hesitate to call on me.

Sincerely, Margaret Lee, Personal Shopper."

Lotta work to go about that big store and make such a selection. Customer had expected to buy \$1.50 worth. Why did not Miss Lee charge original price for the 3/4 yard and send back 36c? Because she is the personal shopper of the buyer, not the representative of the seller; and she is such personal shopper because this big store senses the value of rendering super-service.

All this shows that none of us can afford to be careless or indifferent to-day if we expect to gain and hold the trade most worthy to be held.

It may be well to note that the American Farm Bureau is on record as opposed to the enactment of the Capper-Kelly bill to permit manufacturers to fix minimum resale prices on their products. Jess so. The humor of the situation is that farmers' organizations and associations have that special privilege now; the only class of people in America who have it. It seems to be all right, regular and "fair" for farmers to be so preferred—but grocers—!

Paul Findlay.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 6)

schedules, reference and adjudication in the matter of Carl R. Olson, Bankrupt No. 4216. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Muskegon Heights, and his occupation is that of a clothier. The schedule shows assets of \$1,435.77 with liabilities of \$7,359.53. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein. The list of creditors of said bankrupt is as follows:

City of Muskegon Heights	\$40.00
Phillip Jones Corp., Detroit	340.23
M. Boon & Co., Muskegon	41.70
A. Kralik & Co., Muskegon	70.65
Croschaw-Sylvester Corp., Muskegon Heights	52.26
Symons Bros. Co., Saginaw	209.74
Advance Specialty Co., Chicago	10.29
Hardwick Woolen Mills, Cleveland	152.34
A. Stein & Co., unknown	23.65
G. W. Alexander & Co., Reading, Pa.	42.75
Sweet Orr & Co., N. Y.	216.39
J. S. Anderson, Muskegon	1,400.00
M. F. Carlson, Muskegon	500.00
Dana Printing Co., Muskegon	215.00
Emil Johnson, Muskegon	250.00
Royal Tailors, Chicago	98.75
Pantke-Harpe Co., Milwaukee	8.00
International H. Co., N. Y.	23.50
Lloyd Sport Wear, Milwaukee	65.00
Larned Carter & Co., Detroit	10.49
Milwaukee Knitting Co., Milwaukee	189.09
Manasse Hat Co., Grand Rapids	84.14
Middlton Mfg. Co., Milwaukee	139.15
Levy & Marcus, Inc., N. Y.	71.50
Geo. F. Minto & Co., Detroit	94.74
Miller Cap Co., St. Louis	68.76
Leopold-Morse Co., Boston	616.23
Muskegon Awning Co., Muskegon	71.75
National Tail. Co., Muskegon	102.38
Prosterman & Spiesberger Co., Chicago	100.00
Quality Plus Tailors, Chicago	57.18
Phillip Jones Corp., Detroit	340.23
Parrote, McIntyre & Co., Chicago	87.00
Reese & Reese, Omaha	52.26
Steindler Paper Co., Muskegon	17.34
S. Stein & Co., New York	439.23
S. H. Churchill & Co., Chicago	41.70

Charharatt Overall Co., Detroit	83.98
Cutter Crossette Co., Chicago	44.88
Duofold Health Und. Co., Mohawk	106.07
Dutchess Mfg. Co., Poughkeepsie, New York	98.00
Hewes & Potter, Boston	88.24
Herald Bertsch Shoe Co., G. R.	63.07
Hanover Shirt Co., Baltimore	5.49
Hork Bros. & Co., Chicago	106.67
Improved Mfg. Co., Ashland, Ohio	20.63
Imperial Knitting Co., Milwaukee	76.39
Chronicle, Muskegon	49.00
Thompson Tailoring Co., Chicago	19.49
Westling Service Sta., Muskegon	12.29
Warder Paper Box Corp., Dunkirk, N. Y.	26.14
U. S. Rubber Co., Chicago	33.41
Van Leeuwen Dry Goods Co., G.R.	19.72
Belmont Co., Milwaukee	20.47
Cooper Underwear Co., Kenosha, Wis.	71.71
Ohio Textile Co., Mansfield, Ohio	7.40
Pit-Rite Cap Co., Indianapolis, Ind.	18.37
Lorenz Knitting Mills, Chicago	43.82

Aug. 23. We have to-day received the schedules, reference and adjudication in the matter of Percy M. Ellis, Bankrupt No. 4217. The matter has been referred to Charles B. Blair as referee in bankruptcy. The bankrupt is a resident of Grand Rapids, and his occupation is that of a manufacturer of upholstered goods. The schedules show assets of \$185,241.26 of which \$259 is claimed as exempt, with liabilities of \$190,796.04. The first meeting will be called promptly and note of same made herein.

Aug. 14. On this day was held the first meeting of creditors in the matter of Trio Motor Sales Co., Inc., Bankrupt No. 4177. The bankrupt was present by its treasurer and represented by attorney Fred G. Stanley. Creditors were represented by attorney Joseph S. Folz and represented also by Grand Rapids Credit Men's Association. The custodian of the estate was present in person. Claims were proved and allowed. The bankrupt was sworn and examined through the treasurer and before a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Charles Van't Hof, individually and as Van't Hof Boot Shop, Bankrupt No. 4185. The bankrupt was present in person and represented by attorney Cornelius Hoffius. Creditors were represented by attorneys Hilding & Hilding and by G. R. Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, with a reporter present. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

Aug. 14. On this day was held the first meeting of creditors in the matter of E. A. Simons, Inc., Bankrupt No. 4179. The bankrupt corporation was present by its President and represented by attorney Seth R. Bidwell. Creditors were present in person and represented by attorneys Willard McIntyre, William R. McCaslin and Butterfield, Keeney & Amberg and by G. R. Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt's president was sworn and examined, before a reporter. Edward De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,500. The first meeting then adjourned without date.

Aug. 15. On this day was held the first meeting of creditors in the matter of Harry W. Hill, Bankrupt No. 4176. The bankrupt was present in person, but not represented by attorney. Creditors were present in person and represented by Grand Rapids Credit Men's Association. Claims were filed only. The bankrupt was sworn and examined with a reporter present. Shirley C. De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date, and the trustee was directed to investigate the validity of the two scheduled liens.

Aug. 15. On this day was held the first meeting of creditors in the matter of Emil J. Benda, Bankrupt No. 4188. The bankrupt was present in person, but not represented by attorney. Claims were filed only. Creditors were represented by attorney George Watson. The bankrupt was sworn and examined, without a reporter. C. W. Moore, of Belmont, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date, and the trustee has been directed to investigate the value of the assets and report on the liens.

In the matter of Clarence J. Soethe, Bankrupt No. 4214. The funds have been received and the first meeting of creditors has been called for Sept. 12.

In the matter of Alfred Stevens, Bankrupt No. 4209. The funds have been received and the first meeting of creditors has been called for Sept. 12.

In the matter of Bernard L. Odell, Bankrupt No. 4207. The funds have been received and the first meeting has been called for Sept. 12.

In the matter of Anthony Koov, Bankrupt No. 4204. The funds have been received and the first meeting of creditors has been called for Sept. 12.

In the matter of Percy M. Ellis, Bankrupt No. 4217. The first meeting of creditors has been called for Sept. 12.

Aug. 15. On this day was held the first meeting of creditors in the matter of Theodore S. Woosley and Waylon W.

Woosley, individually and as copartners doing business as Woosley Bros., Bankrupt No. 4184. The bankrupts were both present in person and represented by attorneys Geoghan & Poppen. Creditors were represented by attorneys H. H. Smedley and Lou Landman. Claims were proved and allowed. The bankrupts were each sworn and examined, with a reporter present. George D. Stribley, of Muskegon, was elected trustee and his bond placed at \$2,000. The first meeting then adjourned without date.

Aug. 21. On this day was held the first meeting of creditors in the matter of J. Frank Quigley, Jr., doing business as Quigley Lumber Co., Bankrupt No. 4178. The bankrupt was present in person and represented by attorney Roman F. Glochski. Creditors were present in person and represented by attorney Charles H. Lillie. The matter was adjourned, by agreement, to Aug. 26, at which time the bankrupt was ordered to appear.

On this day also was held the first meeting of creditors in the matter of George Rickman, Bankrupt No. 4195. The bankrupt was present in person and represented by attorney Charles H. Farrell. Creditors were represented by attorneys Jackson, Fitzgerald & Dalm. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. M. N. Kennedy, of Kalamazoo, was elected trustee, and his bond placed at \$500. The first meeting then adjourned without date.

BANKRUPT AUCTION SALES.

In the District Court of the United States for the Western District of Michigan, Southern Division, I shall sell at public auction and to the highest bidder on **Tuesday, September 16th, 1930, at 2 p. m.**, Eastern standard time, the assets of

BRYAN M. JONES,
Bankrupt at
232 So. Burdick Street,
Kalamazoo, Michigan.

The following property to-wit:

All the stock in trade, consisting of Davenport suite with chairs, beds, mattresses, etc., all used in a retail Furniture Store operated by the Bankrupt, together with office furniture and fixtures, including electric wiring and heating plant, all appraised at \$4,521.05. The Bankrupt operated a retail Furniture Store.

An itemized inventory and appraisal will be on hand at the date and time of sale. The property may be seen prior to the date of sale by application to the below named Custodian or Auctioneer. All sales are for cash and subject to immediate confirmation by the Referee.

ABE DEMBINSKY, Court Auctioneer,
1225 G. R. National Bank Bldg.
Grand Rapids, Mich.

M. N. KENNEDY, Custodian,
250 So. Burdick St.,
Kalamazoo, Michigan.

HON. CHARLES B. BLAIR,
Referee in Bankruptcy.

In the District Court of the United States for the Western District of Michigan, Southern Division, I shall sell at public auction and to the highest bidder on **Tuesday, September 9th, 1930, at 10 a. m. and 2 p. m.**, Eastern standard time, the assets of

JOHANNES KOOIKER and MRS. GEORGE H. HUIZINGA,
co-partners trading as
GEORGE H. HUIZINGA & COMPANY,
Bankrupt at
6 E. 8th Street,
Holland, Michigan.
and
220 Washington Street,
Grand Haven, Michigan.

The following property to-wit:

At 10 a. m. Eastern standard time, at 6 E. 8th Street, Holland, Michigan.

All the stock in trade, consisting of a complete jewelry stock, watches, silverware, diamonds, rings, etc., appraised at approximately \$4,662.09

Together with attendant fixtures used in said business, appraised at approximately 553.85

Total \$5,215.94

At 2 p. m., Eastern standard time, at 220 Washington Street, Grand Haven, Michigan.

All the stock in trade, consisting of a complete jewelry stock, watches, silverware, diamonds, rings, etc., appraised at approximately \$3,889.80

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

ABE DEMBINSKY
Auctioneer and Liquidator
734 So. Jefferson Ave., Saginaw, Mich.
Phone Federal 1944.

Together with attendant fixtures used in said business, appraised at approximately 252.50

Total \$4,142.30

An itemized inventory and appraisal will be on hand at the date and time of sale. The property may be seen prior to the date of sale by application to the below named Custodian or Auctioneer. All sales are for cash and subject to immediate confirmation by the Referee.

ABE DEMBINSKY, Court Auctioneer,
1225 G. R. National Bank Bldg.
Grand Rapids, Mich.

CHESTER C. WOOLRIDGE, Custodian,
1225 G. R. National Bank Bldg.,
Grand Rapids, Michigan.
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.

In the District Court of the United States for the Western District of Michigan, Southern Division, I shall sell at public auction and to the highest bidder on **Wednesday, September 10th, 1930, at 2 p. m.**, Eastern standard time, the assets of

WARD LLOYD SUTHERLAND,
Bankrupt at
Fremont, Michigan.

The following property to-wit:
All the stock in trade, tools, furniture and fixtures or equipment, used by said Bankrupt in the operation of a garage and retail auto sales room, scheduled by the Bankrupt at approximately \$2,775.24.

An itemized inventory and appraisal will be on hand at the date and time of sale. The property may be seen prior to the date of sale by application to the below named Custodian or Auctioneer. All sales are for cash and subject to immediate confirmation by the Referee.

ABE DEMBINSKY, Court Auctioneer,
1225 G. R. National Bank Bldg.
Grand Rapids, Mich.

CLARE KEMPF, Custodian,
Fremont, Michigan.
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.

In the District Court of the United States for the Western District of Michigan, Southern Division, I shall sell at public auction and to the highest bidder on **Friday, September 5th, 1930, at 2 p. m.**, Eastern standard time, the assets of

CAVAUGH AUTO BODY CO., Inc.,
Bankrupt at
335 North Rose Street,
Kalamazoo, Michigan.

The following property to-wit:
All the stock in trade and equipment, consisting of tools, 1 woodworking machine, vices, electric drills, grease guns, work benches, 1 brake tester, duco spray booth and fixtures, hydraulic hoist, etc., all used in a retail automobile garage, appraised at approximately \$3,819.50; together with office furniture and fixtures, appraised at \$362.00, net total of \$4,281.50.

An itemized inventory and appraisal will be on hand at the date and time of sale. The property may be seen prior to the date of sale by application to the below named Custodian or Auctioneer. All sales are for cash and subject to immediate confirmation by the Referee.

ABE DEMBINSKY, Court Auctioneer,
1225 G. R. National Bank Bldg.
Grand Rapids, Mich.

M. N. KENNEDY, Custodian,
250 So. Burdick St.,
Kalamazoo, Michigan.
HON. CHARLES B. BLAIR,
Referee in Bankruptcy.

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.

REAL OPPORTUNITY—General department store, modern room 50x100. Good business town, wide territory tributary. Fifteen years averaged \$100,000 sales. All religious denominations represented. Catholic 300 families. Will discount inventory. Personal inspection convincing. One stockholder, dry goods man, could remain. New York Store Mercantile Co., Beloit, Kansas. 325

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

I OFFER CASH!
For Retail Stores—Stocks—
Leases—all or Part.
Telegraph—Write—Telephone
L. LEVINSOHN
Saginaw, Mich.
Telephone Riv 2263W
Established 1909

Our Sixty-Four Rulers.

James W. Gerard has fallen victim to the mania for composing lists of leaders. His list is not labeled simply "important" or "influential men" but "men who rule the United States," and instead of the more customary number of fifty he selects sixty-four.

There is no denying that this method of making up a list is unusually provocative, but by putting his selection on so broad a basis and then limiting it to one class of men—industrial and financial leaders—Mr. Gerard has left his list open to many objections. We may accept his thesis that statesmen and politicians should be excluded because they owe their influence to the offices which they hold—although this principle must apply in a different degree to many of his capitalists also—and recognize the paramount influence of the industrial-financial world in American government. It can hardly be maintained, however, that the actual power behind the throne is so easily defined.

Three important pieces of legislation in this country, directly influencing the life of almost every citizen, are the Prohibition act, farm relief and the tariff. It might be pertinent to ask Mr. Gerard whether his "rulers" can be held responsible for any one of them. Or, going further, are a majority of his leaders of the banking world, the steel industry, mining, the railroad business, public utilities, the amusement field and journalism in favor of Prohibition, our present system of farm relief or the tariff?

A certain number of his selections would undoubtedly appear in any realistic list of the rulers of the United States, but many men—and also a certain number of women—from entirely different fields of activity would have to be included if it were to be reasonably comprehensive. In countless instances the pressure exerted by civic leaders, social reformers, farm leaders, the spokesmen of the Anti-Saloon League and representatives of many other special interests has resulted in vital legislation in which the industrialists and the financiers either took no interest or to which they were definitely opposed.

Mr. Gerard maintains that his sixty-four rulers by their influence—financial, industrial and semi-political—determine the men who shall go into political office. His case for them could have been made stronger if he had maintained that the role they play in American life is in many ways more vital than that of the Government itself, but when he seeks to make them so largely responsible for the actions of our representatives at Washington we doubt whether any one will be more greatly surprised than these men themselves.

Late Automobile News From Detroit.

The automobile business is more spotty at the present time than in any previous week during the year. Retail sales indicate that proportionately more buying is being done in the small cities and towns than in the larger centers of population. However, little buying in the motor car field is being

done by farmers, although they have been purchasing a goodly number of light trucks.

There has been no increase in automobile production at any point, nor is any immediate gain expected, despite the fact that stocks of new cars throughout the country are probably lighter than they have been for six months.

The employment situation in the Motor City remains unchanged. While all the plants are working, activities are curtailed, the working time being from two days to five days a week. The factories are making cars only as ordered. Formerly a supply to last sixty days was not unusual, but a fifteen-day supply seems to be the approximate rule these days. Operations on this basis have resulted in great savings to motor car manufacturers.

It is expected that within a month or six weeks two new models in the higher-priced field will be announced. Dealers have been arriving in Detroit to inspect these new cars and prepare for the Fall trade. Most of the dealers from the small towns have not been backward about ordering, but dealers in the big cities are not coming forward with their commitments at a very fast pace.

The tire business is not all that it should be at the present time, but manufacturers have not curtailed to any great extent their advertising schedules, because they hold that they must advertise just as much, if not more, when business is dull. They are looking forward to a good Fall trade.

Fred Kingsbury.

Late Business News From Indiana.

Lafayette—Work will be started about Sept. 10 to remodel the quarters for the Prass shoe store, 322 Main street. Both the interior and the exterior will be remodeled, including new fixtures, a new front, and a new interior.

Spencer—The Taylor & Franklin meat market was sold recently to E. O. Johnson and the equipment and stock moved to the Johnson store three doors North. The shop was owned by Leason Taylor and Fred Franklin.

Anglo—The Orland Meat Market, owned and under the management of Clyde Dando, for the past several years, has been leased for a year by the Penix brothers.

Anderson—At a meeting of creditors held in the U. S. Court House, Indianapolis, to consider an offer of composition of 10 per cent. in the case of Louis B. Supowitz, trading as the Bargain Leader, in involuntary bankruptcy, 102 claims aggregating \$27,900, were filed and allowed. Of these, 36 claims, aggregating approximately \$8,000, accepted the offer. Less than a majority, therefore, accepted the composition, and the referee will so report to the court. Carl Wilde, of Indianapolis, is the referee.

Greenfield—The stock of the Ira Glidden dry goods store, formerly at 16 East Main street, Greenfield, has been purchased by the Leader store of Indianapolis at about 40 cents on the dollar. After a voluntary petition in bankruptcy in U. S. District Court in Indianapolis in April, Glidden was ad-

judged bankrupt by Federal Judge Robert C. Baltzell and William E. Russell, of Greenfield, was appointed receiver and later elected trustee. Liabilities were listed at \$23,993 and assets of \$19,595. There were 65 unsecured creditors in the amount of \$8,592. The largest creditors were Heldman Clothing Co., Cincinnati, \$1,324; Levine Bros., Cincinnati, \$851; Oppenheimer-Strauss Co., Cincinnati, \$636; Schild & Grossman, Cincinnati, \$511.

Suggestions For Menus Will Be Appreciated.

When you come to think of it, it's quite a job for a woman to choose what shall go into a meal, three times a day, twenty-one times a week and 1,100 times a year.

Day after day, the family must have its meals, at regular hours. These meals must meet the approval of the members of the family, for to a very large extent the happiness of the family depends upon the table set. These meals must be well cooked and wholesome for to a very large extent the health of the family depends upon them.

These meals must be within the family means. She can't just simply buy anything she may like or desire, for her pocketbook often stands between her and what she likes or what she would have her family enjoy.

Fruits, out of season, the better grades of meat, sea foods and the many choice and appetizing foods, condiments, etc., are beyond the reach of the majority of housewives.

It's quite a job, even to those who are well fixed and who can afford these better things and whose accounts run into real figures every month.

So, Mr. Grocer, have a thought for the housewife, especially in these warm days, when the family appetite is fickle, and assist her to choose, wisely and economically, that her task may be lightened and that she will look to you as a friend.

Borax Helps Keep Weevils Out.

During hot weather months, many food stores, especially those in warm, moist locations, are subject to loss of merchandise through weevils, flies, roaches and other insect pests, and to loss of customers through bad odors.

The cheapest kind of insurance against these losses requires but a little time and labor. A little pure borax, the kind you carry in stock, sprinkled along the back of shelves, in the corners and cracks, will destroy insect eggs, prevent breeding and rout flies, weevils, roaches and other insect pests.

Wash your bread display cases, boxes, refrigerators, vegetable bins, milk containers, and meat blocks with a 6 per cent. solution of borax. Make the solution by dissolving half a pound of pure borax in one gallon of hot water. Do not rinse receptacle after washing—the borax will prevent decay and destroy offensive odors.

See that your store has plenty of ventilation and that it is thoroughly aired in circulation either by an abundance of windows or by well placed electric fans.

A few precautions cost you little and will be a definite insurance against unsalable merchandise.

Pincapples Pay Better Than Real Estate.

Pineapple growers in Florida, who gave up their once lucrative business in order to subdivide their holdings into building lots, have taken a new lease of life and are making extensive plans for the restoration of the fruit industry. This has been encouraged by the heavy tariff that was recently added to the customs on Cuban and other imported pines. Three tracts of land, aggregating more than 200 acres within a few miles of Fort Lauderdale, are being prepared for the slips, which have been ordered from Porto Rico. At Fort Pierce a similar operation is under way, with 30,000 slips having arrived from Porto Rico as a trial order. This will be followed by a further shipment of 200,000 slips, which will arrive next month. A third operation near Stuart is also reported, with a smaller acreage.

Telephone Service—Two Ways.

"This 'phone is for our customers. Make use of it."

This sign, hung over a telephone in the front of a store in a town of 25,000, has proved a most successful business getter.

The owner of the grocery store had noticed that women coming into the store oftentimes asked permission to use the 'phone. It occurred to him that he might render a profitable service by offering the use of the 'phone first. So, he moved the instrument from the rear of the store to near the front, with a small table and a chair, and put the sign over it.

The good will gained and the increased number of people coming into the store has definitely proved to this progressive grocer the wisdom of the act, and he says that "returns from this move are very high."

Search For Fruit Fly In Florida.

Covering Florida in an intensive search for any evidence of the presence or activity of the Mediterranean fruit fly, about 600 inspectors are working under the direction of the Plant Quarantine and Control Administration, United States Department of Agriculture. In the first twenty-one days of August, says Lee A. Strong, chief of the administration, these inspectors sent to the Orlando, Fla., office of the organization, 140,579 larvae which they had found in the course of their work. Experts at the Orlando office examined these and found that none of them was a Mediterranean fruit fly larva.

Lower Prices in Men's Wear To Stay.

The continued downward revision in price ranges of men's suits and overcoats, which has been taking place for the past year, will result in a readjustment of levels and will eliminate to a great extent the very expensive lines of men's wear. Of course, a certain amount of high-priced merchandise will always be sold, but a greater volume of business will accrue to the lower and medium price lines. For the coming season people who formerly paid from \$65 to \$75 for overcoats will buy \$50 coats. The cheaper priced garments will also enjoy a larger volume of business, he said.