

# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, SEPTEMBER 10, 1930

Number 2451

## How To Be Happy

Are you almost disgusted with life, little man?  
I'll tell you a wonderful trick  
That will bring you contentment, if anything can,  
Do something for somebody, quick!

Are you awfully tired with play, little girl?  
Wearied, discouraged and sick?  
I'll tell you the loveliest game in the world,  
Do something for somebody, quick!

Though it rains, like the rain of the Flood, little man,  
And the clouds are forbidding and thick,  
You can make the sun shine in your soul, little man,  
Do something for somebody, quick!

Though the stars are like brass overhead, little girl,  
And the walks like a well-heated brick,  
And our earthly affairs in a terrible whirl,  
Do something for somebody, quick!

Public Reference Library,  
Library St

From YOUR Side of the Counter



Customers will buy attractively displayed merchandise.

Now, take your own viewpoint. For your own convenience, for economy of space, for easy rearrangement, for adjustability, for appearance, Terrell's Steel Shelving offers all these and many more advantages. Let us help you modernize your store — We'll gladly answer any inquiries

## **TERRELL'S EQUIPMENT COMPANY**

GRAND RAPIDS, MICHIGAN

## 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**

- |                                                              |                                                  |
|--------------------------------------------------------------|--------------------------------------------------|
| 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.             |

## 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.

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## **LEE & CADY**

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## MICHIGAN TRADESMAN

E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### FURNITURE NO LONGER KING.

#### Metal Industries Take First Place in Grand Rapids.

For fifty years the furniture industry has been regarded as the foremost industrial undertaking in Grand Rapids. It has employed more men, paid more money to employes and produced larger returns in the way of volume of sales and net profits than any other branch of business or industrialism.

Carefully compiled records now disclose that furniture making no longer takes first rank in this community; that the furniture industry has been overtaken by the metal working plants which have shown a more rapid ratio of growth than their sister industry. During the past ten years the number of metal working plants has increased 25 per cent., while the number of men furnished employment in the metal industries has increased 50 per cent.

In September, 1929, which was the peak condition for last year, the metal trades in Grand Rapids employed 11,000 men, while the furniture factories of the city had only 9,000 employed in their factories.

The average wage in the metal industries of the city is 60 cents per hour. This means an annual disbursement in wages of \$22,000,000.

The average wage in the furniture factories is 50 cents per hour, which means an annual disbursement of \$18,000,000.

Eighty per cent. of the employes in the metal trades are skilled labor and 20 per cent. common labor.

Twenty per cent. of the employes in the furniture trade are skilled labor and 80 per cent. common labor.

July 1 of this year the number of employed was reduced to 8,000 in the metal trades and 7,000 in the furniture trades.

The metal trades include the Leonard refrigerator factory, Hayes-Tonia Co. and American Seating Co. They do not include the railroad shops.

The above statements will be re-

ceived with great surprise and satisfaction by Grand Rapids people, few of whom had any idea that a secondary industry has gradually forced itself into first place by the energy and aggressiveness of the men who are responsible for this remarkable growth. It means, of course, that the frequently repeated statement that Grand Rapids is a one industry city no longer has any basis in fact and that from now on the two great industries will go hand in hand in contributing to the greatness and glory of the Second City.

#### Divorcees' Dilemma.

Those Americans who placed their faith in divorcees easily obtained in the State of Morelos, Mexico, seem to be having a harassed time. First, the divorce law was found to be invalid. Then it was ratified by the State Legislature, and the report was sent out that the effect was retroactive, validating the previous decrees. Then a suit was entered to annul a divorce previously obtained, and the courts declared that the legislative sanction did not make previous divorces legal.

Such are the vicissitudes of overnight divorcees. Patrons of such divorce mills not so long ago ran into a similar snag in Paris, but there legal sanction was given to previous decrees, with the bars raised only against future applicants who set up overnight residences for nominal compliance with the statutes.

The problem raised, however, is not so acute as it would have been in the recent past. Most of the disputed Morelos divorces were granted to persons from the Southwest, principally Hollywood. And word from the movie capital says that the advent of the talkies has reduced the contracting of marital ties and their severing by the film folk, for the simple reason that they are working harder and have less time to get into mischief.

#### When Winter Comes.

Now that summer is virtually over, weather forecasters may turn their attention to the interesting question of what kind of winter we now must face. We have had a period of temperatures running well above normal, combined with unusual dryness. According to one school of amateur forecasters this clearly means a long, hard winter to bring things back to an even balance. But, as has been pointed, this is a fallacious theory. Experienced weather experts, such as Dr. Charles F. Marvin, chief of the United States Weather Bureau, do not subscribe to any such rule of thumb, and merely call attention to the fact that this summer's hot weather followed a very mild winter to prove that seasons cannot be predicted by any such simple method.

While the experts leave us in doubt as to what sort of winter we may experience, word comes from the annual convention of the American Astronomical Society that some day weather may be accurately forecast. Studies spread over a period of thirty years have proved a definite relationship between the daily variation of the sun's heat and the earth's temperature. Dr. Charles G. Abbott, secretary of the Smithsonian Institution, is authority for the statement that through further investigation of the short-period changes in solar radiation weather forecasting data may be secured which could be extended to months and seasons in advance.

The possibility may still leave room for anxiety as to whether it is going to rain on the third Sunday in November or whether July 4 is going to be clear and cool, but it would help a lot to know whether we should prepare for a cold winter or a hot, dry summer. For the farmer it might well prove very important, while for the city dweller it should at least help him to decide about new winter overcoats and when to take his vacation.

#### Monitor of the Ether.

At Grand Island, Neb., almost in the geographic center of the United States, a \$1,000,000 radio "traffic cop" was put to work this week. Scattered over a fifty-a-acre field, a veritable forest of steel masts supports a network of antennae, and in the colony of offices beneath it a corps of radio detectives spends twenty-four hours a day testing the traffic of the air. Something like 20,000 broadcasting stations are on the list to be checked up periodically, and the reports are to be sent to the Department of Commerce. Tests will be made not only of the power used by the respective stations but of their adherence to assigned wave lengths.

This is the first comprehensive attempt to follow through the Federal regulations of air traffic. Such a master station faces tremendous problems and can do a great amount of good. But beyond the primary aims of the station lies a field as yet almost unexplored. The preliminary plans for the station called for co-operation with the Berne Bureau of Switzerland in checking up foreign stations, both with regard to wave lengths and penetration. Thus it might become the first of an international chain of radio traffic policemen.

Even beyond that aspect, however, lies the field of research. What causes static and how can it be blocked? Can some means be found to locate static conditions and link them with weather forecasting? What possible range is there for satisfactory commercial wave lengths? Can less power be made effective in new broadcasting channels?

All these and dozens of other questions of the air await answers. Such a station as the new radio "traffic cop" at Grand Island may be able to shed light on them. In building a monitor of the ether, the Department of Commerce has built also a great laboratory for radio.

#### Permanent Receiver For National Grocer Co.

Judge Allan Campbell, in Circuit Court, Saturday appointed the Union Guardian Trust Co. permanent receiver for the National Grocer Co. The company was named temporary receiver Aug. 26 on a voluntary petition brought by the Saunders Michigan Stores, Inc., and Matthew B. Whittlesey.

Judge Campbell issued an order authorizing the receiver to liquidate in its discretion the business and assets of the company, which operates more than 300 retail stores in Michigan. It was reported that efforts will be made by the receiver to sell the business as a going concern to interests conducting a similar business.

The Saunders Michigan Stores, in its petition, declared that it owned 40,000 shares of common stock, acquired March 11 in consideration of the transfer to National Grocer Co. of the business and property of the Saunders Michigan Stores. The petitioners recited that the company suffered a net loss of \$500,000 between Jan. 1 and July 31, and that its total debts were \$1,882,322. An inventory of merchandise, made July 31, was estimated at \$1,693,689. Cash on hand was reported at \$252,788 July 31, and receivable assets were given as \$680,050.

#### Change in Name.

Announcement has just been made that the name of Interim Warehouse Co., Fort and Tenth streets, Detroit, has been changed to Central Detroit Warehouse Co., with a change in capital structure to 65,000 shares no par value common stock, but with no change in officers and directors, which are as follows:

President—S. R. Livingstone.

Vice-President—L. J. Toomey.

Treasurer and Secretary—E. B. Busby.

Director—S. R. Kingston.

Director—C. H. L'Hommedieu.

The company reports a satisfactory volume of business, with continued increase in profits, which places the company on a par with the best warehouse operations in the country. By reason of its ability to render excellent and efficient service the company numbers among its customers many of the National merchandising companies, whose merchandise is known and used by everyone, and the volume of business from such companies is on a noticeably increasing scale.

## THE SMALL TOWN MERCHANT

### Ideas and Action Are Two Big Needs.

The condition facing the merchants in the small towns to-day is very serious. This condition has been brought about by the speeding up of merchandising. The merchant to succeed to-day must be alive to the present day methods of doing business. By this I mean that things move so fast that he must have his ear to the ground all the time. He must know what is going on in the market centers, what his competitor is doing. This knowledge can be obtained by reading, listening, trips to market and talking while in market with people who have their fingers on the pulse of merchandising.

With this background to work from he must have a complete knowledge as they affect his business of the following:

- Buying his stocks.
- Store arrangement.
- Merchandising his stock.
- Record of mark-up and mark-downs.
- Advertising.
- Selling.
- Accounting.

Before discussing these factors that make or break a merchant of to-day, let me say that these various factors listed are different for every merchant. He must have the ability himself or must have some one who can help him to sit down and figure out a workable program for each heading as affecting his own business.

Buying merchandise to-day is a very difficult task for the small merchant. His customers through women's magazines and radios keep well posted on styles. The automobile makes travel from one trading center to another easy. Things now are not good in the East one year and the West another. The whole country has the same styles, same colors, same shoes, hose, linens, at the same time.

In order to keep up with the changes throughout the year the small merchant has to buy very carefully. He must have the new merchandise as soon as the city stores have it but his quantities must be small until his customers show him what they are going to buy. Then he can reorder, but he must be careful not to play good things too long.

His staple merchandise must be bought at the right price. He must be careful on special buys. Remember, in a small store, the left-overs are hard to sell. No special is a bargain if it takes salesmanship to sell it to your customer, no matter how big a value or saving it represents. Carry good, honest merchandise, confining your purchases to as few lines as possible. Better to have a good complete stock than too many broken lines.

After the merchandise is bought and in the store it must be attractively arranged. All possible goods must be out so the customers can see and get their hands on them. The arrangement should be changed often to make your customers see different merchandise each time they come into your store.

The merchandising of a small store is very difficult and should be done by the merchant himself. He must have

turnover; he must have new merchandise in his store. To do this he must go over his stock continuously, keep his orders going in to have a complete stock, taking the slow selling merchandise and giving it best display locations and if it doesn't sell them, start marking down and getting the money out of it. Nothing will kill your business quicker than old stock. It will drive away customers, cut down your salesforce efficiency, do away with profits. Keep eternally at it in season—don't wait. Your first cut is the best; move it out.

A markup should be maintained for your store which will show you a profit at the end of the year. Everything tends to reduce this mark dip. your markdowns, competition, mounting expenses, but a careful study of your local conditions should enable you to average your markups to arrive at the figure you desire.

Advertising to-day takes special study for each store. Some merchants have best results with direct-by-mail advertising, some by radio, some by trade papers, some by newspapers. If you are not sure which is best for your store, try each of them out. When you have decided, make up an advertising program for at least three months in advance, better six months. There may be a few things come up to alter this program a little but in the main it will stand. Carry it through to completion. Don't stop and then start again. Stick to it. Keep track of your errors and improve upon your next program. Advertising, to be effective, must be attractive, honest, good copy followed up by window and store connection to make it complete.

Now we come to selling after your goods are bought, properly arranged, marked, merchandised and advertised. Your customers will come to your store. Then comes the all important part to sell them. If this is not done, all your efforts have failed.

Salespeople should take a big share of the merchant's time, educating them on the goods he has bought, quick and courteous service, so the customer will want to come back. Store meetings and being on the floor to see that your store policies are carried out are big helps. What customers think about your salespeople is very important to the success of your business. Favorable mouth-to-mouth advertising is the best you can get.

A merchant must have a simple but accurate method of keeping his store records so he will have at all times the facts and figures to guide him properly in conducting his business. He must use this data as a basis in planning his year's campaign, then use it right straight through the year, not just at inventory time.

The whole thing boils itself down to this: merchant must know his business from all sides. Each merchant has his own problems to solve according to his trade territory, but he must be up on his toes because modern business is going at a very high speed. Put your ideas into actions. Keep ahead of your competition. Be a leader, not a follower in your community.

F. P. Mann, Jr.

A careless clerk flirts with mistakes.

## Grand Rapids Produces Many Utility Leaders.

Why do some cities produce an extraordinary number of successful men while other cities can claim few or no men of outstanding importance?

Similarly, America has certain companies that have turned out an unusual number of conspicuously successful executives, while many others completely fail to do so. Here, however, the explanation commonly is clearly evident: All depends, as a rule, upon the type of man at the head.

Having been told that Grand Rapids had produced an amazing number of public utility leaders, I have been digging into the facts. The record of this community of about 160,000 people is probably without parallel in America. There is not space to begin to do justice to the subject; but here are a few of the facts:

B. C. Cobb started with the Grand Rapids Gas Co., rapidly earned a high reputation, became head of the gas, electric and railway systems in Saginaw and Bay City, then general manager of all the properties comprising the Commonwealth Power Corporation, Tennessee Electric Power, Northern Ohio Traction & Light. When these properties were consolidated in the mammoth Commonwealth & Southern Corporation, Mr. Cobb became chairman.

The President of the far-flung Electric Bond & Share Co., C. E. Groesbeck, was raised in Grand Rapids. After graduating as an engineer, he became associated with H. M. Byllesby, later was spotted by Sidney Z. Mitchell, giant of giants in the utility world, exhibited abnormal capacity for brilliant work, and is now Mr. Mitchell's right-hand executive in many enterprises.

H. W. Walbridge, starting as a gas fitter, became manager of the Grand Rapids Gas Co., producer of many eminent graduates. He moved to New York, became associated with Anton G. Hodenpyl and George E. Hardy, under the firm name of Hodenpyl, Walbridge & Co., which later became Hodenpyl, Hardy & Co., who controlled the Commonwealth Power Corporation.

Mr. Hodenpyl also got his start in Grand Rapids.

Mr. Hardy, the third member of the concern, succeeded Mr. Hodenpyl as president, and for long has been a big public utility figure.

Jacob Hekma also was early identified with Messrs. Hodenpyl and Hardy and recently became vice-president of the Commonwealth & Southern Corporation, which includes such important companies as Northern Ohio Power & Light, Tennessee Electric Power, Southeastern Power & Light and other companies which, combined, constitute one of America's gigantic utility enterprises.

Frank T. Hulswit began as office boy with the Michigan Trust Co., gravitated to Chicago, and later became affiliated with the Mid-West Utilities Co. He became president of United Light & Railways Co., later reincorporated as United Light & Power Co.

Fully three years ago Mr. Hulswit, along with David A. Belden, of St. Louis, and Fred W. Seymour, formed the American Commonwealth Power Co., of which Mr. Hulswit is president.

Recently it reached into Canada and now has an annual income of over \$31,000,000.

Among other notables emanating from Grand Rapids are Fred W. Seymour, now vice-president of American Commonwealths Power Corporation; Floyd B. Odlum, high-up Electric Bond & Share executives, and vice-chairman of American & Foreign Power; Ralph S. Child, now an important figure in Bonbright & Co., a house which has attained exceptional eminence, Albert E. Pierce, largest owner of the Central Public Service Co.; Herman Russell, vice-president and general manager of Rochester Gas & Electric; Albert Vermeer, of American Commonwealths Power System; James Brown, Charles Tippy and William Barthold, ranking officers of Commonwealth & Southern Properties; Alva F. Traver, vice-president of American Commonwealths Power.

You will see thus that Grand Rapids deserves to be as famous for utility men it has produced as for the furniture it produces. B. C. Forbes.

(Copyrighted by Hearst Syndicate, 1930).

## Apple Pie Is Still the Favorite.

Gus Waser, Biltmore chef, at Los Angeles, declares that figuring out what the public wants isn't as difficult as it might seem. Waser said that what the public has wanted in the past helps considerably. Take pies, for instance.

"Two-thirds of all pie sales for the year will be apple pies," said Waser. "Incidentally, about two-thirds of all desserts sold are pies. And of the pies, the apple reigns supreme.

"Pumpkin pie, particularly when served with a dab of whipped cream, has come into wide favor and is threatening the position of apple pie. However, the development of the taste for pumpkin has been gradual, and we have been able to meet the increased demand without being at the necessity of revising our schedules overnight."

Waser said that rhubarb, gooseberry and cranberry, which attract few men, exert a strong appeal to women. Grape pie, which was a best seller some years ago, is seldom called for nowadays.

## Reviving Dead Accounts.

Retailers can make use of the telephone to revive dead accounts. During periods of the day when trade is nominally dull, the retail grocer can increase sales if he will expend a little time and effort in calling on the telephone some of the people who used to be his customers and resell them on his store and service.

In the normal course of business a dealer may expect to lose, each year, a certain percentage of his customers. Unless he takes steps to replace the customer he has lost it will be difficult for him to hold his present volume. If he wishes to increase his volume he will find that one of the surest ways to do it will be to sell more goods to more customers.

### Developments of Civilization in Single Life-Span.

Once a wilderness, now a Commonwealth!

Once a candle, now electric light!

Once the old oaken bucket, now the kitchen faucet!

Once the Indian trails, now a hard-surfaced highway!

Once the homemade rag carpet, now the factory-made rug!

Once the covered wagon, now the latest model automobile!

Once the new top buggy, now the rumble seat!

Once the stereoscope, now the movie!

Once the magic lantern, now the talking picture!

Once the cradle and the flail, now the modern combine!

Once the organ, now the radio!

Once the handspun woolens, now the dainty chiffons!

Once bustle, buckram and ruffles, now silken garments and fur coats!

Once hats with plumes and flower gardens on top of the head, now a collapsible bit of hood-shaped felt on the back of the head!

Once corkscrew curls, now permanent waves.

Once husking bees, now township picnics!

Once the spell-downs, now crossword puzzles!

Once the bucket brigade, now the fire-engine!\*

Once the family photograph album on the center table, now the comic supplement on the end console!

Once annual butchering concoctions, now canned preparations!

Once the homemade soap, washboards and elbow grease, now sudsy compounds and electric machines!

Once the old-fashioned garden, now the rock garden with pool of goldfish!

Once croquet on the lawn, now golf at the club links!

Once a bag of asafetida worn around the neck, now vaccination and serum!

Once a mustache cup, now the safety razor!

Once the almanac, now the county farm agent!

And so on and so on, ad infinitum. That's development. And all within the memory of one generation.

Are there developments in education paralleling these in the things of every day life? They may not be as spectacular but they are equally significant.

Once the New England primer and the blue-backed speller, now the primers and picture books!

Once the long backless wooden benches, now the adjustable single seat and movable chair desks!

Once boarding around, now minimum salary schedules (Berryman Jennings, of Lee County, Iowa, the first school teacher of this State, having taught his first term of school for the privilege of using the library of his employer, as the story goes)!

Once the dunce cap, now the intelligence and achievement tests!

Once jawbreakers in spelling, now the words most commonly used in life!

Once the names of all the bones of the body, now the rules of health and hygiene!

Once the curriculum of reading, writing, and ciphering, now a flexible course of study based on the changing needs of modern life with the elimination of useless subject matter!

Once only dates in history, and now an understanding of America and world problems!

Once the core of the geography lesson was locations, now it deals with the relation of natural environment to human activities!

Once the penmanship flourishes, now "the moving finger writes and having writ, we can scarcely ever read a word of it," to quote from the verses on a mail carrier's truck; and would that we could strike a happy middle course between these extremes!

Once scales and finger exercises, now pieces to play and a school orchestra!

Once samples of stitches on a sampler, now a garment to be made!

Once egg-a-la-golden-rod experiments in the home economics; now balanced meals!

Once fox and hound problems, now everyday life problems!

Once the birch rod discipline, now pupil participation and a study of behavior traits and reactions and the importance of mental hygiene!

Once poetry for the sake of tedious analysis of form, now poetry for the sake of pure enjoyment!

Once the Friday afternoon literary society, now the musical, declamatory, and athletic activities and academic meets!

And so on and so on. That's development. And all within the memory of one generation.

Anyhow the world development is the purpose of the school—development from the kindergarten to the diploma. Miss Agnes Samuelson,

Superintendent of Public Instruction for Iowa.

### Summer Days.

Loose salt gives a cooling effect to summer displays.

Even pictures of camp scenes give the necessary camp setting.

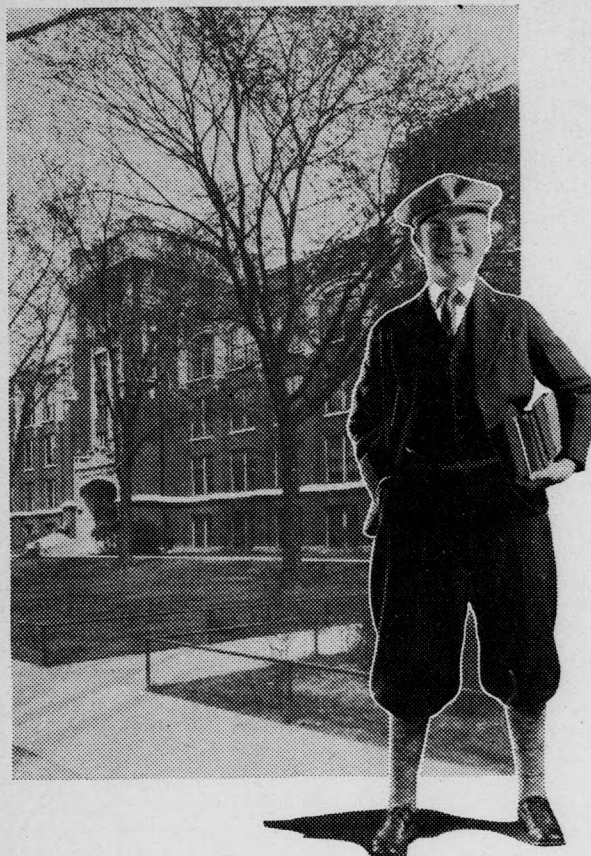
A miniature tent will do for the setting to a display of camp goods.

Don't neglect to suggest paper plates, drinking cups, paper napkins and waxed paper to everyone who comes in to purchase picnic or camping supplies.

An Ontario grocer located on a highway hangs out a sign "Lunches supplied to Motorists." His wife puts up the lunches and finds it a profitable sideline.

One dealer arranged a display of "ready-to-serve" foods with a show card reading simply "These do not have to be cooked."

\* To know every detail, to gain an insight into each secret, to learn every method, to secure every kind of skill, are the prime necessities in every art, craft or business. No time is too long, no study too hard, no discipline too severe for the attainment of complete familiarity with one's work and complete ease and skill in the art of doing it. As a man values his working life, he must be willing to pay the highest price of success in it—the price which severe training exacts.



The young people are starting out for school again—questioning, curious, eager.

Fortunate are the grown-ups, who as they grow older, continue eager to learn—ready to accept newer and better ways of doing things.

The last generation, for example, has seen marked improvement in the manner of leaving money under Wills. The modern method is to appoint a corporate executor and trustee, an institution like ours—

—which has a continuous life

—which is schooled in prompt and efficient ways of settling estates

—which is equipped to give disinterested financial advice to heirs.

Whether you have made your Will or not, come in and learn more about this "new and better way" of safeguarding your family's future. We shall be glad to explain all phases of the subject.



THE MICHIGAN TRUST CO.

GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN

**MOVEMENTS OF MERCHANTS.**

Detroit—Stiles & Conner, 333 State street, brokers, have changed their name to Stiles & Co.

Traverse City—The Grand Traverse Orchard & Land Co., has changed its name to Titus Bros., Inc.

Dearborn—The Kinsel's Drug Store has opened for business at Schaefer Road and Michigan avenue.

Pontiac—George E. Clegg, 23 East Lawrence street, dealer in boots and shoes, has filed a petition in bankruptcy.

Detroit—The Alaska Herring Supply Co., Inc., 1328 Napoleon street, has increased its capital stock from \$10,000 to \$15,000.

Big Rapids — The Harris Sample Furniture Co., of Grand Rapids, has opened a branch store on North Michigan avenue.

Detroit—The F. J. Robinson Lumber Co., 2346 West Warren avenue, has changed its name to the Fred J. Robinson Lumber Co.

Allegan—Dan Stern, proprietor of the Model Shoe Store, is this week celebrating his forty-fifth anniversary in the shoe business in Allegan.

Lansing—Dolly Stores, Inc., of New York, has opened a branch store at 8 Strand Arcade. Hats for girls and women are handled exclusively.

Battle Creek—G. R. Warfield has sold the LaSalle hotel, a seventy-five room hostelry, to C. R. McLean, of Canton, Ohio, who has taken possession.

Dearborn—The Liberty Pharmacy, 12920 Michigan avenue, now occupies the corner store of the new Donovan building, Michigan and Horger avenues.

Three Oaks—E. A. Kirby, recently of Hartford, has leased a store building which he is remodeling and will occupy with a stock of bazaar goods Nov. 1.

Lansing—The Home Dairy Co., conducting stores in Flint, Saginaw, Pontiac and Jackson, will open a complete food store at 319-21 South Washington avenue, Sept. 13.

Detroit—The Hub Coal & Coke Co., 2007 Guoin street, has been incorporated to deal in fuel, with an authorized capital stock of \$1,500, all of which has been subscribed and paid in.

Trufant—Andrew L. Petersen, for the past eight years Cashier of the Trufant State Bank, has resigned, it has been announced by Charles W. Christiansen, President of the institution.

Lansing—The Sallan Jewelry Co., 201 South Washington avenue, has opened an optical department in its store which will be under the management of Dr. Philo P. Horton, recently of Detroit.

Adrian—The report that the A. B. Park Dry Goods Co. had been dissolved is not correct. It recently retired some preferred stock, which resulted in the re-organization of the corporation.

Pontiac—There are ninety-five unsecured creditors in voluntary bankruptcy proceedings of Wolfman Millinery Co., but no unsecured claims of \$500 or more. No receiver has been appointed as yet.

Mason—The Cedar Brook Rabbitry, Inc., R.F.D., has been incorporated to breed and sell rabbits, their fur and by-products, with an authorized capital stock of \$2,000, \$600 being subscribed and paid in.

Pontiac—Ralph A. Becker, of Pontiac, has been appointed receiver in involuntary bankruptcy proceedings against E. & R. Boot Shop by the U. S. Court at Detroit. Schedules have not yet been filed.

Kalamazoo—J. R. Jones' Sons & Co. has opened a shoe department in its department store, which will be under the management of Ray T. Monday, of St. Louis, Mo. Women's shoes will be handled exclusively.

Lowell—John J. Brezina, who has conducted a farm implement store and cream buying station, has sold it to W. E. Hall, until recently traveling representative for the Massey-Harris Implement Co. Mr. Hall has taken possession.

Detroit—The George R. Carter Co., 630 Lycaste avenue, has been incorporated to deal in laces, webbing and textiles in general with an authorized capital stock of 1,000 shares at \$50 a share, \$1,000 being subscribed and paid in in cash.

Ludington—C. J. Peterson, who has conducted a grocery, feed, work clothing and shoe store here for the past nineteen years, has sold his store building, stock of merchandise and gas station to Andrew Larsen, who has taken possession.

Dearborn—The Dearborn Sales Corporation, 437 West Michigan avenue, has been incorporated to deal in motor vehicles, radios, furniture, etc., with an authorized capital stock of \$20,000, \$2,200 of which has been subscribed and paid in in cash.

Scottville—The T. D. Smith Co., Inc., dealer in motor vehicles, motor fuel and grease, has merged the business into a stock company under the same style with an authorized capital stock of 500 shares at \$100 a share, \$50,000 being subscribed and paid in.

Pontiac — Involuntary bankruptcy proceedings were filed in the U. S. District Court at Detroit against Bagtz, Inc., retail men's clothing, by John McNeill Burns, attorney representing Right Wear Clothing Co., \$200; Lewis Bros., \$500; Hyman Tip-litz, \$90.

Traverse City—Ralph Case, who has served as one of its directors more than thirty years, is the new President of First National Bank, succeeding the late Howard A. Musselman. W. Reed Chapin was appointed assistant cashier and A. W. Rickerd was elected second vice-president.

Pontiac—Order for distribution of a composition offer of 20 per cent. has been filed in involuntary bankruptcy proceedings against Jack Fink, retail men's wear. The Union-Guardian Trust Co. is the receiver. Assets are given as \$8,650 and liabilities, \$45,356 in schedules filed in the U. S. District Court at Detroit.

Muskegon—Albert J. Schultz, doing business as Neumeister & Schultz, has filed a voluntary petition in bankruptcy in the U. S. Court at Grand Rapids, listing liabilities at \$10,202 and nom-

inal assets at \$13,731. Creditors with principal claims are: Hackley Union National Bank, Muskegon, \$3,000; B. F. Goodrich Co., Chicago, \$752; Lape & Adler Shoe Co., Columbus, Ohio, \$994; Herbert Johnson Rand Shoe Co., St. Louis, \$905; Richards & Brennan, Randolph, Mass., \$1,520; Sinsheimer Bros. & Co., \$809; Western Shoe Co., Toledo, \$858; Julian Kokege Co., Cincinnati, \$1,541; A. J. Dearborn, Los Angeles, Cal., \$3,850.

**Manufacturing Matters.**

Saginaw—The Michigan Bean Co., Beringer building, has increased its capital stock from 60,000 shares no par value to 80,000 shares no par value.

Niles—The Arco Electrical Corporation, manufacturers of transformers for every purpose, is removing its plant here from Chicago. The company will employ sixty men and fifty women to begin with.

Houghton—Re-organization of the Carroll Steel Foundry, with a capitalization of \$250,000 and the construction of a modern steel foundry on the site of the old plant, destroyed several years ago by fire, has been announced by James Carroll.

Allegan—The Baker Furniture Factories, Inc., are now operating their three factories here ten hours per day and have increased their working force, thus giving employment to those who have been out of work. The superintendent states the outlook for good business this fall is very good.

Detroit—The American Tap-Bush Co., 6404 East Jefferson avenue, manufacturer of soda fountains, beverage coolers, etc., has merged its business into a stock company under the same style with an authorized capital stock of \$150,000, all of which has been subscribed and paid in in property.

Newberry—Announcement has been made by the Newberry Lumber and Chemical Co., that within two weeks it will resume operations at full capacity with a force of 300 men. About eighty men are to be added to the payroll when the furnaces, closed last February, are reopened. The firm has kept practically 200 men employed in the lumber mill during the summer. The chemical plant of the company manufactures pig iron and wood alcohol as a by-product.

**Emergency Road Work.**

Following up the action taken with the governors in adopting a comprehensive drought-relief program, President Hoover has authorized several Federal steps for the immediate relief of stricken areas. This action is important, inasmuch as it may take the states some little time to establish their own organizations for administering aid where it is most needed. In Virginia artillery ranges will become pastures for cattle. The diversion of water from Lake Michigan at Chicago will be increased as an emergency measure of relief for dwellers and live stock in the Illinois River valley, where the water supply has been abnormally low. But the most important Federal action thus far is the decision to advance the allocation of Federal road funds to September 1 in order to provide employment for farm

laborers who are out of work because of crop failures.

The allocation of these funds would ordinarily be made on next January 1, but by making them available in two weeks the states can, by matching dollar for dollar, enter upon much new construction as a means of increasing rural employment. This step conforms to the program for giving state and local organizations leadership in relief work. Its decentralizing nature is one of the most commendable features of the Hoover program, which has received widespread approval. Local groups are best adapted to determining their own needs and meeting them intelligently, but they will have full co-operation from National agencies.

The President has made it plain that the Department of Agriculture would "use its own discretion" in determining the emergency requirements of sections applying for road funds, but Federal allocations will not be limited to states represented at the White House conference. If the states are as prompt and generous in providing for assistance, the task of rehabilitation will soon be under way.

**Recipes For Success.**

Hard work. It is the best investment one can make.

Study work. Knowledge enables anyone to work more intelligently and effectively.

Have initiative. Ruts often deepen into graves.

Love your work. Then you will find pleasure in mastering it.

Be exact. Slipshod methods bring slipshod results.

Cultivate personality. Personality is to any individual what perfume is to a flower.

Help and share with others. The real test of business greatness lies in giving opportunity to others.

Be democratic. Unless you feel right toward your fellow men you can never be a successful leader.

Have the spirit of conquest. Thus you can successfully battle and overcome difficulties encountered.

In all things do your best. Those who have done less than their best have done nothing.

**All Joking Aside.**

Have you ever observed that when you travel on a crack train you are served by first-class porters, and that when you live at the best hotels you receive excellent attention from the waiters, elevator operators and bell-boys?

There is nothing surprising in this, but it is worth a moment's thought.

The reason why these people happen to be in these good jobs where the tips are large is because they demonstrated unusual ability to please the public in inferior jobs. They rose to the top as naturally as cream in a milk bottle.

The best doorman in New York receives a salary equal to a buyer. He works for one of the best stores, and knows the prominent customers better than the proprietor himself.

Like attracts like. The germ of a better job is in the job we are doing now. If we think our present job is unworthy of our best efforts we have supplied prime evidence that we are unfit for a better job.

**Essential Features of the Grocery Staples.**

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

Tea—Business locally in the tea market is reported to be of larger volume now than it has been for some time, with prices holding steady at the recently reduced rates. In London the market is practically unchanged but with the outlook for slightly better prices.

Canned Vegetables—Corn is the leader among the major vegetables, with cut and wax beans in their field representing increased strength. Cheap corn is hard to find in the sections which usually run to this grade, resulting in meager offerings. The South is reported to be pretty well sold up and in the Middle West many canners have withdrawn from the market until they know whether they will have a surplus over their contracts. Beans have also been affected by weather conditions and represent a similar marketing problem. Peas continue firm as they have already passed through the uncertainty in pack now encountered in the later maturing commodities. Tomatoes are not being pressed for sale by Southern canners to weaken the market and while no spectacular trading is reported, there is volume buying in all sizes.

Dried Fruits—The transition from old to new crop dried fruit is now under way. Already 1930 California apricots have been received, and before the end of the month new crop Santa Clara prunes, peaches and lima beans will be here. The prune shipment is unusually early. It seems hardly likely that the Northwest will have any prunes for shipment in September and if anything is available it will be only a few cars for the whole country to absorb. New dried fruits are coming on a favorably situated market so far as supplies go, for warehouse stocks since last spring have been abnormally light along the Atlantic seaboard. Prices have been low, supplies have been ample at the source and distributors have been buying constantly on the Coast in moderate volume, preferring to have light working stocks to any accumulation. The low prices to the consumer have tended to keep up consumption and wide outlets seem assured in the near future, since there is no indication of sharp advances to check the movement. While there promises to be plenty of prunes in California, large sizes form a smaller percentage of the crop than usual, which puts 30s and 40s in favor of the packer. The problem in Oregon is to get good quality out of the crop, which shows an abnormally large amount of scabby fruit. Even with careful grading packers fear the crop will not be as good as that of last year. Because of this situation carryover Oregons have an added value which was not anticipated. The greatest drawback to raisins is their extremely low range, which has been so constantly maintained that distributors have had no incentive to stock up for future wants.

Canned Fish—The only revision in salmon prices during the week was the lowering of sockeye quotations to a \$2 basis for halves. Pinks remain weak on the Coast and are available

here and there at \$1, although most packers are holding for advances, amounting in some instances to 25c. Dollar pinks are still in some demand but premiums are not being offered freely because of the large supply in sight.

Salt Fish — With the stopping of packing American shore mackerel three weeks ago, a better tone has developed throughout the trade, resulting in a price advance in the wholesale market amounting to 10 per cent. First-hand operators anticipate a further and similar advance in the near future. Fall business has just started both locally and in the interior markets and as mackerel is a cheap food it is being stocked freely by grocers who appreciate that the housewife is buying with economy in mind. Other types of salt fish are without important changes.

Nuts—Stocks of shelled nuts of all varieties on the spot are unusually light for the season with no prospect of an overcrowded market for some time, since importers have not been purchasing heavily for prompt to early shipment from foreign sellers. The watchword has been to reduce inventories, and this has been done so generally that there is no occasion now to press sales at irregular prices. In consequence, there is a favorable background for new crop shipments, backed up by a number of other features which add confidence to the situation. No heavy new crop offerings are being made to frighten the timid trader, while ruling prices, all along the line are such as to encourage nut meat users to continue to absorb stocks as they are needed. The market is uneventful from week to week, but it remains steady in tone. In nuts in the shell, last week's development was the announcement of opening prices on new crop Brazil nuts, while to-day the trade expects to have prices named on California almonds.

Rice—The movement of rice is not brisk, although jobbing orders are scattered among local and interior dealers who are plainly covering their nearby needs from local holdings. Often shipments are being made regularly in moderate sized parcels where usually the jobber anticipates his outlets in a more liberal way.

Sauerkraut—Packers of bulk as well as canners continue off of the market in most producing areas as high costs and reduced yields make them want to fill their contracts before they make further commitments. Buyers are marking time until a more definite market has developed.

Vinegar—With ample stocks in sight distributors are reluctant to buy freely for later outlets, although they are doing some business all of the time in a moderate way.

**Review of the Produce Market.**

Apples—Wealthy, Duchess and Red Astrachans are in ample supply at 75 @ \$1.25 per bu.

Bananas—5 @ 5 1/2 c 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 40c and 65 lb. tubs at 39c for extras and 38c for firsts.

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

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

Cauliflower—\$2 per crate for home grown.

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

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

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

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 26 @ 27c for No. 1 choice stock and 25c for general run.

Grapes—\$1.60 for Calif. Malaga; \$2 for Calif. Tokay; \$1.75 per dozen 4 lb. baskets for home grown Concord and Niagaras.

Green Corn—25c per doz. for Michigan grown.

Green Onions — Home grown, 30c per doz.

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

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

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate --- \$4.00  
Imperial Valley, 5s, per crate --- 4.25  
Outdoor grown, leaf, per bu. --- 1.00

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

360 Sunkist ----- \$7.00  
300 Sunkist ----- 7.00  
360 Red Bali ----- 6.00  
300 Red Ball ----- 6.00

Limes—\$1.50 per box.

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

126 ----- \$7.25  
150 ----- 8.00  
176 ----- 8.50  
200 ----- 8.75  
216 ----- 8.75  
252 ----- 8.75  
288 ----- 8.75  
344 ----- 7.25

New Potatoes—Home grown, \$1.40 per bu.

Onions—Spanish from Spain, \$2.25 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 ----- \$2.00  
11 by 11 ----- 1.75  
10 by 10 ----- 1.50

Parsley—50c per doz. bunches.

Pears—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.; Elbertas and Hales fetch \$2 @ 2.25. The quality and coloring of the fruit are the best they have been for years. Receipts from the Benton Harbor district are on the market every morning. The offerings on the Grand Rapids market were the largest Tuesday they have been for years. The crop is now at its height.

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 \$1.25 per bu.; Lombards, \$1.50 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 per bu. for home grown.

Summer Squash—\$1 per bu.

Tomatoes—\$1.25 per bu. and 90c per 1/2 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

**Gabby Gleanings From Grand Rapids.**

The Hoekstra Tractor & Equipment Co., 138 Jefferson avenue, has taken over the business of the William Ford Co., Inc., 805 North Ottawa avenue. The officers are as follows: Harry Cohen, President, Galien, Ohio; N. Gilbert Knight, Vice-President, Galien, Ohio; John F. Hoekstra, Secretary-Treasurer, Grand Rapids. Authorized Capital, \$15,000, all subscribed and paid in. Paid in cash, \$2,823.78; in property, \$12,176.

The Knappe & Vogt Manufacturing Co. has purchased the patents and business of the Hot Shot Water Heater Co. in Chicago and has removed the machinery and other equipment to Grand Rapids. The new industry will be located in the factory of the purchaser on Richmond street. Fifteen men and women have already been added to the payroll and as many more will probably be furnished employment during the next two weeks.

The Winters & Crampton Manufacturing Co. has received a large order for hinges and locks from the General Electric Co. for use on the electric refrigerators manufactured by that corporation.

Professor Blumenthal, the noted psychologist, left the city Saturday to join two Detroit capitalists in establishing a personal service organization in the metropolis of Michigan.

R. Newhouse has sold his grocery at 251 Cedar to William Grotenhuis, who will continue the business at the same location. Mr. Newhouse has engaged in the grocery business at Walker Station. The stock was furnished by Lee & Cady.

Roy A. Clark, manager of the local branch of the National Grocer Co., denies the report that he and associates will engage in the wholesale grocery business at Cadillac.

J. E. Martin has uttered a bill of sale on his grocery stock and equipment at 315 Irving to H. Vander Zwaag.

You must never let the discourtesy of a customer lead you to be discourteous.

### Late News From Michigan Metropolis.

Evidence of undying friendship between the owner of a North End drug store, the windows of which are plastered with strips advertising the rare quality of his soda fountain luncheons, and the proprietor of a restaurant next door, can be gleaned from the following sign conspicuously displayed in the restaurant window: "We don't sell drugs. We sell only good food, prepared by experts."

The J. H. Meyers Drug Co. store, at Grand River and Seven Mile road, Redford, was the prey of thieves for the third time recently, when forced entry was gained and \$95 in cash stolen.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Joseph Sominsky, dealer in men's clothing, 9671 Gratiot avenue, by Bryant, Lincoln, Miller & Bevan, attorneys, representing Charles Meyers Co., \$282; Idle Knit Co., \$108; Ideal Cap Co., \$178.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Charles R. Cornfield, retail men's wear, by Fashion Shoe Co., \$140; Philips Jones Corp., \$75; Elwood M. Bayne, \$1,175.

The first meeting of creditors of the Becker Shoe Co., in voluntary bankruptcy, will be held on Sept. 11. A public auction sale of merchandise and fixtures will be held subject to confirmation of the court on Sept. 20. Stock is appraised at \$490 and fixtures at \$191. The Union-Guardian Trust Co. is the receiver. Assets are given as \$1,655 and liabilities, \$23,715, in schedules filed. Unsecured claims of \$500 or more are: George Durst, Detroit, \$500; John & Frank Kengel, Detroit, \$3,175; Henry Komrofsky, note, Detroit, \$1,765; M. R. Layton, Leslie, \$500; M. B. Thayer & Co., East Rochester, N. H., \$5,123; Whitman & Keith Co., Brockton, Mass., \$7,777.

Involuntary bankruptcy proceedings have been filed in the U. S. District Court here against Benj. Barnett, dry goods dealer, 7850 West Vernor avenue, by Fixel & Fixel and Irwin I. Cohn, attorneys representing Edson Moore & Co., \$1,830; Milton Kuttbauer \$57; Schoenfeld & Schoenfeld, \$262.

Labor Day, marking an arbitrary if not an actual acceleration of activity, has passed, and with its passing has come an improved state of mind in the automotive industry. The more optimistic tone is not entirely based upon the calendar. Reports from several sections of the country tell of specific improvement in retail sales. This fact, together with the calendar end of the normal doldrum period, has helped to make the outlook here brighter.

Conditions still are admittedly far from normal, however. Slight as it is, though, the improvement is regarded as having a positive flavor. New models and a lowering of prices are counted upon to stimulate the "Indian Summer" business which the industry normally finds during the approaching season. September production will be far behind that of 1929, when 429,000 cars were manufactured. The month never has been one of large production normally, and if it exceeds August

as many think it will, the fact will strengthen the new note of optimism.

Considerable interest is noted here in the announcement subsequent to the experimental price cut by Oakland-Pontiac. That the reduction stimulated new car sales, with a resultant increase of 70 per cent. in ten days, is held significant. Even more importance is attached to the 18.6 per cent. gain in used car buying by patrons of the same dealers. It is taken as a positive sign that the consumer is beginning to consume again.

With Cadillac's projected introduction of its V-12 on Oct. 13, it is recalled here that nine years have elapsed since this type of car was on the market. In the history of the American industry there have been seven 12-cylinder products. Packard introduced one in 1915 and produced it until 1922. National offered a 12-cylinder model in 1916 and continued its manufacture for three years. Others were the Pathfinder, Haynes, Austin, Cole and Hal.

Speaking of price cuts as harbingers of new models, the reductions recently announced by a manufacturer not located in Detroit are prefatory to a "flock of new eights," to quote a representative of the company. The appearance of the new line within the next few weeks is counted upon to add zest to the situation in the medium price range.

The platform or ledge of the splash apron just below the cowl is fast disappearing on some of the more expensive cars. It is abolished in the new Cadillacs, for instance. The body line follows the frame rail. In addition to improving appearance, the change eliminates a spot that has been an easy catcher of dust and dirt and, beyond that, hard to clean.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, Sept. 8.—September has started with some more nice weather and if it continues during the week Chippewa county will have a successful fair, with a record breaking attendance. Everything is set for the fair. The races promise to be the best on account of the many entries. It looks as if they will have to put on extra races to accommodate the horsemen. The carnival has arrived and the free attractions are the most expensive we have ever had. Besides the many extra concessions this year and the large display of country products, which are much better this year on account of the lateness of the fair dates, there will also be more livestock shown than heretofore. The schools as well as the business houses are all going to close for one afternoon, so that all will have an opportunity to attend.

The store of Nicholson & Shilling, at Eckerman, which was destroyed by fire several months ago, has been rebuilt and will again open for business next Monday. The Automotive Electric Co., of Newberry, has installed a 1,500 watt Kohler plant at Eckerman, which will light the store, hotel and other places there. It is expected that the army of hunters will be greater than last year, which makes the store one of the busy places during the hunting season.

"We have sight and sound in pictures," says a writer, "and smell will soon be introduced." What is really needed by some of the films we have seen is a little good taste.

A. W. Reinhart, the well-known Brimley merchant, reports that his

place was visited by burglars last Friday night and \$10 in change and a quantity of cigarettes taken. The thieves did not stop at that, but broke into the Gorden-Kinnear garage and took several tires and the cash register.

Leon Degleman, vice-president of the Michigan Hotel Association, also manager of the Ojibway Hotel here, will be the local host of the annual association convention which will be held in this city Sept. 25 for a three day session. It is expected that there will be upwards of 150 delegates in attendance. One of the features of the Michigan Hotel Association program is a golf tournament sponsored by the Association. The players play for a cup, held in the Association and contested every year.

The Carpenter-Cook Company, of Menominee, has leased the large wholesale warehouse of the National Grocer Co., in Escanaba. H. L. Saunderson is manager.

Banley Park has been selected for the annual regional meeting of delegates to the Upper Peninsula Association of Business and Professional Women. The meeting will be held during the last week in September. Arrangements for the conference are in charge of Miss Alice Reau, of Escanaba, Mrs. Mae Mathews, of Sault Ste. Marie, and Miss Ruth Sinclair, of Marquette.

Ishpeming is planning to have a new hotel. Not that any fault can be found with Anderson Hotel, as its service is satisfactory and popular with the traveling public, but the citizens consider there is room for another good hotel. There seems to be a good possibility of help from strong financial sources.

Over 30,000 crates of blueberries have been shipped out of Chippewa county this season. Other counties have also been shipping their share. It is estimated that the crop in the Eastern part of the Peninsula will be worth \$500,000. The large army of pickers has made much extra business for the merchants near the berry patches.

William G. Tapert.

### Late Business News From Indiana.

Greenwood—Claude Herbert, 35, a retail merchant here and member of the Greenwood Business Men's Association, died at his home here after a short illness. He is survived by the widow and two children. Burial was in the city cemetery.

Alexandria—C. V. Cochran came here recently to take the managership of the local Miller-Jones shoe store, coming from the Muncie store.

Lafayette—The Richfield Clothing Shop, 128 North Third street, is going out of business, closing out the entire stock of clothing and furnishings for men and young men. The fall merchandise had been ordered before the decision was made to go out of business, so the incoming merchandise is being closed out at closing-out prices.

Hammond—R. C. McLaughlin has resigned from the McLaughlin Mill Supply Co., Inc., 274 Michigan avenue. L. Freeman, secretary of the concern, who made the announcement, states that there has been no change made in the firm name.

Indianapolis—A bankbook dropped during a holdup at the Hanover shoe store here by a monied, but careless burglar, resulted in his capture. As a salesman was waiting on him he brandished a revolver and demanded the store's money. At the rear of the store, he tied up two salesmen with picture wire and had only completed this job when a woman and two chil-

dren entered. This so flustered the bandit that he walked from the store and was lost in the crowd. Police investigation revealed the bankbook and it was only a matter of hours until the bandit was in custody and identified by the salesmen. He made a complete confession to the police. He told the police that as they arrived at his home he had just discovered the loss of the book and was preparing to leave the city.

### Are We Going To The Dogs?

Recently published reports in the American press lead me to the conclusion that it is.

Dr. A. W. Holmes, of Philadelphia, declared that only 1 per cent. of the people in America do any original thinking.

Professor R. E. Rogers, of Boston, stated that the mental inferiority of the modern American is due to feminine thinking, produced by fifty years of women teachers.

Rev. William Kelly, of Pittsburgh, said that 50 per cent. of the men in college in this country should be out working for an honest living."

Dr. K. A. Menninger, of Topeka, asserted that there are no normal Americans. Every one is either sick, stupid, unsocial, asocial, moody, neurotic or psychopathic.

L. A. Tatum, of Tallahassee, maintained that the large percentage of "infidel instructors" in American universities was ruining the character of American youth.

Pussyfoot Johnson warned that "this is a perilous hour—there are 30,000,000 young men and women in America who sneer at prohibition."

William A. Delano, of New York City, lamented that "the skyscrapers in America are making life as sterile as possible."

The National Barbers' Association, convening in Chicago, reported that the American man was becoming "perfume conscious," and that lilac was his favorite scent.

Dr. W. M. Davis, of Los Angeles, notified the country that the Grand Canyon of Colorado is rapidly disappearing.

Isn't that pretty convincing proof?  
W. E. Farbstein.

### Dice Played With Cards.

A deck of fifty-two cards which may be used for dice playing as well as for any of the standard card games has recently been put on the market. Of slightly smaller dimensions than the usual type, the new cards, in addition to the conventional symbols, carry imprints of dice numerals. When used as dice, two cards at a time are thrown face up. The scoring follows the regular dice procedure. The cards are of good quality stock and are priced to retail at 50 cents. The dice feature of the playing cards has been patented.

### Why the Parade?

Two Irishmen watching Shriners parade.

"Who are those fellows, Mike?"

"They're Shriners."

"And what are Shriners?"

"Why they're Masons."

"Sure and what the devil do they want now? They're gettin' \$18 a day."



**Recent Mercantile News From Ohio.**

**Cincinnati**—Three new shoe departments will be added by the H. S. Pogue Co., about Oct. 1, when the store will be enlarged by about one-third its present size; walls having been broken through to make connections with the new Starrett building, Fifth and Race streets, adding nine additional floors. A popular priced shoe department will be opened in connection with a basement department, the buyer being Henry Mempher, former buyer of Rollman's, Cincinnati, with shoes at \$7. A shoe section will be opened on the third floor in connection with the ready-to-wear dress section, running shoes priced \$8.50 to \$10. This department promises many new details and a carefully planned setting. At the same time a new junior shoe department will open on the first floor in connection with their present shoe department, the junior and third floor sections being under the direction of their present manager, Mr. Rasmussen. With their new expansion the company expects to do considerably over a million dollars worth of shoe business the coming year.

**Cleveland**—Funeral services were held here for H. I. McHenry, aged 53 for many years associated with McHenry's, Inc., hat renovating establishment here. He was a son of the late James McHenry and with his brother, Frank, conducted the business here. Mr. McHenry was known as an expert in income tax affairs and for several years he instructed the income tax staff in Washington.

**Cincinnati**—Specifications in opposition to the discharge in bankruptcy of William T. Calderine have been filed in U. S. District Court here by the American Credit-Indemnity Co., a creditor. The objecting creditor charges that the debtor made a false oath in that he knowingly omitted certain creditors and some of his property from his schedule in bankruptcy and that within the year immediately preceding the filing of his petition in bankruptcy he transferred, removed, destroyed or concealed assets or permitted this to be done, with intent to hinder, delay and defraud creditors. It is also alleged that Calderine has failed to explain satisfactorily the deficiency of assets to meet his liabilities. Calderine filed a voluntary petition in bankruptcy in July, 1929. He scheduled liabilities of approximately \$31,000 and no assets. His petition for discharge is scheduled for hearing in U. S. District Court here on Sept. 22.

**Youngstown**—S. H. Robins, trading as the Globe Store, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$8,131 and assets of \$3,166.

**Cleveland**—Funeral services were held here Sept. 5 for Lee McGean, 27, for the past year men's clothing buyer at William Taylor Son & Co. Mr. McGean was killed Saturday while driving his automobile in the city. Mr. McGean's car turned over three times when it swerved into a short spur track at a New York Central railroad crossing in town. His death was instantaneous. A companion riding with him escaped with minor injuries. Mr. McGean is survived by his parents, Mr.

and Mrs. W. H. McGean. He was a graduate of University of Pennsylvania and was a member of Phi Kappa Psi fraternity. Lee McGean had a rapid rise in the clothing business. Immediately after graduating from Wharton school, University of Pennsylvania, Mr. McGean became associated with Wm. Taylor's and within two years he achieved the position of buyer for the men's clothing department. He was well known in Cleveland social circles.

**Columbus**—John Fred Ganschow, 76, a well known retired retail shoe dealer died at his late residence, 42 13th avenue, following a long illness. He came to Columbus in 1909 from McCook, Neb., where he had been in the retail shoe business for 18 years. He opened a retail shoe store at 580 North High street, Columbus, which he conducted for a number of years. He is survived by a son and a granddaughter. Funeral services were held at the residence yesterday with burial at Danvers, Ill.

**Cincinnati**—Harold Lipp, 1018 Burton avenue, Cincinnati, conducting a retail ready to wear and millinery store at 828 Monmouth street, Newport, Ky., has filed a voluntary petition in bankruptcy in the U. S. District Court at Cincinnati without schedules.

**Chillicothe**—Installation of equipment in the new factory of the Stern-Auer Shoe Co. at this place has started under the direction of Christy Reggie, who will be manager of the plant. Alvin Sallinger, secretary of the company, which has headquarters in Cincinnati is also on the ground. It is believed that the plant will be started in about three weeks at a rate of about 300 pairs daily. It is expected to have the plant up to a capacity of 1,000 pairs daily within a few months.

**Cincinnati**—George R. Vollman, well known shoe manufacturer with an extensive experience covering the manufacturing and marketing of women's footwear, has become a stockholder in the Miller Shoe Co. here, and has been appointed general manager of the business, including supervision of the selling end.

**Lima**—Theodore Michael, 554 West Market street, clothing merchant, shows liabilities of \$21,060. Creditors for \$500 or more are: Union Savings & Loan, Lima, \$14,528; Old National City Bank, Lima, \$3,753; Braburn, Rochester, N. Y., \$611; Alfred Decker & Cohn, Chicago, \$1,100. Assets are wearing apparel and jewelry in the amount of \$250, and insurance policies, the total amount shown by the face thereof being \$19,000. No cash value was given. The schedules further state that "Petitioner formerly held stock in the Michael Clothes Shop, Inc. Said corporation went into receivership and there was not sufficient money to pay all the creditors of said corporation. Said stock held by Theodore Michael being of no value. Said corporation is now non-existing and out of business." There are apparently very few assets and these are claimed to be exempt.

**Cleveland**—A. C. Cook, vice-president, Warner & Swasey Co., manufacturer of turret lathes, has resigned, as of Sept. 10. Mr. Cook has been

with the company for twenty-nine years. At one time he was manager of the New York sales offices. Later he was general manager of sales and then representative of the concern in Europe for a few years. His plans for the future will be announced later.

**Cincinnati**—Morris Lucas, trading as the Northside 5 & 10 & Dollar Store, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$6,864 and assets of \$3,000.

**Columbus**—Upon the application of the Citizens Publishing Co., of Columbus, in Court of Common Pleas here, C. M. Gibson, attorney, at 9 East Long street, was named receiver by Judge John R. King for Office Bros., Inc., conducting men's and women's credit clothing stores in this city and Springfield. The receiver gave bond and took charge of the two stores. The Columbus store is located at 230 North High street. Liabilities are estimated at \$75,000, of which the following are the largest creditors: Huntington National Bank, Columbus, \$8,000; Kling Bros., Chicago, \$5,000; J. Friedman & Co., New York, \$4,610; Citizens Publishing Co., \$1,400, and a Springfield bank, \$1,200. Assets are estimated at \$7,000 for fixtures and stock in two stores and \$45,000 in accounts receivable, of which it is believed that 25 per cent. are collectible. Robert Fox and Harry Meisner were named appraisers. Office Bros., Inc., was formerly a clothing manufacturing concern and made men's clothing. Three years ago it discontinued manufacturing and opened a chain of eight clothing stores, of which two were operating at the time of the receivership. Stores had also been operated in Chillicothe, Marion, Delaware, Hillsboro, Zanesville, and Newark.

**Will There Be More Wars?**

A War Department announcement called attention to Aug. 3 as a very important anniversary date. Several outstanding events were mentioned, but we wish to mention particularly that it was the sixteenth anniversary of the declaration of war between Germany and France, and as such has been the basis of considerable happy and unhappy speculation.

From various sources it has been brought out that since the final wind-up of the war the world has made progress in the matter of pledges against international strife. There was the establishment of the League of Nations, the Washington Disarmament Conference in 1920, the Pact of Locarno, the Pact of Paris, the establishment of the World Court at the Hague and the recent treaty signed as an outcome of the London Conference.

All of these should give us hope, but in a recently published interview John Bassett Moore, a former judge of the World Court, assures us that we have not seen the last of war. He doesn't condemn us to an eternity of war, but he does ask that the talk of war and peace be put on a different basis.

Much of this talk has been wholly stupid and aside from the point. The answer to our stupidity lies in a very striking statement made about 1,900 years ago by that Roman philosopher

and statesman, Seneca, "We punish an individual guilty of assault or murder, but the massacre of a people is considered a glorious deed." Our stupidity is that in 1,900 years we haven't changed our thinking much.

George H. Cless, Jr.

**When On Your Way, See Onaway.**

Onaway, Sept. 8—Beautiful weather and numerous September visitors; late ones, as though determined not to be deprived of at least a short vacation before the season closes. Well, with the exception of at least a few stormy days, September and October are really the beautiful months, offering a grand finish before King Winter takes command. That won't be so bad, just gives the poets an opportunity to compose poetry on the "beautiful snow." After all, dreading the coming of winter is an awful habit to get into, just because a few more years are added to one's life and, perhaps, the blood runs a little bit thinner, or the circulation becomes impaired, owing to inactivity, slight pressure on nerves, over eating and defying the laws of nature. Cheer up, take a deep breath and greet the pure, crisp, sparkling air with a smile. Shake hands with that cheery, brilliant, sparkling old visitor called winter, so brilliantly decorated with diamonds in his hair and whiskers. He is such an invigorating old chap, don't you know? Nothing sluggish or lazy about him, but full of snap and energy; that's what makes Michigan what it is to-day. It makes the world go round.

Miss Mary Emmons and brother, of 5808 Second street, Detroit, are spending a week at their club house, Black River Ranch, Silver Lake, before returning to their schools.

W. H. Fish, of the Detroit Institute of Art, has been spending two weeks with his family in Onaway.

A. M. Hopperstead and Guy D. Greene, of Alpena, representing the State Highway Department, held an official meeting of the Onaway city officials at the city hall Friday.

Squire Signal.

Not every suggestion brings a reward; nor does every blossom produce an apple.



The Original E-Z Seal Jars.  
Every jar guaranteed perfect.

**ATLAS  
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### FAILURES INCREASE.

While the number of failures reported by R. G. Dun & Co. for August fell below the 2,000 mark for the first time in any month this year, the rise in liabilities to \$49,180,653 indicated that the effect of the business depression is taking its toll of larger concerns. The liability figures were 45 per cent. over those of a year ago as against a rise of only 8.6 per cent. in the number of defaults.

Previously the business mortality statistics indicated that the smaller firms were bearing the brunt of severe competition. In the field of distribution the small unit suffered from the onslaught of the chains and the many changes in merchandising which have developed in the last two or three years. Mergers, shifting styles and markets and new modes of distribution caused similar difficulties for small manufacturers.

The advent of a depression, however, usually changes these conditions. The mass distributor or producer finds new problems on his hands when full-scale operation is no longer possible. His margins are narrow and his overhead is heavy. Often he does not possess the flexibility which changing conditions put a premium on. That is why questions are raised concerning the future of not a few organizations which were eminently successful in times of satisfactory business but which must pass through the test of trade reaction to prove their mettle.

Of course the easy financing which preceded the security collapse last fall also brought into existence many concerns which were speculative rather than sound business enterprises. The failure records will probably continue to check off such ventures.

### HOLIDAY OBSCURED TREND.

Beyond indications that manufacturing operations were reduced a little more than usual for the holiday, there was little in the way of new developments last week. Steel activity gained a little, according to trade authorities, and automobile output declined. It was the drop in the motor production and the sharp decrease in electric power consumption that pushed down the weekly business index. The holiday, however, was a factor in the latter case, at least, and for a more accurate conception of how fall activities in industry are likely to develop the statistics on another two or three weeks will be needed.

The report on August building, issued during the week, indicated a decline of 5 per cent. in contract awards under July and a drop of 29 per cent. from the total of August, 1929. For the eight months of this year the decline in contracts has been 19 per cent. under those in the corresponding period of 1929. Since building costs are slowly sagging, allowance must now be made to some extent for this factor in comparing contract values. The August report, however, discloses a setback which probably reflects this cost reduction on top of the previous rate of actual operations.

The movement in wholesale commodity prices during the week was

again reassuring. There was only a fractional increase scored by the Analyst weekly index, but at least the former advance was held. Price increases in food products, textiles and metals offset declines in farm products and building materials. The latter have eased considerably in the last month.

### FAVOR LOWER PRICES.

Several months ago a canvass of opinion among retail merchandise executives brought out that most of them were in favor of maintaining retail price levels and offering the public better qualities as a way of reflecting the decline in commodity values. This was before price reductions in the wholesale markets had become either as sharp or as widespread as they have in the intervening period. It was also before some of the large distributors had seized the opportunity to put prices on a replacement cost basis.

Another survey recently conducted discloses that store managements have quite reversed their former notions. The majority is now decidedly in favor of lowering prices just as far and as quickly as wholesale reductions permit. It is pointed out that the public is fully aware of the drop in commodities and expects to find lower prices in the stores and is a good deal more interested in getting accustomed quality for less money than in getting something better for the usual price. This canvass brought out that several store owners believe recent increases in savings deposits indicate the public is able and willing to buy more, but must be attracted by unusual values.

The view is frequently heard, of course, that a recognized price level has advantages over unusual quotations, but, after all, the established price was just as unusual when it was first being quoted. In most cases, these recognized prices represent bargain levels under the values established after the war. It is not unlikely, therefore, that a new set of merchandise quotations is in the making now.

### DRY GOODS CONDITIONS.

While the holiday reduced trade volume last week, it also marked the conclusion of the vacation season, and sales are stimulated by the needs of those who have returned to their homes. Clearances are continued in some lines, but consumer interest is now turning to early fall requirements. School goods are promoted more extensively this year, with emphasis upon exceptional values. The response is reported as quite brisk. Adult apparel and home furnishings also attract good business.

Early reports on August retail business fall fairly well in line with what was expected. The average decline under last year will not run quite as high as in July. One of the large mail order chain systems, however, reported a loss of about 16 per cent. It was explained that this decrease was due in part to lower prices this year, but also to the fact that prepayment of freight has been given up, whereas a year ago it had just been introduced and advanced sales materially.

In retail quarters it is admitted that the next two weeks present more or less of a critical period, since it will be determined just how fall business is likely to shape up. Present prospects point to fairly satisfactory business where values have been properly tested out, although a great deal depends on general business conditions. There is a growing sentiment among retailers that, once the public makes up its mind that prices are right, purchases will become more liberal.

### EMPLOYMENT PLANS.

It is perhaps too much to expect that once the business tide has turned and prosperity is again in sight the task of finding ways of preventing unemployment crises will proceed as actively as at present. Certainly little came of the important conference and studies during the Harding regime beyond the suggestion that Government and private building might be encouraged to offset a slump.

However, there is this difference now which may promote the cause of stabilizing employment. It is the almost universal thought among industrialists that workers are also consumers and that to keep business good wages must be maintained and operations as far as possible continued, if only on a part-time basis. That is an entirely different conception than the former policy of management which considered a depression as hard luck and yet as an opportunity to slash wages so that future profits might be larger.

Enlightened self-interest has thrown this policy into the discard and the ideas of progressive management are to-day receiving attention and approval to an extent that would not have been even tolerated only a few years ago. Therefore, out of the present discussions that deal with methods for maintaining employment and reducing its evil effects may come more progress than has been made in any previous depression, although, as indicated, easy times will again tend to obscure the problem.

### IN THE 100,000 CLASS.

While the 1930 census has shown that the largest cities, with only a few exceptions, have not gained as much as had been expected, owing to the rapid expansion of their suburbs, the latest official compilation confirms earlier estimates of a substantial addition to the number having a population of more than 100,000. Twenty-six which had a lower rating ten years ago have now entered this class, making a total of ninety-four above the 100,000 mark.

At the outbreak of the civil war only eight American cities had more than 100,000 population. Chicago had 109,000; St. Louis 161,000; Cincinnati, 161,000; New Orleans, 169,000, and Boston, 178,000. Baltimore, with 212,000, was the third city. Philadelphia, with 565,000, was second. New York was first, with 1,174,779.

The list of states with cities of 100,000 is led by Massachusetts, with nine. Two of these, Cambridge and Somerville, are really part of metropolitan Boston. Ohio, with eight, is second. New York has seven, New Jersey six

and Pennsylvania five. Three Florida cities, Jacksonville, Miami and Tampa, have leaped into this class in which that State formerly had no representative. Miami had a gain of 273 and Tampa of 96 per cent. Most of these additions to the 100,000 class, like their larger sisters, possess extensive metropolitan areas which, if included, would give them a much higher rating.

### STATISTICS OF CRIME.

Three years ago the International Association of Chiefs of Police, assisted by the Rockefeller Foundation, began a compilation and study of crime statistics. On the authority of Congressional action, the United States Department of Justice has just taken over this important work, with 800 cities already making reports.

The value of accurate and comprehensive information regarding major crimes can hardly be overestimated. This country has often been accused of lawlessness, and such figures as have been available show that the average American community produces a crime record much worse than would be the case in most other countries. But crime statistics have been glaringly incomplete.

It is probable that Government supervision of the collection of crime statistics will lead eventually to establishment of clearing houses for prevention and suppression of criminal activities that would be powerful factors in reducing the total number of offenses. There can be too much activity by the central Government, but when it fosters centralized defense against criminals, the only element with any adequate reason to complain will be the criminal element.

### WHAT THEY READ.

There is a widespread impression that the tired business and professional men devote their spare time to reading detective stories. When it is known that the average sale of such books is only about 10,000 copies, the baselessness of this impression becomes apparent, for there are many times 10,000 tired professional and business men in the United States every evening.

The Book Publishers Research Institute has been asking a large number of prominent men what they read and how many hours a day they devote to it. The average number of hours is two, but some of the men reported that they read from four to five hours a day. More than one-half of those reporting read more biography than anything else. George W. Wick-ersham, for example has been reading Lord Haldane's "Autobiography," Sir Cecil Spring-Rice's "Letters and Friendships," Maurois's "Byron," besides rereading Dante, Cervantes and Shakespeare. Pierre S. du Pont is interested in history, and Newton D. Baker reads economics and international relations. Galsworthy's "Forsyte Saga" is about the only modern fiction mentioned.

You show your knowledge as well as your ignorance by the questions you ask.

Perfect accomplishment is the result of unhurried precision.

## OUT AROUND.

## Things Seen and Heard on a Week End Trip.

The first piece of news which we encountered on Saturday's Out Around was depressing. On entering Lowell we were told that the International Harvester Co. had "cleaned up on" Arthur Schneider, who has been engaged in the implement business for several years. He recently uttered a chattel mortgage on his stock and book accounts. The former was inventoried at \$11,000 and the latter at \$600. The mortgage was recently foreclosed and at the sale Saturday the purchaser bid in the property covered by the mortgage at \$4,000. Walter Hunter, who has clerked for four years for Mr. Schneider, was placed in charge of the business by the purchaser and Lawyer R. E. Springet has arranged to grind Mr. Schneider through the bankruptcy court. Mr. Schneider has been my friend and subscriber for several years. I hope he will be more fortunate in future undertakings of a business character.

The Ionia County Road Commission is widening the road between M 21 and the village of Saranac. I am told that it will be covered with cement as soon as the roadway settles.

I never visit Saranac that I am not reminded of Frank H. Spencer, who conducted a department in the early days of the Tradesman entitled Leisure Hour Jottings. Mr. Spencer was a druggist by occupation, but he found time to do considerable writing of a worth while character for high class trade journals. His contributions to the Tradesman were models of diction and beauty, disclosing a thoughtful mind and a well-trained hand. As I recall his connection with the Tradesman it covered a period of about ten years, being severed only by the death of the writer.

H. J. Houserman, the Saranac grocer and meat dealer, recently established his son in business at Lyons. He bought the most modern fixtures he could find for the meat department. The young man started out under favorable auspices and made money every week he operated, but love of home and a hankering desire to be near his parents overcame his ambition to possess and manage a business of his own, so he is now back in his father's store at Saranac—and Mr. Houserman has a complete equipment of meat fixtures for sale.

Large numbers of workmen are still employed in the extension of M 21 from Saranac to Ionia, putting up and painting posts and cables at dangerous places, widening the side roadways for horse driven vehicles and drawing away the piles of stones which are everywhere in evidence along the line of the extension. The section of M 21 from Grand Rapids to Ionia is so replete with ups and downs and variety of landscape that it is bound to be one of the most frequented thoroughfares

out of the Second City by lovers of the unusual and the beautiful.

I never invade Ionia without having about every other person I meet enquire, "How's Lee Hutchins?" I invariably say "Fine," because I see him nearly every noon at the Peninsular Club and occasionally have a little chat with him over some matter of mutual interest. His ability to retain the respect and love of those who knew him up to the time he left Ionia, about forty years ago, is to me little less than remarkable. Of course, I can understand the situation because his personality is such that he leaves a lasting impress on every one with whom he ever comes in contact. Many who enquire about him hark back to the time when he began his business career washing bottles in the drug store of Taylor & Cutler. They scrupulously followed his steady advance in the business world—as a careful compounder of prescriptions and a man who dealt out poisons with a firm and steady hand; a traveling salesman who never stuffed an order or crowded goods on his customers which would not find ready sale; an accountant who never made a mistake and whose statements of account were always accepted as final; a credit man who made few losses and yet was able to turn down an applicant for credit and retain his respect and friendship; finally as the manager of the most successful independent wholesale drug establishment in the United States, made so by the wise and efficient management he has given the institution for the past thirty years. While he was doing these things and accomplishing results along right lines and most approved methods he still found ample time to devote attention to a systematic course of reading of a mind broadening character; to show his hand in a most effective manner in so shaping school, church and civic matters as to give them the benefit of his lofty ideals and energetic understanding and conclusions. Few men are ever able to do these things and do them as well as Mr. Hutchins has done them. I do not wonder that the friends of his youth continue to have an abiding faith in his accomplishments and in his ability to do some things a little bit better than any other man of their acquaintance.

Having a few moments at my disposal, I just naturally called on Fred D. Keister, who has a most remarkable accomplishment to his credit in the shape of a county seat weekly newspaper which is pronounced by the National Editorial Association as the best exponent and example of country journalism in the United States. Mr. Keister has been under the weather for some months, during which time he has made several visits to the University hospital at Ann Arbor in order to locate the cause of his illness. The doctors can find no organic trouble and attribute the impairment of his vitality to a nervous breakdown, from which he now is happily recovering. I could not understand how the high character of the News could be main-

tained during Mr. Keister's absence, but when I was introduced to the sturdy son, who undertakes to fill his father's shoes when the elder is away from his post of duty, the problem was answered to my entire satisfaction. Mr. Keister apparently has a most efficient organization in all departments and I think he has been especially fortunate in the rearing and training of such an exceptional son. I was happy to learn that both father and son were graduates from the same educational institution of which I am an alumnus—the University of Hard Knocks. I have unbounded respect for our great institutions of learning and always feel like taking off my hat to the product of higher education, unless its possession makes the man a snob, but it so happens that most of the successful men I have had to deal with in a business career covering a period of sixty years happen to be men who are practically self-educated. How much more successful they might have been if they had had the advantage of the background of a collegiate education is one of the things I have never been able to settle in my own mind.

In naming the men who purchased Mr. Widdicombs' interest in the old wholesale grocery firm of Musselman & Widdicombs in Out Around last week I unintentionally omitted the name of James M. Barnett, who was President of the Old National Bank the last years of his life. Mr. Barnett was the first man Mr. Musselman approached when he was seeking partners to purchase the interest of Mr. Widdicombs. Mr. Barnett listened patiently to what Mr. Musselman had to say and then replied: "I have made no investments such as you propose for many years, but because of your record in this community I am going to make an exception to this policy and take the amount of stock you have allotted me."

I feel no hesitation in stating that I think the operation of the Federal bankruptcy law is the greatest farce we have to face in any department of human endeavor. Lloyd Garrison, special Assistant Attorney General, named by Solicitor General Thomas D. Thacher to take charge of the investigation recently ordered by President Hoover places a strong emphasis on the study of discharges of debtors in bankruptcy, which is actually a more important problem than that of the purely administrative task of collecting and distributing assets. In a recent letter from Mr. Garrison he made the following statement of facts, which is certainly appalling:

"Nearly 90 per cent. of all bankruptcies year after year are voluntary ones. In more than two-thirds of these voluntary cases not a penny of assets is recovered for creditors, whereas only one-fifth of the voluntary cases involve no assets. Nearly 90 per cent. of these voluntary cases are persons other than merchants or manufacturers, about one-half of them being wage-earners. The average voluntary bankrupt comes into court with about 7

cents on the dollar of assets to liabilities.

"When we consider that last year nearly a billion dollars of liabilities were involved and that about 92 per cent. of this enormous sum was wiped out, we realize how important it is to consider the whole problem from the point of view of our method of dealing with bankrupts. What we must determine is what should be done with the bankrupt; whether we should turn him loose again on the mercantile community or whether he should be held in some degree responsible for his just debts."

Mr. Garrison asks the co-operation of trade journal editors and suggests that they supply the Department of Justice with data, discuss the subject at their annual conventions, send out questionnaires to their jobbing friends, devote some space to it in their trade papers and co-operate with the Government field agents in their localities.

Taking advantage of the current popularity of the chain-independent controversy as a debate topic in colleges and high schools, the National Chain Store Association is doing its utmost to win over the coming generation of consumers to the chain idea. During the six months ended July 31 the Association supplied material on its side of the question to almost a thousand debaters, and it recently engaged a debate coach to prepare a complete debaters' manual. More than five thousand debates on this subject are expected to be held during the school season beginning this month.

What is the independent merchant doing to combat this organized effort on the part of the chain stores? Absolutely nothing. The clerk of to-day is the merchant of to-morrow and the student of to-day is the householder of to-morrow. It is imperative that both be properly informed regarding the evil tendencies and dishonest practices of the chains. The Tradesman has published 5,000 columns along this line during the past twenty years—over 1,000 columns during the past three years—yet very few merchants have preserved this mine of wealth and information, as they should have done. Every day in the year I receive letters from teachers and students, requesting information which they can use in debates in schools and lyceums on the chain store topic. I invariably reply that they can borrow files of the Tradesman from their local merchants covering every phase of the subject. In nine cases out of ten word comes back to me that the merchants do not preserve their copies of the Tradesman, as they should. This makes it necessary for me to go over my files and make up a bundle to meet each requirement, which could have been supplied by any merchant if he had taken the same trouble to carefully preserve his old files as I do. Considering how little trouble it is for merchants to retain their copies of the Tradesman as they reach them from week to week I am somewhat disgusted over their negligence in this respect. As a matter of fact, I am sorry to say that nine cases out of ten independent

merchants do not handle chain store competition as if it were a personal matter, but assume that the other fellow will do what they should do themselves. Until they right about face in this matter and do their part, cheerfully and painstakingly, they will continue to hand out money to freaks, cranks and sharpers to do what they could just as well do themselves. If they do it themselves, it will be done. If they entrust the job to others, nothing will be done and they will never again see the color of their money.

E. A. Stowe.

#### A Gold Star Mother's Pilgrimage.

Mrs. C. C. Omans, of Ann Arbor, the first and so far the only Gold Star mother from Washtenaw county to make the journey to the grave of a son in France on one of the Government provided trips, has returned, rich in experience and full of appreciation for the privilege.

Mrs. Omans left New York on June 14 on the mail steamer President Harding (returning on the President Roosevelt—a twin boat) and reached Plymouth, England, in eight days. The Harding docked just long enough to discharge tons and tons of mail for all Europe and parts of Africa and then crossed the Channel to Cherbourg, France. There the Gold Star mothers disembarked and entrained for Paris, which was headquarters during their stay in France. The mothers were then divided into groups, according to the cemeteries they were to visit. Mrs. Omans and Mrs. A. E. Rothfus, of Grand Rapids, were of the group numbering fifty-three destined to the Oise-Aisne American Soldiers' cemetery at Seringes et., Nesles. They put up at a hotel in Soissons (Swa-sons) and went each day for six days in succession to the cemetery, about eighteen miles distant. Mrs. Rothfus' husband was killed in battle and buried in Oise-Aisne cemetery. She and Mrs. Omans were roommates and constant companions.

On their return to Paris other trips were planned for each day to points of interest in and about Paris for all the mothers. Mrs. Omans and Mrs. Rothfus decided to forego one of these trips and took a taxi to the American Soldiers' cemetery at Suresnes (Soorane) five miles from Paris, to visit the grave of Ralph L. Whitney, 112 Machine Gun Battalion, 29th Division, who was wounded in the battle of Montagne on Oct. 15, 1918, and died at Base Hospital No. 3, Montpont, Nov. 22 or 23, 1918. Although this is one of the smaller American cemeteries, containing about 1,600 graves, and each cemetery has the same care and appointments, Mrs. Omans thought it the most beautiful, because of location and overlooking Paris as it does.

Paul E. Omans, son of Rev. Chester C. Omans, was before his entry into the army a herdsman on a large dairy farm not far from Grand Rapids, and much attached to his charges. He trained at Camp Custer and was assigned to Machine Gun Battalion No. 226 of the Eighty-fifth Division.

Many people living along the line of the Michigan Central Railroad will remember that week or more in the end of July and beginning of August, 1918,

when seventy-seven troop trains passed over that road carrying the Eighty-fifth Division from Camp Custer to the seacoast.

On its arrival in France General Pershing did not see fit to use the Eighty-fifth as a combat unit and it was split up and sent to various points for other duties. So young Omans was not in any battle. He died of pneumonia in March, 1919. He and his brother, Glen, were separated at Camp Mills and never saw each other again. After Paul's death, Glen, with great difficulty, secured a leave of absence and visited the camp and the hospital where his brother died.

Mrs. Omans is most firmly persuaded that it was not a mistake to leave the remains of American soldiers in France. Nothing more could be done than is now being done in the way of maintenance, care and respect. The little flags placed on the graves on Memorial day were still there and on Sundays and at other times the French people visit the American cemeteries with flowers for the graves. Everywhere the Gold Star mothers went they were recognized by the residents. Men, women and children—whole families at work in the fields together—stopped their work and waved greetings to them.

"I think," said Mrs. Omans, "that if Paul could have chosen he would have asked to be left there; and I thought of this again as I saw the herds of Holstein cows in the fields. The cows he cared for were all pets and he gave each a name."

Here and there in the cemeteries they came to a grave with this inscription: "Here lies one whose name is known only to God."

In each cemetery is now being erected a memorial tablet with these words: "These endured all and gave all that honor and justice might prevail and that the world might enjoy freedom and inherit peace." E. E. Whittey.

#### They Give Us Mud Instead of Facts.

Every business man, retailer, wholesaler and every business woman must recognize the fact that running the State, county and city is business—big business.

Every grocer, butcher, druggist, dry goods man, hardware dealer, all merchandisers of Michigan know from close, personal application of the facts that taxation is a mighty serious proposition. We all know what it means to have ordinances for this and that; regulations and laws to forbid certain practices.

We may regret there are no sane and logical rules and regulations for the chain octopus, but that is beside the issue. The basic point right now is that politics has been nobody's business but the politician's for so long a time the politicians are adopting tactics in their campaigns which in plain, everyday English give one the "belly-ache."

What business folks and taxpayers are interested in and what they want to know about is not how much one candidate hates another candidate or about how one man gets drunk or was a liar or swapping jobs—to hear all of the pre-primary talk, in fact ever since ante-bellum days, it seems that when

a man has the temerity to run for public office there are those who immediately start out to show him up as a racketeer, a crook or a dastard.

That's the way politics has been played for many a day and the latest campaign was no variation. Personality—evasions, charges and counter-charges. When it came to revealing how much money the State made or lost, as a business proposition, of the condition of institutions, of tax matters, of the hundred and one governmental details for which voters pay—that was of little or no consequence.

Not only for the highest office in the gift of the voters, but on down the line, from high man to the dog catcher, the candidates either whispered or shouted their accusations giving men otherwise pretty decent chaps a black eye which won't heal in a long, long time.

In short, isn't it about time that this slinging of mud, villification and brow-beating stopped and candidates for office be made to stick to their knitting?

The Tradesman isn't in politics, neither is the writer; many of us don't care to be mixed in politics—isn't that a sweet condition? "Mixed"—to be befouled and abused, to enter into unholy alliances with shysters and worse?

If a man wants to run for office, the rule should be that as far as his personality and private life and religion are concerned it be out of the deal. Let the candidates reveal how much they know about the job they seek to handle; just as we ask and find out how much a clerk, a driver, a book-keeper knows before we hire him.

Let the candidates take up State county or city problems and discuss them, not the opposition. Let the candidates tell how they think they can do us, the voters and taxpayers a good turn, save us money and improve conditions.

This article reveals what the writer has thought, what hundreds have thought in the past. But during the primary campaign a dozen representative business men happened to be in a group when the radio was tuned on, and one of the political war horses started his tirade. One of the men in the group looked up with disgust, "Turn on something else, that abuse and mud slinging make me feel that I never want to go to the polls again."

There you have it. Instead of securing votes, of stimulating the right and duty of the American people to exercise their franchise, these rabid muddlers of political waters create animosity and disgust.

Perhaps, by the use of printer's ink, of personal effort and public opinion, publicly expressed, the atmosphere may be cleared and one of these days campaigns be waged without the present disgraceful and utterly uncalled for amount of dirt that is used. Speed the day. Hugh King Harris.

#### Questions Not in Order.

Preacher: "Dat's as fine a goose as I evah see, Bruddah Williams. Whar did yo' g't such a fire goose?"

Mose: "Well now, pahson, when yo' preach a speshul sermon, I never axes yo' whar yo' got it. I hopes yo' will show me de same consideration."

#### A Story About Potatoes.

Two stores stood in a market square. Both displayed potatoes in bags. A customer stopped before the first store. "How much are potatoes to-day?" she asked the grocer who was selling them. "Two fifty a bag," replied the dealer.

"Oh, my," protested the woman, "that is pretty high, isn't it? I paid two dollars for the last bag I bought."

"Taters has gone up," was the only information the storekeeper gave, with a shrug of the shoulders and a "hurry along I'm too busy to bother with you" air.

The housewife went to the next store and asked the same question. But this young chap "knew his potatoes" as the saying goes. Instead of treating his customer with indifference, he replied, "These are Wisconsin white potatoes, madam. They are the best grown. In the first place, you see, we feature the kind with small eyes, so that there will be no waste in peeling. Then we sort them by sizes. In each bag you will find a large size for boiling and cutting up, and a medium size for baking. The baking size cooks quickly, all done at the same time, which means a big saving for you. Then we wash all our potatoes clean before sacking them, as you see. You can put one of those bags in your parlor without soiling your rug—and you don't pay for a lot of dirt. I'm getting \$3.00 a bag for them—shall I have them put in your car or deliver them?"

The first grocer missed the sale because he did not know his potatoes, or if he did, was too indifferent to tell about their superior qualities. The second grocer sold two bags at a higher price than the competitor asked, in spite of the fact that the customer had refused to buy because she thought the first price was too high.

#### Fancy Pillow Orders Up Sharply.

Coming into the market a full month later than usual, buyers of decorative pillows have now started their Fall buying with a rush and manufacturers are finding it difficult to keep up with demands. Most of the stores are taking a wide selection of styles and types, with the result that no definite trends have been observed. Pillows decorated with pleated bands and embroidered tops are featured in most of the Fall offerings and are expected to be favorites this season. Most of the volume at present is being done on pillows which can be retailed around \$2.95. Buying has been confined to immediate needs with little attention paid to Christmas goods.

#### Handbag Has Built-in Purse.

Featuring a new envelope handbag being placed on the market this season is a built-in purse partition designed to eliminate the usual bulkiness which a purse in the ordinary type of handbag creates. The purse is flexibly held in the center of the bag by the partition, which divides the latter into two roomy sections. Besides making the purse of easy access, the partition eliminates possibility of loss. The handbag itself is lined with moire silk and has folding sides. A side pocket contains a mirror. The bag will be made up in leathers, tapestries and silks to retail from \$2.95 to \$7.50.

## HEATED CONTROVERSY.

## Banker's View Expressed To His Official Family.

The topic this morning is suggested by the unseemly controversy now being carried on in Michigan during the political campaign previous to the primary election this week. The allegory which is given in divine writ concerning the early days of mankind indicates that controversy started in early with the human race and that the two brothers just outside of Eden had a bitter and ugly time of it, resulting in a serious tragedy. The blame seems to be largely attached to one of the combatants. My own thought, however, is that they were both blame-worthy. The interest that develops in a cock fight and the immediate gathering of a lot of people when a couple of dogs get after each other in a public street, the sympathy expressed by a crowd which will make a ring for a couple of small boys who indulge in fisticuffs, and the interest of so considerable a portion of our people in a boxing match devolves into an expression of brutality, all indicate that a considerable portion of the human race at present gladly indulge in unseemly controversies and seem to enjoy the experience.

I wish to register with you, my good friends, my serious objection to all things of this kind and urge upon you the old proverb "A soft answer turneth away wrath." I want to call your attention to some of the inexcusable and brutal controversies that have come under my experience in life.

During the civil war extreme bitterness was expressed in controversies and the expressions indulged in were often brutal. My sympathies were all with the North in that terrible civil war, but I have always felt that there was an honest conviction on the part of the Southern enemy in the righteousness of their cause, and when such bitter things were uttered as the following concerning Jefferson Davis, I was appalled by the injustice expressed. This is a mere sample:

Oh, may that cuss Jeff Davis float  
On open sea, in open boat,  
To Iceland cold, without a coat,  
Glory Halle'ujah.

In burning brimstone may he be,  
While little devils dance in glee,  
Then lock the door and lose the key,  
Glory Halle'ujah.

Of course, during that period the ugly side of human nature often came to the front and I suppose seemed to be justified by the urgency of the situation. Two implacable enemies were Parson Brownlow, of Tennessee, and George D. Prentice, of Kentucky. Brownlow said of Prentice, "George D. Prentice, the embodiment of all that is mercenary, intemperate and corrupt. George D. Prentice the buttcut of original sin, the uppercrust of all nastiness, a miserable old broken down hack; steeped to the nose and chin in personal and political profligacy, lost to all sense of honor and shame and blind to all obligations of patriotism." To which Prentice responded in an article of considerable length, from which I make this quotation: "Brown-

low never had mind enough to keep his body from rotting; consequently he has always been a mass of putrefaction. He has never had sufficient common sense to last him overnight, so that he wakes up a miserable fool every morning." These two men were great men. I have heard each of them make attractive and beautiful speeches redolent with kindly expressions and Christian spirit; and yet in these quotations you will see the brutality of controversies carried to the nth degree.

One feels, in contemplating ugly things of this kind, like quoting a little of Josh Billings' philosophy with regard to matters of this kind. He says, "I argy in this way: if a man is rite, he kan't be too radikle; if he is rong, he kan't be too konservative." And again, "Tell the truth and shame the devil. I kno lots of people who kan shame the devil esy enuff, but the other thing bothers them."

Religious controversies have in the history and development of the best things in life found expression in the ugliest of language. Illustrations of this can be given in the pronouncement of some of the great religionists in the world, and in the Pope's Anathema Marantha in expelling Father Hyacinth from the church because of a simple difference of opinion. Political battles have been provocative of the ugliest expressions made in speeches filled with inexcusable personalities. The evening following the tragic death of Lincoln there was a meeting on Monroe street in this city expressing the indignation of the people against the attitude of the South which was held responsible for the tragedy. From a balcony I heard a minister in this city, whose son had been starved to death in Andersonville, say that if every rebel in the Southern confederacy were on a platform over the seething caldron of hell and he had the power to dump them in, he would exercise it without a pang. That same day on a street in this city an elderly man, honest but, I think, deluded, said about that National tragedy and the martyred President, "It's good enough for him, he was a traitor to the interests of democracy." Do you suppose when the people were in fever heat they would stand for this kind of an expression? No, indeed. They took that old man and placed him upon the wooden awning in front of the Twamley block, put a rope around his neck and carried it to the story above and then compelled him, to save his life, to take back the expression that he had made, to hurrah for the Union and thank God for a wonderful President who had been a martyr in the cause of eternal justice.

Turning back to the time when our country was severing itself from relationship with the British government and reading the harangue of Patrick Henry, of Virginia, and in the light of history, can you say that those emotional expressions of hatred were warranted, no matter how eloquently they were expressed? When Stephen A. Douglas was speaking in his campaign for the presidency, he made an emotional appeal which was without foundation when he said in numberless

speeches, "Do you want your daughter to marry a nigger?"

The calm, beautiful, quiet and well-thought-out expressions of Abraham Lincoln during those controversial times and in the terrible years which followed indicate to me the proper attitude in controversial expressions. Partisanship is not patriotism, and in our relationship in life of a political, social or religious nature, we do well to avoid expressions of acridity and hasty views of other's personalities and be calm, levelheaded, thoughtful and Christian-like in our expressions. Neighborhood controversies could almost always be avoided if we followed this sensible method. All family rows could be eliminated if in controversial matters we would follow this method. You and I are tempted almost every day by some thoughtless and perhaps ugly expression to return its kind. My counsel is that when these occasions occur to you, let the other fellow have his full fling, say his worst in the dirtiest way, and then

if possible, through a sense of humor, have him see the ridiculousness of his position.

The Saviour said to the terrible storm, "Peace be still," and again he said, "My peace I give unto you. St. Paul expressed the same thought when he said, "May the peace of God that passeth all understanding keep your hearts and minds through Christ Jesus." And in the pronouncements that close many religious services we find the same thought expressed: "The Lord lift up his countenance upon thee and give thee peace." My final thought is that we should allow expressions of this kind from the Master of mankind to quiet us in all matters of controversy.

Chas. W. Garfield.

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## FINANCIAL

### Low Point in Business Recession Has Been Reached.

Improvement in Michigan and National business now seems imminent. The expected decline during July is now a matter of history and although no rapid gains are as yet apparent, there are strong grounds for believing that the low point of the present business recession has been passed. That the upswing has not been more sharp is partially accounted for by the recent drought and by the fact that the present readjustment is world-wide in its scope. Little change in the foreign situation is expected in the near future, but it is generally conceded that the reduction in crop yields and the effect on the purchasing power of the farm group was overstated.

The exact point in a business cycle when depression ends and recovery begins is always difficult to ascertain with any degree of accuracy. It is of interest to note, however, that previous recessions have seldom lasted more than a year. In many cases, recovery begins some time before it is statistically apparent.

Manufacturing operations, which have been considerably curtailed for a number of months, are currently at a level about equal to that of 1925, whereas population has increased in this period by at least five per cent. Current consumption of the important commodities entering into trade is now only slightly below the levels of 1929, although the consumption of goods somewhat indefinitely classed as luxuries has been greatly curtailed. Thus, jewelry sales reported by wholesale dealers to the New York Federal Reserve Bank, declined over 30 per cent. in the first six months of 1930 as compared with sales in the same period of 1929. The percentage change in net sales of groceries at wholesale, on the other hand, declined only 1.2 per cent. in the same period. With many commodity stocks being drawn down by this excess of consumption over production, manufacturing operations will of necessity soon be speeded up.

Employment in manufacturing establishments in the United States was curtailed during July, due to the temporary closing of various plants for inventory taking, for repairs to plant equipment, and to provide for the seasonal holidays. Most of the factories in Michigan resumed operations early in August, although in some cases at reduced hours. Highway construction work, the installation of natural gas pipe lines, telephone construction, and the seasonal increase in the demand for agricultural laborers have relieved the general unemployment situation to no small extent this summer, both for the country at large and for Michigan.

July was an abnormally quiet month in Detroit and the surrounding area. This fact is substantiated fully by all of the important local barometers of trade and industrial activity. Employment, as indicated by the Detroit Board of Commerce index which covers all the large companies in the city, declined from 99 on June 30 to 48 (1923-25: 100) on July 31. On July 31, 1929, the index stood at 131. In actual numbers, it is estimated that

something like 200,000 fewer people were employed in Detroit industries during the latter part of July this year than in the same period of 1929. The abrupt decline in employment is, of course, reflected in the output of motor cars and trucks in the country as a whole.

Retail trade in Detroit during July is normally less than in either June or August. In the seven years 1923-1929, department store sales in July have averaged about 30 per cent. under the June totals, but a large part of the July decrease has usually been recovered in August, and sales in September are normally exceeded only by those in November and December. There is little cause for believing that department store trade in August and September of this year will go counter to the normal seasonal tendency, although it is doubtful that sales during these months will equal last year.

The sales of passenger cars and trucks in Wayne county were about 20 per cent. lower in July than in June, but here again a large part of the decline can be accounted for by the seasonal tendency. July sales are normally lower than June's. New car registrations in 23 states during July are reported at 75,386 as compared with 74,253 in June, in spite of the normal tendency for a seasonal decline to occur. This evidence supports the view that the Detroit situation is partly local and does not reflect the true situation in respect to country wide sales of new cars.

Saginaw is one of the few large cities of the State to show an increase in bank debits during July. Situated in the center of a very rich farming community, its volume of trade fluctuates within rather narrow limits and it is not unusual for debits here to run counter to the movements exhibited in bank debits of other manufacturing centers not so fortunately situated.

Increases in both retail trade and manufacturing output were expected by Port Huron bankers and civic organizations during August. Building permits issued in that city during July were 25 per cent. greater than was the total for June.

About 4,000 workers resumed work in Lansing automobile plants during the first week of August, and in the first ten days of the month approximately 1,500 new names were added to factory payrolls. A one per cent. increase in savings deposits in Lansing during July, and a four per cent. increase during the year since July, 1929, are two of the happy exceptions to the decline exhibited in most business barometers in July.

Building activity in Grand Rapids as reflected in building permit totals showed a substantial improvement in July as compared with June, the total being 37 per cent. greater. Employment in general was reported as below normal. While the building, furniture and farm industries have absorbed a great many factory workers, employment in factories manufacturing automotive products has been at relatively low levels. September is usually considered a good furniture month. Low stocks and the scheduled furniture advertising campaign should combine to

effect a substantial increase in furniture output.

Radio manufacturing has in recent years assumed a position of considerable importance in Jackson's industrial life, and this line of production has accounted for some increased employment recently. Like other centers whose industries are predominantly automotive in character, however, Jackson must look to a revival of the motor industry for recovery in employment. Bank debits in July showed an improvement of 13 per cent. in volume of trade as compared with June.

Industrial activity in Battle Creek, as reflected by industrial power consumption, showed no change in July as compared with June, but indicated a two per cent. increase over July,

1929. Apparently the demand for breakfast food products has shown little or no tendency to decline in sympathy with general business, for, throughout 1930, business in Battle Creek has been good and the city has had no serious unemployment. Bank debits showed a gain in July as compared with June, but were less than the total of July, 1929. After a temporary lull in June, industrial activity in Kalamazoo in July again regained the level maintained during the early months of the year. The dollar volume of trade as indicated by bank debits was about seven per cent. lower than in June, however, and 19 per cent. less than in July, 1929.

Building permits issued in Kalamazoo during July amounted to \$192,410.

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which compares with \$121,690 in June, and with \$97,900 in July, 1929.

Retail trade throughout the Northern part of Michigan has felt the stimulus of a very satisfactory volume of tourist trade. In spite of this, however, employment is below normal and the return of many people formerly employed in industrial centers has added to the surplus of labor. Canning centers, such as Hart and Traverse City, are experiencing the usual seasonal increase in factory operations, but employes in these concerns, a large percentage of whom are women, are usually recruited from the surrounding farming community and smaller towns.

In the Upper Peninsula retail trade has also been stimulated by the influx of tourists. Generally speaking, business is quiet, however. Eleven cent copper has caused mines to curtail operations and other industries of this area, most of them in some way related to the motor industry, are operating on reduced schedules.

Crop prospects in Michigan this season vary greatly in different sections of the State. In the lower part of the Lower Peninsula a period of severe heat and drought in the latter part of July materially cut yields of the late crops, such as corn, beans and potatoes. The greatest damage to the corn crop occurred in Wayne county. On August 1, according to the report issued by the State Department of Agriculture, the condition in this county was 37 per cent. of normal which compares with 69 per cent. for the State as a whole. The yield of such grain crops as wheat, rye, oats and barley exceeded expectations, however, for they had completed their growth and in many cases had already been harvested before the end of July.

In the vicinity of South Haven and Benton Harbor where fruit is the main source of income, prospects are very good. Summer apples did not bring very good prices, but brisk bidding for contracts on peaches is reported.

In the Northwest part of the Lower Peninsula, crop conditions have been much more satisfactory than in the Southern counties. In the vicinity of Lake City, for example, rains every week or ten days throughout the growing season have resulted in excellent crop prospects. In the Manistee and Traverse City areas, the cherry crop has proved to be considerably better than expected and the condition of all other important crops in this area is well above the average for the State.

The hay crop in the Upper Peninsula is reported as the largest in several years, and late potatoes were helped materially by rains the first week in August.

Under the stimulus of easy money conditions, bond prices have continued the upward movement inaugurated earlier in the year. This upward movement, furthermore, has been accomplished in spite of a large increase in the volume of new issues which the market has had to absorb.

The stock market has been a dull affair, with operations largely under the control of professional operators. From the early summer lows, substantial recoveries have already occurred in

many groups, although the oils and motors have not fully participated. September brings a somewhat more cheerful attitude in respect to future prices than has existed since early spring. The development of a real fall rally will depend largely upon the extent to which trade improves during the next few months.

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

#### Employe Ownership Proved To Be Sound.

Fear was expressed after the crash in stocks last year that employe stock purchase plans instituted by many of the large corporations would be unable to withstand a long period of depression and a prolonged decline in security prices.

This fear is groundless it is brought out in a study of the subject by the National Industrial Conference Board, Inc. The stock market crisis late in 1929 and the later sharp fall in security prices have provided an adequate test of employe stock holding plans. If the plans had any latent weaknesses they would have been brought out.

"But," says the report, "so far as can be judged at this time employe stock purchase plans have emerged from this critical period, not only unimpaired in any important respect, but actually strengthened by the trial, and now enjoying in fuller measure the confidence of both management and employes.

"There are two fundamental reasons for the soundness and consequent success of the employe stock purchase plans now in operation. In the first place, the securities sold to employes by companies having such plans in operation appear to have been good values.

"On the basis of the prices at which companies have sold their securities to their employes, the sacrifice of the share of income that has been devoted to the purchase of the stock has been justified by the acquisition of a sound and profitable investment; and employes generally seem to recognize this fact.

"Highly speculative issues do not figure prominently in employe stock purchase plans, and, if the speculative factor is present to any degree, the reduced price at which the stock is sold to employes usually gives them adequate protection against loss.

"In the second place, employe stock owners generally have shown good judgment and sound conservatism in the recent period of market depression. They have refused to be stampeded into precipitate action. Having invested in the securities of their companies because they were satisfied that these securities possessed high investment value, they have not been swayed by the excitement of the moment. They have given ample evidence that they are primarily investors, not speculators, and as such are not particularly affected by the vagaries of the stock market."

The report points out that employes were considerably more affected by the subsequent recession in business activity, which resulted to a greater or

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less extent in reduced working time or loss of employment. The consequent reduction in current income sometimes made it seem necessary for them to relinquish the company stock investment in order to provide for current needs.

The board found that about 1,000,000 employes participate in various stock ownership plans and that a fair proportion of them were in the executive class. This class own a majority of the total employe-owned stock. Several hundred thousand employe stock owners were found in the lower occupational grades, however. There is a tendency for the bulk of employe-owned stock to be held by a comparatively limited group of employes.

"Employe stock purchases," declares the report, "have tended to promote a wider diffusion of ownership of industry and a better understanding that the ownership of stock has other features than simply the receipt of dividends. They have in many cases given to the worker a new respect for the management, a larger sense of security, and a greater satisfaction in employment."

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#### No World Gold Shortage Seen.

Periods of business depression and falling commodity prices invariably start discussions on the need for monetary changes, but not every such challenge to existing institutions is given so sensible a reply as the National City Bank in its September bulletin to-day makes to those tracing the world's present ills to a gold shortage.

The man who reads this bank's extended survey on world conditions is not likely to emerge with the conclusion that the gold standard should be abandoned. The authorities of this institution see "no tangible evidence that changes in the world's supply of gold have had anything to do with the price disturbance of the last year." They do not ignore the possibility that shortages might develop in the more distant future. They admit commodity prices have tended downward in all countries since the restoration of the gold standard since the war, but say the descent was not important until late in 1929.

What the bank holds is that the history of alternating periods of prosperity and depression, making the business cycle, "shows that there is a tendency in times of prosperity to an undue expansion of credit, often for unproductive purposes, and that the reactions are necessary corrections, always accompanied by falling prices. The theory of gold scarcity, therefore, cannot be presumed from the fall of prices in the last year."

But, argue the critics, if not a scarcity then a maladjustment in the world supply is responsible. That both the United States and France have come into the possession of more yellow metal than they can use advantageously nobody will doubt any more than that other countries have less than they might use advantageously. Undesired as it is the present distribution of metal results from forces that the world cannot easily control. More liberal attitudes in various countries

toward world trade would help. What the bank deplors is the notion so widely held that "it is safer to rely upon home production and home markets than trust to advantageous trade."

In the opinion of the bank there is no reason to suppose that the shipments of gold in recent years, resulting in a concentration of the metal in two countries, have been caused by any world shortage. Nothing is so frightening to the economic world as a proposition clothed in mystery regarding the need for change in the monetary system, but the bank's new letter strips much of the current discussion regarding an impending gold shortage of its mystery.

Paul Willard Garrett.  
[Copyrighted, 1930.]

#### Cigarette Retailers Call Truce in Price War.

Up, last week, went the price on four popular brands of cigarettes from 12 cents a pack to two packs for 25 cents.

In this manner there ended a price war which had been waging for more than a year between retail grocery and tobacco chain organizations. Initiative in the tobacco armistice was taken some weeks ago by the Great Atlantic & Pacific Tea Co. in raising the price of cigarettes in the New York metropolitan area. Similar action was taken by the United Cigar Stores on the popular brands in New England, the Middle West and Northern New York; while the Schulte Retail Stores, Inc., whose price has been two packs for a quarter for some time, advanced its price on cartons to the same levels.

The popular brand cigarettes are sold to dealers, wholesale, for 11.28 cents a pack. Thus, even at the old retail price of 12 cents a pack, they were doing a little better than breaking even, making, to be exact, a gross profit of 6 per cent. on all sales of this character. The advance of half a cent per pack, unnoticed by most smokers, will increase their profit more than 60 per cent.

While cigarette retailers have been complaining of inadequate profits, cigarette manufacturers have been busily engaged in putting out their products on an ever-increasing scale. In reporting its profits for the first five months of this year, American Tobacco showed an increase of more than 100 per cent. over the corresponding period of last year and, as a result of this, announcing plans for vast increases in advertising appropriations.

#### Men's Wear Sales in August Off.

August sales of men's clothing and furnishings, while regarded as satisfactory by most retailers, were not as large as those enjoyed in the preceding month. The recession was suffered mostly by medium and higher price stores, while the popular-price retailers did a volume of business as good if not exceeding the previous month. One large national chain reported that its sales for August were 5 per cent. ahead of the corresponding month last year, in contrast to July, which declined 10 per cent. from 1929. In the higher-class stores the demand centered on the cheaper lines of merchandise, it was said.



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### What Would You Decide To Do?

Was it poor judgment, lack of information or false economy that prompted an oversight which brought to a large Southern city the worst fire of its history?

It is hard to believe that well-informed business men provide protection against attack by fire for the greater part of their plants but leave the most vulnerable part unprotected. Yet that was the condition of a tannery consisting of three brick factory buildings grouped around three sides of a fourth building of light frame construction. The former buildings, which housed the finishing processes, were equipped with automatic sprinklers, whereas the frame structure was left unprotected. This building communicated directly with the others in one place and exposed them to any fire originating within its walls, as the hundred or more windows were glazed with thin glass and the door openings were unprotected. Would you have permitted these hazardous conditions to remain unremedied?

In the frame structure, which was known as the tan yard, the initial pickling processes were housed and a great deal of water was used. It may be the management felt that a fire was unlikely and that sprinklers were unnecessary. On the other hand, a carload of unslaked lime was stored in this building close to a wooden partition. A fire had occurred near the bin but it had been extinguished before doing any damage. About two wheelbarrow loads of lime, however, had spilled out of the bin and were left lying against the wooden partition. Spontaneous ignition caused a fire and as it happened on May 30, a holiday, when there were few employes at the plant, it gained headway before it was discovered by the foreman in the middle of the afternoon. Two fire companies responded to a telephone alarm. The foreman went upstairs to warn another employe whom he feared might be trapped and saw fire break through the roof of the tan yard. Heat was blown by a twenty mile wind into the factory buildings, causing the sprinklers to operate at once. The two men had to be rescued by a ladder company.

Hazardous conditions aided the rapid spread of the fire, for the floors of the factory buildings were well saturated with tallow, paraffin, and various other greases and oils used in making harness and lace leather. Although a large number of fire engines were concentrated about the plant within a few minutes, the entire tan yard soon became involved. Such intense heat developed that the firemen, forced back, turned their attention to the factory group. A heavy wind, which shifted its direction twice, aided the fire, sweeping it into other sections of the plant. In an hour the walls fell.

The firemen worked under a handicap, as they were compelled to bring hose lines into the tan yard through the driveway. Although the sprinklers in the factory group opened promptly, as the heat and flames from the tan yard were blown by the high wind through the thin glass windows, the

water from the sprinklers was reduced to a dribble as soon as the pumping engines took water from the hydrants. There was a decided lack of water; however, in view of the number of sprinklers opened, it is doubtful if any ordinary water supply would have been sufficient to check the fire.

To thus leave their plant open to the ravages of fire at the most vulnerable point was obviously false economy on the part of the management. When a fire starts where sprinklers stand on guard, the sprinkler heads reached by the heat open and in most cases the fire is put out and the damage confined to that immediate area, as other sprinkler heads are not affected. But when the fire gains headway and spreads throughout a large unprotected section it is almost impossible to prevent it from spreading further and destroying even the protected buildings.

This fire brought a heavy loss to the city. There are many heavy fire losses in America every week from similar conditions and there are numerous factories with severe hazards and building defects that are potential losses. It would seem the part of wisdom to build against fire, to remedy present building defects and to plan all hazardous processes in accordance with recommendations of fire prevention engineers, who may be reached through local insurance agents and brokers.

### Who Am I?

You know me, but sometimes you forget me. You had better take care of me.

"Perhaps you don't think much of me at times, but if you were to wake up some morning and realize you did not have me, you would start the day with an uneasy feeling.

"From me you get food, clothing, shelter and such luxuries as you enjoy.

"If you want me to—badly enough—I'll get you a twelve cylinder motor car and a home on the avenue.

"But I am exacting. I am a jealous mistress. Sometimes you appear hardly to appreciate me at all. In fact, you make slighting remarks about me at times and neglect me.

"Considering that you need me not only for the material things of life, but spiritually as well, I wonder some times that you do not take greater pains to hold me.

"What if I should get away from you? Your happiness would flee, for a time at least, and your bank account would dwindle.

"So after all, I'm pretty important to you.

"I'm your job!

"Cherish me. Take good care of me and I'll take good care of you."

### A Business Man's Philosophy.

A young man gives evidence of integrity and intelligence. He attracts the attention of older men who take pride in their ability to estimate the worth of young cubs. They bid against each other for his services. If he saves his money and keeps his eyes open for opportunities it is not long until doors are opened to him. Soon he is on an automatic basis, with the world helping him forward, because

all see in him a constructive individual through whom they can advance their own fortunes.

After he reaches maturity each year of a man's life is worth less. The most valuable years are between twenty and thirty. Then are formed the basic habits that control his destiny. The man who doesn't wake up to himself until he is forty has less chance than the man who has been building on a solid foundation since he was twenty—provided the latter has not slumped.

The underwriters urge us to buy insurance when we're young. The argument for an early adjustment to the demands of the workaday world is equally strong. William Feather.

A nagging boss kills interest.

### Little Sales Promotion.

In talking about sales promotion, let me tell you of what I saw the other day. Went into a store and the proprietor called me over, and showed me ten cases of preserved figs. He said, "What do you suppose that these cost me?" I made a guess, but I was too high, so he told me, and it was just half of what I had thought. He said, "Just watch me sell these in a jiffy." He started to work on his customers as they came in, and within thirty minutes the ten cases had been sold, and he had made \$15 extra profit for that day. That is what I call sales promotion of the highest order. Not something that should be done occasionally or at infrequent intervals, but every hour of the day.

## OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.  
of Fremont, Michigan

WILLIAM N. SENF, Secretary-Treasurer

## THRIFTY PEOPLE

who insist on getting the most for their money place their fire insurance with the Finnish Mutual Fire Insurance Company of Calumet, Michigan.

### WHY?

Because this company furnishes them with insurance at cost. This is done by paying the policy holders a rebate of 40% of the paid premium when the policy expires, thereby reducing the cost of the fire insurance to only 60% of what it would cost in any stock company. You're welcome to join us too, and save money.

THE FINNISH MUTUAL FIRE INSURANCE COMPANY  
444 Pine Street  
CALUMET, MICHIGAN  
Phone 358

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**The Michigan  
Retail Dry Goods Association**

Insuring Mercantile property and dwellings  
Present rate of dividend to policy holders 30%

THE GRAND RAPIDS MERCHANTS MUTUAL  
FIRE INSURANCE COMPANY

320 Houseman Bldg.

Grand Rapids, Mich.

## TRAFFIC CONDITIONS.

## State-wide Survey of Present-day Problems.

Traffic survey as viewed in its present form is relatively a new scientific analytical treatise of an increasingly important problem which has hardly received any specialized attention.

Equity of taxation, responsibility for improvement, valuation of adjacent property, and safeguarding the interests of the public make necessary an impartial and unbiased investigation of motor vehicle conditions and factors related thereto.

Considering highways in general throughout the United States there appears the undisputed fact that nowhere else in the world is found such a diversification of conditions within such a limit territory.

To arbitrarily establish one set of principles for traffic regulation, road building, or taxation for such diversified conditions is unquestionably prohibitive and foolhardy. Each must be investigated and treated in accordance with its own peculiar conditions.

Road building in its infancy consisted principally of inexpensively scraping away the grass and brush so that vehicles could pass through the territory. No particular thought was given to riding comfort. Unusual obstacles were eliminated by enterprising citizens constructing toll roads or toll bridges. This was one of the first means of deriving revenue for road building.

Along with the toll road developed the adjacent property taxation system whereby property within the near vicinity of the road carried the full burden of its cost. This method at first met with general approval. But this was short lived and soon was in disfavor due to the advent of the modern automobile. When Farmer Jones found that not only he and his neighbors were using the road but motorists from all over the country he immediately protested.

Soon motor cars were taxed and special allotments from county and State funds were authorized. Gasoline was taxed and the Federal Government appropriated money for road purposes. To-day we find all of these systems in existence with a tendency of late to depend principally upon automobile and gasoline taxation for the major support of highways.

To improve or alter the highway system in a particular locality often presents innumerable conflicting factors. Delegation after delegation swarms to the highway officials asking for improvements in their particular locality.

An incident is cited which occurred in one of the large States of the Union where about 50 per cent. of the entire State automobile registration was within one county. Over 66 per cent. of all income from gasoline and registration came from that county and local officials insisted that a like percentage of the State highway revenue be spent in their immediate vicinity.

They closed their eyes to the fact that automobiles from their region were using the roads of some poorer locality containing scenic attractions or vacation parks.

Their motorists bought enough supplies at home to last for the trip in order not to have to pay the higher prices charged by the poorer locality in its efforts to obtain revenue for public improvements. Indirectly, such a locality was being heavily taxed due to the use of and depreciation of its highways by automobile travel from the wealthier metropolitan districts.

Construction of highways in accordance with traffic demands is not a new problem. It has been faced and solved since the advent of the first road, but sectional depreciation involving reconstruction; traffic demands necessitating multiple lanes of pavement with possible segregation; and equitable distribution of highway income to local organizations for local improvements are new problems now being faced by states having dense metropolitan areas.

Recently, in the State of Michigan there has been started one of the most comprehensive State-wide motor vehicular transport surveys ever attempted. All roads from the six-lane trunk highway to the single-lane township road are being covered by the survey.

Territorial and economic conditions in Michigan are extremely varied swinging from the Southeast, containing the densely-populated district of the fourth largest city in the United States, to the virgin forests of maple and spruce in the North. Roadways carrying six and eight lanes of traffic dwindle to a two-line highway.

In the forests, where sunlight hardly penetrates, a single width roadway meets all traffic requirements. Each Summer brings thousands of tourists and vacationists to the numerous lakes, recreational resorts and fishing streams throughout the State and the importance and value of such out-of-state traffic is inestimable.

Covering the 75,000 miles of existing township roads in the State as well as the county and State highway systems the survey presented a complex financial problem and it was necessary to evolve some practical plan of approach.

Consequently, all townships in the State were first classified by population, valuation, and mileage length of roads. The grouping of similar townships made possible the selection of a sample, representative township from each group in which a full analysis of traffic could be made.

At the survey stations vehicles are classified in the regular order of passenger cars, trucks (weight classified), truck trailers, busses, and out-of-state cars. Subsequently the origin of the vehicle is obtained as well as whether it is of rural or urban character. Realizing the importance of tourist travel and border traffic, survey stations are operated at all ferry and bridge connections with Canada and all tourists are given questionnaire cards to be filled in and returned by mail.

Lending itself to the greater value of the survey is the 1930 population census just recently completed by the United States Government as well as the recent survey of mines and industries. There is recognized as existing a striking relationship between population, valuation, character of industries or welfare, and traffic classification. The Michigan transport survey

is a stride forward in advancing this character of study on the basis of engineering principles.

The survey is being handled by the United States Bureau of Public Roads in co-operation with the Michigan State Highway Department.

H. E. Cunningham,  
Field Manager State of Michigan.

## Corporations Wound Up.

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

Intercoast Trading Co., Detroit.  
Excelsior Investment Co., Detroit.  
Central Realty Co., Grand Rapids.  
Automatic Radio Corp., Detroit.  
Strand Arcade Recreation, Inc., Lansing.  
Russel Motor Axle Co., Detroit.  
R. A. Matthewson Co., Grand Rapids.  
Gray's Clothes, Detroit.  
Jarvis Sash Puley Co., Grand Rapids.  
Louis Greenspan & Co., Detroit.  
Donahue and Shoebottom Electric Co., Detroit.  
Guibert Steel Co., Detroit.  
Newark Shoe Ironwood Michigan Co., Ironwood.  
Newark Shoe Ann Arbor Michigan Co., Detroit.  
M. J. Hoffman Construction Co., Detroit.  
Arcade Oil Co., Flint.  
H. R. Penhale Co., Plymouth.  
J. W. Pampir & Co., Inc., Detroit.  
Petoskey Foundry Co., Petoskey.  
Cicero Timber and Lumber Co., Grand Rapids.  
Crawford Funeral Home, Inc., Detroit.  
Central West European Transport Co., Detroit.  
Larned Co., Detroit.  
Newark Shoe Traverse City Michigan Co., Detroit.  
Weesh-Ko-Wong Trout Co., Williamsburg.  
Investment Publishing Co., Inc., Detroit.  
South Flat Rock Land Co., Detroit.  
Plymouth Manufacturing Co., Plymouth.  
Tecumseh Electric Co., Tecumseh.  
Leahy Co., Muskegon.  
Haworth Marble Co., Detroit.  
Forberg Motor Co., Muskegon.  
Saginaw Cabinet Co., Inc., Saginaw.  
Detroit Franklin Hotel, Inc., Detroit.

Burns Cigar Co., Houghton.  
Co-operative Home Builders and Property Owners Assn., Inc., Detroit.  
Co-operative Booking Offices, Inc., Detroit.

Schaefer-Smith Corporation, Detroit.  
Interstate Millwork Co., Detroit.  
Art Forge Co., Detroit.  
Citizens Publishing Co., Saginaw.  
Karl Parks, Inc., Detroit.  
Crystal Crude Oil Co., Saginaw.  
Penn Drug Co., Inc., Flint.  
Gray Estate Co., Detroit.  
McCormick Realty Co., Detroit.  
Leadingbrands, Inc., Lansing.  
Fuller & Smith, Detroit.  
Chris Smith & Sons Boat Co., Algonac.  
Algonac Investment Co., Algonac.  
North American Railway Construction Co., Chicago.  
Wisconsin Memorial Park Co., Lansing.  
Kalamazoo National Co., Kalamazoo.  
Ray Day Piston Co., Detroit.  
Cadillac Recreation Park Assn., Cadillac.  
C. H. Stannus Co., Detroit.

## Whisky Will Reveal It.

Whisky is the most versatile of all the liquids. A half dozen men will drink from the same bottle and the reaction of each will be different. One immediately becomes a great philanthropist and longs to wipe out poverty with a single blow; another becomes a millionaire and craves only the opportunity to pay off the National debt; still another becomes the reincarnation of old John L. Sullivan, and starts out to whip the universe, while another will cling to the shoulder of a friend in maudlin penitence and weep over the way he has been treating his wife and family. Psychologists may study the human biped for months without gaining any amount of dependable knowledge, but a half pint of whisky will reveal his real character in fifteen minutes.

## Prizes To Clerks.

To stimulate special sales and quantity sales a grocer frequently gives prizes to his clerks and promotes friendly competition among them.

## May We Make A Helpful Suggestion?

You will find that a well-stocked assortment of "Uneeda Bakers" products will add materially to your profits. Well-stocked, so that you will never run short. Complete, to increase the number and variety of your sales.

"Uneeda Bakers" products have a quick turnover and generous profits.

NATIONAL  
BISCUIT COMPANY  
"Uneeda Bakers"



**Politics Then And Now.**

Grandville, Sept. 9—It is said that politics makes strange bedfellows. This is doubtless true, not only to-day but throughout the many years that political parties have manipulated the elections of all America.

Even before the advent of the Republican party there was not a little enmity displayed between the Whigs and Democrats. In New England the partisan was as much attached to his party as he was to his church and that is saying a good deal when we call to mind the fact that nearly all New England families were strict church goers.

Between the Whigs and Democrats strict party lines were drawn. Partisanship was even more strictly adhered to than is the case between the great political parties to-day. To go back on party lines and nominations was as strictly a crime as it was to forsake or renounce one's church.

An uncle of the writer, an old line Democrat in days of yore, had a caller in the person of a fellow Democrat and churchman. During a conversation the caller asked in all sincerity:

"Brother Sam, do you believe a Whig can go to Heaven?"

At once my uncle raised a warning finger, glancing toward the adjoining room where his wife was engaged in household duties. "Hist!" exclaimed Sam, "my wife is a Whig, my wife is a Whig."

Even the women had political views in those days as they have now. The border states produced no end of eloquent anti-slavery men. As is well known Lincoln hailed from a slave state and I have heard it said that Jeff Davis, president of the Southern Confederacy was Northern born.

State lines did not always count. Although Lincoln's great opponent, Steven A. Douglas, hailed from the North he yet was a steadfast Democrat until the outbreak of civil war which had the effect as with Logan and others to send him into the Republican ranks, as witness his holding Lincoln's hat at the first inaugural, and his firm stand for the integrity of the Union of the States.

Politics in an early day was something worth while. Marching clubs bore Lincoln to the White House on the tide of music and song. March forth to the battle all fearless and calm.

With the strength of your spirit thrown into your arm,  
With ballots for bullets let this be your cry

With Lincoln and Hamlin we'll conquer or die.

And those patriots meant every word of it. To-day political campaigns are waged less heroically, and the grafter has more to do with elections than then.

The border states produced some rugged characters who faced even death many times in the pursuit of their political fortunes. One of the most daring of those early free state men was Cassius M. Clay, of Kentucky, or was it Tennessee? In any event he was a Southerner, yet a hater of slavery.

None of his enemies cared to meet him in either debate or duel. At one of his meetings where many enemies were present Clay, before opening the exercises laid three articles on the table before him.

First was the Bible which he said was for the religiously minded members of the assembly. Next came a Colt's revolver which lay beside the Holy Book followed quickly by a glittering Bowie knife.

"This," he said, raising the pistol, "is for use in case some duelist is here present and anxious for an argument. Then, lifting the Bowie knife, he glanced at the upturned faces declaring that border ruffians would feel its edge if they felt inclined to disturb the meeting.

Very few of his meetings were disturbed. It is related that on one occasion a man in the audience hissed an

insulting oath at the speaker when the latter deliberately left the stand with the knife in his hand. He seized the offender's ear and with a swift slash with the knife severed it from the offender's head.

Duels and deadly assaults were of frequent occurrence, yet the border free state men held their own and conquered respect even from their enemies. Andrew Johnson was one of the Union men of Tennessee at the time of the civil war, and it was his attachment to the Union under trying circumstances which made him second on the Republican ticket at the second election of the Emancipator.

Johnson, however, disappointed his best friends in that after the assassination of Lincoln he forgot his early friends and stepped backward into the embrace of the foes of the Union.

East Tennessee was the home of a strong body of Union-loving men and women. It was here that the courageous Parson Brownlow held forth not only as a minister of the gospel, but as editor of a sterling Union newspaper known as the Knoxville Whig.

The brave stand William G. Brownlow took for the Union endangered his life, and yet he let up not a whit on his denunciation of secession through the columns of the Whig. Later on he changed or rather added, "And Rebel Ventilation," to the name of his weekly.

The parson proudly boasted that he published the only religious paper in the South and that was none too religious to hurt. He denounced the traitors to their teeth and said had he his way he would place Jeff Davis and other leaders on an inclined plane into Hades, greased with lard, and let them slide, declaring that they would sink deeper in the hot place than a millstone would in a thousand years.

Old Timer.

**Hitch Your Wagon To a Star.**

It would be useless to argue that in many cases the difference in the positions of outstanding individuals in the social, financial, industrial and business world was not due to the accident of birth or to chance; but in the vast majority of instances this difference is solely the result of intelligently applied effort upon the part of the individual himself.

Our political history, our financial history, and the histories of our sciences and arts are replete with the pages on which have been indelibly emblazoned the records of achievements of those whose beginnings in life have been of the humblest—records of men and of women who thirty years ago had no other of the positive qualifications which make for success but vision, imagination, a thirst for knowledge and ambition.

Woven into every fiber of your existence is one of God's greatest gifts—the desire to excel. This slumbering power is manifested in the very young by attempts to do some one thing just a little better than it can be done by those with whom they associate. In those of more mature years this urge is expressed in different ways, all of which can be recognized with but little effort.

Our attention is always attracted by the outstanding accomplishments of others. We applaud this show of brilliancy but seldom do we recognize, much less appreciate, the long period of hard work, application and preparation that made the feat possible.

Ambition too often is confused with desire. Most of us would rather achieve than learn; rather do than

think; rather get somewhere than deliberately plan where to start and where we would like to go. Youth demands action — results — purposes quickly achieved — desires gratified at once.

Hitch your wagon to a star—aim high—decide where you want to go—then set deliberately to work to accomplish the thing you have in mind. The things you learn are the ones that are going to count, but keep applying them, for life is like riding a bicycle,

the moment you stop you are in danger of falling.

The difference between failure and success is the difference between intelligently applied ambition to get somewhere and the wish to do the same thing. Hitch your wagon to the star of ambition—then get out and push.

You never know when the only thing between you and the loss of your job is your character.



**You Can Sell It Just By Suggesting It**

**Mueller's Cooked Spaghetti**

in cans, a DOZEN AT A TIME—  
with its delicious sauce—a satisfying and healthful meal in itself.  
Just heat, and treat.

**C. F. MUELLER CO.**

Jersey City New Jersey



**Old Master COFFEE**

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

SOLD ONLY BY

**The Blodgett-Beckley Co.**

Toledo, Ohio

## DRY GOODS

Michigan Retail Dry Goods Association.  
President—J. B. Mills, Detroit.  
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.

### Costume Types More Marked Than Ever.

One of the most diverting of indoor pastimes during the next few weeks will be to watch the gradual crystallization of the 1930-31 mode out of the thousand themes that Paris, with an unusually lavish hand, recently spread before a critical and world-wide audience.

Now that the excitement of the openings is over and imports are actually appearing in the shops, things will happen fast. Some of the most widely publicized new ideas will pass into early oblivion and be written off as "flash fashions." Others will develop, away beyond expectations, into one of those mysterious, inescapable things known as "trends." If you think they are not inescapable try dodging them. Did you, for instance, get through the spring and summer without a sign of a cape anywhere in your wardrobe?

Seeing the new things, one would never guess that this is a season of depression, or that any one at all is in the least inclined to thrift. Indeed the opportunity for extravagance was never greater, nor the temptation stronger. Not only are there richer clothes and more kinds of clothes than we have had in many a season, but all sorts of engaging — and not inexpensive — knickknacks invite fond attention.

Brief fur jackets that are delightful but quite impractical for really cold weather, amusing fur caplets and pelerines, muffs big and little are all over the place. The little rag of a chiffon evening dress and the simple flat crepe evening gown have been shoved into the corner by sumptuous creations of rich, heavy fabrics. Evening jewels are truly precious stones, or as much like them as possible. You probably can live without all these things, but you will not want to, once you have had a glimpse of them.

It is a grand season for the woman of taste and means. This year above all others she can express her individuality in her clothes without looking bizarre or theatrical. For if there is any one generalization that can be made about fashions at present—and no doubt you are quite familiar with it by now—it is that variety and elegance are having their day.

The craze for elaborate detail has left nothing untouched, unless it be hosiery, which is still smartest when it is plain, duly sheer and correct as to color. Look at sleeves! Without going into statistics, it is pretty safe to say few plain sleeves will be seen in the land this season. Some are tucked, pleated, puffed, slashed or jeweled to the point of incredibility. A sleeve that is merely a sleeve is scorned by even the heaviest winter coats, including fur ones. By spring we shall probably all be screaming for absolutely straight and simple sleeves or none at all.

Gloves, so long ignored for evening and strictly held down to the plain beige pull-on formula for daytime, have become overwhelmed with their own importance and broken out into a rash of color and fancy trimmings. Some of the pastels and even the colors, both dark and bright, are effective accents to the evening ensemble, and quite all right too, but the designers showed small faith in American taste when they brought forth certain lurid and bedecorated affairs, allegedly for daytime wear. Some of these have, alas, found their way to our own Fifth avenue.

Hats are "dressmakered" within an inch of their lives. You could get up a parlor game with the trick locks on some of the new bags, with prizes for the clever people who managed to open them first. Heigh ho then, for complicated clothes to adorn a self-consciously complex people!

Considering the mad, merry whirl that is going on in the formal mode, it is refreshing to turn to the sports and daytime diversions and see that the one retains its casual chic and the other its well-bred simplicity. For the business of designing clothes according to the occasions for which they are worn has been carried further this season than ever, and though we may be very Greek or Victorian or Empire in the evening, good taste forbids the freakish, the fancy and the exotic for daytime.

Dull surfaces are smartest for street clothes, and the sheer woolens lead the fabric parade. Regny accents a sheer brown woolen with a bit of white wool and white polka dots on the collar. Skirt, blouse and jacket of brown wool with a woven white dot compose a 3-piece Molyneux model and the blouse is longer than jacket. There is a brown flat fur collar, two bows smartly placed, and a slit of six inches or so in the skirt.

Early reports from the openings brought news of taffeta petticoats that rustled as the wearer walked. Some houses showed real drop skirts. Paquin's version is a pleated petticoat flounce of taffeta, attached to a stunning broadcloth street frock. Of course, you know that broadcloth is one of the smartest possible day-time fabrics.—N. Y. Times.

### Changes in Costume Jewelry.

Costume jewelry will be less in evidence than last season, for two very good reasons. One is that daytime dress necklines make necklaces something of a problem; the new high neck, whether collared or flat, makes the addition of a necklace superfluous, if not awkward into the bargain. The draped cowl neck is pretty elaborate in itself and, besides, its lines are ungracefully broken by a long necklace hanging over its soft folds. And then, of course, if the evenings are to be sparklingly bejeweled, it's rather a nice contrast to leave off jewelry during the daytime.

On the other hand, it is a very striking dress that can dispense entirely with the assistance of the jewelry accent. So where a high neck or a cowl drapery might eliminate a neck-

lace, there is no reason why a bracelet, ring or clip-pin shouldn't step into the ensemble picture.

Clips, which started out in a very small way, have now graduated into much larger versions and the newest ones add little fob-like pendants to give a bit of softness to their outlines. No cowl neckline could possibly object to the addition of such a clip at one side, and on a dark silk afternoon frock it lends just the appropriate touch of dressiness.

Bracelets we have seen before in costume colorings, made of crystal, galalith, metal or amber. But, for some strange reason, not until this year have rings been designed in the same materials and large styles. Now, however, there are smart ring and bracelet partnerships that would add zest to any of the semi-tailored silk-and-wool frocks intended for street wear.

Real tortoise shell — and imitation, too—is being used for large ornaments on many black suede handbags, its rich brown making a lovely contrast to the somber black. Now this same material is fashioning necklaces of medium choker length—a grand suggestion for the thousand and one brown tweed or silk frocks that will soon bedeck fall streets.

### Belts are Numerous This Year.

It stands to reason if one's waist is to be snugly and neatly fitted according to fashion dictates, that belts will play an important role in the styling of our new frocks, for nothing else can lend a waistline the finished, assured air that a belt invariably gives.

Belts have decidedly risen to the demands of the occasion. The tailored wool street and sport dresses are perhaps the largest field in which belts will operate with chic effect, since a belt is a naturally tailored note. Many a tweed dress is finished by a kid belt whose color is a shade or so darker than the dominant note of the tweed, thus affording a nice accessory accent which may be carried out as well in shoes, bag and hat.

Patent leather and suede are other old standbys that have been put to new uses, combining tiny piped edges or banded designs of contrasting leathers or colors. Alligator is a new and not so usual a belt material, but one that should be very smart if one considers the alligator shoes and bags that are making their appearance in some of the more exclusive shops. We have seen some striking alligator belts which had carved wooden buckles—all in all, a very sports-like note.

Afternoon and evening dresses more often than not dispense with belts as being too severe in line, but there are gowns for both these occasions which approve a medium width belt of self-material with a good-looking buckle that can be counted as a jewelry accent.

### All Aboard For Traverse City.

Lansing, Sept. 8—Our news letter of August gave a general outline of the plan for the conference at Traverse City Monday, Sept. 15. Don't forget that Traverse City goes on central standard time. The directors' meeting will be held with a luncheon at the Park Place Hotel at 1 o'clock. All members are invited to attend this

meeting. The luncheon will be followed by a conference of the directors and members, followed by adjournment to visit the city. The real conference begins at 6 o'clock—central standard time—with an inexpensive dinner followed by a round table program.

We expect a majority of our directors to be present and several other energetic merchants who will make this meeting a success. Joe Knapp and Fred Mills, from Lansing, will be there, as will F. H. Nissly, of Ypsilanti. We are starting out this morning to visit the stores in Southwestern Michigan to advertise the meeting and encourage attendance. I made a few calls recently and desire to call attention especially to two fine small town stores—the Neson store at Whitehall and the two Cutler stores located at Stanton and Sheridan. Proprietors of small town stores are advised to visit these stores, also those mentioned in our letter of Aug. 6. Recent calls were made on members at Ionia, Belding and Greenville. The severe drouth of the summer has had a depressing effect on business in this locality.

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

### Less Resistance To Lower Prices.

In most stores resistance to lowering price levels appears broken, according to a survey made by the sales promotion division of the National Retail Dry Goods Association. These stores feel, Frank W. Spaeth, manager of the division, explains in the current issue of the Data Book, that an effort to build better quality into each old price line will be contrary to customer expectation. In many successful stores, he added, instalment selling has proved the most formidable single weapon in approximating last year's results. The majority of stores will not curtail their advertising expense, the survey brings out, and many merchants feel the corner has already been turned.

### Trading Up in Kitchenware.

Staple merchandise in the medium and better price ranges is being purchased by stores now stocking kitchenware for Fall. The stores are not emphasizing cheap goods to the extent they did two months ago, but are striving to purchase good-quality merchandise at special prices. Although prices on kitchenware for Fall have been reduced by an average of 5 per cent. they have firmed at that level and will not go lower, according to selling agents. In enameled kitchen utensils the cream-colored pieces decorated with green are the best sellers. A good demand developed last week for roasters retailing from \$2.50 to \$3.50.

### Disagree on Furniture Openings.

Furniture manufacturers in the East and South are reported dissatisfied with conclusions reached at the recent conference in Chicago, where furniture men voted to hold one major and one minor trade opening each year. Both Southern and Eastern producers wanted only one market annually and aligned themselves against Western manufacturers who held out for two showings. In trade circles it is explained the so-called "minor" market scheduled for November next year will require as many sample lines as the major June market and thereby defeat the economy aim which prompted furniture men to seek one opening.

## 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.

### Shoe Dealer Should Study People's Wants.

The customer knows what she wants. She knows her merchandise. She also knows where to go to get it. She is not wedded to one store when she must go elsewhere to get the style and color she wants.

The shopping season lies ahead. When the customer is selective she may need to visit a dozen stores before she gets precisely what she wants. It is therefore very important this season for the merchant to have the right materials, the right colors and the right styles, for it is up to him to capture that customer on the first bounce of the dollar.

Amos Parrish says: "Stores cannot afford to stock the wrong fashions this fall. Inasmuch as customers have to be sure that the thing which they get is absolutely right and cannot afford to get a substitute for it, they are going to shop around and be quite sure that the fashions they do buy are right. Customers are not quite so apt to take what is shown them this year as they might have been in other seasons. They know more about right fashions. They will not be so easy to sell this fall.

"For this reason, it is important that stores know exactly what are the right fashions for fall and that they know exactly what details about the fashions are right and which will make them sell.

"In our opinion, the accurate, interesting, definite, exciting promotion of fashion goods at retail will help take a little of the difficulty away from the present difficult job of selling.

"The promotion of fashion is merely the promotion of things which people want—at prices they want to pay."—  
Boot and Shoe Recorder.

### College Shoes Up.

College styles are here more and more because there are more and more college students, also, more and more folks, young and old, who follow the college style in clothes. Enrollment in colleges of this country totalled 1,237,000 last year. This was 287,000 more than was enrolled in colleges of the rest of the world. And the number will be even greater in future years.

Higher learning and better footwear go hand in hand. College graduates know good shoes, good styles, and how to make the most of both. One might figure a college shoe business of 3,811,000 pairs, allowing three pairs to each student, or the common annual average of footwear buying per annum. But that's only a beginning. There are other millions who follow the college fashions in clothes, from shoes up.

### "Fitting" Is First.

No man can have an accurate knowledge of shoe fitting unless he first understands the requirements of the feet he wishes to fit, and therefore he must know the foot from A to Z. Factory made shoes are made for normal feet—

yet there are never two pairs of feet exactly alike. If the shoe retailer is ignorant of the correct lines of the foot, how is he to determine whether a foot is normal or not, and whether it is possible to fit that foot properly with a factory-made shoe unaided by scientific remedial measures and devices? On the other hand if he thoroughly understands feet and their ailments and the proper application of scientific remedies, he can guarantee foot comfort to almost every customer.

More than half the people suffer from some foot deformity, ailment or weakness and need special care in the fitting of their footwear.

In modern shoe retailing success depends upon the merchant's efficiency not only as a purveyor of good footwear, but as an expert in affording customers real foot comfort.

### Where You Stand.

The ablest merchants of the country stand for wise buying, careful merchandising, good profits, clean stocks and all the other principles governing the successful conduct of retail business. They stand for a sane attitude on the part of all shoe men toward abuses in the trade and difficulties involved in the trade situation as conditions alter it from time to time.

They conserve and make the most of present stocks on hand. They buy at the usual time the customary amount of staple shoes and refrain from plunging buying on any pretext.

They buy novelties conservatively in more varied materials but in more limited numbers of styles and smaller quantities.

### The Bank as a Community Institution.

It has been suggested that the day of the independent small bank is over; that chain banks, or branch banks, or both, will, in the near future, take the place of the independently owned and managed bank.

This would be most unfortunate, for a bank, to perform the best service for its community, should be owned by the people it serves. It should be a community institution, responsive to the needs of the community, interested in building up the community, and fostering its local enterprises.

It would be most unfortunate for the small cities and towns if they were served only by branches of the large city banks, or if their banks were owned and controlled by the large institutions. A bank in a small community serves a distinct purpose. It should be continued, and it is entitled to receive and should have the full support of the community in which it is located. With this as well as good management and modern methods, a bank in a small town can and will succeed.

The fact that so many of these smaller banks have closed does not mean that there is no place for them. They have been on the firing line. They have borne the brunt of a long, hard campaign. It is the private in the ranks who goes down, rather than the general in the rear—the little fellow and not the big one.

It is said that the large banks have succeeded and are making large profits, piling up great surpluses, but let us not forget that the small banks have been supporting the large banks during

the years. While they have been fighting the battle for existence, the large banks have been depending on them, drawing on them for supplies.

Should not the situation be reversed? Are not these fighting units entitled to the support from headquarters? Some of them have gone down for lack of that support. Some of them, even now, are crippled and struggling because supplies are not coming to them from headquarters, as they had a right to expect.

There should be co-operation between the men in the lines and the men in the rear. The quartermaster's corps should see that the men in the lines are supplied with ammunition and sustenance. If we can get that proper co-operation, we can win this war, and both city banks and country banks can prosper.

A. B. Mobely.

### Things That Lure the Crowd.

New York Merchants have many odd and sometimes startling ways of advertising. Action, either by live persons or by mechanical exhibits made to resemble living humans, is often used as the means for attracting attention.

Three men on stilts, their tall black hats reaching almost to second-story windows, unconcernedly drink glasses of orangeade at a corner stand. Their thirst quenched—and it seems strange to the crowd that such creatures should have such human wants—they patrol down the avenue arm in arm.

Second-story windows often have to put on some kind of exhibit to make prospective customers know they exist at all. A sporting goods store places a bathing-suited girl in a window to advertise exercisers and muscle developers. She rows on a rowing machine, uses the rubber cord exercisers, then swings Indian clubs. In another window a more conventional show is put on. Several girls strut back and forth in the newest gowns; this exhibit being most effective at night, when the floodlights can be played.

The strong man still displays his muscles to admiring throngs, and shows a little apparatus which, one is supposed to understand, gave him such a physique. Ordinary demonstrators show off fountain pens, neckties and a dozen other articles. And trick articles, run by hidden machinery or other mechanical means, still draw crowds. Fountain pens, unpropelled by human hands, draw perfect loops

without ever tiring, while Japanese boats sail glass-bowl seas to the admiration of the young.

### Novelty Jewelry Buying Gains.

Considerable buying activity has now developed in novelty jewelry for fall. The trend is notably toward gold items in view of the predominance of dark colors in fall apparel. Stone set types are stressed, with turquoise particularly important. Necklaces are in active request, with recent improvement noted in the call for bracelets. Combinations of gold effects with black were said recently to be doing particularly well. Algerian jewelry, about equally divided between gold and silver finishes, and revealing ornate treatment such as scroll work and turquoise stones, was also reported as outstanding.

## To Retail At Four Dollars

There is a growing demand for shoes at four dollars, but - - -

A four dollar shoe MUST Shine, Fit and Wear.

We manufacture six styles in men's oxfords that fulfill these requirements.

A post card will bring a salesman with samples. All six styles, including Scotch grain, carried in stock.

It will pay you to investigate.

## Herold Bertsch Shoe Co.

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

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

### FIRE AND TORNADO INSURANCE

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

Write to

L. H. BAKER, Secy-Treas.

Lansing, Michigan

## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

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

### A Little About a Lot of Things.

The episode of Henderson of Shreveport will have served one useful purpose if we gain from it some conception of the fallacy of the "keep-your-money-at-home" line of argument. For there was a humorous slant to Henderson's practice of selling his products widely throughout the country. He thus took money out of those places even while he was so strenuously arraigning others for doing just that thing.

Uncle Sam's bulletin on Selling Cereals Through Retail Stores, which is one of the outcomes of the Louisville Survey, is of great value to anyone who will take time to study it in detail. For one vexed question before the grocery trade is that of why certain commodities are sold on a margin less than the average expense account. This bulletin brings out the surprising fact that cereal sales in Louisville averaged a margin of 24.5 per cent., with a range of from over 20 to nearly 32 per cent. It also points out that profits are enhanced through the sales of items of large unit price, because customers buy only one package at a time, hence the larger sale is accomplished by the sale of higher valued items. But this information can be available only to such grocers as will get it and study it. The fact that it is printed and ready means nothing to those who do not get and read it. We must do our part or we shall not benefit.

Success is said to depend on vision to conceive, will to work and patience to wait. These factors are more easily maintained in an individual, personal business than in a large organization. This is an advantage preferred enjoyed by the individual merchant—almost the smaller the better.

Here is another angle from which to look at the right enjoyed by farmers organizations exclusively to combine and co-operate as fully as they like: "Because of its legal entity a chain store business may lawfully pursue a plan of uniform operation, but the pursuit of a similar plan by individual retail grocers is almost certain to trespass upon the anti-trust laws. The consequence is that the law which was enacted to preserve competition becomes an instrument for its detriment." But grocers are finding ways in which they can co-operate so effectively that to-day "the menace of the chain" is virtually nil. Here again we find that self-dependence and the use of our own capacity to think and plan are better than any kind of man-made laws.

Again we near the season when de-

partment stores clean out stock for the coming of new fall items. This means mark-downs which, in typical instances run thus: dry goods, 25 per cent.; home furnishings, 19 per cent.; men's wear, 18 per cent.; women's wear, 17.75 per cent.; women's wear accessories, 19½ per cent.; small wears, 22 per cent.; shoes, 26 per cent.; miscellaneous, 22½ per cent.; basement, 17 per cent. Here we have an average of over 19 per cent. throughout a business. Grocers are fortunate in that they have practically no seasons and such an element as mark-down can almost entirely be avoided by a good manager.

The grocer should remember that California has two crops of oranges. They just about offset each other in season. Valencias—the summer orange—is on the market May to November. Navels run from November to May. As the end of each season approaches the "old" oranges are extra ripe—very juicy and tasty, subject to decay. The oncoming crop will then be immature and tart. Care in selection and buying will enable a merchant to have what will please his customers' taste practically the year round.

Jimmy McLellan, "A Grocer," Longmont, Colorado, says: "We consider our free city delivery service—going on schedule time—to be a convenience and a necessity—just like the telephone. Regular customers know the value—new buyers may have the same service—it's worth trying—the service will show we do right by you." That is a sample of the way Jimmy talks to his customers through his little monthly folder, "Store Talk." "Everybody knows about our delivery service?" You'd be surprised how many forget it. They have other things to think about. Jimmy knows this and talks interestingly about just such "common things."

The Retail Grocers Exchange, Wilmington, Delaware, is managed by William E. Skellenger. He writes good stuff to his members. Here is the gist of a recent letter:

Dear Member—A man was digging a trench when a passerby asked what he was digging for. "Money," was his prompt reply. "Money!" exclaimed the questioner, "just when do you expect to find it?" "Saturday at noon," answered the digger and went on with his work. No one wants to be a trench digger, yet this teaches us a good lesson. The digger was confident he would get what he dug for. We grocers are digging for something known as success. Are we as confident as the trench digger that we are going to get it? Are we digging with the right tools? A hen and a rooster had a conversation during a dry spell. The rooster complained that there were no worms to be found. But the hen sharpened her claws on a grindstone and started to dig in a new place. The rooster laughed, said she was wasting energy, but she dug while he waited for something to turn up. That night on the roost the rooster said he was starved. "Condi-

(Continued on page 31)

### MERCHANT PARCEL FREIGHT TRANSPORTATION

SMALL, LIGHT PACKAGE DELIVERY SYSTEM.

SEVERAL TRIPS DAILY TO SURROUNDING TERRITORY.

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

### NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

CRATHMORE HOTEL STATION,

GRAND RAPIDS, MICH.

*Putnam's*

NEW PACK

## MALTY MILKIES

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

Ask about our  
 Introductory Offer.

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

The day is fast approaching  
 when home-baked bread will  
 be as obsolete as the horse-  
 drawn street car of old.

GRAND RAPIDS LOOSE LEAF BINDER CO.

Manufacturers of The Proudfit Loose Leaf Devices.

Write for information on our system forms for all purposes.

10-16 Logan St., S. W.

Grand Rapids, Michigan

## VEGETABLES

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

VAN EERDEN COMPANY

201-203 Ellsworth, S. W.

Grand Rapids, Mich.

**MEAT DEALER**

Michigan State Association of Retail Meat Merchants.

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

**Sausage Is Coming Into Greater Demand.**

Sausage production has increased by leaps and bounds during the past few years. There are a number of reasons for this.

First of all, manufacturers are producing a better grade of sausage and the public is responding by buying more. For example, there will be consumed in the United States alone this year, well over a billion pounds of sausage as against 789,000,000 pounds in 1920, according to figures furnished by the United States Government.

But in back of this gratifying increase is a story of modern, labor-saving equipment, more up-to-date methods and more wholesome meat and better seasoning used by the progressive sausage-maker of to-day.

Most essential in the production of quality sausage is the use of the right machines. Meat can easily be spoiled if it is heated during the cutting and mixing operations. In order to obtain high quality and maximum yield out of a batch of meat, it is essential that every particle of the meat be cut uniformly fine, without mashing or heating it; that none of it be carried around with the knives and that the knives operate with a sheer cut so that all the meat cells will be opened, thus allowing more moisture to be absorbed. The result is a smooth, velvety, doughy batch, free from lumps and cords yet retaining all the nutritious juices contained in the meat before it was cut.

As a result of these improved methods, sausage-makers both large and small are finding it increasingly profitable to turn out a high quality product. They have also learned that modern, sanitary machines are the means of reducing their production costs to a minimum; far below what they were with old style methods and equipment.

In other words, modern machinery is recognized as a worth-while investment to-day, both by the large producer of sausage and by the small sausage-maker and the butcher who desires to build up a sausage trade among his customers.

The use of wholesome meat and the right kind of machinery will create an even greater demand for sausage in the future, for the public is becoming more educated to the fact that good sausage is a valuable healthful food and will consume it in even larger quantities as more sausage-makers get in line with the trend of the times for better quality through better machines.

**Many Cuts Make Pot Roast.**

Pot roast is a very economical and delicious dish for the housewife to serve because there are so many different cuts of meat which may be utilized in this way.

Among the beef cuts suitable for pot roasts are the chuck, the shoulder, top of shin, bottom of round, top sirloin, and rump. All of these cuts, es-

pecially those from the forequarter, are very economical. They vary in weight from three to seven pounds, depending upon how they are cut. Housewives should allow about one-half to one pound for each person in order to get a pot roast large enough to make it juicy and attractive.

The method of preparing a pot roast is but a combination of roasting and stewing, with some of the good points taken from each.

Clean the meat, rub in salt and pepper, tie or skewer into attractive shape for serving, dredge with flour or not, as desired. Sear all sides in drippings or pork fat, add enough water to cover about one-third of meat, cover closely and let simmer required length of time. Add more water during cooking if necessary. Allow at least one-half hour to each pound of meat, or longer if cooking slowly. If fireless or other special device is used follow special directions for their use. Seasonings, such as onions, cloves, garlic, bayleaf, peppers and tomato may be used.

Gravy—When meat is done remove from pan and add flour to fat in pan, allowing one tablespoon flour to each cup of water to be used.

With Vegetables—To three or four pounds of meat cook one cup each of carrots, onions, celery, turnips, cut up fine in salted water to just cover. Put through coarse sieve, then pour pulp and liquid over seared pot roast and roast.

With vegetables cooked separately—To three or four pounds of meat cook separately two large carrots, sliced, six or eight potatoes cut in quarters, one small turnip, sliced and one cauliflower, cut into pieces, serve on platter around pot roast or in vegetable dishes. Cabbage, spinach, celeriac, etc., also may be served this way.

**Beef Cattle Prices Expected To Advance.**

Economic conditions in the cattle industry are likely to improve in the next twelve months, according to the beef-cattle outlook report issued by the Bureau of Agricultural Economics.

"Market supplies of cattle in the next five or six months," says the Bureau, "probably will be about the same as a year ago, but supplies of fed cattle during the first half of 1931 are expected to be smaller than in 1930. Demand for stockers and feeders this fall will not equal that of last year, and for that reason slaughter is likely to be somewhat greater.

"Prospects favor a continuation of low imports of both live cattle and calves and of fresh and frozen beef and veal.

"Consumer demand for beef probably will improve somewhat in the next six months with the advent of cooler weather, especially if there is an improvement in industrial activity. Prospects favor a material advance in cattle prices in the next twelve months."

**Fall Glassware Buying Slow.**

The hesitancy being shown by many stores in placing orders for glassware for regular Fall business has created uncertainty in the primary market. While a few buyers have placed or-

ders for October and November delivery, the majority are seeking specially priced goods for immediate shipment and refuse to indicate when they will be in the market for regular stocks. In stemware the buying has been al-

most exclusively for immediate delivery. Gift pieces, such as glass bowls, fruit dishes, vases and similar articles, are selling best for later delivery. Articles retailing under \$10 are wanted in this class.

**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

**COLD STORAGE FOR APPLES**



We will BUY your APPLES for you.  
 We will STORE your APPLES for you.  
 We will SELL your APPLES for you.  
 We Guarantee Proper Temperatures — Best of Service — Lowest Rates — Liberal Loans. Write for Rate Schedules — Harvest Your Apples Direct Into Cold Storage and Get Full Returns for Your Crop. Our Warehouse is a Public Institution Open to and Soliciting the Patronage of All.

**KENT STORAGE COMPANY - GRAND RAPIDS**

## HARDWARE

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

### Business Possibilities in Some Hardware Sidelines.

Even the most wideawake hardware dealer sometimes overlooks a good bet. There are numerous sidelines that can be profitably developed in connection with the hardware business if the dealer sees his opportunity and goes after it.

Quite often these opportunities are the result of peculiar local conditions; and quite frequently the biggest opportunities are the hardest to see, just because everybody has always overlooked them.

A traveler for a wholesale hardware firm had a call to make in a small town. He intended to stop over for a couple of hours. He booked his orders from the one local hardware store; then, to while away the time, he took a stroll around the place. Turning back presently with just about time enough to make his train, he was nonplussed to find himself completely lost. The town was laid out in the haphazard style common to small places, and the traveler had unwittingly wandered into the outskirts. There was no taxi stand within hailing distance; and the directions furnished by friendly townspeople made the matter only more confusing, owing to the lack of street names and house numbers.

By dint of diligent enquiries and a hard sprint at the finish the traveler reached the station in time to see the train vanishing into remote distance.

Failure to reach Carisford that night meant deferring an appointment there and perhaps losing some business. "I've got to make up for it somehow," mused the traveler. He went back to the local hardware store, mulling over in his mind all the difficulties he had experienced in finding his way about.

"Mr. Brown," he said to the hardware dealer, "you're missing a big opportunity. If you've got time to call on the members of your town council, we'll see if we can cash in."

Rendered eloquent by recollection of his own experience, the traveler had little difficulty in convincing several members of the town council that the town would benefit by street signs and house numbers. Before he pulled out on the evening train, he had the proposition so far advanced that at the next meeting the council put through the necessary bylaw. The order for the signs and numbers was filled by the local dealer.

Here was an opportunity that had been waiting until someone stumbled on it. And even the alert traveler might never have noticed it if he had not lost his way and missed his train.

Opportunities of this sort exist in a good many towns; and in many others orders for signs and numbers have gone direct to manufacturers because no local dealer was interested enough to carry samples and get after the business. In many of the smaller towns, the streets are not numbered and street signs are unknown. In many others the system is incomplete. In larger places, the opening of new streets creates a more or less steady

demand for signs. Quite often householders are glad to substitute a special type of number for the usual kind. There are opportunities that need only to be worked up.

An argument worth using is that in these days of motor touring, bringing numerous visitors to even the smallest places, street signs and house numbers are exceedingly desirable.

Of course there are difficulties. The business doesn't fall into a dealer's lap; he has to work for it. A drawback in catering for municipal contracts for street signs and numbers is quite often the penurious instinct of the typical small town administrator. Before a contract is placed, the precaution is taken of writing to the large cities for prices paid by them. Now, in a city of 300,000 people or more, a better price can inevitably be obtained than in a town of 5,000 people. Yet the replies from the large cities usually merely quote the price and it is always low in comparison with the prices quoted to the smaller place. The dealer must be prepared to meet this situation, if it arises, by frankly stating the facts, and, if necessary, by securing a letter from the manufacturers explaining why a difference in price is bound to occur.

Street signs and house numbers are only a part of the enamel sign business. There is business to be done with individual owners. Professional men require name plates, and signs such as "Office," "Keep Out—This Means You." No Peddlers," is in demand from both offices and householders. Circularizing or canvassing by the local dealer can work up quite a bit of business; and window display and newspaper advertising will help.

Many dealers do not carry stocks, but prefer to sell by sample. "It is fully as effective," declared one man. "I carry a complete line of samples from brass door plates to large street signs and can show any customer what he wants. It means a delay, of course, before delivery, but in the case of street signs this is bound to ensue anyway. Then, I do not have to tie up one dollar in stock, and everything I make is practically found money."

One small city dealer laid in a stock of the sort of signs used in factories and public buildings. One morning he called up the manager of a local factory and stated that he had a collection of useful signs and would send one of his salespeople up with them so that the manager could look them over and select anything he needed. The result was an order for a dozen signs to replace cracked and roughly painted wooden boards previously in use. Other factories and office buildings when similarly canvassed yielded considerable business.

A sideline that some hardware dealers have found good is boy scout supplies. The normal boy scout needs, in addition to his sombrero, scarf and suit, a staff, a knife, an axe and a belt. The logical place for at least some of these items to be sold is the hardware store. A number of dealers have found it worth while to handle the complete line, clothes included.

One large city firm catered to the business by establishing a boy scout department. They not merely handled

uniforms and staves and other regular equipment, but they advertised regular goods along the line "Skates for Boy Scouts," "Snowshoes for Boy Scouts," etc. Boys who belonged to the organization naturally took their trade in regular lines to the store which made a special appeal to them.

In communities where the organization is active and popular a "boy scout" window display, with the central feature a scout in uniform and a display comprising all sorts of articles appealing to boys will prove a good stunt, especially if it is timed to coincide with some local boy scout activity, as, for instance, the big annual "jamboree."

Some dealers, especially those who feature sporting goods, have found it profitable to cater to the bicycle trade. For a time a number of dealers in my territory handled automobiles to advantage; though the tendency has been for the two lines of trade to drift apart. Most hardware dealers, however, still handle motor car accessories to some extent, and some go quite heavily into this line. Much depends on local conditions. In the large city the tendency is for the man catering to the automobile owner to

specialize. On the other hand, a hardware dealer in a nearby cross roads village features his gasoline pumps and automobile service business.

Discussing the bicycle trade, one small town dealer sized the situation up as follows:

"I have retailed bicycles and accessories since the days of the old high wheel and have done a very profitable business when they were used for pleasure and it cost from \$85 to \$125 to purchase a fairly good wheel. But when a standard was reached and the price dropped to from \$25 to \$40 the wheel being more commonly used, the cycling clubs disbanded and in a very short time the handling of bicycles had become a risky venture, and wheels were sold principally to farmers' sons and school boys. The trade in wheels in most country towns is in that state to-day, and the busy country hardware dealer cannot afford to devote much time to boosting that class of trade. With town and city merchants it is different. While for us the bicycle itself is not a profitable article, the sundry line, such as tires, cement, valves, spokes, etc., will pay well."

In a city store which has strongly

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

Wholesale Only. We Protect our Dealers.

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## BROWN & SEHLER COMPANY

Automobile Tires and Tubes

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GRAND RAPIDS, MICHIGAN

## Michigan Hardware Co.

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GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting

Goods and

FISHING TACKLE



featured sporting goods, on the other hand, the dealer reports a thriving business in bicycles. They are in demand by workingmen who have long distances to go to work, and also by boys. The bicycle is a recognized birthday gift for the growing boy, usually in recognition of his graduation from public school.

This dealer starts with the two-year-old who gets a kiddie car for Christmas, sells him a velocipede or cycle a little later, and toward the close of his public school career follows up with a bicycle. "We keep track of every youngster who gets a kiddie car," says the dealer, "and the follow-up is systematic, and profitable. We carry a fair stock at all times, and send out circular letters to school boys. Also to parents; but it is the boy's canvassing of the parent that usually turns the trick. We carry a complete line of repair parts and accessories, so that we are in a position to service a bicycle at a moment's notice, and we find this business well worth while." Victor Lauriston.

**Why Not a Monument To the Lumberjack?**

Grandville, Sept. 9—Why not a monument to the lumberjack?

That intrepid pioneer of early Michigan lumber days was certainly a character worthy of the descriptive pen of a Bancroft. The true inwardness of the lumberwoods days will of course never be written, but why Michigan has failed to erect a memorial to his sturdy loyalty to principle is a matter of wonder to the idealist.

There are books galore on the heroic deeds of all our warriors on the field of battle. Why not then a descriptive account of the sawlog princes of the lumber woods of the fifties, even-down to a later date?

A monument at Muskegon or Grand Rapids, surmounted by a herculean figure of the wildwoods' ajax seems altogether proper. It surely will come some day and the sooner the better.

The lumberjack was not a half Indian wildcat, as some have imagined, but the product of some of the finest homes in this broad land of ours. From the broad prairies of the West to the homes of the sturdy farmer of New England.

One of the finest characters in the woods, one who did his duty as he saw it and did it well was the son of a Maine Yankee, and carried his fine character to the wilderness as sagely and heroically as did any of the earlier pioneers of America.

He met with his ups and downs as who did not? Caught one time praying beside his shanty cot, the jeers of profane comrades phased him not. His New England upbringing held him to a strict accountability of his acts while working among some of the most profane toughs of the woods.

"Poor Jacob," he had been dubbed by the lumberjacks of the camp. So far from his mother's apron strings as to be in a strange land. Poor Jacob, however, never winced under the covert jeers of his companions. He even ventured so far as to take a place on the Big Drive where some of the hardest characters of the woods held sway.

"Chuck him under the jamb," suggested one of the jacks. This advice was literally attempted on one occasion, but failed because of a sudden jump and dodge of Jacob who blunderingly hurled his attacker headlong into the boiling stream. An accident of course. Poor Jacob seemed not to feel seriously over the incident.

At a shanty dance one evening Jacob accidentally stepped on the foot of the bully of the camp, Jack Flodden

by name. With an imprecation the burly lumberjack flew at Jacob and tweaked his nose. "You insufferable puppy!" he growled. "I'll teach you sawed-off Yank to mind your step."

And he did mind his step by flaring back an instant, then springing like a wildcat at the throat of the bully. Poor Jacob astounded those bluff men of the woods by the manner in which he plunged and dove until his insulter lay a bleeding heap on the floor.

"Look after him, boys, I'm going to bunk." Jacob left the place and was seen no more that night. The fallen bully was picked up and cared for, for once thoroughly cowed. Soon after he quitted the camp and was seen no more. From that time on Poor Jacob was unmolested by the jacks. The surprise the lithe Yankee had given them quite cowed the whole camp.

At the outbreak of the civil war many of the jacks enlisted and laid down their lives for their country. These woodsmen were from many different parts of the country. At one time, when Michigan enacted what was known as the Maine liquor law, a great protest went up from the men of the camps and drives.

It would be impossible these men almost unanimously declared for them to drive logs, wade in water and otherwise expose themselves and think of getting along without their liquor.

However, the law was passed but never retarded drinking liquor to any perceptible extent. Saloons ran wide open during the time of that law which was afterward repealed to be replaced by a license law.

There were many fine characters in the woods as well as some really hard cases who later ended their days behind prison bars. Nevertheless as a whole the Michigan lumberjack was a good fellow and merits as I said a splendid monument erected to his memory. Shall he have it? If so when?

From Saginaw's tall whispering pines to Lake Superior's farthest mines these hardy sons of Western America filled the necessary places which provided for great lumbering jobs and wound up finally with the complete extinction of the pine logging industry.

When shall we see another such a lot of men as composed our camps and rode our rivers under stress of all sorts of weather? Likely never again, and sad is the story, view it from whatever angle you will.

Poor Jacob was but one sample of New England vim and pertainency in a line of endeavor which he believed to be right. The real history of the lumberjack has never been written. He was not strictly American, since men from every nation composed his ranks.

As a boy I call to mind Dutch William, a portly little figure who I imagine hailed from Holland over the sea although we knew him only as a Dutchman. Then there was sober Gotlieb, another man from across the brine who came from near the Rhine. Such men were usually known as Dutchmen, although strictly speaking only the one from Holland was entitled to that name. Old Timer.

**Sweaters and Underwear Active.**

The increased volume of buying during the past ten days in sweater coats and heavy fleece underwear has indicated that a much brighter prospect awaits the trade, mill agents declared yesterday. Retailers are still operating cautiously, it was said, but there is no question that a large amount of business will be forthcoming and that later in the season a good number of orders will have to be turned down. The question of prompt deliveries has already arisen, with several mills unable to fulfill buyers' requests for early shipments.

**Flowers are Sales Pullers.**

A smiling bouquet of flowers every morning finds a place at the entrance of a certain retail store in Gloversville, N. Y. Customers never fail to notice, and often they seem to nod pleasantly to it as if in response to the greeting inscribed on a card placed near the flowers. "Good Morning," reads the card.

**A. CHAS DUNNING & CO.**

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You need  
**TRILBY SOAP**  
for  
really clean hands

**The Brand You Know by HART**



Look for the Red Heart on the Can

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Nothing as Durable  
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Makes Structure Beautiful  
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Warm in Winter—Cool in Summer

*Brick is Everlasting*

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

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**I. Van Westenbrugge**

Grand Rapids - Muskegon  
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**KRAFT CHEESE**

All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

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TEN BRUIN'S HORSE RADISH and  
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OTHER SPECIALTIES

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Sidewall  
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Made in  
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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

**HOTEL DEPARTMENT**

**Verbeck Discusses the Lure of the Desert.**

Los Angeles, Sept. 6—Probably no Chicago hotel man is better known to the Michigan profession than is Col. Earl Thornton, who was for some years manager of the Hotel LaSalle, in that city, but who several weeks ago severed his connection with that institution for reasons unknown. Now the announcement is made by Walter L. Gregory, general manager of the Palmer House, to the effect that he will be connected with that institution as special representative. What Col. Thornton's special duties are to be has not been vouchsafed, but he will certainly be a big asset to Chicago's biggest loop hotel, and both he and the Palmer people are subjects for congratulation.

In Detroit a police sergeant demonstrated his fitness by eating sixty-four sausages, two onions and a can of beans at one sitting. Then he spent a few days at home recovering. If Detroit has the right kind of a police chief, the sergeant will be permitted to spend the balance of his life in bed, if he wants to. Human hogs are out of place whether filling the chair of a National executive, or the role of a policeman.

The Government is tackling the Boulder Canyon project in a manner to protect the people as much as possible. The secretary of the interior has withdrawn from settlement about 4,000 square miles of public lands surrounding the proposed dam site, which it may ultimately turn into a park, but anyhow, enterprising land dealers will not be permitted to peddle it in the shape of business lots. Folks who buy property anywhere in the Boulder sector need a guardian.

Charles F. Reisner, successful movie director who fought his way from a poor boy's home to a mansion in Beverly Hills by his own efforts, declares that the man who says: "I will do it" owns 51 per cent. of the stock in the project he is undertaking. But he cannot stop there and win success. He must organize his work and himself, be prepared to take an occasional loss and only using the voting power to keep himself at the task.

When we speak of soulless corporations, sometimes we forget to remember that somewhere within these organizations, bad as they may be painted, there is frequently a hidden spring which opens up a soulful storehouse, and I am reminded of this to-day in meeting up with O. J. Kauffman, of the investigation bureau of the Los Angeles Gas and Electric Corporation. A while back I had occasion to make a complaint to the aforesaid corporation over what I considered an overcharge. Naturally the response was perfunctory in character, and to the effect that the meter readings were correct; the meter had been tested, and I was left the alternative of paying the bill. At this juncture Mr. Kauffman interceded, made a personal investigation, with the result that it was found I had been wrongly classified, a check for a substantial rebate was forthcoming and we are fast friends. In fact, Mr. Kauffman was practically the last individual I met on my departure for my recent Eastern visit, and among the first to greet me on my return. And this is simply an acknowledgment of service received.

Frequently I run across Michiganans who have strayed away from the fold. Since returning to Los Angeles, within the last week, I have caught up with W. W. Pearson, formerly in business at Fremont, now a resident of Hollywood; Franklin Pearce, for years a special representative of the Standard Oil Company in the Muske-

gon district, retired and leading a peaceful existence in the Movie City; and then there is C. H. Stillwell, formerly a business man in Big Rapids, who now conducts a chain of hotels and restaurants in California, his principal project being the Elrey Hotel, Los Angeles, a 600 room institution and decidedly popular. They are all looking forward to the semi-annual picnic and reunion in Sycamore Grove, this city, which is to be held next week. Former visitors to California will remember with pleasure these affairs.

"This brings us face to face with that old rascal, Personality. The word has been spoken and written so often that I am afraid it has ceased to convey any particular meaning. Certainly the term is very much of an abstraction, and the dictionary leads us but farther into the maze. Just as abstract are our reasons for liking some people and disliking others. Seldom can we explain these reactions or place our finger on any definite qualities that prompt them.

"Following the footsteps of the fools who rush where angels fear to tread, I shall attempt a definition of Personality; with the thought, too, of throwing some light on why we like or dislike others, and are in turn liked or disliked by them.

"Personality is the composite of the qualities, habits and reactions that compose our consciousness and which is known favorably or unfavorably in the degree that their predominance is pleasantly or unpleasantly reacted to by those with whom we come in contact."

Excerpt from "Front Office Psychology," from the pen of Howard V. Heldenbrand, junior of the "Hildy" dynasty, who are operating a chain of Michigan hotels successfully, for the reason they are authorities on hospitality and everything which pertains to it. Here is another thought:

"A book could be written on smiling. We do not smile enough. We do not smile anywhere near enough! I don't mean by that that we should go round perpetually with a half-baked grin on our faces, but I do mean that friendly, cheery, sincere smiles are the axle grease that makes the old world revolve smoothly. It is surprising, too, how infectious it is. Take a stranger around a hotel, give him two or three smiles, the first thing you know he is smiling right back at you. Before you know it you'll have a regular smiling tournament on. And—this will even work on your wife. Just smile at her some time and see. Finally, the practice should appeal to lazy people—we use 64 muscles in frowning and only 13 in smiling."

The volume, which I spoke of briefly previously, is from the press of Hotel World, Chicago, is replete with sensible suggestions, and is well worth the investment of \$1.50 which it entails.

I just had a chance to peek in on our old friend, Sigmund Steindler, of the Steindler Paper Company, Muskegon, in his apartment at Ocean Park. Mr. Steindler was quite seriously ill about the time of my departure for the East some months ago, but he is again quite fit, and he and Mrs. Steindler are enjoying themselves at the well-known seaside resort.

The Government of the United States, through the farm board, is apparently going to finance the grape industry of California in a program which will include the sale of grape concentrates to householders for wine making. It is announced that the board has already advanced \$1,000,000 and will presently advance another \$500,000 for the sales campaign, which is designed to guarantee wholesome and "exhilarating" wine for as little as \$1.25 a gallon, on the shelves of the

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RATES—\$1.50 up without bath.  
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Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

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ERNEST W. NEIR, Manager.

**Republican Hotel**  
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Cafeteria, Cafe, Sandwich Shop in connection

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Rates Reasonable—Service Superb  
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300 Rooms With or Without Bath  
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250 Rooms—150 Rooms with Private Bath.

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RESTAURANT AND GRILL—  
Cafeteria, Quick Service, Popular Prices.

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

150 Outside Rooms

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Hot and Cold Running Water and Telephone in every Room.

\$1.50 and up

60 Rooms with Bath \$2.50 and \$3

**Occidental Hotel**

FIRE PROOF

CENTRALLY LOCATED

Rates \$2.00 and up

EDWARD R. SWETT, Mgr.

Muskegon -:- Michigan

householder's cellar. And all of this is supposed to be legal under the Volstead act. Which, of course, it is not. The Volstead act provides penalties even for the possession of intoxicants. It defines any beverage liquor containing more than one-half of one per cent. of alcohol as an intoxicant. Any wine must contain much more than that amount or spoil. Possession of wine in the home is just as illegal as it is anywhere else, except that no enforcement agent may enter a home without evidence of sale. Therefore, wine in the home (or whisky, for that matter) is, in a way, privileged. It is this privilege which has led to the supposition that possession is legal. Since it is not, in fact, legal the farm board is certainly laying itself open to criticism for financing any part of a program which embraces as an integral part, increased wine manufacture in the home. Can it be that the Government is not as dry as has been supposed? And are we to understand that the enforcement director's declared intention to concentrate on the commercial aspects of violations which embraces a tacit encouragement to the amateur. In the recent gubernatorial primary here, at which the "wringing wet" candidate of the major party was selected by an overwhelming plurality, congratulations were openly expressed by high-uppers at the Nation's capital.

I could not help but notice, on my return from the East last week that possibly the Southwest Empire may be coming into its own at last. Too long it has been thought and spoken of as an area shunned by the human family and tourists and vacationists have been warned against attempting its negotiation, especially at this time of year, but I am prepared to state that the desert areas of Wyoming, Utah and Nevada are, in actual fact, blooming like the rose. While California has been consistently "blooming" without any semblance of precipitation, the former areas have had plenty, even to cloudbursts.

This has been made a reason for a change of sentiment on the part of travelers. Upon my arrival, a friend insisted that having come from the effete, and drouth-stricken East, I should familiarize myself with conditions in the home of my adoption. So last Sunday we went over to Death Valley—which is in California, and dipped beyond there into Nevada.

The old time picture books no longer portray conditions in Death Valley, the Mojave Desert, the Imperial and Coachella Valleys. In Death Valley the great West, hostess of the world, has opened for her guests another of those primal mysteries long hedged about by hazard of hardship and death. With the Yellowstone, Grand Canyon and the Yosemite she is now inviting the world, during the winter months even, to view this dire and dreadful region—with all danger removed and all thrills retained.

The story of borax is the great human romance of Death Valley. Footnotes and marginal illustrations in the way of disintegrating adobes, wagon wheels and the like dot the landscape. The tourist now journeys from one chapter to another, comfortable in the best of automobiles, a theater rolled from point to point in a spectacle too gigantic for any stage. But the human romance of Death Valley, for all its heights and depths of daring, endurance and achievement, is insignificant beside the splendor of the awe-inspiring terrestrial romance, old Earth herself in action. Creation is still in progress here, not an accomplished fact done with centuries ago.

Color is one impression of Death Valley—color, a crescendo of color. The valley floor must be made of jades and turquoise and rose quartz, with a pearl foundation showing through. The many-colored richness of the walls is set off by great folds of snowy white-

ness contrasted with areas of velvety blue black. In variation of form and color Death Valley exceeds the Grand Canyon in the opinion of very many who have visited both. Where Grand Canyon is the product of erosion in horizontal strata more or less homogeneous, Death Valley is poured out, newly melted in forms that seem not yet hardened, and in variety of substance showing forth a color range without a rival. It is this white-hot plastic quality of the Death Valley that places it at the other extreme from Yosemite, whose gray granite cliffs were chilled and crystallized eons before playful nature split them apart. Unlike the Yellowstone, which seems painted and tinted by chemicals, the color of Death Valley goes through and through, inherent in its substance. Good roads now lead to and thread Death Valley in all directions. From the West, one enters from Lone Pine over the new Eichbaum road through Townsend Pass. From the East a good desert road runs North of Baker on Arrowhead Trail. At Cruzero, on the Union Pacific Railroad, connection is made with Tonopah and Tidewater Railroad to Death Valley Junction. To get the idea of Death Valley, first drive around and up to Dante's View, an elevation of 6,000 feet, or something over a mile, so as to come upon it by surprise. Directly below is its lowest point, 270 feet below sea level in the 150 miles of fluid-looking floor. Study the broad expanse, with its islands of rose and purple. Across is the morning-glory-colored Panamint Range, snowy Telescope Peak (11,045 feet) dripping along shining sands of canyon-like quicksilver. Beyond is Mount Whitney, 14,502 feet. At one view you are shown the highest and lowest points in the United States. Drive down the great salt beds of the lowest part. Jagged blades as hard as iron push up all about, with corresponding sinks guarded by knifelike points. No bottom has yet been found. It is two miles wide and known as the Devil's Golf Course. The Devil's Speedway is just beyond, smooth and hard as concrete. Salt pools, marvelous in myriad crystallizations, are seen at every turn. The Southeast portion of California, throughout the Imperial and Coachella valleys, where modern cities have sprung up almost overnight, is also a region of surpassing interest, which may be negotiated on the same trip, as I have done on various occasions. Palm Springs, Idaho, Coachella, Thermal Mecca, Brawley and El Centro, are a few of the progressive towns to be found here. The Salton Sea, 200 feet below sea level, offers special interest. Mullet Island, with mud geysers and paint pots, where colored pigment boils out of the ground, is a place of eminent beauty. On one side of the Sea on the heights, at sea level, are the ancient fish traps, hundreds of them, where prehistoric man trapped fish when this was a gulf of the ocean. On the right of the highway is strikingly visible the old shoreline of the ancient sea. The marking is plain and an inspection tour on foot will prove of interest to the scientist or the observer. Sea shells and other evidences of old sea shore are found in abundance on cliffs above Salton Sea, and Indian writings on the Cliffs which, it is plainly evident, were made even before this was an arm of the ocean, are of historic importance. Palm Canyon, six miles South of Palm Springs, is situated on the Agua Caliente Indian Reservation. The Canyon is listed as one of the wonders of America and it is now proposed to create here a National park, or monument as they are sometimes called. It is thought the palms are remnants of the tropical age. They are the Washingtonia Filifera variety and all known palms of the same variety are traced to seed from this locality. Cathedral Canyon about seven miles on the road to Indio, is remarkable

for the formation which gives it its name: Deep Canyon, thirteen miles on the road to Indio, is noted for its palo verde, ocotillo and other rare trees, Painted Canyon, in the Indio Mud Hills, is notable for its coloring and weird formations; Whitewater Canyon, Mission Canyon and Thousand Palms are visited by thousands of travelers yearly, and I only hope that those of my Michigan friends, who are contemplating a coast trip this winter may have the satisfaction of viewing this scenery which I have attempted to describe in my homely way. It is certainly worth while. The lure of the desert will call you again when you have taken a few trips over its sands, basked in its sunshine, studied its queer plants and many varieties of wild flowers, visited the rugged and picturesque canyons. Such an outing will give you a keener appreciation of the marvels of nature. That is why I never turn down a reasonable invitation to go over the scenes of previous explorations. Frank S. Verbeck.

#### New Communication.

A new element has entered into the confused situation in China, with the prospect that a compromise peace may be imposed upon its warring factions by Chang Hsueh-liang, military leader of Manchuria, whose 300,000 troops are variously reported advancing from Mukden or already occupying the Peiping-Tientsin area. If he does succeed in forcing the Nationalists and the Northerners to declare an armistice, Nanking may be freed to cope with the reviving Communist menace in the Yangtze Valley, but no matter how hopefully this new development may be viewed, no one can believe that it holds out any real prospect of a permanent settlement of China's problems.

Chang Hsueh-liang is in a strategic position to endeavor to force peace in Northern China because of the peculiar relationship in which he stands with both the Nanking and the Peiping governments. He is in unquestioned control of Manchuria and, like his redoubtable father, Chang Tso-lin, to whose power he succeeded upon the latter's somewhat mysterious death, he has never paid more than nominal allegiance to any Chinese government. The Nationalist flag has been raised in Mukden, but, as events proved at the time of the Russo-Chinese controversy over the Chinese Eastern Railway, Manchuria is virtually an independent province.

In these circumstances and because of the critical effect of his open espousal of either the Nationalist or the Northern cause, both camps have been more than anxious to win his support. No more striking example of the methods of Chinese political strategy could be offered than the fact that Chang Hsueh-liang has been made by the Northerners a member of the Peiping government and by the Nationalists vice-commander of the Nanking armies, while he himself has neither refused nor accepted either post.

It is as the nominal representative of both factions that he now declares that his armies are occupying the Peiping-Tientsin area for the preservation of peace and declares that, as the Northern generals have agreed to accept a reasonable compromise, the Nationalists must either offer them fair terms or accept the responsibility

of continuing the war. In any other country the Northerners' revolt could only be called rebellion, and submission to the established authority would be the only peace terms, but civil war in China does not follow such well-defined lines. In a battle of militarists anything may happen when a powerful third party threatens to intervene.

#### Seek To Curb Use of Free Deals.

The practice of certain manufacturers of offering free or special deals without protecting dealers who have purchased under the regular policy, was denounced by the National Wholesale Grocers' Association, New York, in a bulletin issued last week.

"We all know that ultimately the consumer pays for the wasteful practices in any industry," M. L. Toulme, secretary, pointed out. For years trade groups have sought to eliminate the waste in business."

In a resolution adopted at a Trade Practice Conference the association pointed out that "free deals which operate to induce merchants to purchase beyond sales possibilities, automatically reduce values, overstock the trade and produce unsound conditions."

"Of course," Mr. Toulme explained, "every manufacturer and merchant has the right to sell his merchandise as he sees fit. He may, if he chooses, give away his goods. It is not the purpose of this circular to condemn or commend any particular type of sales policy nor to approve or disapprove of the 'guarantee against price decline' plan. If a manufacturer chooses to sell under that plan that is his own individual affair and this association has taken no position on that subject.

"It is, however, our desire to point out that the use of misleading and fictitious prices in effecting sales and the abuse of the free deal policy make for waste and loss. From an economic standpoint it is recognized that any plan which will 'load up' wholesalers and retailers with large stocks of merchandise, so as to retard turnover, adds further to the difficulties of to-day."

#### Keep Track of the Spoilage.

How much spoilage did you have in your fruit and vegetable stock last week?

Are you keeping track of it?

Do it for two weeks and see what it teaches you.

Make a rough memorandum sheet and every time three bananas, five lemons, or two pounds of sweet potatoes go to the garbage can, see that each item is listed.

At the end of a week price these items, add them up, and see what the figure is doing to your supposed profits on fresh fruits and vegetables.

That department is so important in the success of your business that you need to check up on it constantly.

#### CHARLES RENNER HOTELS

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

## DRUGS

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

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

### Michigan State Pharmaceutical Association.

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

### Doing Business in Foreign and Colored Neighborhoods.

In buying or opening a drug store, among the most important factors to be studied certainly the one of the make-up of the neighborhood as far as race or nationality goes should be given serious consideration. The fitting man in the "bad" store will do better than the non-fitting man in the "good" store.

I thought it, therefore advisable to say a few words about the most outstanding features of foreign and colored neighborhoods.

In this country of ours which has been for many years and still is to some extent a land of refuge to all kinds of nationalities and races we may find, more so in the East, almost in every city or town, sections populated totally or partly by residents whose mother tongue is not English.

In those non-English sections, naturally there are drug stores and when operated by pharmacists who in addition to their English language know the different languages spoken by their customers they will prove to be prosperous business establishments. Now, foreign born customers automatically possess certain characteristics that make them a good source of income for the drug store.

1. Due to the lack of English, foreign born customers seldom become chain store customers. Certainly one wishes to buy in a place where he will be easily understood and explained with clarity rather than to be compelled to take with suspicion some box or bottle handed out by a chain store clerk who does not understand the language of his customer.

2. Foreigners do not become patent medicine customers partly because they have no faith in them and partly because they are ignorant about them.

3. Foreigners generally have large families, from three to twelve children, while living conditions are not entirely hygienic and favorable.

4. Usually numerous children begin to work when they are 12 years old and become an asset to the neighborhood pharmacy.

5. The foreigner believes in pharmacological treatment as the chief method of curing disease. All cults of curing; Christian Science, electrical treatment, etc., do not appeal to him.

6. The impressions of the professional and ideal pharmacy in his native country remain vivid forever and a warm feeling in the foreigner's heart

for pharmacy can never cease to continue.

Although foreign neighborhoods do have common characteristics still they differ according to the different nationalities making up the particular neighborhood.

As far as my experience goes, I should divide them into five groups.

1. German—Good customers for crude botanicals and chemicals and preparations of German origin. Love cleanliness; hate untidiness. Once their confidence is gained, they will be walking miles to "their" German speaking pharmacist.

2. Jewish—Very frightened by disease. For any slight ailment they call a doctor or doctors. Produce very large prescription business. Seldom trust their prescriptions to a strange face in the drug stores. Look for bargains.

3. Italian—Produce good drug and prescription trade, also cosmetics. Good customers as to price. If they suspect fraud they become dangerous.

4. Spanish/Portugese. Good customers as to price and quantity. Buy cosmetics in large quantities; men and women alike. May prefer pharmacist's advice to the physician's in realm of internal and external pharmacology.

5. Slavic—Which includes Russians, Ukrainians, Lithuanians, and Poles. Money no object when medicine is bought. Fond of alcoholic tonics. Big and steady customers for hops, malt and caramel for home brewing. Seek and depend upon the therapeutic advice of the pharmacist more than upon the doctor's.

This differentiation of likes and dislikes is equally true when a particular group of medicinal agents is taken as an example. We will find that Italians prefer the official *Liquor Magnesii Citratis* as a laxative. The Germans favor botanical laxatives while the Jews favor the mineral and castor oils, Spanish-Portugese seem to be fond of the pleasant citrate and tartrate purgatives, while the Slavic nations seem to believe that the more bitter and nasty the drug is the greater the effect and they prefer castor oil, epsom salt, and gum aloes.

Of course when laxatives for children are concerned the American preparations of phenolphthalein, Ex-Lax, Boals Rolls, Feen-a-mint and the like are the principal sellers even in foreign neighborhoods.

It should be clear to the pharmacist that the foreigner looks upon the drug store as a place where drugs are sold, prescriptions filled, and therapeutical advice given. However, if the pharmacist succeeds to instill confidence and respect along the principal lines of his drug store; the drug and prescription departments, he can rest assured that he will build up a fairly good trade among other lines now introduced into the drug store.

Chief among those commodities that foreign customers buy in large quantities are: alarm clocks, thermos bottles, shaving accessories, etc. The sale of cameras, films and their developing will bring good financial returns. The soda fountain, if the anticipation of the customers as to cleanliness, freshness and

flavor is not ignored, will be doing a rushing business.

However, great care must be exercised by the druggist not to over-indulge in those lines and neglect the backbone of the pharmacy, namely, the drug and prescription departments, as such a mis-step will lead to a catastrophe in a foreign-neighborhood-drug-store.

From an industrial point of view as much as from a social angle the East appears to be by far a better place to live in than is the South, at least as far as the colored race is concerned.

Hence a steady and rapid growth of colored neighborhoods in the East.

One who is in a position to observe will easily notice that while a pharmacy serving colored trade has little to worry about the number of customers, the adjustment of the pharmacy, stock, staff, etc. to the peculiarities and likes of the negro customer, so as to derive maximum financial returns does present quite a serious problem.

If the pharmacist operating a drug store in a colored neighborhood will study thoroughly his trade he will soon and easily find a solution and will "make good."

The colored customer due to poor living conditions, inferior occupations and natural predisposition toward chronic diseases such as malaria, genito-urinary infections, kidney trouble, etc., may be justly considered a good drug customer.

There will be a constant and great demand for such drugs as quinine and preparations thereof, for potassium-

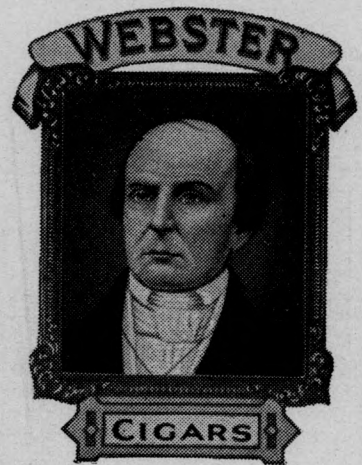
iodide, sarsaparilla, balsam capaiba, santal oil in the crude or prepared form. There will be a constant demand for ill-smelling drugs such as turpentine, tar, asafoetida, etc., to which the colored customer, because of the obnoxious odor, ascribes almost magic therapeutic virtues.

Alongside the "cure-himself" customer comes the customer seeking the doctor's advice. The latter is gradually and steadily increasing, hence a progressive increase in prescription trade.

The colored physician whose practice for the most part is among patients of his own race, in general, does not differ in his prescribing from the white doctor except that he prescribes less patents and more narcotics than his white colleague.

As a rule colored customers do not buy many and various patents. They are persistent in getting those few they favor. Chief among those are: Lydia Pinkham's female remedy, 666 and 777, Vick's cold remedies and a few others. Cosmetics and toilet articles are good sellers with the colored. There is any number of hair preparations which will be bought by colored people only. Deodorizers, cheap face powders, cheap perfumes are good sellers with the colored. Skin whiteners are in vogue. Pocket knives of the larger variety are bought in large quantities by men and women alike. Five cent cigars and ten cent sizes, cigarettes sell in abundance. One-letter supply stationery plus stamps sales are annoying but inevitable in a colored neighborhood. The

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



telephone pay booths will bring in fairly good returns.

The druggist should exercise great care in charging. The colored customer is a slow payer, migrates frequently and not easily identified. They are persistent in their choice of drugs. Switching sales is not advisable. Patience must be practiced by the druggist, when handling colored customers as they are very slow in narrating about the afflicted diseases; their dialect, too, will only be understood by one whose ear is trained in that direction.

It is natural with individuals as well as with entire race, who for years were, by force of circumstances, enslaved to appreciate language that puts them as free and respected men. The druggist therefore will make many a customer by using urbane language when addressing the colored lady or gentleman.

They are easily induced to laughter and in that stage easily made to buy.

There are many more important characteristics which have to be studied by the druggist contemplating making a success in a colored neighborhood.

If he will study his neighborhood he can rest assured that for the time and energy spent he will be well recompensed.

Samuel Crane, Ph. G.

**Persepiration Deodorizing Cream.**

The following formula has been recommended:

- White Wax ----- 8 ozs.
- Liquid Petrolatum ----- 24 ozs.
- Sodium Borate ----- 100 grs.
- Benzoic Acid ----- 20 grs.
- Salicylic Acid ----- 400 grs.
- Hot Water ----- 16 ozs.

Melt the wax and oil and heat to about 160 degrees F. Dissolve the other materials in the water, heat to the same temperatures as the wax so-

lution, and pour it into the latter, beating briskly until the cream is formed. Here a comparatively high temperature of the solution, plus a small amount of stirring, results in a glossy cream.

**Sunburn Preparations.**

1. Subnitrate of Bismuth -- 1 1/2 drs.
- Powdered French Chalk - 30 grs.
- Glycerine ----- 2 drs.
- Rose Water ----- 1 1/2 ozs.

Mix the powders, and rub down carefully with the glycerine; then add the rose water. Shake the bottle before use.

2. Glycerine Cream ----- 2 drs.
- Jordan Almonds ----- 4 drs.
- Rose ----- 5 ozs.
- Essential Oil of Almonds 3 drops

Blanch the almonds, and then dry and beat them up into a perfectly smooth paste; then mix in the glycerine cream and essential oil. Gradually add the rose water, stirring well after each addition; then strain through muslin.

**Foot Powder.**

The ordinary old-time foot powder is composed principally of some such base as talc and starch, together with a little boric or salicylic acid. A modification of this old formula is as follows:

- Salicylic Acid ----- 6 drs.
- Boric Acid ----- 3 ozs.
- Powdered Elm Bark ----- 1 oz.
- Powdered Orris ----- 1 oz.
- Talc ----- 36 ozs.

Oxygen-liberating liquids and powders seem to be in favor for cleansing wounds and feet. A typical formula for such a powder is:

- Sodium Perborate ----- 3 ozs.
- Zinc Peroxide ----- 2 ozs.
- Talc ----- 15 ozs.

Don't confuse dreaming with planning.

**WHOLESALE DRUG PRICE CURRENT**

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

<b>Acids</b>	Boric (Powd.) 10 @ 20	Boric (Xtal) 10 @ 20	Carbolic 38 @ 44	Cutric 52 @ 66	Muriatic 3 1/2 @ 8	Nitric 9 @ 15	Oxalic 15 @ 25	Sulphuric 3 1/2 @ 8	Tartaric 52 @ 60																																																																			
<b>Ammonia</b>	Water, 26 deg. 07 @ 18	Water, 18 deg. 06 @ 15	Water, 14 deg. 5 1/2 @ 13	Carbonate 20 @ 25	Chloride (Gran.) 08 @ 18																																																																							
<b>Balsams</b>	Copaiba 1 00 @ 1 25	Pir (Canada) 2 75 @ 3 00	Pir (Oregon) 65 @ 1 00	Peru 3 25 @ 3 50	Tolu 2 00 @ 2 25																																																																							
<b>Barks</b>	Cassia (ordinary) 25 @ 30	Cassia (Saigon) 50 @ 60	Sassafras (pw. 60c) @ 50	Soap Cut (powd.) 20 @ 30																																																																								
<b>Berries</b>	Cubeb @ 90	Fish @ 25	Juniper 10 @ 20	Prickly Ash @ 75																																																																								
<b>Extracts</b>	Licorice 60 @ 75	Licorice, powd. 60 @ 70																																																																										
<b>Flowers</b>	Arnica 75 @ 80	Chamomile Ged. 30 @ 40	Chamomile Rom. @ 1 25																																																																									
<b>Gums</b>	Acacia, 1st @ 60	Acacia, 2nd @ 50	Acacia, Sorts 35 @ 40	Acacia, Powdered 40 @ 50	Aloes (Barb Pow) 35 @ 45	Aloes (Cape Pow.) 25 @ 35	Aloes (Soc. Pow.) 75 @ 80	Asafoetida 50 @ 60	Pow. 90 @ 1 00	Camphor 87 @ 95	Guaiaac @ 60	Guaiaac, pow'd @ 70	Kino @ 1 25	Kino, powdered @ 1 25	Myrrh @ 1 15	Myrrh, powdered @ 1 25	Opium, powd. 21 00 @ 21 50	Opium, gran. 21 00 @ 21 50	Shellac, Orange 50 @ 65	Shellac, White 55 @ 70	Tragacanth, pow. @ 1 75	Tragacanth 2 00 @ 2 35	Turpentine @ 30																																																					
<b>Insecticides</b>	Arsenic 08 @ 20	Blue Vitriol, bbl. @ 07	Blue Vitriol, less 08 @ 15	Bordea, Mix Dry 12 1/2 @ 23	Hellebore, White powdered 15 @ 25	Insect Powder 47 1/2 @ 60	Lead Arsenate, Po. 13 1/2 @ 27	Lime and Sulphur Dry 09 @ 23	Paris Green 26 1/2 @ 46 1/2																																																																			
<b>Leaves</b>	Buchu @ 90	Buchu, powdered @ 1 00	Sage, Bulk 25 @ 30	Sage, 1/4 loose @ 40	Sage, powdered @ 35	Senna, Alex. 50 @ 75	Senna, Tinn. pow. 30 @ 35	Uva Ursi 20 @ 25																																																																				
<b>Oils</b>	Almonds, Bitter, true 7 50 @ 7 75	Almonds, Bitter, artificial 3 00 @ 3 25	Almonds, Sweet, true 1 50 @ 1 80	Almonds, Sweet, imitation 1 00 @ 1 25	Amber, crude 75 @ 1 00	Amber, rectified 1 50 @ 1 75	Anise 2 00 @ 2 25	Bergamont 6 50 @ 7 00	Cajuput 2 00 @ 2 25	Cassia 3 00 @ 3 25	Castor 1 55 @ 1 80	Cedar Leaf 2 00 @ 2 25	Citronella 1 00 @ 1 20	Cloves 4 00 @ 4 25	Cocoonut 27 1/2 @ 35	Cod Liver 1 40 @ 2 00	Croton 6 00 @ 6 25																																																											
<b>Seeds</b>	Anise @ 35	Anise, powdered 35 @ 40	Bird, 1s 13 @ 17	Canary 12 @ 18	Caraway, Po. 30 25 @ 30	Cardamon 2 50 @ 2 75	Coriander pow. 40 30 @ 25	Dill 15 @ 20	Fennel 35 @ 50	Flax 8 1/2 @ 15	Flax, ground 8 1/2 @ 15	Poenugreek, pwd. 15 @ 25	Hemp @ 15	Lobelia, powd. @ 1 30	Mustard, yellow 17 @ 25	Mustard, black 20 @ 25	Poppy 15 @ 30	Quince 1 75 @ 2 00	Sabadilla 45 @ 50	Sunflower 12 @ 18	Worm, American 30 @ 40	Worm, Lavant 6 50 @ 7 00																																																						
<b>Seeds</b>	Cotton Seed 1 35 @ 1 50	Cubeb 5 00 @ 5 25	Ebigeron 4 00 @ 4 25	Eucalyptus 1 25 @ 1 50	Hemlock, pure 2 00 @ 2 25	Juniper Berries 4 50 @ 4 75	Juniper Wood 1 50 @ 1 75	Lard, extra 1 55 @ 1 65	Lard, No. 1 1 25 @ 1 40	Lavender Flow 6 00 @ 6 25	Lavender Gar'n 1 25 @ 1 50	Lemon 4 00 @ 4 25	Linseed, raw, bbl. @ 87	Linseed, bbl. less 97 @ 1 10	Linseed, raw, less 94 @ 1 07	Mustard, artifl. oz. @ 35	Neatsfoot 1 25 @ 1 35	Olive, pure 3 00 @ 5 00	Olive, Malaga, yellow 2 50 @ 3 00	Olive, Malaga, green 2 85 @ 3 25	Orange, Sweet 6 00 @ 6 25	Origanum, pure @ 2 50	Origanum, com'l 1 00 @ 1 20	Pennyroyal 3 25 @ 3 50	Peppermint 5 50 @ 5 70	Rose, pure 13 50 @ 14 00	Rosemary Flows 1 25 @ 1 50	Sandelwood, E. I. 12 50 @ 12 75	Sassafras, true 2 00 @ 2 25	Sassafras, art'l 75 @ 1 00	Spearmint 7 00 @ 7 25	Sperm 1 50 @ 1 75	Tany 7 00 @ 7 25	Tar USP 65 @ 75	Turpentine, bbl. @ 55	Turpentine, less 62 @ 75	Wintergreen, leaf 6 00 @ 6 25	Wintergreen, sweet birch 3 00 @ 3 25	Wintergreen, art 75 @ 1 00	Worm Seed 6 00 @ 6 25	Wormwood, oz. @ 1 50																																			
<b>Potassium</b>	Bicarbonate 35 @ 40	Bichromate 15 @ 25	Bromide 69 @ 85	Bromide 54 @ 71	Chlorate, gran'd. 21 @ 23	Chlorate, powd. 16 @ 23	or Xtal 17 @ 24	Cyanide 30 @ 90	Iodide 4 06 @ 4 23	Pernanganate 22 1/2 @ 35	Prussiate, yellow 35 @ 45	Prussiate, red @ 70	Sulphate 35 @ 40																																																															
<b>Roots</b>	Alkanet 30 @ 35	Blood, powdered 40 @ 45	Calamus 35 @ 85	Elicampane, pwd. 20 @ 30	Gentian, powd. 20 @ 30	Ginger, African, powdered 30 @ 35	Ginger, Jamaica, powdered 60 @ 65	Ginger, Jamaica, powdered 45 @ 60	Goldenseal, pow. 5 00 @ 5 50	Ipecac, powd. 5 50 @ 6 00	Licorice, 35 @ 40	Licorice, powd. 45 @ 50	Orris, powdered 35 @ 40	Poke, powdered 35 @ 40	Rhubarb, powd. @ 1 00	Rosinwood, powd. @ 50	Sarsaparilla, Hond. ground @ 1 10	Sarsaparilla, Mexic. @ 60	Squills 35 @ 40	Squills, powdered 70 @ 80	Tumeric, powd. 20 @ 25	Valerian, powd. @ 60																																																						
<b>Benzoins</b>	Benzoins Comp'd @ 2 40	Buchu @ 2 16	Cantharides @ 2 52	Capsicum @ 2 28	Catechu @ 1 44	Cinchona @ 2 16	Colchicum @ 1 80	Cubeb @ 2 76	Digitalis @ 2 04	Gentian @ 2 35	Guaiaac @ 2 28	Guaiaac, Ammon. @ 2 04	Iodine @ 1 25	Iodine, Colorless @ 1 50	Iron, Clo. @ 1 56	Kino @ 1 44	Myrrh @ 2 52	Nux Vomica @ 1 80	Opium @ 5 40	Opium, Camp @ 1 44	Opium, Deodorz'd @ 5 40	Rhubarb @ 1 92																																																						
<b>Paints</b>	Lead, red dry -- 13 1/2 @ 14 1/2	Lead, white dry 13 1/2 @ 14 1/2	Lead, white oil 13 1/2 @ 14 1/2	Ochre, yellow bbl. @ 2 1/2	Ochre, yellow less 3 @ 6	Red Venet'n Am. 3 1/2 @ 7	Red Venet'n Eng. 4 @ 8	Putty @ 5 @ 8	Whiting, bbl. @ 4 1/2	Whiting @ 5 1/2 @ 10	L. H. P. Prep. @ 2 80 @ 3 00	Rogers Prep. @ 2 80 @ 3 00																																																																
<b>Miscellaneous</b>	Acetanolid 57 @ 75	Alum 06 @ 12	Alum, powd. and ground 09 @ 15	Bismuth, Subnitrate 2 00 @ 2 40	Borax xtal or powdered 06 @ 13	Cantharides, po. 1 25 @ 1 50	Calomel 2 72 @ 2 82	Capsicum, pow'd 62 @ 75	Carmine 8 00 @ 9 00	Cassia Buds 30 @ 40	Cloves 40 @ 50	Chalk Prepared 14 @ 16	Shloroform 47 @ 54	Choral Hydrate 1 20 @ 1 50	Cocaine 12 85 @ 13 50	Cocoa Butter 60 @ 96	Corks, list, less 30 @ 120 to 40-10%	Copperas 03 @ 10	Copperas, Powd. 4 @ 10	Corrosive Sublim 2 25 @ 2 30	Cream Tartar 35 @ 45	Cuttle bone 40 @ 50	Detxrine 40 @ 15	Dover's Powder 4 00 @ 4 15	Emery, All Nos. 10 @ 15	Emery, Powdered @ 15	Epsom Salts, bbls. @ 03 1/2	Epsom Salts, less 3 1/2 @ 10	Ergot, powdered @ 4 00	Flake, White 15 @ 20	Formaldehyde, lb. 12 @ 35	Gelatine 80 @ 90	Glassware, less 55%	Glassware, full case 60%.	Glauber Salts, bbl. @ 02 1/2	Glauber Salts less 04 @ 10	Glue, Brown 20 @ 30	Glue, Brown Grd 16 @ 22	Glue, White 27 1/2 @ 35	Glue, white grd. 25 @ 35	Glycerine 17 1/2 @ 40	Hops 75 @ 85	Iodine 6 45 @ 7 00	Iodoform 8 00 @ 8 30	Lead Acetate 20 @ 30	Mace @ 1 50	Mace powdered @ 1 60	Menthol 7 00 @ 8 00	Morphine 13 58 @ 14 33	Nux Vomica @ 30	Nux Vomica, pow. 15 @ 25	Pepper, black, pw. 45 @ 55	Pepper, White, p. 75 @ 85	Pitch, Burgundy 20 @ 25	Quassia 12 @ 15	Quinine, 5 oz. cans @ 60	Rochelle Salts 28 @ 35	Saccharine 2 60 @ 2 75	Salt Peter 11 @ 32	Seidlitz Mixture 30 @ 40	Soap, green 15 @ 30	Soap, mott cast @ 25	Soap, white Castile, case @ 15 00	Soap, white Castile less, per bar @ 1 60	Soda Ash 3 @ 10	Soda Bicarbonate 3 1/2 @ 10	Soda, Sal 02 1/2 @ 08	Spirits Camphor @ 1 20	Sulphur, roll 4 @ 11	Sulphur, Subl. 4 1/2 @ 10	Tamarinds 20 @ 25	Tartar Emetic 70 @ 75	Turpentine, Ven. 50 @ 75	Vanilla Ex. pure 1 50 @ 2 00	Vanilla Ex. pure 2 25 @ 2 50	Zinc Sulphate 06 @ 11
<b>Webster Cigar Co. Brands</b>	Websterettes 38 50	Cincoas 38 50	Webster Cadillacs 75 00	Golden Wedding 75 00	Panatellas 75 00	Commodore 95 00																																																																						

**HOLIDAY GOODS**  
**OUR 1930 HOLIDAY LINE**  
**NOW ON DISPLAY**

IN OUR OWN BUILDING AT GRAND RAPIDS.

You will find the most complete line of Holiday Merchandise for DRUG STORES and GIFT SHOPS we have ever shown. The line is varied, the line is unique — and rightly priced. Come in and look it over. Actually seeing is believing. We welcome you to inspect our line and compare.

Free Parking Space. Sample Room Phone Dial 65-221.

**Hazeltine & Perkins Drug Co.**  
 Grand Rapids Michigan Manistee

# 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

Beef  
Veal  
Lard

## DECLINED

Lamb  
String Beans  
Wax Beans  
Sash Cord  
Coffee  
Salt

### 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

### Kaffe Hag, 12 1-lb. cans

All Bran, 16 oz.	6 15
All Bran, 10 oz.	2 70
All Bran, 3/4 oz.	2 00

### Post Brands.

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



### MICA AXLE GREASE

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

### APPLE BUTTER

Quaker, 24-21 oz., doz.	2 15
Quaker, 12-33 oz., doz.	2 35

### BAKING POWDERS

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

### K. C. Brand

10c size, 4 doz.	3 70
15c size, 4 doz.	5 50
20c size, 4 doz.	7 20
25c size, 4 doz.	9 30
50c size, 2 doz.	3 20
80c size, 1 doz.	6 85
10 lb. size, 1/2 doz.	6 75

### BLEACHER CLEANSER

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

### BLUING

Am. Ball, 36-1 oz., cart.	1 00
Quaker, 1 1/2 oz., Non-freeze, dozen	8 75
Boy Blue, 36s, per cs.	2 50

### Perfumed Bluing

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

### BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 85
Red Kidney Beans	9 75
White H'd P. Beans	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 85
White Flame, No. 1 and 2, doz.	2 25

### BOTTLE CAPS

Dbl. Lacquer, 1 gross	
pkg., per gross	15

### 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.	3 70
Rice Krispies, 1 oz.	1 10

No. 2 Strawberries	4 50
Marcellus, No. 2	3 00
Pride of Mich. 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, Minc'd, No. 1	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysers, 5 oz.	1 75
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, K'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im., 1/2, ea.	10@22
Sardines, Cal., 1/2, ea.	25
Tuna, 1/4, Curtis, doz.	3 60
Tuna, 1/4, Curtis, doz.	2 20
Tuna, 1/4 Blue Fin	2 25
Tuna, 1s, Curtis, doz.	7 00

### CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 50
Beef, No. 1, Corned	2 80
Beef, No. 1, Roast	3 00
Beef, 2 oz., Qua., all.	1 25
Beef, 3 1/2 oz. Qua., all.	2 35
Beef, 5 oz., Am. Sliced	4 00
Beef, No. 1, B'nut, all.	4 50
Beefsteak & Onions, s	3 70
Chill Con Car., 1s	1 35
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/2s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/2 Libby	53
Potted Meat, 1/2 Libby	90
Potted Meat, 1/2 Qua.	25
Potted Ham, Gen.	1 45
Vienna Saus., No. 1/4	1 45
Vienna Sausage, Qua.	95
Veal Loaf, Medium	2 25

### Baked Beans

Campbells	1 05
Quaker, 16 oz.	85
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. 2	1 30
No. 1	90
String Beans	
Little Dot, No. 2	3 30
Little Dot, No. 1	2 50
Little Quaker, No. 1	2 00
Little Quaker, No. 2	2 90
Choice Whole, No. 10	12 75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 80
Cut, No. 10	10 50
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 60
Marcellus, No. 10	8 25

### Wax Beans

Little Dot, No. 2	2 75
Little Dot, No. 1	2 00
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 90
Choice Whole, No. 10	12 50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

Cut, No. 10	10 50
Cut, No. 2	2 15
Cut, No. 1	1 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25

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

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

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

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. 10	7 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

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. 10	7 50
Templar E. Ju., No. 2	1 35
Templar E. Ju., No. 10	7 00

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

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

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

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

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

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

Beech-Nut, small	1 60
Beech-Nut, large	2 40
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 50
Sniders, 16 oz.	2 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

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

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

Roquefort	62
Pimento, small tins	1 65
Wisconsin Daisy	24
Wisconsin Flat	24
New York June	34
Sap Sago	40
Brick	24
Michigan Flats	24
Michigan Daisies	24
Wisconsin Longhorn	24
Imported Leyden	28
1 lb. Limburger	30
Imported Swiss	53
Kraft Pimento Loaf	32
Kraft American Loaf	30
Kraft Brick Loaf	30
Kraft Swiss Loaf	46
Kraft Old Eng. Loaf	46
Kraft Pimento, 1/2 lb.	2 25
Kraft American, 1/2 lb.	2 25
Kraft Brick, 1/2 lb.	2 25
Kraft Limburger, 1/2 lb.	2 25
Kraft Swiss, 1/2 lb.	2 35

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Kraft Limburger, 1/2 lb.	2 25
Kraft Swiss, 1/2 lb.	2 35

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Kraft Brick, 1/2 lb.	2 25
Kraft Limburger, 1/2 lb.	2 25
Kraft Swiss, 1/2 lb.	2 35

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Brick	24
Michigan Flats	24
Michigan Daisies	24
Wisconsin Longhorn	24

Hominy Pearl, 100 lb. sacks -- 3 50

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

Bulk Goods Elbow, 20 lb. ----- 6 1/2 @ 8

Pearl Barley 0000 ----- 7 00 Barley Grits ----- 5 00

Sage East India ----- 10

Taploca Pearl, 100 lb. sacks -- 09

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

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

Lee & Cady Brands American Eagle ----- 6 70

FRUIT CANS Mason F. O. B. Grand Rapids Half pint ----- 7 50

Ideal Glass Top Half pint ----- 9 00

GELATINE Jell-O, 3 doz. ----- 2 85

SURESET PRODUCTS Made in Grand Rapids



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

JELLY AND PRESERVES Pure, 30 lb. pails ----- 3 30

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

OLEOMARGARINE Van Westenbrugge Brands



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

Wilson & Co.'s Brands Oleo Certified ----- 24

MATCHES Diamond, 144 box ----- 4 25

Safety Matches Quaker, 5 doz. ----- 4 25

NUTS-Whole Almonds, Tarragona ----- 25

Pecans, 3, star ----- 25 Pecans, Jumbo ----- 40

Salted Peanuts Fancy, No. 1 ----- 14

Shelled Almonds ----- 96

Peanuts, Spanish 125 lb. bags ----- 12

MINCE MEAT None Such, 4 doz. ----- 6 47

OLIVES 4 oz. Jar, Plain, doz. 1 15

1 Gal. Glass Jugs, Pla. 1 80

PARIS GREEN 1/8 lb ----- 34

PEANUT BUTTER



Bel Car-Mo Brand 24 1 lb. Tins ----- 4 35

PETROLEUM PRODUCTS From Tank Wagon

In Iron Barrels Perfection Kerosine ----- 14.6

ISO-VIS MOTOR OILS In Iron Barrels

Light ----- 77.1 Medium ----- 77.1



Iron Barrels Light ----- 65.1

SEMDAC 12 pt. cans 3 00

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

Sweet Small 16 Gallon, 2250 ----- 27 00

Dill Pickles Gal. 40 to Tin, doz. ----- 10 25

SEMDAC 12 qt. cans 5 00

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

Sweet Small 16 Gallon, 2250 ----- 27 00

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., 300 ----- 5 25

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

PLAYING CARDS Battle Axe, per doz. ----- 2 65

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

FRESH MEATS Beef Top Steers & Heif. ----- 21

Veal Top ----- 19

Lamb Spring Lamb ----- 20

Mutton Good ----- 12

Pork Loin, med. ----- 27

PROVISIONS Barreled Pork

Clear Back ----- 25 00 @ 23 00

Dry Salt Meats D S Bellies ----- 18-20 @ 13-17

Lard Pure in tierces ----- 14

50 lb. tubs ----- advance 1/4

Compound tierces ----- 11 1/2

Suasages Bologna ----- 18

Smoked Meats Hams, Cert., Skinned ----- @ 27

Hams, 14-16 lb. ----- @ 27

Knuckles ----- @ 40

Beef Boneless, rump 28 00 @ 36 00

Rump, new ----- 29 00 @ 35 00

Liver Beef ----- 17

RICE Fancy Blue Rose ----- 5.65

RUSKS Dutch Tea Rusk Co. Brand.

36 rolls, per case ----- 4 25

18 rolls, per case ----- 2 25

12 rolls, per case ----- 1 50

12 cartons, per case ----- 1 70

18 cartons, per case ----- 2 55

36 cartons, per case ----- 5 00

SALERATUS Arm and Hammer ----- 3 75

SAL SODA Granulated, 60 lbs. cs. ----- 1 35

Granulated, 18-2 1/2 lb. packages ----- 1 00

COD FISH Middles ----- 20

Tablets, 1/2 lb. Pure ----- 19 1/2

Wood boxes, Pure ----- 30

Whole Cod ----- 11 1/2

HERRING Holland Herring Mixed, Kegs ----- 90

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. ----- 12 00

Milkers, bbls. ----- 18 50

Shoeh Blackening 2 in 1, Paste, 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

Stovall, per doz. ----- 3 00

SALT Colonial, 24, 2 lb. ----- 80

Colonial, 30-1 1/2 ----- 1 05

Colonial, iodized, 24-2 ----- 1 50

Med. No. 1, 100 lb. bk. ----- 2 85

Farmer Spec., 70 lb. ----- 95

Packers Meat, 50 lb. ----- 57

Crushed Rock for ice cream, 100 lb., each ----- 85

Butter Salt, 280 lb. bbl. ----- 4 24

Block, 50 lb. ----- 2 40

Baker Salt, 280 lb. bbl. ----- 4 10

14, 10 lb., per bale ----- 2 45

50, 3 lb., per bale ----- 2 60

28 lb. bags, Table -----

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

48, 10 oz. packages ----- 4 40

96, 1/2 oz. packages ----- 4 00

CLEANSERS KITCHEN KLENZER

HURTS ONLY DIRTY

CLEANS-SCOURS

SCRUBS-POLISHES

80 can cases, \$4.80 per case

WASHING POWDERS Bon Ami Pd., 18s, box ----- 1 90

Brillo ----- 85

Climalline, 4 doz. ----- 4 20

Grandma, 100, 5c ----- 3 50

Gold Dust, 12 Large ----- 3 20

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

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 85

Big Jack, 60s ----- 4 75

Fels Nantha, 100 box ----- 5 50

Flake White, 10 box ----- 3 50

Grdma White Na. 10s ----- 3 15

Jan Rose, 100 box ----- 7 85

Fairy, 100 box ----- 4 00

Palm Olive, 144 box ----- 10 50

Lava, 100 box ----- 4 95

Octagon, 120 ----- 5 00

Pummo, 100 box ----- 4 75

Sweetheart, 100 box ----- 5 80

Grandpa Tar, 50 sm. ----- 2 10

Grandpa Tar, 50 lge. ----- 3 50

Trilby Soap, 100, 10c ----- 7 25

Williams Barber Bar, 9s ----- 5 50

Williams Mug, per doz. ----- 48

SPICES Whole Spices

Allspice, Jamaica ----- @ 40

Cloves, Zanzibar ----- @ 50

Cassia, Canton ----- @ 20

Cassia, 5c pkg., doz. ----- @ 40

Ginger, Africa ----- @ 15

Ginger, Cochli ----- @ 40

Mace, Penang ----- 1 39

Mixed, No. 1 ----- @ 32

Mixed, 5c pkgs., doz. ----- @ 45

Nutmegs, 70 @ 90 ----- @ 59

Nutmegs 105-110 ----- @ 50

Pepper, Black ----- 41

Pure Ground in Bulk

Allspice, Jamaica ----- @ 40

Cloves, Zanzibar ----- @ 53

Cassia, Canton ----- @ 22

Ginger, Corkin ----- @ 33

Mustard ----- @ 32

Mace Penang ----- 1 39

Pepper, Black ----- @ 43

TABLE SAUCES Lea & Perrin, large ----- 6 00

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

Royal Garden, 1/4 lb. ----- 77

TEA Medium ----- 35 @ 35

Choice ----- 37 @ 52

Fancy ----- 52 @ 61

No. 1 Nibbs ----- 54

1 lb. pkg. Sifting ----- 14

Gunpowder Choice ----- 40

Fancy ----- 47

Ceylon Pekoe, medium ----- 57

English Breakfast Congou, medium ----- 28

Congou, Choice ----- 35 @ 36

Congou, Fancy ----- 42 @ 43

Oolong Medium ----- 39

Choice ----- 45

Fancy ----- 50

TWINE Cotton, 3 ply cone ----- 40

Cotton, 3 ply Balls ----- 42

Wool, 6 ply ----- 18

VINEGAR Cider, 40 Grain ----- 23

White Wine, 80 grain ----- 26

White Wine, 40 grain ----- 19

WICKING No. 0, per gross ----- 80

No. 1, per gross ----- 1 25

No. 2, per gross ----- 1 50

No. 3, per gross ----- 2 30

Peerless Rolls, per doz. ----- 90

Rochester, No. 2, doz. ----- 50

Rochester, No. 3, doz. ----- 2 00

Rayo, per doz. ----- 75

WOODENWARE Baskets

Bushels, narrow band, wire handles ----- 1 75

Bushels, narrow band, wood handles ----- 1 80

Market, drop handle ----- 90

Market, single handle ----- 95

Market, extra ----- 1 60

Splint, large ----- 8 50

Splint, medium ----- 7 50

Splint, small ----- 6 50

Churns Barrel, 5 gal., each ----- 2 40

Barrel, 10 gal., each ----- 2 55

3 to 6 gal., per gal. ----- 1 16

Pails 10 qt. Galvanized ----- 2 60

12 qt. Galvanized ----- 2 85

14 qt. Galvanized ----- 3 10

12 qt. Flaring Gal. Jr. ----- 3 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

Washboards Banner, Globe ----- 5 50

Brass, single ----- 6 25

Glass, single ----- 6 00

Double Peerless ----- 8 50

Single Peerless ----- 7 50

Northern Queen ----- 5 50

Universal ----- 7 25

Wood Bowls 13 in. Butter ----- 5 00

15 in. Butter ----- 9 00

19 in. Butter ----- 18 00

17 in. Butter ----- 25 00

WRAPPING PAPER Fibre, Manila, white ----- 05 1/2

No. 1 Fibre ----- 08 1/2

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,

**Proceedings of the Grand Rapids Bankruptcy Court.**

Grand Rapids, Aug. 27.—We have to-day received the schedules in the matter of Bryan M. Jones, Bankrupt No. 4202. The schedule shows assets of \$12,812.41 of which \$350 is claimed as exempt, with liabilities of \$34,076.24. The first meeting will be called promptly and note of same made herein. This is an involuntary case. The bankrupt is a resident of Kalamazoo, and his occupation is that of a dealer in furniture. The list of creditors of said bankrupt is as follows:

City of Kalamazoo	74.80
Industrial Finance Co., Kalamazoo	2,400.00
Bank of Kalamazoo, Kalamazoo	7,302.86
Acme Quality Paint Store, Kala.	10.58
William Bockelman, Kalamazoo	14.25
Clark Paper Co., Kalamazoo	45
Crescent Engraving Co., Kalamazoo	7.77
Dalm Printing Co., Kalamazoo	2.00
Doubleday Bros. & Co., Kalamazoo	3.40
Economy Wall Paper Co., Kalamazoo	56.84
Evans & Brisebois, Detroit	38.00
Garrett Agency, Kalamazoo	197.99
Garrison News Agency, Kalamazoo	2.90
Garrison Wagner Co., St. Louis	3.28
G. R. Fiber Furn. Co., Grand Rapids	82.50
H. M. Hooker Glass & Paint Co., Kalamazoo	14.83
Ihling Bros. Eberard Co., Kalamazoo	5.50
Innes-Pearce Co., Rushville, Ind.	1,572.71
Gazette, Kalamazoo	613.66
Kal. Publishing Co., Kalamazoo	73.50
Kal. Retail Credit Ass'n., Kalamazoo	16.00
Kennedy Insurance Agency, Kala.	55.83
Kroehler Mfg. Co., Naperville, Ill.	10,373.92
Logan Furn. Co., Gallipolis, Ohio	766.45
Luce Furn. Co., Grand Rapids	404.00
Luke Basket Co., Berrien Springs	30.00
Mortemoth Co., Milwaukee	33.00
National Mattress Co., Grand Rapids	300.25
M. Oppenheimer, Cleveland	197.37
Estate of J. W. Osborn, Kalamazoo	1,200.00
Parchment News, Kalamazoo	23.35
R. L. Polk & Co., Detroit	5.24
Simmons Co., Chicago	640.44
Slocum Bros., Kalamazoo	3.00
Southern Coal Co., Kalamazoo	179.80
Star Transfer Co., Grand Rapids	1.61
F. C. Walters, Kalamazoo	50.50
Watertown Table Slide Co., Watertown	1.80
Wolverine Fibre Furn. Co., G. R.	11.00

Aug. 22. On this day was held the first meeting of creditors in the matter of David Adams, Bankrupt No. 4151. The bankrupt was present in person and represented by attorneys Fox & Fox. No creditors were present or represented. No claims were proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Carl W. Myers, individually and as co-partner of Myers & Runsey, Bankrupt No. 4189. The bankrupt was present in person and represented by attorney Clair S. Beebe. The bankrupt was sworn and examined without a reporter. No creditors were present. One claim was proved and allowed. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

Aug. 21. On this day was held the first meeting of creditors in the matter of Wego Oil Co., a corporation, Bankrupt No. 4191. The bankrupt corporation was present by its president, secretary and auditor, but not represented by attorney. Creditors were present in person and represented by attorney Lou L. Landman. Claims were proved and allowed. The officers of the bankrupt corporation present and others were sworn and examined, with a reporter present. A transcript of the testimony was ordered made and filed. Lou L. Landman, of Muskegon, was elected operating receiver by creditors to operate the business until the adjourned first meeting of creditors fixed to be held Sept. 3.

Aug. 22. On this day was held the first meeting of creditors in the matter of Clyde E. Curkendall, Bankrupt No. 4181. The bankrupt was present in person and represented by attorney C. G. Turner. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harry Curkendall, Bankrupt No. 4182. The bankrupt was present in person and represented by attorney C. G. Turner. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Harry Curkendall and Clyde E. Curkendall, doing business as Terrace Cafe, Bankrupt No. 4183. The bankrupts were present in person and represented by attorney C. G. Turner. Claims were proved and allowed. Creditors were represented by G. R. Credit Men's Association. The bankrupts were each sworn and examined, with a reporter present. Fred W.

Mare, of Grand Rapids, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

Aug. 25. On this day was held the first meeting of creditors in the matter of Arthur G. Rockefeller, Bankrupt No. 4196. The bankrupt was present in person and represented by attorney Grant Sims. No creditors were present or represented. No claims were proved and allowed as general claims. No trustee was appointed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of Ray Delos Mead, Bankrupt No. 4186. The bankrupt was present in person, but not represented by attorney. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined, without a reporter. The first meeting then adjourned without date, and the case has been closed and returned to the district court, as a case without assets.

On this day also was held the first meeting of creditors in the matter of John G. Partlow, Bankrupt No. 4190. The bankrupt was present in person and represented by attorney Elmer E. Metz. No creditors were present or represented. One claim was proved and allowed. No trustee was appointed. The bankrupt was sworn and examined without a reporter. The first meeting then adjourned to Sept. 2 to permit investigation as to the value of certain life insurance policies over and above an existing pledge.

In the matter of Bryan M. Jones, Bankrupt No. 4202. The first meeting of creditors has been called for Sept. 15. In the matter of Bryan M. Jones, Bankrupt No. 4202. The sale of assets has been called for Sept. 16, at the premises of the bankrupt, 232 South Burdick street, Kalamazoo. The stock will be sold, said stock is that of a retail furniture store, together with attendant fixtures, appraised at approximately \$4,521.05. All interested in such sales should be present at the date and time above stated.

Aug. 25. On this day was held the first meeting of creditors in the matter of Harry F. Wells, doing business as H. F. Wells Motor Co., Bankrupt No. 4199. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Creditors were represented by attorneys Butterfield, Keeney & Amberg; Hilding & Hilding and Linsey, Shivel & Phelps, and by Grand Rapids Credit Men's Association and Central Adjustment Association. Claims were proved and allowed. The bankrupt was sworn and examined with a reporter present. Edward De Groot, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned to Sept. 3 for further proceedings.

In the matter of Abraham Siegel, Bankrupt No. 3914. The trustee has heretofore filed his final report and account, and a final meeting of creditors has been held on July 24. There were no creditors present in person, but represented by attorneys Corwin, Norcross & Cook and by Grand Rapids Credit Men's Association and Central Adjustment Association. The bankrupt was not present in person. The trustee was present in person and represented by attorneys Hilding & Hilding. 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 for the declaration and payment of a first and final dividend to creditors of 13.7 per cent. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

Aug. 29. We have to-day received the schedules, reference and adjudication in the matter of Ludovic F. Buchanan, doing business as L. F. Buchanan, Bankrupt No. 4218. 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 dealer in automobiles and accessories. The schedule shows assets of \$6,579.41 of which \$400 is claimed as exempt, with liabilities of \$10,633.16. The first meeting will be called and note of same made herein.

In the matter of Taylor Radio Co., Bankrupt No. 4138, the trustee has filed his first report and account, and order for the payment of expenses of administration and secured and preferred claims has been made.

Aug. 30. We have to-day received the schedules, reference and adjudication in the matter of Claude C. Cole, Bankrupt No. 4219. 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 meat dealer. The schedule shows assets of \$4,205 of which \$25 is claimed as exempt, with liabilities of \$47,833.68. 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:

Hiram Workman, Pasadena, Calif.	2,500.00
Orley Thayer, Burlington	1,300.00

James Ritzema, Greenville	3,000.00
Dr. W. R. Schell, Battle Creek	1,500.00
J. J. Saum, Fremont	1,000.00
Harry Dooge, Grand Rapids	1,298.50
Bert DeFrance, Battle Creek	2,000.00
Mrs. P. Jolman, Detroit	4,651.30
Glenn LaPres, Columbus, Wis.	1,450.00
John Wolters, Fremont	2,885.19
W. E. Zank, Manistee	1,500.00
G. R. Savings Bank, Grand Rapids	2,300.00
Frank Burns, Comstock Park	1,500.00
R. D. Ramsey, Muskegon	2,000.00
Nettie & Betty Powers, Morgan Hills, Calif.	1,000.00
Bert Vanderwest, Muskegon Hts.	375.00
Lamber Jolman, Montague	825.00
Clarence Long, Conklin	390.00
F. M. Pratt, Conklin	135.00
H. J. Dornbos, Grand Haven	919.48
E. Ainsworth, Grand Rapids	100.00
Jennie Finch, Grand Rapids	275.00
Mina Baldwin, Greenville	209.00
Arthur Strong, Belding	375.00
G. Porter, Battle Creek	259.32
Addie Taylor, Marysville	250.00
Allen Meunberg, Muskegon	100.00
E. A. Blurton, Hudson	256.68
Irene Ball, Jackson	350.00
W. H. Dietz, Greenville	632.00
Greenville Lumber Co., Greenville	173.15
Mike Henderson, Hesperia	677.00
E. W. Mallerence, Battle Creek	700.00
Dr. D. Harbaugh, Loss Angeles	700.00
F. J. Smith, Jackson	500.00
D. Matheson, Battle Creek	123.26
John Nook, Muskegon	200.00
Peoples Hdwe. Co., Muskegon	450.00
Henry Skutt, Grand Rapids	750.00
L. A. Whitman, Muskegon	550.00
P. E. Behrens, Chicago	500.00
Chas. Smith, Greenville	222.40
Robert Edsall, Greenville	100.00
Farmers & Merchants Bank, Lake Odessa	873.00
Elva Rogers, Hamilton, Ont.	292.50
Bert Beardsley, Battle Creek	422.00
Elmer Nippres, Rushton	500.00
Nina R. Kelley, Jackson	700.00
A. S. Paley, Grand Rapids	200.00
Glenn Flanders, Battle Creek	450.00
Fred Plasman, Grand Rapids	406.00
L. LeRoy, Grand Rapids	450.00
Fred Teasdale, Battle Creek	400.00
Ira Sharpe, Battle Creek	249.00
Slaughuis Millinery Co., Muskegon	e350.00
D. A. Reach Est., Ann Arbor	90.00
Joseph Zoet, Grand Rapids	22.00
Herpolsheimer Co., Grand Rapids	19.21
E. L. Norman, Grand Rapids	14.00
Douma & Son, Grand Rapids	40.00
Paul Steketee, Grand Rapids	37.00
Martin Donahue, Iron River	2,560.00
Breen & Halliday, Grand Rapids	60.00
Gus Mayer, Lake Odessa	200.00
Van's Garage, Lake Odessa	60.00
Poff Garage, Lake Odessa	5.00
Clare Lapo, Lake Odessa	10.00
Harvey Alexander, Lansing	1,000.00
L. F. Baldwin, Greenville	150.00
Martz Shepley, Big Rapids	72.00

**A Foundation For Salesmanship.**

No fixed set of rules will ever convert a clerk into a salesman. Nevertheless, there are certain things which any person who aspires to salesmanship should know and observe. However, simply knowing and observing them will not accomplish the desired end. They are merely bricks for a foundation on which to build salesmanship.

A well known merchant recently compiled a list of qualifications, which, in his judgment, a retail salesman should possess. This is the list:

1. A successful salesman must be loyal, industrious and honest.
2. He must be able to look a customer straight in the eye, but without creating the impression of aggressiveness.
3. He must know what he is talking about, and talk only when he has something worth while to say.
4. He should make his statements quietly, but with sincerity, and listen respectfully when the customer speaks.
5. He should study his customers until he understands them and knows how to make them understand him.
6. He should cultivate the habit of smiling, regardless of whatever turn the sale may take—not a wooden smile or a grin, but a smile of genuine good fellowship.
7. He must be able to keep his thoughts at least one point ahead of the customer's.
8. He must never let the discour-

tesy of a customer lead him to be discourteous.

9. He must, under no circumstances, knock a competitor or a competitive line.

10. He should guard against the formation of any personal habit which might be offensive to any customer.

11. He should avoid any suspicion of superiority.

12. He should be especially considerate of women and children.

13. He should be able to make his customers feel that he has a personal interest in them, aside from any business or sales interest.

14. He should never speak disparagingly of the store, the proprietor, a fellow employee, or a customer.

15. He should take nothing for granted when showing merchandise, but should explain even the most common of details.

17. He should never hurry a customer or appear uneasy because he is slow in making up his mind.

18. If he makes a mistake he should acknowledge it openly, taking care that he does not make the same mistake twice.

19. He should give the same attention to complaints and exchanges that he does to sales.

20. He should never discuss politics, religion, or any controversial subject in the store.

"What would you do, "I asked the maker of the above rules, "if a customer asked you a point blank question on politics?" He smiled, "I'd say: 'Charlie, when you ask me about politics, I'm all at sea. I don't know much about politics. If you ask me about hardware that's a different matter—and that reminds me—have you seen our new line of fishing tackle? Come over to the sporting goods department and let me show you something interesting.'"

His rules constitute twenty bricks for a real sales foundation.

**Dress Activity Gains Headway.**

With the opening of a number of additional collections of dresses based on the models featured at the recent Parisian showings, the trade is now definitely launched into what is expected will be the most active period since the start of the Fall wholesale season. Many of the new collections attracted an improved showroom attendance. Much of the business placed to date has been by the group offices. While much is made of the Russian trend, it was said to have one drawback in that it is rather easily copied into cheaper lines. Difficulties with quick deliveries are already growing noticeable.

**Men's Hair Fabric Coats Sought.**

The chief development in men's clothing has been the strong interest shown by retailers in camel-pile and alpaca overcoats. Very liberal orders are being placed for these coats, chiefly in the lower and medium price ranges, retailing from \$22.50 to \$35. The trade is awaiting with considerable interest the introduction of a camel-pile coat by the leading \$22.50 house, which is making this type for the first time. Buyers have been very active during the past week.



**A Little About a Lot of Things.**

(Continued from page 20)

tions," he said, "surely are tough. I rested while I watched for worms, yet I am played out." The old hen drooped comfortably toward sleep and murmured in a drowsy tone: "Young man, hear this: I am full of worms and happy. I have dined both long and well. The worms are there as always, but I had to dig like hell!" We are in a dry season in the grocery business. Some say the weather is so warm the people will not eat anything. Don't let's be like the rooster."

It has been noticed during the past year or so that the A. & P. is running institutional advertising. That is to say, it stresses its plan of operation, the character of its goods, its reliability. It does not mention price in such advertising. A late sample of this advertising is in form of a menu card, attractively displayed, the entire "menu" reading as if on a hotel or dining room card, thus: Pepper pot; shrimp on toast; Italian Antipasto; pickles, olives, lamp chops; club steak; fatted fowl; Virginia ham; Idaho potatoes; green beans; pickled pears; celery; hearts of lettuce with thousand island dressing; cranberry pie; Bar le Duc and cream cheese; Canada crackers with Romadur; drip coffee; tea balls. A. & P.'s new market at 903 Locust street is well stocked with just such fine foods as these. Jimmy McLellan and the A. & P. both find it good business to talk about their fine groceries and kind of service, letting price slide. Why not get this idea and forget what is really a weak argument—price?

The real service grocer is not going out. N. W. Burchell has been in Washington since 1856 and goes strong to-day. The character of his store and stock takes me back forty years and over. Long may such men wave!  
Paul Findlay.

**Frozen Meats Enter the Drug Store Field.**

"Everything but meats, clothing and pianos" has long been a wisecrack directed at the modern type of "drug" store, with its many thousands of items in no way related to the merchandising of drugs or drug products. But if an experiment now being conducted in Indianapolis is successful, one of these three lines is due to enter the retail activities of drug stores generally, for packaged "frigid" meats are being handled at a pharmacy in such a way as to make their sale both interesting and profitable.

In this store some unique merchandising has been done, the refrigerated case being taken out to the curb at night and the meat sold directly to motorists. This store sold just a small quantity of meat before the introduction of the "frigid" meats, but reports that through this medium and the use of a flashing electric sign its meat volume has been materially increased.

Prior to the introduction of the "frigid" meats all of the eight stores from which they are being sold handled fresh meats with the exception of the two chain units,

The cases used for the meats are equipped with solid carbon dioxide for refrigeration, electric refrigeration being installed in one case for comparative purposes.

In introducing these meats to the customer the following facts are emphasized:

- Every cut is of highest quality.
- Standardized quality.
- Cut and trimmed by experts.
- Packed under most sanitary conditions.
- United States Government inspected.
- Sealed airproof and moistureproof.
- Permanently fresh.
- Not touched by hands from packing house to kitchen.

Convenient handling and quick service.

Cook either thawed or in frozen state.

The meats are held in storage cases, none being on display. Dummy packages are available to each demonstrator to show the appearance of the package.

All meats are wrapped in a combination of parchment and transparent paper, a strip of the latter being used in the center of the paper wrap, the brand being printed on the transparent paper, also the name of the product contained in the package. The net weight of each package in pounds and ounces is indicated.

A series of newspaper advertisements features the fact that freshness and flavor are held against time in these "frigid" meats, and that quality and freshness are preserved without adding anything to or taking anything from the meat.

An appeal is made to the busy mother or the head of the household who is saved time by depending on others to do her shopping for necessities. Because of standardization in these "frigid" meats, even the children can be sent to shop. There is no need to examine the meat to see if it is fresh or judge if it is good.

**The Weakness of Retail Selling.**

Everywhere we are confronted with the openly expressed opinion that retail selling is the weakest link in the chain of merchandise distribution. At the same time, it is generally conceded that it is the most important link.

Certainly it is an extremely important link in the chain of independent distribution. The opportunity of the independent merchant is largely one of salesmanship.

Unfortunately, many retail salesmen fail to recognize the weakness of retail selling, and thereby lose the incentive to better their conditions.

Here are a few of the most flagrant weaknesses of retail salesmen, worked out on a percentage basis:

1. Less than 20 per cent. of the men behind retail counters are sufficiently familiar with 50 per cent. of the articles they handle to sell them intelligently.
2. Fifty per cent. still greet a customer with "Something for you today?"
3. Seventy-five per cent. allow the customer to purchase the article called for and then ask: "Will that be all?"
4. Eighty-five per cent. neglect to

get the articles into the customer's hands, although doing so doubles the chances of making the sale.

5. Fifty per cent. fail to demonstrate the goods they wish to sell.
6. Thirty per cent. of those who demonstrate, do so incorrectly.
7. Ninety per cent. never broach a second sale until the first has been completed, and the customer is ready to leave.
8. Sixty per cent. make unauthorized and unwarranted guarantees.
9. Less than 50 per cent. make more than one attempt to sell a customer on a high priced item.
10. Twenty-five per cent. try twice and then quit.
11. About 12 per cent. make the third attempt and only 6 1/4 per cent. try more than three times.

Meanwhile actual sales records show that approximately 60 per cent. of such sales are made after the customer has received five or more direct suggestions to buy.

12. Less than 10 per cent. keep a personal prospect list.

13. Over 90 per cent. use the same sales argument on both men and women.

In the average store about 100 items out of the 4,000 carried are actually sold—the balance are merely handed out when called for. As a result 85 per cent. of the people brought into stores by good advertising are turned away by poor salesmanship.

Retail selling is a science, not a matter of luck or chance. The man who knows his merchandise and also knows how to impart that knowledge to others, will sell more hardware than a dozen so-called natural salesmen who lack his knowledge and training.

Check yourself against the above list. Strengthen the places where you are weak in selling. It will add to your value and your income.

**Sell Beverage Sets.**

In a one-day selling event Jomson & Clark, Eastern grocers, sold beverage sets. Ice cold glasses of lemonade were served to all visitors. Beverage sets were displayed nearby the serving table, and quite a few were sold.

Another excellent means of building up summer trade is for the grocer to send a letter to all the housewives in his vicinity. In this way he is certain to reach every woman in her home, an important point during the hot months when many shoppers rely almost wholly on telephoning their orders. His letter might be written along these lines:

Peerless City Grocery  
613 Main Street  
July

Dear Mrs. Jones:

We have always appreciated your patronage. And we want to continue

servicing you to the best of our ability.

During these warm days we know you are interested in light refreshing meals. May we offer a few suggestions.

Our line of foods in cans and glass jars is most complete. Chicken, ham, tongue, corned beef and all manner of fish fill our shelves, ready to be served. All those sandwich spreads, olives and pickles, jams and jellies that go to make the picnic lunch a rare treat, and a variety of coolings drinks are in our large summer stock.

And for your hot weather dessert, we want to call special attention to the new lime flavored gelatin. Its sparkling emerald color in both salads and desserts immediately suggests coolness. Your children will love it. Your husband will ask for more. And with this new gelatin you will want other light, summery foods. Have you tried serving tender cinnamon or butterfly buns for dessert?

Assuring you that we stand ready at all times to serve you to the best of our ability with a variety of the highest quality foods obtainable,

Telephone —  
Cordially,  
Peerless City Grocery.

And after hearing the Stein Song a few million times, we sent our first contribution to the Anti-Saloon League.

Another farm problem is whether to turn the South forty into a golf course or a landing field.

**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.

WANTED—BUSINESS—In own or city outside Detroit. Exchange Detroit residence and some cash. Write R. E. Gleason, 14434 Longacre Ave., Detroit, Mich. 326

FOR SALE—Store building and complete modern meat fixtures, including Frigidaire and Hasemann counters. Located at Lyons, Michigan. H. J. Houserman, Saranac, Mich. 327

Position Wanted—With reliable firm. Young married man with fifteen years' experience in general mercantile, both city and country trade. Can take full charge and can give reliable references. Address No. 328, c/o Michigan Tradesman. 328

For Sale Half Price—Corner variety store, stock and building, best town in Southern Michigan. Must sell, account poor health. Buyer must have at least \$3,000 cash, or more. Lock Box 252, Watervliet, Mich. 329

FOR SALE—Very cheap. Wall hat case, six or eight foot show case, two cash drawers, twenty drawers and shelving, two tables, one Water's cap displayer. All in good condition. Kuiper Clothing Store, 822 Grandville Ave., Grand Rapids. Phone 54-031. 330

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

**Do You Wish To Sell Out!**  
**CASH FOR YOUR STOCK,**  
Fixtures or Plants of every description.  
**ABE DEMBINSKY**  
Auctioneer and Liquidator  
734 So. Jefferson Ave., Saginaw, Mich  
Phone Federal 1944.

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

**Late Business News.**

Both Germany and the British Islands, with populations far less than half the population of the United States, report close to 3,000,000 unemployed each.

The amount of group life insurance now in force in this country is estimated as \$10,000,000,000—more than all life insurance fifteen years ago.

To expedite building and increase employment, President Hoover last week took measures to cut red tape interfering with immediate prosecution of public building work. He has also asked the Treasury and Post Office Departments to prepare budget estimates for as much new construction as is reasonably possible for submission to Congress in December.

Continued demand for steel indicates a further increase in output during the next fortnight.

Wholesale trade reports this week point to a decided improvement in the ensuing two weeks. A good gain was observed last week.

Salesmen preparing to go out on their Fall trips are much encouraged by reports they are receiving of depleted stocks of merchandise, according to W. G. Adams, managing director of the National Council of Traveling Salesmen's Associations.

Slow thawing out of frozen inventories of merchants and manufacturers is noted by Professor William L. Nunn, department of economics, New York University, as the most favorable sign in the business skies.

Persons seeking gainful employment in this country now number 47,000,000 according to W. L. Steuart, director of census. Of these between forty and forty-two million are now busy. Women account for 10,000,000, agriculture for 11,000,000 males, and mechanical and industrial industries for 12,000,000. Housewives he estimates at 23,000,000.

Dividend declarations in August, announced up to August 30, amounted to \$447,689,154 compared with \$388,014,682 in August, 1929. Largest increases were by banks, insurance companies, public utilities and food packers. Dividends passed numbered forty-five compared with nine a year ago.

The sum of \$100,000,000 is spent annually on research laboratories of American industry, according to a survey made by the Standard American Corporation. Industrial research work done by more than 600 concerns takes \$75,000,000, the rest being spent by associations and bureaus. The corporation thinks the appropriation for the work will be still larger in 1931.

Costs of distribution are coming in for a good deal of attention once more on account of the prevailing belief that retail food costs as compared with the pre-war levels have not shrunk anything like as much as wholesale food prices.

Replying to an assertion to this effect, Gordon C. Corbaley, president of the American Food Institute, in a letter to the New York Journal of Commerce, brings out the difference between the mark up of the chains, the voluntary chains, and the independents. Twenty years ago, he says, the wholesalers added 10 to 18 per cent. and the independent retailers 25 per cent.,

making a total mark up of not less than 40 per cent.

This, Mr. Corbaley says, is what gave the chains their chance. Their present general average mark up he puts at 20 per cent. The voluntary chains, he thinks, average 25 to 30 per cent., the higher margin being compensated for by deliveries. But the Journal of Commerce still thinks that the average food costs to families is out of line with present wholesale prices.

Bond salesmen get an average commission of 26.57 per cent. of gross profits on sales according to a study of the subject by the salesmen's compensation subcommittee of the Investment Bankers Association of America. The confusing factor is the gross profits, the basis of which varies among the bond houses.

A world economic boycott of Soviet Russia, under the leadership of the Chamber of Commerce of the United States was proposed last week by Ralph M. Easley, executive secretary of the National Civic Federation, in a letter addressed to members of the latter organization.

**A Few Hand-picked Limericks.**

He strung lots of wire in the attic, to make the reception emphatic; then twiddled the knobs, and swore in big gobs, for all that he got was more static.

There was a young lady named Ruth, who had a great passion for truth; she said she would die, before she would lie, and she died in the prime of her youth.

Once there was a man not unique, who imagined himself quite a shique; but the girls didn't fall, for the fellow at all—he made only twenty a wique.

There was a young lady named Stella, fell in love with a bow-legged fella; this risky young chap, let her sit on his lap, and she fell right through to the cella.

Si went to the circus one day, resolved to get in without pay; he crawled under the tent, no one knew where he went, for the elephants thought he was hay.

A zebra who found figures a bore, once counted his stripes to a score; said he; "That means twenty, which surely is plenty, though there may be just one or two more!"

Old King Coal is a horrid old soul, it matters not how you will holler; when along comes winter, you'd better begin ter, count paying him your very last dollar!

There was a young lady named Buser, who chopped her young husband in two, sir. When asked was she sorry, she said, "No, begorry! The thrills in my life are so few, sir!"

There was a young lady from Crete, who was so excessixely neat, when she got out of bed, she stood on her head, to keep from soiling her feet.

**Large Sales and Small Profits.**

Readers of Sir Thomas Lipton's autobiographical sketch now being published in the Saturday Evening Post cannot fail to be struck by his genius for advertising, to which he ascribes much of his success. As he puts it, he was one of the few mer-

chants of more than half a century ago who then took advertising seriously. Half his original meager capital he invested in his first store. Of the remainder a good part went into hand bills, posters and a few lines in a Glasgow newspaper. His chief preoccupation seems to have been schemes for provoking people to talk about him and his business. Summing up his general plan he says: "I was a very large user of space in the weekly newspapers and trade journals. This form of publicity cannot be improved upon for sustained effectiveness, but if you can back it up with a practical novelty, particularly one that will make people laugh, you have solved the problem of complete and successful advertising." Everything he did was inspired by his belief in the theory that the road to fortune is paved with large sales and small profits. He made money enough in his chain stores to put himself forward as the most persistent and most friendly contender for honors in the sport of multi-millionaires—reaching the very center of the limelight at a time of life when most men that attain it are content with reminiscences of its fructifying effulgence.

**To Be Successful.**

You must have the interest of your customer at heart.

You must know everything possible about the product you are selling.

You must have faith in what you are selling.

You must believe in yourself and believe in your ability to sell.

You must have the right method of presenting your article to your customer.

You must be enthused with what you are selling.

You must be big enough to give credit to your sales people for good work.

You must bear in mind that a word of commendation makes any salesman or saleswoman more enthusiastic about you, your store, your merchandise and his or her work.

You must set an example to your sales organization. Indifference begets indifference; enthusiasm begets enthusiasm; a desire to serve begets a desire to serve.

Your attitude toward your subordinates is generally reflected in their attitude toward the public.

**Can the Bicycle Come Back?**

Meeting in their annual convention at Atlantic City, members of the Cycle Trades of America have heartily indorsed the current economic depression. As they see it bicycles are fated to replace automobiles. The wage earner who has been going to work in his car will be forced to return to the simple habits of an earlier day, the convention was told, for, unable to replace his wornout automobile, he will have to take to pedaling. We should like to see a revival of bicycling, but the days when a bike was the most useful means of transportation for short distances and when long country rides were a pleasant holiday diversion have passed, we fear, never to return. Even the children of our suburban

communities generally scorn this once popular vehicle. There is one good reason for their attitude. In this automobile age the bicycle rider takes his life in his hands, and while he was formerly considered a menace to the safety of the highways, he is now in his turn driven off the road.

**Samaritan.**

A grocer at Spartanburg, S. C., has made many friends by arranging for the local newspaper to be delivered to customers who are ill in the hospital.

By making a special arrangement with the local paper he is able to get prompt delivery and the cost is very small. Customers who have just recovered from illness nearly always come into the store to express their sincere appreciation of this courtesy.

People like to feel that they are remembered, and incidentally the grocer binds his clientele more firmly.

**Ever Try a 3 For 29c Rummage Sale.**

Victor Bruell, food dealer of Muncie, Ind., makes it a regular practice to dispose of slow-moving grocery items at three-for-twenty-nine and two-for-nineteen cent rummage sales. At the last sale, he says, he disposed of 187 sets of these dead articles.

When the items, which are stacked together in an island display, fail to move rapidly, Bruell throws in a standard item to speed up the movement, but never more than one at a time.

**Almond Sunburn Lotion.**

Almond, Blanched ----- 1 dr.  
Borax ----- 20 grs.  
Tincture Benzoin ----- 50 min.  
Orange Flower Water ---- 3½ ozs.  
Solution of Hydrogen  
Peroxide ----- ½ oz.

Bruise the almonds, dissolve the borax in the orange flower water, and triturate the almonds with successive portions of the latter. Strain through muslin cloth, and add the tincture of benzoin and hydrogen peroxide.

**Mosquito Powder.**

1. Oil Eucalyptus ----- 1 oz.  
Powdered Talcum ----- 2 ozs.  
Powdered Starch ----- 14 ozs.

This powder is to be rubbed into the exposed parts of the body to prevent the attack of the insect.

2. Oil Pennyroyal ----- 4 ozs.  
Powdered Naphthalin ----- 4 drs.  
Starch ----- 16 ozs.

Mix well and sift. This is to be used like the preceding.

**Oregon Growers Join To Sell Prune Juice.**

The Major Fruit Products Company has been organized at Portland, Oregon, as a distribution organization of Oregon prune growers, who are planning to extend the market for prune juice. The juice is being put up in bottles as well as jugs.

**Close the Ice Box.**

Keep your ice box closed at all times. Watch it to see that the supply of ice is kept up, keep a uniform temperature for preserving foods and to conserve ice. If not handled properly there can be a double loss, waste of ice and spoilage of perishables.