

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 13, 1931

Number 2486

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A Breeze in the Mind

One has only to sit down in the woods or the fields, or by the shore of the river or the lake, and nearly everything of interest will come round to him—the birds, the animals, the insects; and presently, after his eye has got accustomed to the place, and to the light and shade, he will probably see some plant or flower, that he has sought in vain, and that is a pleasant surprise to him. So, on a large scale, the student and lover of nature has this advantage over people who gad up and down the world, seeking some novelty or excitement; he has only to stay at home and see the procession pass. The great globe swings around to him like a revolving showcase; the change of the seasons is like the passage of strange and new countries; the bones of the earth, with all their beauties and marvels, pass one's door and linger long in the passing. What a voyage is this we make without leaving for a night our own fireside! St. Pierre well says that a sense of the power and mystery of nature shall spring up as fully in one's heart after he has made the circuit of his own field as after returning from a voyage round the world. The great trouble is for Mohammed to know when the mountain really comes to him. Sometimes a rabbit or a jay or a little warbler brings the woods to my door. A loon on the river and the Canada lakes are here; the sea-gulls and the fish hawk bring the sea; the call of the wild gander at night, what does it suggest? And the eagle flapping by or floating along on a raft of ice, does not he bring the mountain? One spring five swans flew above my barn in single file, going Northward—an express train bound for Labrador. It was a more exhilarating sight than if I had seen them in their native haunts. They made a breeze in my mind, like a noble passage in a poem.

John Burroughs.

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Absolutely Pure
Perfectly Wholesome

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Sales during the past six
months over previous
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GRAND RAPIDS, MICHIGAN

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▶ The 34th Annual Convention of the Retail Grocers' Association will be held at Milwaukee July 6, 7, 8 and 9. Here are 4 big days you can't afford to miss. You'll meet old friends and make a lot of new ones—and you'll combine business with pleasure! Besides, you'll get a flock of new ideas for increasing sales—and lots of real inspiration, too! ◀

Write your local Secretary NOW so that the Transportation Committee may include you in its plans for special accommodations.

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Muskegon Baking Co.

MICHIGAN TRADESMAN

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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.

Sanguinary Battle Fought on Banks of Monongahela.

The opening of the eighteenth century saw three wars which are commonly known as the William and Mary's wars. They were purely European disputes, but the colonies sided with their home countries. Especially was this true because of the growing question of who owned the valley of the Ohio river and who should control the trade of the Northwest. Queen Anne's war saw a number of raids both ways. The French were the more aggressive, but none of the raids affected Michigan.

In 1755 General Braddock was sent from England to capture Montreal. Many historians of these days tend to belittle Braddock. The fact is that he was a careful selection of an experienced officer who had been very successful in all that he had previously undertaken. It was fully a man's job to undertake to lead an army across country through the wilderness before General Braddock in this undertaking. He was fully aware too that he had a much superior force to anything the French could muster against him.

There was one element in that campaign of whom Braddock knew nothing and, too, of whom the average historian has said but little. It is fortunate, however, that official reports of the battle have been preserved and have recently been published in the Ontario Archives and other places, which give the long delayed credit where it belongs. That element was Charles Langlade.

Langlade's father was a French trader among the Ottawas near Mackinac in 1720, when he married an Ottawa squaw. Charles was born in 1724. He was educated by the missionaries and for some reason the Indians always claimed that he had some kind of a military endowment in his character. His father always impressed him with the Indian ideal never to be a coward. When Langlade was a young boy, his people were given the

job of clearing the way from dangerous enemies, of the way from their home to Louisiana. They were twice defeated by "Squaw Chief" and refused to try it again unless Langlade would go along. He made the trip and victory resulted, although Langlade was only about twelve years of age at the time. Of course this bit of history was largely due to the superstition of the Indians but Langlade developed a tact as a leader which gradually won him recognition by the French army leaders in this country.

In 1775 Langlade raised a force of Ottawas, Chippewas, Menominees, Winebagoes, Pottawattamies, Hurons and Wyandottes, nearly all from what is now Michigan and the Northern part of Wisconsin. He was at that time the regular Government Indian Agent for this section. With this force and a small detachment of Detroit militia, he awaited the approach of the English. Colonel DeBeaujon was in command of the French army and had accurate information of every movement of the English. When the French couriers brought news that the English were preparing for a leisurely dinner on the South bank of the Monongahela, Langlade urged the French commander to attack. That officer, however, expressed his doubts because of the greater number of the English force. Langlade urged as far as courtesy would allow and then sent some of the chiefs to add to his urging. De Beaujon finally told Langlade to "use his own best judgment." Almost instantly the Michigan Indians were in motion. A crossing of the river was successfully made without the English mistrusting what was being accomplished. Not a hint reached Braddock until the war whoop announced a kind of warfare with which he had had no experience.

The British commander was no coward. It is claimed that four horses were killed under him before the final end of that battle, when he was shot through while mounting a fifth?

The English loss was eighty-six officers and sixty-three men killed. The French loss was three officers and four men. The Indian loss was never known. There were quite a number of men who were afterwards famous in that battle. Washington was a young commander of militia who succeeded in covering the retreat of the British and saving what was finally saved from that noted defeat. Gates and Gage, afterwards Revolutionary commanders, are claimed to have been there; Major Gladwin who commanded Detroit during the Pontiac plot; and Pontiac himself was among the French troops.

It is claimed that as a precaution of what might occur if the Indians were allowed to acquire it, the claim is made

that immediately after the fight was over Langlade issued an order to pour out all the English rum captured—an order for which his forces could hardly forgive him.

Up to this time all the horses which had been in Michigan were three which Cadillac kept for his own use at Detroit and a pair which had been taken to the French concession at the Soo, from which the proprietors planned to develop a herd. Langlade's force was given the English horses among the booty which fell to them after the battle. When they were brought home to Detroit and partitioned among the men, horses were introduced into Michigan and Wisconsin, as owned by the common citizens.

A. Riley Crittenden.
Howell, May 11.

Fourteen New Readers of the Tradesman.

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

Joseph Weiner, Grand Rapids.
Fred Miller, Fowler.
W. J. Hazelwood, Mt. Pleasant.
Mrs. D. E. Waters, Grand Rapids.
L. W. Armintrout, Allegan.
J. D. Stewart, Grand Rapids.
C. W. Christiansen, Trufant.
Knuth Bros., Lapeer.
Henry E. Giegling, Flint.
Emil Johnke, Flint.
Bersuder Bros., Bridgewater.
J. M. Krupp, Port Huron.
Moses & Michael, Lapeer.
George E. Ryder, Grand Rapids.

Gabby Gleanings From Grand Rapids.

A. E. Herren, (Blodgett-Beckley Co.) has been transferred to Northern Michigan trade by his house. He will shortly change his headquarters from Holland to Traverse City.

Bert Peck (Hazeltine & Perkins Drug Co.) has gone to the big fishing grounds 150 miles Northeast of the Canadian Soo. He is accompanied by Theodore Williams, who has served Kent county as official surveyor for nearly two generations.

The Huntley Hardware Co. has engaged in the hardware business at Whittemore Lake. The Michigan Hardware Co. furnished the stock.

Thirty-seven years ago May 1 Ed. Dooge (Rademaker-Dooge Grocer Co.) began his career as a wholesale grocer, covering city trade for the Ball-Barnhart-Putman Co. Few men have achieved the success he has scored since that fateful day. He is universally conceded to be one of the best posted men in his line of business in the United States.

The Peter D. Mohrhardt grocery and meat stock, 251 Michigan street, was practically sold yesterday to Fred F. Foszek, President of the Grand Rapids Packing Co., for \$10,000. The bid covered about \$9,000 worth of

groceries and meats, fixtures appraised at \$2,800 and \$19,000 book accounts worth perhaps 20 cents on the dollar. The total liabilities are about \$33,000. The business has been in the hands of the Grand Rapids Trust Co. for the past eighteen months. The bid must now be approved by the Judge of Probate before it becomes effective. If it is approved it is the intention of the purchaser to organize a stock company to continue the business.

Welcome Symptoms of Sounder Business Conditions.

It is a cheering sign of clear thinking that leads some of our retailers to talk as one of them did the other day about the wisdom of turning away from price appeal alone. For a good many months there has been little else to discuss. The world-wide recession in commodity prices had made price the leading topic of business. Everything else was subordinated to meeting the consumer demand for commensurate levels in the stores. The impaired buying power seemed to make necessary something on the order of bargains. This phase, happily, is wearing off. Bottom has been clearly reached for many articles. Distinctive qualities are once more being sought. As the spokesman alluded to above puts it, "retailers during the remainder of the year must be increasingly guided by the necessity of offering customers a vital something in addition to price." There are hints of this on every side. We see them in the fact that competition is keenest in low-price goods while business in articles of superior character is fairly active and free from cutthroat practices. As long as inventories were large and speedy liquidation was prudent, special sales were more or less obligatory. With the exhaustion of cumbersome supplies on the shelves there is little motive for "sales" except the desire to swell volume without profit. Subsidence of the craze for low prices is a welcome symptom of sounder business conditions.

Report Good Apparel Prospects.

Retailers are entering the new month with prospects of an active consumer demand for women's apparel for a considerable time to come. An unusual business in coats has yielded most of the recent apparel turnover and indications are that additional volume over last year will be secured in white and pastel lightweight coats. Agreement was quite general that a substantial percentage of late Spring and Summer dress business remains to be done. Cotton dresses are gaining steadily in sales, while promotions of sheer silk styles are going forward.

One of the most comfortable places to live is just inside your income.

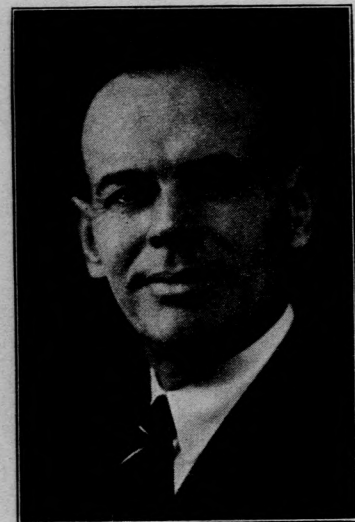
THREE OF A KIND.

Trio of Grand Rapids Salesmen With Toledo House.

When the Western Michigan Grocer Co. discontinued business Manager Gilleland wrote to the Blodgett-Beckley Co., of Toledo, recommending that it consider the employment of three of his road representatives. The suggestion was immediately accepted and Louis H. Berles, W. W. Hubbard, Jr., and Alvah Loughrey are now exploiting the merits of Old Master coffee and Royal Garden tea to the trade of Western Michigan.

Louis Henry Berles was born in Grand Rapids, May 22, 1884. His father and mother were both of German descent. He attended the public schools up to and including the grammar grade. He then engaged in the milk business, purchasing his supply from producers and delivering it to con-

sumers in the city. He continued this business for eight years. Then he sold out and went on the road for the Worden Grocer Co., with which house he remained for fourteen years. On the organization of the Western Michigan Grocer Co. he became a director and remained with that house until it suspended operation. He recently engaged to travel for the Blodgett-Beckley Co., of Toledo, in charge of the territory not covered by the Detroit branch of this house.

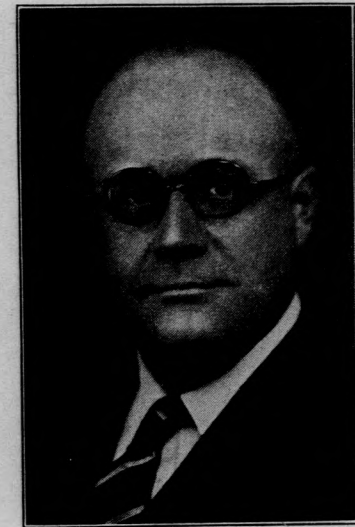


Louis H. Berles

Mr. Berles was married Nov. 26, 1905, to Miss Ethel DeGroot, of Grand Rapids. They reside at their own home 1501 Mackinaw Road, Ottawa Hills. They have a son 22 years old, who has completed Junior college and two years at the Michigan State college. He is now a member of the B. & K. Letter Service in the Widdcomb building.

Mr. Berles has always taken great interest in football—originally as a player and now as a rooster. He attributes his success to hard work.

W. W. Hubbard, Jr., was born in Indianapolis, Sept. 7, 1886. His father and mother were both of English descent. Mr. Hubbard graduated from the high school of Indianapolis in the



W. W. Hubbard, Jr.

1911, to Miss Helen Motley, of Grand Rapids. They reside in their own home at 625 Windsor Terrace. They have three boys—sixteen, eleven and six. The oldest boy, who is W. W. Hubbard, 3d, is now in high school. The second boy is in grammar school and the youngest boy is in the primary grade.

Mr. Hubbard owns up to one hobby, which is small-mouthed black bass. He attributes his success to hard work.

Alvah Loughrey was born Sept. 11, 1871, at Lowell Mills, Indiana. His father was of Irish descent; his mother was of Scotch descent. When he was ten years old the family moved to Edinburg, where he finished the high school in 1889, graduating on the literary course.

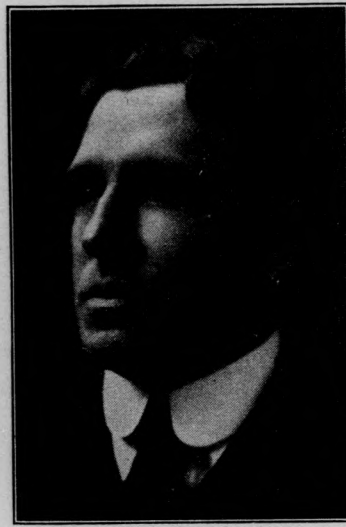
He got his early training in grocery stores and in 1898 he began traveling for the American Tobacco Co. in Indiana and Michigan. He was with this house three years. He then traveled for the Spaulding & Merrick branch of the American Tobacco Co. for twelve years in Indiana and Michigan.

He came to Grand Rapids in 1904 and began carrying a grip for the Worden Grocer Co. in 1913. He remained

with that house until it finished business, when he joined hands with the Western Michigan Grocer Co. and was a member of the board of directors. A few weeks ago he began traveling for the Blodgett-Beckley Co., of Toledo, where he expects to achieve the same measure of success he has acquired in his other connections.

Mr. Loughrey was married June 27, 1906, to Miss Maude Kinney, of Grand Rapids. They reside in their own home at 701 Coit avenue. They have no children. Mr. Loughrey has been a member of Park Congregational church for a number of years. He is a member of York Lodge, F. & A. M. and has belonged to the Indianapolis Consistory of the A.A.S.R. ever since 1897. He has been a member of the U.C.T. for about twenty years.

Mr. Loughrey does not play golf and is not much of a hunter, but he does like to fish and undertakes to spend his week-ends during the summer at



Alvah Loughrey

his cottage on the West side of Crystal Lake near Frankfort. He has owned the cottage about twelve years. He attributes his success to hard work.

Significant Trends in Trade.

Favorable indices are gains in car loadings and in electric power production and a slight gain in the adjusted index of automobile output. On the other side are some recession in steel activity and too sanguine expectations of revival. Retail trade has been adversely affected recently by unfavorable weather conditions. Among food distributors, however, the trend has been decidedly encouraging.

A further sharp decline in the average price of commodities last week brought the Irving Fisher index number down to 73.1 from 74.0 the week before. At this rate we shall soon reach the 70 price level on which most of the country's progress has been made.

Better employment conditions are reported by 748 companies of the National Association of Manufacturers employing about half a million persons.

The upward swing in wholesale purchases is still in evidence according to enquiries received by the Credit Clearing House.

Business failures in April were fewer

than in any month this year. This is in accordance with the usual rule, but it is significant that the decline over the March record was substantially larger than last year and that the increase over the corresponding month in 1930 was a good deal less than in March.

The shoe industry has shown substantial production gains in recent months, output now being at the rate of 24,000,000 pairs a month. This contrasts with 17,500,000 pairs in December, the low point reached during the decade. Compared with last year, however, production is still down about 18 per cent.

A meeting last week of the Independent Retail Grocers of Baltimore, Inc., was attended by 1,400 delegates. Senator G. P. Nye, of North Dakota, was among the speakers. Most of the addresses urged the grocers to fight the manufacturers who discriminate in favor of the chains, as well as the chains.

Selling spices and beverages through retail grocery stores are two of the series of commodity studies from the Louisville Grocery Survey about to be published by the Department of Commerce. These reports, like the many that have gone before, offer many valuable facts and suggestions to manufacturers in various lines, and they are to be had for the asking.

Bankers and manufacturers are getting together at Erie, Pennsylvania, on May 18, to discuss business practices which will improve merchandising and distribution. This is one of a few early meetings between lenders and borrowers that may lead to a National movement for better understanding between two major factors of distribution. The meeting is held with the co-operation of the Department of Commerce, which will send several representatives to demonstrate just what the department has that will help.

Merchandising trends and practices in Alabama are to be studied by the Bureau of Foreign and Domestic Commerce. Four towns have been selected, and the survey will be undertaken with the co-operation of the University of Alabama, Kiwanis clubs and chambers of commerce. It will be the first extensive detailed account by stores of the relationship between various methods of management and selling to the net profit secured, and the comparison will run over hundreds of stores. It is significant that this survey is the result of a special request made by Representative William B. Oliver.

Reo Projecting New Lower Priced Lines.

New lines of both four and six cylinder trucks at new low prices are to be introduced by the Reo Motor Car Co. about June 1, according to word from the factory at Lansing. The new Speed Wagons, which are adaptable to mercantile service in many instances, are to include a number of quality features formerly associated with higher priced trucks, including heavier crankshafts with a maximum number of bearings, greater power, extra deep frames, hydraulic brakes of ample capacity, heavy duty transmissions, full floating axles, and cam and lever steering.

Sales Slants on Handling Sporting Goods.

Theoretical advice is plentiful. For instance, in a current journal, a writer makes this statement concerning sporting goods, "Good buying is necessary. You can't sell fishing tackle in a community where there is no fishing or golf goods where there is no golf."

Sporting goods can be sold, in wide variety in almost any locality. Last summer I took a trip of four hundred miles through the resort section of Michigan, where the fishing is presumed to be one of the big attractions, next to golf. What did I find?

Merely this: at Murray Inn, on Silver lake, a high-class resort, fine fishing, wonderful golf. The genial host said, to my enquiry, "Sure, nearly everyone who comes here brings their golf and fishing outfits, tennis rackets: and the kids have their balls and bats with them."

I looked at the parking oval. There were the license plates of Indiana, Ohio, Kentucky, Oklahoma, Missouri, Tennessee, Florida. I will venture to say that more than 50 per cent. of those cars came from regions where local fishing was confined to bull heads in a creek, if even that much "sport".

This was a high-class resort. Where the sojourners bought their sporting goodso I can't say. That is all of them, a few chaps at the boat dock said, "We bought at home, of course."

Let us trip a bit farther. At Traverse City, Manistee, Muskegon, Grand Haven, those tremendously popular tourist camps, with folks putting up a tent for a couple of days or a week. Here also I saw at first hand camping outfits, "bought at home." There were the bathing suits, hammocks, fishing tackle and the licenses from a score of far flung states.

At Mitchell lake, Walloon, Charlevoix, Big Bear, Portage and many other big lakes there was a minimum of tackle for sale. Some boat liveries did carry a fair assortment, yet Charley Hines, up at Twin Lakes said "What's the use of carrying tackle? They have it when they come."

One more thing, I actually made definite enquiry for either worms or minnows at twenty-five fishing lakes in Northern Michigan and only one place had worms and only two had minnows. Some of these places with twenty-five and thirty boats to rent.

"You can cast or troll or use artificial bait," seemed to be the answer.

This is preliminary to the brass tack statement that sporting goods have more than a fighting chance in a great many more hardware stores to-day than many a hardware man imagines. Of course, the automobile is the answer.

When a local family or party is taking to the highways for a long trip, who is selling the needfuls? The mail-order house or the man on the square? It is up to him.

Naturally stocking lines of sporting goods must be done with open eyes, if there is a very limited, not worth while exodus of the folks in the section, there is always opportunity to supply camp outfits via catalogue orders. On the other hand, many dis-

tricts can specialize on a pretty fair assortment of sporting goods and get away with it. An early start and a bit of special advertising effort. Checking up on auto licenses for a mailing list, then a snappy letter, a few colored summer play-time inserts, and the prospects will come. Glad to find they can be all set, "rarin' to go" without losing time on the way to buy what you can supply.

The automobile has opened wide the trade doors to many diversified lines of extra profits. What I have said of Michigan is true of other Northern resort sections. When a man or woman likes to golf, play tennis, fish or hunt, they are going to the spots where they can indulge their hobbies.

Golf is so universal there is not the limitation on stocking golf lines there may be in the fishing tackle. Base ball is one point that needs no scenery to keep it on the jump all summer.

There is a unique appeal in an inland town to a summer camping window, as an advertising card it has pulling value. It marks the store as on its toes for trade, progresisve, and while the assortments on some items may be limited, the general ensemble can be made quite pretentious.

There is irresistible appeal in early showings of sporting and outdoor goods, folks hanker for them anyway, getting them up in the windows and in the front of the store acts as a tonic on the many other seasonable lines.

Don't let anyone kid you about sporting goods and camp stuff in any locality. Size up your own local situation; what hapened last year, how many leave town, where do they go? Where do they buy?

Some consideration of this sporting goods slant right now may be the means of adding enough extra cash for a trip of your own.

Hugh King Harris.

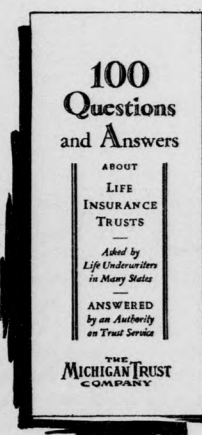
Leather Jackets Seen Popular.

From current indications men's and boys' suede jackets and chamois pull-overs are expected to be a fairly big item in Fall selling. Sharp reductions on goods from last season, ranging in some instances from 20 to 25 per cent. have brought many of these numbers into retail price brackets which will make them more attractive to the consumer and enable stores to promote them strongly. Considerable stress is expected to be laid on numbers selling from \$5.85 to \$6.50 by many stores. The introduction of many novelty items is also seen as a favorable factor in sales.

Trend To Large Home Wares Orders.

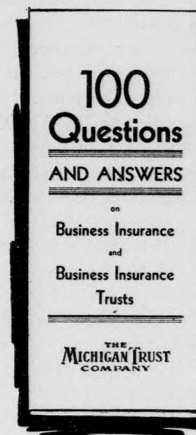
Retail stores are showing more liberality in re-ordering on small home furnishings items than they did as recently as two months ago. Although the number of orders written has fallen below the February average, the quantity purchased on individual commitments at this time runs 25 per cent. above the average order of two months ago. The development is regarded as a significant indication of returning confidence on the part of retailers. Lines in which the tendency to larger orders was remarked include draperies, low-end china ware, bridge and novelty tables and kitchenware.

Straight Answers to Everyday Questions on Insurance Trusts



Every man who carries Life Insurance should have a copy of this booklet. It explains the Life Insurance Trust—the modern and economical way of conserving the proceeds of Life Insurance policies for the use and benefit of those who lack business experience.

This booklet on Business Insurance Trusts presents in question and answer form the newest method of interlocking trust service with Life Insurance to provide for the protection of close corporations, partnership and sole proprietorships.



Every man who is thinking and planning for his family's future should read these booklets. Ask for them.

The MICHIGAN TRUST Co.

Grand Rapids

THE FIRST TRUST COMPANY IN MICHIGAN

MOVEMENTS OF MERCHANTS.

Kalamazoo—Gilmore Bros. have opened a photograph studio on the main floor of its department store.

Nashville—Samuel J. Couch has changed the name of his restaurant from Couch's Restaurant to the Club Restaurant.

Monroe—H. E. Fournier, of Ypsilanti, succeeds Fred Hedrick as manager of the Baldwin music store, 30 West Front street.

Mt. Morris—The Mt. Morris Motor Sales has been incorporated with a capital stock of \$10,000, \$3,000 being subscribed and paid in.

Ishpeming—Fritz Franson has removed his confectionery and cigar store from the Nolan block to the Ole block, Cleveland avenue.

Freeport—Local merchants are sponsoring entertainments each Wednesday evening throughout the summer months similar to those presented in the past.

Detroit—The George H. Kent Co., 776 West Grand boulevard, undertaking, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Marshall—L. T. Morris, dealer in groceries, meats, etc., has remodeled his store along ultra-modern lines and now conforms to the latest ideas in store arrangement.

Detroit—Stark Brothers, tailors, 3201 West Warren avenue, has been incorporated with a capital stock of \$5,000, \$3,860 of which has been subscribed and paid in.

Detroit—Cadillac Grocers' Service Co., Central Detroit Terminal Warehouse, has been incorporated with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Grand Rapids—The Western Oil & Turpentine Co., 1500 Century avenue, S. W., has been incorporated with a capital stock of \$25,000, \$20,000 being subscribed and \$2,000 paid in.

Detroit—The Arctic Express, Inc., 2750 Vicksburg avenue, has been incorporated to transport perishable merchandise with a capital stock of \$100,000, all subscribed and paid in.

Highland Park—The Purity Drug Co., 13351 Woodward avenue, has been incorporated to conduct a retail drug business with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Stanley & Carrier Co., 428 Wayne street, has been incorporated to deal in and repair electrical goods with a capital stock of \$5,000, \$2,000 being subscribed and paid in.

Detroit—The Ball Drug Co., 442 Michigan avenue, has merged its business into a stock company under the same style with a capital stock of \$5,000, \$2,500 being subscribed and paid in.

Detroit—Atkinson's Men's Shop, 306 Eaton Tower, has been incorporated to deal in clothing and furnishings for men with a capital stock of \$10,000, \$3,000 of which has been subscribed and paid in.

Detroit—The Rudner Drug Stores, Inc., 4200 Cass avenue, has been incorporated to purchase, maintain and conduct retail drug stores, with a capital stock of \$5,000, all subscribed and \$2,500 paid in.

Kalamazoo—The Liberal Store, 309 North Burdick street, has leased the store at 127 North Burdick street and will remove its stock there as soon as the modernizing of the store has been completed.

Chesaning—Herbert Martin, a local young man, has been appointed manager of the Byerly Co. store here. Mr. Martin has been with the company about two years and is highly regarded by it.

Detroit—The Fuzate Corporation, 5920 Second boulevard, has been incorporated to deal in porcelain and glass, also electrical equipment, with a capital stock of \$10,000, all subscribed and \$1,526 paid in.

Detroit—The L. H. Nunn Co., 6433 Woodward avenue, has been incorporated to deal in chinaware and household goods with a capital stock of \$5,000, \$1,000 of which has been subscribed and paid in.

Homer—John Aabertsee, of Bellevue, has purchased the bakery equipment owned by Mrs. Hazel Goodwin and removed it to the Degraf block where he will open a modern bakery as soon as the necessary changes can be made.

Detroit—Harry A. Paul, Inc., 4473 Cass avenue, has been incorporated to deal in musical instruments and sports goods at wholesale and retail with a capital stock of 30,000 shares at \$1 a share, \$10,000 being subscribed and paid in.

Detroit—The John J. Gamalski Hardware, 6244 Charles avenue, has been incorporated to conduct a retail hardware business with a capital stock of \$27,700 common and 300 shares at \$1 a share, \$28,000 being subscribed and paid in.

Hamtramck—Phillip Smith, dealer in dry goods and clothing at 11817 Jos. Campau avenue, has merged the business into a stock company under the style of Phillip Smith, Inc., with a capital stock of \$10,000, all subscribed and paid in.

Kalamazoo—The Richards Storage Co., of Grand Rapids, is closing its business here, having sold all of its assets except the real estate to the National Storage Co. The Richards Co. will continue its business in Grand Rapids and Muskegon.

Detroit—Carl G. Hall, 1517 Holden avenue, undertaker and florist, has merged the business into a stock company under the style of Carl G. Hall Funeral Home, Inc., with a capital stock of \$20,000 common and \$500 preferred, \$20,000 being subscribed and paid in.

Detroit—Harry D. McKinnon, dealer in bakers' specialties, merchandise handled in groceries, meat markets and restaurants, has merged the business into a stock company under the style of H. D. McKinnon, Inc., with a capital stock of \$50,000, \$30,000 of which has been subscribed and paid in.

Vicksburg—The Farmers State Bank and the First State Bank have merged under the style of the Farmers State Bank with a capital stock of \$40,000. The First State Bank, the oldest in the village, was organized in the early eighties. The branch banks at Fulton and Leonidas were not included in the

merger but will be conducted by the stockholders.

Ann Arbor—The William Goodyear & Co., Inc., department store is again open for business which was disturbed by the Main street fire March 5. The entire store has been remodeled and many changes made. The extensive expansion program of the company under way at the time of the fire, was temporarily halted because of the damage to the store and particularly to the Woolworth building second and third floors which had been leased to the company.

Saginaw—Paul F. H. Morley, for many years an active figure in Saginaw's business and social life and a member of one of the pioneer families, died suddenly at 7:10 o'clock Sunday night at his lodge on the Au Sable river. He was 45 years old. Accompanied by a group of friends, Mr. Morley had been enjoying a week-end fishing trip. He was stricken with a heart attack. During the kaiser's war, Mr. Morley served as a captain in the Red Cross, and for eight months was overseas in charge of the base hospital area at Beaune, France. For more than twenty years he was treasurer of Morley Brothers, and also was president of E. W. Morley & Sons; vice-president of the Saginaw Timber Co.; assistant secretary of the Saginaw Logging Co., and vice-president of Gray's Harbor-Pacific Railway Co.

Manufacturing Matters.

Detroit—The American Lady Dress Co., 2065 Myrtle avenue, has changed its name to the American Maid Dress Co.

Grand Rapids—The Auto Semi-four Co., 201 North College avenue, has changed its name to the Safe-T-Lite Corporation.

Detroit—The Valley Steel Products Corporation, 1325 Vermont avenue, has increased its capital stock from \$25,000 to \$107,500.

Detroit—The Accurate Gear Co., 3171 Bellevue avenue, has been incorporated with a capital stock of \$5,000, \$1,000 being subscribed and paid in.

Sault Ste. Marie—The Igneous Sand & Gravel Co., with business offices at 1013 Dime Bank building, Detroit, has been incorporated with a capital stock of \$25,000, all subscribed and paid in.

Trenary—Fire destroyed the cheese factory of the Trenary Co-operative Association, May 8. It was partially covered by insurance. It has not yet been decided whether or not the plant will be rebuilt.

Detroit—The Chum Razor Blade Corporation, 1124 Lafayette building, has been incorporated to manufacture and sell razor blades with a capital stock of \$25,000, \$10,000 being subscribed and paid in.

Detroit—Mackworth G. Roos, Inc., 985 East Milwaukee avenue, has been incorporated to manufacture and deal in mechanical and other devices with a capital stock of \$50,000, \$25,000 being subscribed and paid in.

Bay City—The Wolverine Knitting Mills, 130 North Jackson street, is adding a second story to the east end of its plant. This will be the second

addition made to the company's properties during the past few months.

Manistee—The Lang Leather Corporation has been incorporated to manufacture and deal in leather, belting and tannery products with a capital stock of 5,000 shares at \$1 a share, \$5,000 being subscribed and \$1,000 paid in.

Detroit—The Gillian Manufacturing Co., 620 North Hancock avenue, has been incorporated to manufacture and deal in metal products, etc., with a capital stock of 25,000 shares at \$1 a share, \$15,000 being subscribed and paid in.

Detroit—The Detroit Bottling Co., Inc., 2695 Hendrie street, has been incorporated to manufacture beverages and machinery to manufacture and distribute beverages with a capital stock of \$50,000, \$30,000 of which has been subscribed and paid in.

Detroit—The Detroit River Iron Works, 2655 Atwater street, has merged its pattern making and machine shop into a stock company under the same style with a capital stock of 500 shares at \$100 a share, of which \$30,000 has been subscribed and paid in.

Grand Rapids—The Applied Arts Corporation, 331 Ionia avenue, N. W., has been incorporated to manufacture and sell novelties for the home and for motors of an electrical nature with a capital stock of 5,000 shares at \$10 a share, \$25,000 being subscribed and \$2,000 paid in.

Detroit—The Roto Pump Manufacturing Co., 6543 Sylvester street, has merged the business into a stock company under the style of the Roto Pump Co., with a capital stock of 300 shares of A stock at \$99 a share, 300 shares of B at \$1 a share and 600 shares of no par value \$26,000 being subscribed and paid in.

Reading—The Acme Chair Co. of this place, has purchased the stock, patterns, dies, patents and entire equipment of the Wark-Beacon Steel Furniture Co., of Chicago, and will continue the business at its present address, 1701-09 West 22nd street, under the management of George D. Schermerhorn for a brief period when it will be removed here and become a part of the Acme Chair Co.

Petoskey—Phil Cohen and Harry Cohen, of Alpena, and Harry Cohen, of Washington, D. C., have purchased the Petoskey Cigar Co. The deal not only includes the stock and fixtures but the furniture and the lease of the store on Mitchell street. It was a cash transaction. The new owners have taken possession, with Ray Weaver continuing in the sales department and plan to enlarge the business by adding new lines.

Modern Themes For Fall Lamps.

Increased use of the modernistic motif in better price lamps will be noted in Fall lines to be shown the trade next month. Use of chromium-plated metals against dark metal backgrounds will be widespread in both the modernistic and period numbers, it was said. Present indications point to a continuance of Spring price levels, with one or two producers planning lines priced slightly above prevailing scales.

Essential Features of the Grocery Staples.

Sugar—Local jobbers hold cane granulated at 5.10c and beet granulated at 4.90c.

Tea—A fair volume of business is reported from first hands for the past week. Formosa teas are selling fairly well and so are Ceylons. Orange Pekoe grades of Ceylons have advanced several cents per pound in primary markets. No general change in price has occurred, but low grade teas are softer.

Coffee—The advance in Rio and Santos coffee, green and in a large way, which occurred when Brazil announced that its excess supply might be destroyed, has been largely lost. Prices advanced a substantial fraction of a cent, but during the past week had declined again, although they are not quite as low as they were before all this started. Possibly spot Rio and Santos is $\frac{1}{2}$ c higher than the recent lowest point. Milds show no further advance for the week. The jobbing market on roasted coffee has made some advance in spots on account of the advance in green. Consumptive demand about as usual.

Canned Fruits—California fruits are unchanged and it looks like large crops and packs of peaches and pears and possibly some other fruits. Spot California fruits are steady, but not very strong as there is a considerable carry-over of peaches.

Canned Vegetables—Tomatoes are an item which reveals the character of the present market. There are many reasons why they should be higher but they are just about holding their own, and the best that can be said for them is that they are not being sacrificed at the low points reached during the season. Fancy peas are moving in a routine way, and at considerable price concessions, both in New York and Wisconsin. Fancy refugee beans are available at marked reductions. Top grades are having a difficult time of it in this market, which is essentially a price market.

Dried Fruits—Dried fruits show some little change and buyers are covering their needs closely. Some jobbers report more activity, but spot stocks are still plentiful enough to supply whatever trade demand exists. Any sudden rush of buying, of course, might clean out warehouses here, but there is no shortage impending. Whatever items some jobbers lack others seem to have. Prices are generally low and will probably continue so until replacements come in. It is the consensus of opinion here that raisins should benefit by the increased credit allowed to the pool for its operations in the coming season. This credit should enable the pool to effect a tighter control and maintain the market. Whether it is a wise policy for the Farm Board to pursue this course is a matter of dispute. The fact is, it is being done. The situation in prunes is favorable on the Coast. The packing firms report that unsold stocks are going out in fairly good volume, and that the last season's record crop will be cleaned up in advance of new prunes. There are sufficient supplies of both Californias and Oregons on the spot here for the present. Top

grades of apricots and peaches, also in short supply on the Coast, can be bought here at attractive prices as compared with the West.

Canned Fish—Salmon does not show any particular activity, but ought to improve as the warmer weather advances. Reports from the Northwest are that unsold pinks and chums are now relatively moderate. The Chinook salmon season is under way and catches are reported as varying from good to fair, according to the location.

Salt Fish—There is no change of any importance in the market for mackerel and other salt fish. Supplies are small and it would appear as if prices should advance if there is any demand. There has been no change during the past week.

Beans and Peas—The only firm item in this market during the week has been pea beans, which were in rather better demand at firmer prices. Later in the week, however, most of this firmness was lost. All other varieties of dried beans are dull and weak. Dried peas are also neglected and soft.

Cheese—The demand for cheese is moderate with prices steady. That is to say the description of market conditions early in the week, but later the market turned weak and slightly lower.

Nuts—While the unshelled nut group is seasonably inactive, there is only a routine business being done in the shelled group. The cheaper nuts, such as Brazils, are moving out fairly well, some jobbers reporting that their outlets are taking stocks ahead of schedule. There has also been an encouraging pickup in the sale of walnut pieces, this too being seasonal in nature. Stocks of imported shelled almonds are getting pretty low. Some varieties are almost cleaned up. Replacements out of Spain continue to reflect the feeling of greater confidence there. Valencias have been offered in moderate lots and at firmer prices. Italy, too, is asking more for its almonds, due largely to weather damage to the new crop. On the whole, almonds which have been very low priced appear to be well on the road to recovery. The primary shelled filbert market is well maintained on the higher level, but apparently more by Continental buying than by imports to this country. The spot market continues to drag, and the trade shows only a passing interest. Walnut offerings from abroad are very few and far between. Shipments made are usually against orders already booked and stocks held in the hands of the importers continue at low levels. The outlook for the next few months is for a slow cleaning up of stocks in all hands. In this event, operators here and abroad will be in a favorable position when the new crops are ready.

Pickles—There was no definite improvement noted in pickles last week. Outstanding in the market is the scarcity of genuine dills, and dealers are finding it harder to get the particular varieties and counts most in demand. Many low priced sellers are in the market and there is little likelihood of prices working upward. Business is described as about fair in volume and prices are unchanged.

Rice—The probability of firmer prices, owing to advances in the pri-

mary markets, has not spurred the trade to anticipate requirements very far ahead. Reports from the South are that farmers are well supported in holding their present moderate stocks. The millers have followed the advance to some extent. Top grades of Blue Rose are moving out steadily, but there is not much activity in Prolifics. All the long grains are very scarce, and some varieties are out of first hands entirely.

Syrup and Molasses—Demand for sugar syrup is very fair with prices steady. Compound syrup unchanged with only fair demand. Molasses moving moderately without change in price.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade	\$2.75
Spies, Commercial	1.85
Spies, Baking	2.50
Spies, Fancy	4.00
Baldwins, A Grade	2.50
Baldwins, Commercial	1.60
Ben Davis, A Grade	2.00
Ben Davis, Commercial	1.60
Western apples command	\$3.25 for
Delicious, \$3 for Winesaps and \$2.75	for Roman Beauties.

Asparagus—35c per bunch and \$3.50 per crate for Georgia stock; Illinois, \$2 for 24 section. Home grown is now in market, commanding \$1 per bu.

Bananas—5c per lb.

Beets—New from Texas 75c per doz. bunches.

Butter—There has been a fair demand for butter during the past week, but not by any means a boom. The market has been more or less steady, making only one decline of 1c per lb. Jobbers hold 1 lb. plain wrapped prints at 22 $\frac{1}{2}$ c and 65 lb. tubs at 21c for extras.

Cabbage—New from Texas, \$3 per crate of 80 lbs.; Tenn., \$3.25 for 100 lb. crate.

Carrots—New from California, 70c per doz. bunches or \$3.25 per crate.

Cauliflower—\$2.50 per crate of 12.

Celery—Florida stock is 70c for one doz. box and \$4.75 per crate.

Cocoanuts—80c per doz. or \$6 per bag.

Cucumbers—No. 1 hot house, \$1.25 per doz.

Dried Beans—Michigan jobbers are quoting as follows:

C. H. Pea Beans	\$3.90
Light Red Kidney	10.00
Dark Red Kidney	10.50

Eggs—Outside of the small fractional decline, there has been practically no change in eggs during the week. The situation is quiet with the demand just about equal to the receipts. Local jobbers pay 14 $\frac{1}{2}$ c for strictly fresh sizable eggs.

Grapefruit—Seal Sweet from Florida is sold as follows:

54	\$4.25
64	4.00
70	4.00
80	3.75

Extra fancy Florida sells as follows:

54	\$3.25
64	3.25
70	3.50
80	3.50
96	3.50

Green Onions—40c for shalots.

Green Peas—\$2.25 per hamper for Southern.

Lettuce—In good demand on the following basis:

Imperial Valley, 4s, per crate	\$3.50
Imperial Valley, 5s, per crate	3.50
Hot house leaf, in 10 lb. baskets	1.25

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

360 Sunkist	\$6.00
300 Sunkist	6.00
360 Red Ball	5.00
300 Red Ball	5.00

Limes—\$1.75 per box.

New Potatoes—Florida stock is now in market. It commands \$2.35 per bu. or \$6 per bbl.

Oranges—Fancy Sunkist California Valencias are now sold as follows:

126	\$5.00
150	5.00
176	5.00
200	5.00
216	5.00
252	5.00
288	5.00
344	4.50

Floridas extra fancy are held as follows:

126	\$4.50
150	4.50
176	4.50
200	4.50
216	4.50
252	4.25
288	4.25

Bulk, \$4.50 per 100 lbs.

Onions—Spanish from Arizona, \$2.50 per crate; home grown yellow in 100 lb. sacks, \$1; Texas Bermudas, \$1.75 per 50 lb. sack.

Parsley—50c per doz. bunches.

Peppers—Green, 65c per doz. for California.

Pieplant—\$1.50 per bu. for home grown.

Pineapple—Cuban 24s and 30s command \$4.

Potatoes—Home grown, \$1.10 per bu.; Wisconsin, \$2.25 per 100 lb. sack; Idaho, \$2.75 per 100 lb. sack; 75c per 25 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	19c
Light fowls	15c
Ducks	14c
Geese	12c

Spinach—Spring, \$1.25 per bu.

Strawberries—\$3 for 24 pint case for Louisiana fruit; \$3 for 24 qt. case for Klondyke's from Tenn. The pictures of strawberries on the outside of the shipping cases are four times as large as the contents.

Sweet Potatoes—Indiana, \$3.50 per bu.; Tenn., \$2.75 per bu. Both are kiln dried.

Tomatoes—\$1.65 per 6 lb. container, Southern grown.

Veal Calves—Wilson & Company pay as follows:

Fancy	10c
Good	8c
Medium	6c
Poor	6c

Wax Beans—\$5 per hamper for Southern stock.

If you enjoy your work you probably are in the right job. If you don't there are other jobs you may like better. But we have noticed that anyone can make himself like his present job a lot if he works hard enough at it.

UNFAIR COMPETITION.

Methods By Which It May Be Avoided.*

The old saying that "Competition is the life of trade," has been so often repeated that it has become generally accepted as one of the fundamental principles of our present day economic system. It is based, however, upon the idea that there is a necessary clash between the interests of the sellers of a commodity and those of the purchaser and consumer. We generally think of competition as desirable only when it exists among the sellers, because we regard competition as the only means whereby the public may be protected against the extortionate prices demanded by a monopolistic seller. The public frequently fails to recognize the fact that the retail merchant plays a more important part in supplying our needs and making civilization what it is than the manufacturer or other producer; that it is possible for both parties to a trade to benefit by an exchange: just as a few dealers still have not grasped the idea that no sale is a good sale which does not result in as much gain and benefit to the purchaser as it does to the seller. It is to the credit and glory of such associations as that here assembled that its members individually and collectively are constantly striving to learn the needs of the consumer and to perfect methods of rendering to him a larger and better service.

That we have not yet reached perfection is, of course, to be expected, but offers no real cause for alarm as long as we continue to sincerely strive to correct the abuses which are constantly creeping in. The retailers of Michigan must bury some of the suspicions with which they view every competitor and get together in solving common problems; what is even more important, they should devote more time to a study of the fundamental principles of economics, especially as they bear upon the problem of merchandising and retail administration. In this connection I should like to recommend to your favorable consideration as a source of inspiration and real practical help in the solution of your problems the excellent work done along the lines of marketing, trade practices, regulation of competition, etc., by the school of business administration of our State university at Ann Arbor. I was very much astonished to learn the practical things which they have to offer and amazed that these opportunities are not generally known to the retailers of the State, as they should be.

Undoubtedly, one of the causes of the business depression from which we are now slowly emerging was the greed and selfishness of certain retailers who, in their eagerness to make profits for themselves, unbalanced our system of marketing and distribution by taking more than their share of the consumer's money by inducing him to purchase and consume in advance of his earnings. You know, of course, that the total purchasing power of a given community is limited to the total earn-

ings and savings of the individual members of that community.

Each individual must meet certain demands upon his power to spend, such as the demand for food, shelter, and clothing. To neglect to take care of any of the primary demands, at least to satisfy the minimum requirement of the individual, can only result in injury to the individual concerned and in impairing the strength of the State of which he forms a part. I do not desire to give the impression that all installment sales are necessarily bad; certainly installment selling has been the means whereby many persons were induced to save to pay for things they would not otherwise have acquired. On the other hand, installment buying is wasteful; the cost of giving credit to the consumer, losses from bad debts, and other unavoidable expenses incident to installment selling merely subtract from the total public wealth. The man whose income is merely sufficient to purchase the ordinary comforts of life, but who is induced to purchase an expensive luxury, like a radio, on time, must meet the payments on the luxury out of money which would otherwise be spent for food or clothes. The installment house which induces a man to spend his money for an expensive article which he does not need and which he purchases merely because of the "convenient terms" is engaged in a form of unfair competition with the retail grocer or dry goods merchant whose business ministers to the real need of the individual. If you will permit me to digress for a moment, I should like to call your attention to a practice on the part of certain large installment houses, especially in Detroit, which certainly should receive legislative correction. I understand that it is the established practice of most large installment houses to prevent the customer from reading through the contract which he signs, even though it is usually couched in such technical language that it is difficult for the average man to understand and that they will under no circumstances permit the customer to have a copy of such contract. Such contracts also usually contain a power of attorney, in blank, authorizing a representative of the seller to confess judgment in case the seller so desires. Not only are the terms of the contract which the customer signs unnecessarily oppressive to protect the rights of the seller, but since the customer does not have a copy of the contract which he has signed, his attorney is in no position to adequately represent his client in case it is necessary to engage in litigation. It would save thousands of dollars to the working man if we could persuade our legislature to require that in all cases of an installment sale at retail where the amount is in excess of \$25 the seller must furnish a true and complete copy of the contract between the purchaser and seller.

From the earliest times in Anglo-Saxon history the courts have looked with disfavor upon all attempts to stifle competition or create a monopoly as well as attempts to secure an undue advantage of a consumer by means of fraud and misrepresentation. Accordingly our statute books are filled with laws dealing with misbranding, adul-

teration of food and other commodities, etc., designed to protect a purchaser in all cases where the common law rule of caveat emptor (let the buyer beware) does not apply. In Michigan we have strict laws against false advertising, attempts to monopolize commerce, and the use of false weights and measures—all for the purpose of protecting the consuming public. A similar purpose was behind the Federal Sherman, Clayton and Federal Trade Commission acts, generally included under the term "anti-trust laws." We are only now beginning to fully realize the necessity of protecting the legitimate dealer who so silently, yet marvelously efficiently, serves our needs. Now, whenever it appears to be in the public interest, we are taking means to protect the dealer from the effects of certain types of competition which we regard as unfair. Perhaps there is no other one thing which causes the average business man so much worry as the constant specter of competition. Competition may be roughly divided into three more or less clearly distinct classes. The first of these is the intelligent, stimulating competition which keeps us from getting into a rut and which is constantly forcing us to improve our methods of doing business and giving greater values to our customers. With such competition we can have no quarrel. It truly makes for the survival of the fittest; the unfit do not deserve to live. Then there is what I want to call for the want of a better name "ignorant competition." This is the destructive competition of the individual who engages in the field of retail merchandising without either adequate capital or business ability. The retail dry goods and notions field is particularly vulnerable to this type of competition. You and I know that retail merchandising calls for as high a degree of intelligence, business judgment, and experience or specialized training as most of the learned professions. Yet we daily witness instances of where an individual who has come into possession of a small amount of money secured perhaps by inheritance or through an occupation which requires none of the qualifications of a successful merchant, engages in some retail business which to him seems to be attractive and profitable, but which field already is comfortably filled. Such a person knows nothing about costs, the scientific management of stocks, nor of business policies. His ignorance of the true costs of doing business leads him to sell at prices which are actually below the cost of doing business to say nothing about a reasonable profit to himself. If he merely dissipated his own capital while committing business suicide his personal loss might be regarded as being offset by the benefit which comes to his customers because of lower prices. But the problem is far more serious from a social point of view. It cannot be denied that the existence of up-to-date and efficient retail stores is essential to the life of any residence community. When the ignorant competitor cuts prices below those of the honest long established merchants, he is not only taking that much away from them in the way of legitimate profits, but his acts create in the minds of the pub-

lic the suspicion that the regular dealer has not been dealing fairly with his customers. In order to move his stock, which may be highly seasonal or perishable, the efficient dealer must meet the prices of the ignorant, inefficient man. Too often this results in so seriously impairing the financial strength of the legitimate dealer that he is forced out of business, with the result that the public, while temporarily benefiting from low prices on articles which may not be particularly adapted to its needs, will be deprived of the services of a faithful, intelligent merchant whom this ignorant competition has forced out of business.

I believe that the time may not be far off when the public will demand of the man who engages in the retail business evidence of possessing a fair degree of financial responsibility, character and competency. Certainly the business of furnishing the public with food and clothing is as much affected with a public interest and demands regulation, as that of the real estate agent, the certified public accountant, the beauty parlor operator, or the chiropractor. Perhaps a part of the blame for encouraging men who are destined to be failures to go into business lies with some of the wholesale houses who, in their eagerness to secure present sales, extend undue credit or give undue encouragement to those who desire to enter the retail field.

The competition which is most to be feared by the efficient, honest and conscientious merchant, however, is that of the unscrupulous competitor, large or small, who stoops to practices in pushing his sales which, even in self defense, the legitimate merchant will not employ. Many of such competitors are merely racketeers of the most dangerous and vicious type who go into bankruptcy or enter a business merely for the purpose of taking for themselves the results of many years' toil of established dealers. Others are large concerns otherwise legitimately engaged in business who, in their desire to secure a monopoly for themselves, employ means which are both unlawful and unnecessarily destructive of the business of a competitor.

Probably the oldest type of unfair competition is that of passing off the goods and wares of one merchant as those of another, better known and reliable dealer. Almost since the times when the "mind of man runneth not to the contrary," we have recognized, and the courts have protected, the property rights created by the good will attaching to a trade mark. The Federal Government, under the constitution of the United States, maintains in connection with the patent office a bureau of trade mark registration. While this affords protection primarily to marks attached to merchandise sold in interstate commerce, it indirectly protects other merchandise.

Recognizing the fact that most lines of merchandising are conducted on a National scale and subject to the laws governing interstate commerce, and the ineffectiveness of state statutes in preventing unfair practices in commerce because of its interstate character, Congress has enacted two acts supplementary to the Sherman Anti-Trust law, which seeks to prevent the

*Paper read by Frederick Juchhoff, Ph. D., D. C. L., Professor of Economics, Michigan State Normal College, before the Michigan Retail Dry Goods Association at Detroit, April 24, 1931.

monopolization of interstate commerce, known respectively as the Clayton act and the Federal Trade Commission act. Section 5 of the Federal Trade Commission act provides "That unfair methods of competition in commerce are hereby declared unlawful. The Commission is hereby empowered and directed to prevent persons, partnerships or corporations, except banks and common carriers subject to the acts to regulate commerce, from using unfair methods of competition in commerce." The act provides, further, the manner of procedure, etc., by means of which this prohibition against unfair trade practices may be enforced. However, the act does not undertake to define what specific acts constitute unfair practices or methods, and it remains for the courts to finally determine whether a given practice or act constitutes unfair competition.

The Clayton act more specifically declares certain practices to be unlawful. Section 2 of the Clayton act provides "That it shall be unlawful for any person engaged in commerce, in the course of such commerce, either directly or indirectly, to discriminate in price between different purchasers of commodities, which commodities are sold for use, consumption or resale within the United States—where the effect of such discrimination may be to substantially lessen competition, to tend to create a monopoly in any line of commerce, provided, that nothing herein contained shall prevent discrimination in price between purchasers of commodities on account of differences in grade, quality, or quantity of the commodity sold, or makes only due allowance for differences in the cost of selling or transportation, or discrimination in price in the same or different communities made in good faith to meet competition; and provided further, that nothing herein contained shall prevent persons engaged in selling goods, wares or merchandise in commerce from selecting their own customers in bona fide transactions and not in restraint of trade.

Section 3 of the Clayton act provides "That it shall be unlawful for any person engaged in commerce in the course of such commerce, to lease or make a sale or contract for sale of goods, wares, merchandise, machinery, supplies, or other commodities, whether patented or unpatented, for use, consumption, or resale within the United States, or fix a price charged therefor, or discount from, or rebate upon, such price, or on the condition, agreement, or understanding that the lessee or purchaser thereof shall not use or deal in goods, wares, merchandise, machinery, supplies, or other commodities of, a competitor, or competitors of the lessor or seller, where the effect of such lease, sale, or contract for sale or such condition, agreement, or understanding may be to substantially lessen competition or tend to create a monopoly in any line of commerce." Whether a specific act constitutes a violation of the act as having the effect of substantially lessening competition or tending to create a monopoly remains a question for the courts.

The Sherman Anti-Trust act makes unlawful "Every contract combination in the form of trust or otherwise, or

conspiracy in restraint of trade or commerce among the several states." It makes liable to severe punishment "Every person who shall make any such contract or engage in such combination or conspiracy . . . and every person who shall monopolize, or attempt to monopolize, or combine or conspire with any other person or persons to monopolize any part of the trade or commerce among the several states." Among the specific acts which have been held to come within the prohibitions of this act are agreements between a manufacturer or wholesaler and retailer whereby the latter is bound to observe retail prices fixed by the manufacturer or wholesaler. You are, doubtless, familiar with the provisions of the Kelly retail price bill sponsored in the last Congress by Congressman Clyde Kelly of Pennsylvania in the interest of the manufacturers of Nationally advertised products. I believe that I voice the consensus of opinion among American economists when I say that the proposal to legalize the fixing of retail prices by manufacturers and others, after they have parted with the title to the goods sold by them to the retailer, is opposed to the welfare of the consuming public and oppressive to the retailer. I sincerely hope that this association will go on record as solidly opposed to any legislation which will further fasten the strangling hold which the manufacturer of Nationally advertised products is seeking to secure upon the retail merchant.

It is, however, with the subject of unfair methods of competition as they are practiced to the injury of the legitimate retail trade that I am primarily concerned this morning. Unfortunately time does not permit my even mentioning all of the various kinds of crooked practices which have been branded as unfair methods of competition by the Federal Trade Commission. I will, however, describe a few of the more frequent practices which it should be your constant aim to discover and abate.

1. Misbranding of fabrics and other commodities respecting the materials or ingredients of which they are composed, their quality, or source, such as branding the products of an underwear manufacturer as wool, merino, etc., when in fact they are only partly of wool or merino. (Winsted Hosiery Co. case).

Falsely representing as selling "from factory direct to consumer," when in fact the advertiser did not own any factory. Advertising as owning or operating silk and woolen mills, when in fact purchasing merchandise sold in same manner as other dealers, thereby giving impression to the public that the advertiser is able to sell at lower prices because of the elimination of middlemen.

Misrepresenting location of factory, as the use of Grand Rapids in sale of furniture not actually made in Grand Rapids.

Representing that commodities are purchased from U. S. Government. (Camp paints).

Wrongful and malicious suits. These consist generally of threatening a competitor with a suit, arising either out of an alleged infringement of a

patent upon store equipment, fixtures, etc., or out of the retailer's carrying in stock and selling goods alleged to have been manufactured in violation of a patent right.

Selling goods below cost. The selling of standard, Nationally advertised merchandise whose value is generally known below actual cost is a device frequently employed by unscrupulous competitors to give the impression that the store in question is able to purchase at lower costs than competitors and can, hence, sell at lower prices than the merchant who is actually selling at prices advertised.

Unfair methods of competition are injurious to the public as well as to the reputable retailer, and the losses resulting from such unfair practices place a serious burden upon legitimate business.

Since the retailers are more immediately and vitally concerned than the general public, serious efforts to correct existing abuses must be initiated by the retailers themselves. Our Michigan statutes governing false advertising, monopolization, and unfair competition, if properly enforced should prove quite effective in forcing the dishonest competitor out of business. Individual members of the association should not hesitate to call the attention of the proper authorities to all local violations of the law. On the other hand, where the unfair practices are found in connection with interstate commerce, a complaint should be made to the Federal Trade Commission in Washington, which commission should be assisted in every possible way in securing evidence of unlawful practices, etc.

We are all aware of the excellent work in stamping out frauds and unfair methods of competition which is being done by the Better Business Bureau of Detroit and other cities. I know of no better investment which the members of this Association can make than to support the Bureau in every possible way and to aid in enlarging its activities. Also, we cannot close our eyes to the fact that a large part of the unethical advertising which reaches the public is due to the laxity of our newspapers and other advertising mediums. I believe that our metropolitan press generally is as eager as we are to keep their columns free from false advertising, but it is up to us to exercise constant vigilance to call attention to objectionable matter which may creep in, remembering that the managers of the advertising department cannot always have the technical knowledge necessary to determine what claims are false.

Lastly, both the state and Federal statutes provide the right to recover in a civil action, double or threefold damages, because of injuries sustained by a dealer through the unlawful acts of a competitor and while it may be difficult at times to prove damages, certainly there is nothing which would so effectively discourage unfair practices as making it reasonably certain that such acts would be unprofitable.

That unfair methods of competition are injurious to the public as well as to the reputable retailer is no longer questioned. The extent of the losses suffered because of such unfair prac-

tices places a real burden upon business. Since the retailers are more immediately and vitally concerned than the general public, serious attempts to correct existing abuses must be initiated by the retailers themselves. Our Michigan State statute at the present time are only fairly satisfactory, but if properly enforced are a really effective weapon against many unscrupulous practices. On the other hand, it may be well for this organization to consider additional legislation governing false and fraudulent advertising along the lines of the laws in New York and the District of Columbia.

Retailers should not hesitate to complain to the Federal Trade Commission for relief in all cases where there is a real violation of the Federal law. On the other hand, our retailers have a most effective weapon in the organization of the Better Business Bureau, which should be supported more fully and whose scope might be enlarged to consider complaints from the standpoint of an injured competitor as well as merely from the standpoint of a defrauded or deceived customer.

Diverted From Lure of Fantastic Promises.

There is nothing unusual about the renewal of pessimistic feeling which has been manifest in speculative circles during the past few weeks. The stock market has long been regarded as a more or less reliable barometer of business, but no observer of security price movements is unaware of their sensitiveness to striking evidence of bad conditions that belong to the past. Poor first-quarter earning statements have been the predominant influence lately. The market's reaction to them indicates that they had not been sufficiently discounted. The fact that the spring pick-up in trade has thus far been less brisk than optimistic forecasts promised has had something to do with the bearish sentiment no doubt, but this factor has relatively little bearing on the business outlook. The fact of main importance to business men is that nothing in the current situation justifies them in sharing Wall street's gloom. They have had ample opportunity to take the measure of the depression which began a score of months ago. They have readjusted their affairs in accordance with the new conditions. They are paying less attention than formerly to optimistic or pessimistic outgivings and the temporary fluctuations in security prices brought about by speculators' bets. They are preoccupied with their own affairs, making sure that all unnecessary expense has been pruned away and that no opportunity to improve their position has been missed. There is an attitude of watchful waiting. It is a sane attitude born of vicissitudes which are familiar only to long experience. Its foundations rest on the bedrock of ascertainable facts. In this state of mind the country can face the future with confidence. Inured to hardship, business is now prepared to rebuild the edifice of prosperity slowly and solidly, unlikely to be diverted from its purpose by the wreckage of by-gone days, however harrowing, or the lure of fantastic promises of miraculous transmutations.

BAD BOND PRACTICES.

An abuse which has crept into the bond business is covered pretty fully in *Out Around* this week. It refers to the practice of those who have marketed bonds at par or thereabouts on positive promises to maintain the market at a certain figure to ignore the terms of sale and to permit the market price to decline and then buy them in at the reduced price and either cancel them altogether or place them in some fund which represents the surplus funds earned by the concern which sold the bonds originally.

Another abuse is the disposition of those putting out bond issues to undertake to buy them back at a discount when there are funds on hand to purchase bonds which should be redeemed at par or better and by lot.

The theory on which the Tradesman is acting in this matter is that when any corporation has funds available to retire a portion of its bonds that it should be done by lot at the call price and that the method pursued by the Yosemite Co., while possibly legal, is what is termed "sharp practice," utterly unethical and essentially dishonest.

There are evidently some corporations which would scorn to resort to such a reprehensible practice. The General Motors Acceptance Co. called a portion of its outstanding bonds last year at 103 and warned holders of the bonds not to sell them before the call date.

There should be some moral obligation on the part of bankers who act as trustees for bond issues to protect their customers against the Yosemite method from becoming a general practice. Why allow a scare to be thrown into small bondholders by such infamous methods?

There is some truth in what Mr. Raskob said, that "the bondholders could nothing but lose." He might and probably would on high class bonds get his money back, but he seldom realizes more than a small advance, and usually suffers some losses.

GO AFTER BUSINESS.

In a maze of doleful predictions and lamentations one encouraging fact stands out: Business executives are displaying greater energy in putting their houses in order and less procrastination in hoping for a "turn."

Some keen observers saw the need for sweeping readjustments a year ago and made the most of a bad situation in 1930. Those who were content to wait only postponed the reckoning.

A man who lifted his business "on its toes" last year and enlarged net earnings over 1929 found the inspiration for this aggressiveness in his college days. Discussing shortcomings of managements with officials of the Sherman Corporation, industrial engineers, recently, he explained his creed.

"Business men," he said, "need the advice our crew coach at Yale, when I was No. 3 my senior year, gave us the night before our race with Harvard on the Thames:

"To-morrow," he said, "there's going to come a time when your arms, your back, your legs and your wind are

gone. When that time comes I want every one of you to realize that there's only one thing for a man to do, and that's to sit up and row."

Developments in recently months show that many corporation executives have shed their coats, rolled up their sleeves and prepared for a real fight to regain lost business. They will not be content this year to place their hopes in "Buy Now" and "Business Is Good" campaigns. Facing facts squarely, they have determined to go out for their share of the business available. Whether or not business recovers appreciably, therefore, we are likely to hear less "whistling in the dark."

In this connection, the recommendations put forward by more than 700 business executives under the sponsorship of the industrial committee of the New England Council are interesting.

These men urged plant layoffs be held to a minimum, by a reduction in hours if necessary, that more aggressive merchandising methods be adopted and that employee morale be improved as much as possible. Encouragement of normal buying for normal needs was suggested. Plant modernization programs were urged.

STATIC CONDITION FOUND.

A more or less static condition of general business is observed this week. It is too soon to mark the influence of the latest reduction in the rediscount rate of the New York Reserve Bank to the lowest level ever fixed by a central institution, although the bond market reacted favorably. It is hoped that this reduction will stimulate the investment issues, thus stimulating building and other activities which are financed in this way. Another hope is that the cheapest money we have ever had may finally overcome banking and industrial caution or inertia.

The weekly business index is very little changed and there were only small movements in the components. Electric power output varied considerably by sections of the country, with a rise of 4.5 per cent. in the East, a decline of 7 per cent. in the Central States and a fractional loss on the Pacific Coast.

In commodity prices, another recession, for the eighth week without interruption, put The Annalist weekly index down to 104.5. The only group to rise, and that very slightly, was the miscellaneous list, while building materials and chemicals were unchanged. Metals and textiles were off the most, copper striking a new low. The demand for red metal, however, was much improved in the week.

Improvement in the automobile industry has been registered recently but still at a very cautious rate. Building contract awards for the month of April totaled 9 per cent. in value under those of March, when there is usually a rise somewhat a little larger. The drop under April, 1930, was 30 per cent., whereas the decline in material prices has amounted to about 18 per cent.

Development of further price weak-

ness in steel products is now noted and may foreshadow the wage cut which would probably mean a general reduction in industries which are merely waiting for this excuse to lower rates.

WORLD PROBLEMS.

The pause now evident in business is perhaps in part due to a rather general desire to find out what programs might be developed by the important conventions which were concluded last week. The sessions of the International Chamber of Commerce provided a more frank discussion and handling of problems than they received from the domestic organization and, though there was the usual effort to avoid controversy when perhaps controversy is just what is needed to clear the air and bring out remedies, more headway was made toward fixing on the difficulties which require attention.

To the average business man who is not versed in the ramifications of reparations, war debts, disarmament, silver, etc., there were several highlights in the reports of these meetings. The emphasis of Secretary of the Treasury Mellon on the necessity of preserving purchasing power and maintaining living standards was regarded as especially appropriate, in view of the strong influence being brought to bear by many bankers toward wage deflation. The remarks of Gerard Swope of the General Electric Co. on the regularization of employment were also welcomed.

Mr. Swope stated that the recognition of this problem, and that it must be solved either in part or in whole, is the beginning of the solution of the problem. He echoed the declaration of R. R. Deupree, president of Procter & Gamble, who asserted before the United States Chamber that guaranteed employment forces you to know your business, "and anything which does that forces a better control and direction of that business." He added significantly that the pressure for regular employment for these reasons might be expected in the future to come from stockholders.

DRY GOODS CONDITIONS.

Weather conditions continue to be blamed by retail executives during the week for the slower pace of trade, but other influences, such as the stock market and fear of wage reductions, are also mentioned as holding down sales volume. For the last three weeks, the stores, with some exceptions here and there, have found a rather dragging demand. The lull appeared a little earlier in the men's wear shops, which had enjoyed quite a spurt from the distribution of veterans' loans.

A compilation of chain-store and mail-order results for April discloses that sales by thirty-eight systems ran somewhat more than 4 per cent. under those in the same month last year. The combined sales of three largest mail-order houses were reduced 9.74 per cent. For the four months of this year the chain-store and mail-order loss in dollar volume has been 5.16 per cent.

This is a better showing than is made by department stores, although, of course, the addition of new units must be considered. However, the chains as a group were quicker to effect those merchandising adjustments which were made necessary by business developments. It will be recalled that almost a year ago a majority of store executives were voting to maintain prices, while several of the large mail-order and chain systems determined to mark prices down on the basis of replacement costs.

DEADLY TWO-DOLLAR BILL.

To the manifold duties and responsibilities of the Secretary of the Treasury may now be added that of combating the widespread superstition attaching to the two-dollar bill. Why, in this country especially, any kind of money should be regarded as "unlucky" is difficult to explain. But that many ascribe a baleful influence to the two-dollar bill is proved not only by common observation but also by the daily arrival at the Treasury of a large number of these pieces of currency each with a bit carefully torn off one corner. It is popularly supposed that such partial mutilation destroys the "curse."

This superstition is proving costly to the Treasury, since such mutilated bills must be replaced with new ones. Last month the expense of this item was about \$15,000. There is no hope, of course, of destroying the superstition itself over night. But if those thus obsessed would only adopt some other method of averting ill luck, their action would mean a substantial saving to the Treasury. Instead of tearing off a corner of a two-dollar bill, why shouldn't superstitious folk merely cross their fingers or rap on wood—or their own heads? According to eminent authorities on demonology, these methods are quite effective in exorcising evil influences.

I do not despise genius—indeed, I wish I had a basketful of it instead of a brain, but yet, after a great deal of experience and observation, I have become convinced that industry is a better horse to ride than genius. It may never carry any one man as far as genius has carried individuals, but industry will carry thousands into comfort and even into celebrity, and this it does with absolute certainty; whereas genius often refuses to be tamed and managed, and often goes with wretched morals. If you are to wish for either, wish for industry.

The world is full of sore spots. No permanent recovery of our economic structure is possible until all sore spots are cured. The reparation problem must be solved and a way must be found to disentangle the tariff snarls by which Europe is bound to its economic sickness. Perhaps some such body as an Economic Council of Business Men, co-operating with the Government, ought to find out what is wrong and recommend a remedy.

Failure after long perseverance is much grander than never to have a striving good enough to be called a failure.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

One of the most resourceful men on my list of friends—it would require several large books to record the names and virtues of all of them—is Weldon Smith, the master baker of Allegan. Mr. Smith evidently obtained his cue from a recent suggestion in this department that the people of Allegan should show their appreciation of Edwy C. Reid for having devoted nearly sixty years to the publication of newspapers in the city of his adoption by giving him a series of public functions which included a dinner. Through the efforts of Mr. Smith the Rotary Club was the first organization to pay its respects to the aged publisher. The affair was pulled off Monday evening of last week and included forty members and guests. Brief addresses were made by the toastmaster and newspaper men of Allegan and nearby towns. Mr. Reid presented an interesting review of his long career as a publisher in Allegan which was full of interest to those present. I shall expect to see other business, social, fraternal and religious organizations pay their respects to Mr. Reid during the next few months.

Mr. Reid's career as a newspaper man presents no very exceptional features except his peculiar temperament has naturally made him a fighter and he has had the courage to assert himself without fear or favor. I don't suppose he has always been right—none of us are always right in this world—but Mr. Reid has never curbed his voice or refrained from writing the things he thought should be recorded. As the result of this condition, the angular editor of Allegan has made many enemies as well as friends, but the friends have been such strong partisans of their champion that they have more than made up for the disaffection of the other fellows.

I seldom go to Allegan that I do not call on D. Stern, the urbane shoe dealer, and swap stories with him. The only thing about him I don't like is that he is a better listener than story teller.

Martin Akom, the East end grocer, smiled incredulously when I told him that much of the non-success of independent grocers nowadays is due to the fact that they literally compete against themselves by making cuts in prices which are not necessary in order to meet the quotations of the chain stores. He intimated that it might not be a bad idea for me to get behind the counter of a grocery store for a month or so and see if my theory was absolutely correct. I could have told him that I stood behind the counter of a grocery store twenty years before he was born and went through the extraordinary experience of grange store competition, which was worse than anything the present system of chain stores offer. Grange stores were managed by men inexperienced in the grocery business—men picked up on the farms and placed in charge of transactions of considerable magnitude.

They had back of them a solid background of farmers, organized under circumstances which precluded their buying anything at any store except their own. They were oath bound and held secret meetings two evenings a week. Because the movement was sporadic and based on prejudice and bitterness it attracted soldiers of fortune who soon wrecked the organization. Twelve hundred stores were opened in Michigan within three months, but very few outlived the second year. One exception to the general rule was the grange store at Allegan, which was managed by one of the shrewdest old merchandisers Michigan has ever produced in the retail field. Albert Stegeman and his efficient wife were a pair who have never been equalled in my experience.

In approaching Allegan from the Martin road, it will be well for motorists to observe the detour signs for the next few months. Two miles of concrete are being laid East of Allegan and the condition of the road for that distance is about as wretched as possible. There are two good approaches to Allegan from the North—the Monterey road from Jamestown and the Byron Center road via Hopkins. There is now a good pavement all the way from Hopkins to Allegan.

I am afraid my Allegan friends are destined to eat the bread of bitterness because of the manner in which they have proceeded in the construction of their municipal dam. If I am correctly informed, they have put the cart before the horse by awarding the contract for the construction of the dam before acquiring all the flowage rights necessary to enable them to raise the water to the extent required. Of course, the Consumers Power Co. has not been inactive as the result of the city's oversight and is quite likely to develop into a paramount factor to be considered in the premises at a critical time.

The country in the hilly district around Allegan always looks good to me, but I do not think the rural scenes were ever more beautiful than they are at present. Painters who go to Provincetown and Monterey for inspiration could get plenty of attractive landscapes among the wonderful hills which are in evidence in and around Allegan. The vistas to be seen from the high hills a few miles South of Jamestown are not surpassed, in my opinion, anywhere in Michigan.

The St. Johns Republican-News recently issued an especially interesting edition marking the celebration of the seventy-fifth anniversary of the founding of the predecessor of that publication. It was chiefly remarkable for the number of reminiscent contributions from former newspaper publishers at St. Johns, including C. C. Vaughan, Otis Fuller, H. H. Fitzgerald, J. W. Fitzgerald, Chas. S. Clark, Sr., and Stuart H. Perry, all of whom were active in the dissemination of news and editorial guidance in the past. I don't think any city the size of St. Johns has to its credit such a wealth of newspaper ancestry as the

county seat of Clinton county. I cannot help feeling that this is one reason why the city of St. Johns and the county of Clinton have always taken front rank among the cities and counties of Michigan for intellectual development and financial dominance. The publication reflects great credit on the present editors of the newspaper, Schuyler L. Marshall and Charles Spencer Clark.

I was in St. Johns last Thursday to obtain data for the biographical sketch of O. P. DeWitt published elsewhere in this week's Tradesman. I was unable to see the object of my visit, because he was confined to his bed by a sudden illness, but his sons came to my assistance to the best of their ability and succeeded in digging up the biographical data required. They were both anxious that the publication in the Tradesman should be a complete surprise. If the perusal of the review gives the subject as much pleasure as its preparation did me, I shall feel amply repaid for the sixty-five mile trip I took to accomplish the object I sought.

Nothing I have ever written for this department has caused such widespread comment—favorable in most cases, I am led to believe—as the references I made in the issue of April 29 to the Berkey & Gay fiasco and the Luce bond shrinkage. An Eastern Michigan merchant who happens to be a holder of preferred stock in the B. & G. corporation writes me as follows:

I have read with interest your article on Berkey & Gay in Out Around and if your deductions are correct they have surely got a problem on their hands if the preferred stockholders hold out and do not sell their stock. In this case I cannot see where they will realize anything for their common stock unless they let the bondholders take the property and then redeem it, which, of course, would make both the preferred and common worthless.

Like yourself, I have made up my mind that hereafter I am not going to take any high powered salesman's word for anything, nor let civic pride induce me to take questionable stock or securities.

It surely is a problem these days to know where to invest money with security, as almost all kinds of securities have been suffering from both the depression and, in too many cases, bad management.

A merchant in a central Michigan city writes me as follows:

Your remarks in a recent issue in regard to clients being made a soft mark by bond houses and their high pressure salesmen strikes a responsive chord in my bosom. The enclosed correspondence illustrates another point. It has reference, as you will note, to the practice of some issuers of bonds to apply the "sinking fund" or in case of timber and mining companies, the "depletion fund," to buy up their own bonds on the market at less than the call price or even at par. From my viewpoint it is no better practice than if you or I would go to our banker and try to discount our own notes, if they were holding any. I take the position that, although legal, it might be characterized as sharp practice. I know that not all corporations are guilty of that practice. For example, General Motors Acceptance Corporation called one-third of their bonds at the call price last fall, although the market was a little lower. I undertook to show the bond house from which I purchased the bonds that bonds, even

when put out by big bond houses and at very moderate rates of interest, were not a definite investment, but more or less of a speculation. I cited the Armour re-organization and some others.

The Yosemite Lumber Co. put out a bond issue of \$3,000,000, payable in installments. The payments were made according to agreement until there was only about \$1,500,000 remaining unpaid. Then the company sold land to that amount to the Federal Government and John D. Rockefeller, Jr., who presented the land to Yosemite Park. Instead of using this money to retire the remaining bonds, the company sent letters to the holders of the bonds offering to retire them at once at 95½%. The holders had paid 100 for the bonds and they would be redeemed regularly six months later at 102. Exception was made to this arrangement and protest made to the bond house which sold the bonds. The reply of the bond house was as follows:

I am very sympathetic with your letter as regards the viewpoint that you are taking towards the Yosemite Lumber Co.'s effort to get in their bonds at a lower price than they would have to pay to call them.

In justice to the company, however, I thought you would be interested in knowing that the price they are offering is very considerably above the general market price of these bonds over the last year or two. It was quite a large syndicate which originally underwrote these bonds and the coast members maintained an extremely poor after market. The result was that we were very often embarrassed by having our customers come to us and say that the bid on the coast was in the 80's, and then ask us for a bid. We tried very hard to give good strong bids to our customers, that is to the people who actually bought bonds from us, and I believe in most instances we bid prices of 95 or better, which were considerably higher than could be obtained any place else.

Then the sale in question took place and the company was in a position to acquire bonds. The market having been so weak on the coast, I can understand why they naturally were interested in purchasing bonds at as reasonable a price as possible, and the price that they placed on them was considerably higher than the Pacific coast market had been during a two year period. The company really is entitled to purchase bonds at any price for which they can obtain them. However, the purpose of our letter was to point out to the bondholders the entire situation so that they could make up their minds what they wanted to do. It is entirely possible that some bondholders would like to dispose of their securities and take the cash, rather than wait until January 1 and then run the risk of not having their bonds called.

We believe your criticism of bonds in general is a little harsh and also feel that our record of treatment to our bondholders bears out our belief that we are in a legitimate business, selling fixed interest bearing securities which by and large return the customer a satisfactory income with a maximum margin of safety. Our first consideration in purchasing securities for resale to our customers is the question, "How safe is this bond?" price or profit is a secondary consideration, and I feel perfectly sure that we have never been swayed by the desire to make a profit out of a questionable security.

The holder of the bonds thereupon wrote the bond house as follows:

I hope nothing in my letter indicated that I hold you or your predecessor

from whom I bought the bonds blameable for the sharp practice of the Yosemite Co. However, it is possible (since such practices are legal when not prohibited) that the bankers acting as distributors of such bonds might insert in the trust mortgage a clause to this effect: "Except in case of insolvency, the debtor corporation shall not, directly or indirectly, buy its own bonds at less than the call price. When and if funds are available in the sinking fund (or depletion fund) for the redemption of bonds, they shall be called by lot at the existing call price. This suggestion may be neither brilliant nor new.

Now in regard to your reference about "fixed interest bearing securities." I realize that bonds are bought primarily for income and not for appreciation and when I bought the Yosemite bonds at 100 I had a right to expect 6½ income, didn't I? And if I should sell at 95½ I wouldn't get it, would I?

The premium of 2 points, if called, would compensate the investor for receiving his money and having to look for re-investment perhaps when interest rates were lower. I was mistaken in thinking that that was a sure thing. In the past the Yosemite Co. has bought in nearly one-third of the issue at the discount and my idea is that they should have been obligated to call the bonds by lot.

How the trustee of the bonds ever permitted such a dishonest, unequitable and unbusinesslike proposal to be made by the Yosemite Co. is more than I can understand. The money was in the treasury of the company and it belonged to the bondholders, yet the corporation undertook to discount its own bonds and filch 6½ per cent. from the people who had trusted it.

A bond should be a bond in all the word implies and not a crooked document to enable the maker to defraud the purchaser out of a portion of the money he has advanced in good faith to assist the maker in the prosecution of his industry.

It is amusing and tragic to note how a security salesman who has worked off a bad bond or bonds on a customer evades the purchaser from that time on, crosses the street to avoid him and holds his head down when he meets his victim face to face.

I shall never cease my agitation of this matter until bonds are regarded as sacred obligations and bondholders are treated accordingly, instead of being used as easy marks to be victimized by unscrupulous methods and criminal practices. E. A. Stowe.

The Scot Comes Back.

The Scot, goat of many an anecdote, occasionally turns the tables.

Lord Alness, in his autobiography, tells about an English political meeting. One of the candidates patriotically orated, "I have been born an Englishman, I have lived an Englishman, and I hope I shall die an Englishman."

From the back of the hall, in an unmistakable accent, came the question: "Mon, hae ye no ambeetion?"

Some of the Peregrinations of a Miniature Dictionary.

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If any American feels an impulse to send a little present to somebody in Europe he should have a care how he obeys that impulse. Maybe he better curb it, unless he wants to make a joke of it, as the following may show.

One daughter wrote to us in Rome saying she was holding all important Christmas gifts against our return, but was sending a little "surprise parcel" at a venture—value 50c—if it did not arrive no great loss, but it might be "a little late."

We left Rome January 2. In Nice we got word from Ameritalia, our helpful Rome travel bureau, dated February 19, that a miniature dictionary had been received with customs charges of 3.95 lire, or about 20c, and if we wanted this forwarded, please to send what amounted to 90c for customs, time and car fare. We sent it along.

A few days later our American Express mail clerk in Nice told us she had just forwarded to our apartment address a registered package which probably would arrive that same afternoon. After four days we told her it had not come and suggested that she get it back from the P. O. and hold it for us.

Either six or seven days after she had remailed it we got a notice from the Nice postoffice which we could not decipher. We found it was an instruction to call at window so-and-so in the central post with passport. I went there, walking six or seven blocks after a car ride, asking directions by sundry words and signs. I was passed along from window to window until I got to the right one. There I showed my passport from which with difficulty and help from me the woman in charge managed to register the home address. Then I signed on the dotted line and got my package.

This was on March 11—for delivery of a Christmas parcel—and costs were thusly: Dictionary 50c, postage from California to Rome, in full, 14c. Cost of customs and forwarding, 90c. Total cost \$1.54. Time involved in this mail transmission, say, 90 days, seven days of which were consumed in getting through the Nice postoffice.

The cute little trick packing daughter had used was intact; but for the pretty ribbons, colored paper and sprig of evergreen—those were in the outer wrappings all right but evinced pretty rough handling by the "authorities."

Of course, this is a joke and I write with such idea; but business is so tied up and hampered by these dense government rules and officials that the combined cost in lost time and efficiency must be staggering. We are surely thankful that this was not an urgent or important package.

Leaving Rome on January 2, I wrote to the Poste Centrale on December 30 giving our Florence address, stating that we were now leaving our Roman apartment. We arrived in Florence January 6. Immediately thereafter we were visited by a postoffice employee who showed me my letter to the Roman post-

office attached to a card filled out, which I could not read but which was interpreted to be formal instruction from me embodying exactly what I had written into my letter. I had to sign that card and pay over 1 lira, 10 centesimi, about 5½c. That was all I ever heard of or from the Rome post-office.

During January we learned that one letter had been mailed to us from Paris on January 3 and that two letters had gotten into our Roman apartment mail box after we left; that the portress had held those letters for a week and then given them back to the carrier. I wrote these facts to Ameritalia in Rome on January 29—virtually a month after the Roman post-office had my forwarding notice—with the result that Ameritalia were able to trace three letters "lying in the P. O.," which now were arranged to be forwarded.

We never got our other letters which we knew had reached Rome—never had a word from the Rome P. O. authorities nor any other evidence that my letters or the card for which I had ruffled the smooth surface of the complacency or slightly disturbed the serene quiet of the post-luncheon siestas of said authorities.

There is ample evidence in these European countries that the people take second place where officials are involved; and that goes for your ordinary street car conductor as for all others. Of course, this official spirit is not entirely absent from America.

Last summer in the Yosemite Park I called daily for mail at the local postoffice, always to be told there was "nothing." My growing insistence that there must be mail met with the usual bored, blank stare those window boys so soon acquire. After five days I wired home after having striven to get a long distance call through. Phone service was under Government control and was the poorest I have experienced in a generation. I learned that mail had come right along.

Then I went to the postoffice, dug up one who seemed in authority, had a diligent, detailed search made and found an accumulation of many days. I wrote a report to the head office and distinctly stated that I did not care what discipline they might feel was proper for those careless distributors, but that I wanted to get back \$1.85 that this episode had cost me. I got a

form letter back, expressing regret and promising discipline, but not \$1.85.

Contrast the American Express. That company delayed a package shipped to us in the Yosemite. Coming too late, it was refused and returned to point of origin, all charges collect. Charges were paid and claim entered. In a short time full restitution was made.

These are some of my reasons for holding that we want as few things handled by Government offices and officials as possible and that private corporations are always our best bet for real service.

And yet our American postal service surely has it over anything we find abroad. In passing we may note that such a forwarding fiasco as I report on Rome could not happen in our smallest village or largest city. Nor would there be any special signing or red tape about it. But it is in the rendering of supremely fine average service for the smallest cost that our Postoffice shines.

Because much of our correspondence is with California, we use air mail freely. Fortunately I carried with me from home a goodly supply of air mail stamps on the chance that that service might not be so good over here. The ocean voyage being just so long anyway, I use air stamps to hasten the trip from New York onward. That has worked fine—until lately when I ran short.

Quite bulky letters reached us from California in Rome at a total cost of 13c, air included. But once I wanted to rush a letter to Washington and tried the use of air from Rome to Cherbourg. A minimum weight letter would have cost 1.25 lire, roughly 6½c plus air—par avion—stamp of 5 lire, or 26¼c—32¾c in all. That would be enough, in all conscience—or with no conscience—but my letter was somewhat over minimum. Therefore, the postage would be 2 lire, or 10½c; but the air charge was computed on such a progressive scale that the total cost would have been 26.65 lire, or say \$1.35. I did not send it by air.

Purely to aid the Roman officials, I wrote out this experience in careful detail, saying I did it for the good of the service. Contrasting the constant experience with incoming mail against the attempt to use outgoing air service, I wrote:

"In other words, here was the Cali-

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fornia letter which cost 13c to send some 7,000 miles as against a similar letter tendered for sending 4,000 miles on which I was asked to pay ten times as much. I am sure you will want to issue instructions that are clearer to your sub-stations and take steps to have such instructions understood, because such a rate must be absolutely prohibitive and completely nullify your air service."

Well, that's all the good it did me. I never had a reply.

Here in Nice one can buy air stamps for as little as 1.50 francs, or 6c. But they seem not to be much good because a minimum weight letter, less than half an ounce, takes four of those stamps to carry by air—total cost 30c.

Of course, there is this to be said: These Europeans do not begin to write as we do. But it is generations since we learned that a rate of 25c on a letter produced loss, while progressive reductions to 5c, 3c and 2c produced increasing net revenue and that doubling the weight allowed for each stamp brought immense increase in the net earnings.

Our air mail produces vastly more money at 5c minimum than it did at 10c and if, as I seem to notice from here, the first step up has been reduced from 15c to 10c, I am sure air mail earnings are climbing at a greater rate of progression.

And yet, notwithstanding this fine record for one government department, we know that the American Express Co. and similar carrying companies stand ready to handle our mail for less than we pay the postoffice and do it as a purely money making enterprise.

These folks over here work on the theory that each service must carry itself. They surely have a lot to learn of the real economics of furnishing service on the Biblical plan—heaped up, shaken down and running over.

There is, perhaps, still a supplementary factor in all this: That these countries seek to discourage trade among themselves and with America. Hence tariffs and other restrictions. Whether true or not, this certainly is the general effect. The system hampers all commercial intercourse, though travel is being less impeded now by more or less general waiver of restrictions as these folks awaken to what hampering of travel costs them. Perhaps some day they will likewise realize that in the world of to-day no nation can profitably live to itself alone.

Paul Findlay.

Effect of Conduct on Mental Life of Individual.

Each child is born in the world with an endowment, mental and physical, inherited from his ancestors. That children often resemble one or more of their ancestors is universally recognized and some of the laws of inheritance are known. By suitable education and careful living much may be done to overcome an unfavorable inheritance and by neglect and improper living a good inheritance may be dissipated.

We do not, however, always realize that the child at birth also comes into another inheritance, not physical or mental, but social, which will domin-

ate his entire life. He is born into a social organization representing the accumulated experience and wisdom of the human race.

As a social being, he must live with his fellows and in such relation he is expected to accept and observe the rules and conventions of his social group. Failure so to do will result in censure by his fellows, and the realization that the disapproval of society has been incurred, lowers his own self-esteem. The fear of such disapproval is a potent influence in human conduct.

The modern demand for greater individual freedom, and one's own selfish desires, often tempt a person to violate the social conventions. The acceptance of authority, the respect for property rights, the attitude toward social restrictions on the relations of the sexes, are examples of the problems in which individual selfishness leads one to disregard social laws and thus to invite society's penalties.

These problems confront everyone and the way in which they are met has much to do with one's future happiness and peace of mind. One can elect to obey or to defy the conventions. Obedience may be wholeheartedly or grudgingly given. If the latter, mental conflicts may arise. Defiance brings its own penalties, physical, mental and social.

Great reforms have been brought about by seeming defiance of social law, and faith in a noble cause is a source of inspiration. But real reformers are few and for the vast majority it is the wiser course to accept our social inheritance unreservedly. It is folly to delude oneself with the belief that he may secretly indulge his selfish desires, contrary to social law, and still avoid society's penalties.

Lewis M. Farrington.

Bulb Industry Growing.

The production of flowering bulbs has become an important commercial horticultural industry in the United States in recent years. Figures on total values are not available, but a survey by the United States Bureau of Agricultural Economics shows that bulbs are being grown in practically every state. The industry has been developed principally along the East and West Coasts and in areas bordering the Great Lakes and Gulf of Mexico. Replies to Government questionnaires returned by 1,343 producers indicate large increases in planting of bulbs in 1930 as compared with 1929, and also large offerings of bulbs for sale from the 1930 harvest as compared with sales in 1929. The leading kinds are narcissus, gladiolus, lilies, tulips, bulbous irises and dahlias. Quarantine restrictions on foreign bulbs to prevent the introduction of foreign plant diseases and insects into the United States are said to have forced the expansion of the industry. Of the 1,343 growers who replied to the questionnaires, 356 growers said they produce bulbs for sale as bulbs only; 834 growers sell both bulbs and flowers, and 153 grow bulbs and sell only the flowers. A large business has been developed by roadside stands, which sell bulbs and flowers to motorists, but the survey shows that most of the

bulbs are sold to wholesale and retail bulb dealers and seedsmen. Many growers specialize in a retail mail order business.

Fred C. Myers, Jr., dealer in groceries and meats at Pentwater, writes

the Tradesman: "It is a pleasure to renew my subscription."

G. B. Rollins, of the W. R. Roach & Co. of Hart, renews his subscription to the Tradesman and says: "I cannot be without it."

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For fastest service, give the operator the telephone number of the person you are calling, which can be obtained from "Information"



FINANCIAL

Utilizing Capital During Business Depressions.

The business barometer has an upward tendency again, due to the more foresighted and courageous business leaders taking advantage of the opportunities made possible by the year or more of depression in commercial enterprise.

A period of business depression may present a great opportunity for the people of a nation to take inventory of their resources. Recent events indicate that the substantial business interests of the country, instead of bewailing their losses and bringing about reduced consumption through suspension of output, had made use of the opportunity to assess the possibilities and are now ready to go forward with increased momentum.

In many ways capital is its own worst enemy, through exercising a supersensitive consciousness of public trust in its policy of self-preservation during business depressions. True, bankers, building and loan officials and other investment leaders are the main custodians of capital, but their reluctance to adopt new principles in meeting the demands of a depressed trade serves as a deterrent agency in re-establishing the customer's confidence in himself.

Despite the scattered blows against the financial structure of the Nation, in many cases by unscrupulous and dishonest financiers, the financial set-up is intact and awaits only real leadership in sound economics to start the return wave of prosperity.

Agriculture and labor are bearing the brunt of this woeful lack of leadership, with the former under the heaviest burden since the depression of 1907. From 1922 to 1929, inclusive, productive and consumptive machinery were moving in high gear with little thought of economic protection to the farmers and laborers.

High-g geared selling without the basic principles of thrift carried trading in American securities out of the levels of conservatism into fictitious values without regard to earning power or inventory values. During this period of "get-rich-quick" enthusiasm, the public did not recognize the need of inventory or self-valuation, the only method of establishing true values.

There is a pregnant need, more than ever before in the history of the country, for an economic get together. We need to bring into closer co-operation the various agencies on whose activities true prosperity rests if confidence is to be rebuilt. Expenditures by National, state, county and municipal governments for public works are only like chaff in the wind of financial folly if the needs of agriculture and labor are not reconciled and if capital does not extend itself in the development of these factors of progress and prosperity.

(Charles G. Johnson.)

Funds Put in Market By Outsiders Dwindle.

What has happened to the \$4,000,000,000 in so-called "bootleg loans" that sent the stock market on its 1929 spree and brought a financial headache in the autumn of that year?

Funds loaned to brokers "for the account of others" have dwindled to \$193,000,000 from the record total of \$3,907,000,000 reached at the peak of the bull market. Some of this capital, withdrawn by corporations because of the small return afforded in the call money market, has been used to keep plants running, but large sums doubtlessly have been placed in short-term securities yielding 2 to 3 per cent. or more.

Now that the New York bank rate has been reduced to a record low level of 1½ per cent., the call money market is likely to be even less attractive to outsiders, for if the demand rate drops to 1 per cent., corporations will have to give up half of their return in commissions to banks placing loans.

The latest reduction in the rediscount rate here, anticipated by many Wall Street observers as a consequence of cuts in Boston and Philadelphia, is expected to stimulate the demand for bonds of the best grade.

As a matter of fact, the sudden demand for bonds yesterday convinced market followers that another downward revision in the charge for reserve credit was at hand. Whether or not the improved demand will spread to second grade issues remains to be seen. Investment bankers are not certain that this objective of the Reserve Bank authorities can be accomplished without a great deal of effort.

High grade bonds find a ready market, but issues of secondary standing are not wanted, dealers say. Well informed institutional buyers appear to be basing their calculations, for the most part, on expectations of a prolonged period of trade stagnation. In fact, forecasts of a probable recovery are being revised to as far ahead as the late months of next year. That is why real investment funds are going into the best securities.

Two factors have contributed to renewed uneasiness over the outlook for business—weakness in pivotal stocks and continued declines in basic commodities.

Regardless of whether stocks have reached new lows lately in discounting poor business ahead or in responding to the mild setback in trade in the last month, the fact remains that a downward course in stock prices affects business sentiment adversely. Moreover, so long as prices of commodities show indications of continuing to fall, buyers will withhold their orders.

William Russell White.

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Campaign For Stimulating Business.

Like commodities, bank credit continues to slide to new low levels. In its latest campaign to divert funds into business and securities markets, the Federal Reserve Bank here has put into effect a third cut in open market discounts on bankers' acceptances in two weeks.

The latest downward revision was quickly followed by reductions in rediscount rates of the Boston and Philadelphia Reserve Banks, demonstrating that one of the objects—easier money rates at interior points—was being attained. Opinion was divided, therefore, on the question of

whether a further cut in the rediscount rate here would be ordered.

It is generally agreed that with the volume of member bank borrowings at only \$155,000,000, a further lowering of the rate could hardly have more than a psychological effect. It might permit the Bank of England to reduce its 3 per cent. rate and check the influx of gold from Europe, however.

With the bill rate here appreciably below London's, money tends to seek the higher returns offered in Britain and sterling rates have rebounded to the best levels of the year. Gold that might have been headed in this direction from France, therefore, will probably be shifted to London if shipments are made.

Further easing of credit has failed thus far to stimulate the demand for bonds to any appreciable extent, and some observers feel more effective measures may become necessary to develop activity in prime obligations in preparation for Government long-term financing. Others believe, however, that restoration of stability in the stock market may be followed by a broader demand for bonds.

Improvement in the bond market is anxiously awaited in banking circles as an indication of sustained business revival. Moreover, considerable financing is being deferred because new offerings are not being readily absorbed.

Bankers' bills have been brought to the fore as an important influence in the money market as a result of the Reserve Bank's repeated reductions in buying rates. The supply available remains large, however, for banks hold about \$400,000,000 in their portfolios, it is estimated.

Reserve Bank purchases will tend to diminish the floating supply held by commercial banks and should encourage writing of new acceptances. Besides, general money rates are lowered

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and high grade obligations are made more attractive to the investor.

William Russell White.
[Copyrighted, 1931.]

Solution of Rail Crisis Urged.

With railroad revenues showing slight improvement from the low levels of last winter and dividends threatened by declining earnings, the need for a constructive solution of the problem is becoming more pronounced.

Because railroad securities are widely held by savings banks and insurance companies and because so many thousands of workers are dependent for their livelihood on railroad operations, profitable operation of the country's carriers is essential to the welfare of a large part of the population.

Obstacles to be overcome in obtaining higher freight rates or in reducing wages or in equalizing passenger and freight competition have discouraged individual investors.

The difficult situation in which the railroads find themselves "is an ironical reminder of the long legislative campaign aimed at curbing railroad profits and culminating in the Transportation Act of 1920," says the Kissel Kinicut Review.

"It is beginning to be realized," the monthly continues, "that the railroad industry has reached maturity and, contrary to the outlook of the utilities and most of our great industries, exhibits no sustained trend. With the help of the hindsight of two decades, it might be possible definitely to place the point of maturity, or cessation of growth, somewhere about 1915."

The rate of growth in population has been greatly retarded in the last two decades, it is pointed out, and further declines are in prospect. The rapid expansion of competitive transportation agencies has contributed to shrinkage in rail revenues.

Asserting that the most discouraging feature in the situation is the lack of an upward trend, the Review feels it would be easy to overestimate the consequences.

"In the first place," it says, "there is no certainty that the upward tendency will not be resumed at some time in the future. And in the second place, and even more worthy of emphasis, there is absolute certainty that the current low level of traffic is far below the normal requirements of the country."

[Copyrighted, 1931.]

Old and New in Store Arrangement.

The truly modern idea in retail store arrangement is to get the customers and the goods to mix. The dominant thought is: Get the customers to "circulating." Throw the entire floor of the establishment open to the public. Away with things that obstruct the movement between the clerks and goods. Encourage self-service on the part of the customer—thus increasing sales and also reducing expense through the saving of part of the clerical effort. Above all things, pull down those lofty precipices of shelving and make every bit of merchandise accessible to both sight and touch. Arrange islands of display tables in the center of the floor, thus making inspection and handling of merchandise as

easy and convenient as possible for the customer. Never compel a patron to stand and point. Surround him with merchandise on his own level. Place everything in the store at moderate heights—and, above the level of the goods, let the walls show clean, cheerful surfaces. "Let there be light!" is still good advice for shop keepers today, as it was at the very beginning of things some thousands of years ago—glowing yet mellow light to put the customer in a responsive mood and to aid him in his examination of the goods. Use a bright decorative treatment, with vivid yet tasteful colors in the displays. The "package age" which now prevails—in contrast to the old-fashioned handling of goods in bulk—lends itself admirably to the new spirit in decorative, colorful store arrangement.

The fundamental principle of all this is: Let the customer acquaint himself freely with the goods, in an intimate and thoroughly agreeable environment.

Dr. Julius Klein.

Makes a Broader Appeal.

Recent disclosures of the underlying bases of systems of paying bonuses to business executives have tended to clear the air around this phase of administrative methods. In the Bethlehem Steel case the principle seemed to be that bonuses for good work done were part of operating expenses to be deducted before dividend disbursements. In the case of United States Steel the plan is to distribute a large number of premiums on salaries only after all charges have been met and a sufficient sum earned to provide for regular dividends. In the latter instance extraordinary profits are of direct benefit to officials responsible for them. In the former capital takes second place. Both systems have their advocates. Both furnish incentives to hard and intelligent work. The Bethlehem Steel plan is fairer, perhaps, because it eliminates to some extent the element of general conditions for which no individual can be held to account. The United States Steel plan, on the other hand, is an example of profit sharing which makes a broader appeal to business men in general. It has the advantage of affecting a relatively larger number of employees, and, having been supplemented by a broad system of pension allowances, gives to its beneficiaries a sense of security as well as a hope of emolument which cannot but affect their morale favorably.

Volume on Glass Luncheon Sets.

Glass luncheon sets, retailing at \$1.98, are developing into one of the largest volume numbers of the glassware field this season. The sets, machine made products, are composed of from thirty-two to forty-three pieces and are in most demand in rose and light green shades. Made to appeal especially to the Summer trade, the sets are being featured in housewares sales this month and are being re-ordered in considerable quantities. The heavy demand, according to buyers, has cut heavily into the sale of low-end chinaware which producers say cannot be made to retail at a competitive price.

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Why Chain Stores Fail in Their Purpose.

When one analyzes the various ramifications of the chain store system there is but one conclusion possible and that is it is detrimental to the welfare of the Nation as a whole. The conception back of the chain store has been destructive as the aim has been to eliminate certain functions in the retail store under the guise of economy. The telephone was held to be a useless store fixture, and if carried to its conclusions a most important industry would have been ruined and thousands of people engaged in the industry would have been thrown out of work. Extending credit was another waste charged although a godsend to many people and one of dire need under present conditions. Destroy credit and the foundation of the country would be undermined.

Another of the wasteful practices charged by the chains was the delivery of groceries to customers, yet to-day the public is doing much of its own packing at the cost of time, shoe leather and automobile expense which is certainly no cheaper than the cost through the merchant. In addition there is the unemployment forced, the loss of business to the truck industry, to local mechanics and automobile agencies. Just a question of robbing Peter to pay Paul. Chains considered it a waste to give any money to local civic ventures and brazenly declined to do so, even going so far as to write letters saying they had no money for such purposes even though it was with the object of making local conditions better in which the chain would benefit. However, they were out to eliminate and they carried it on with a ceaseless hand.

The next step was to make the manufacturers bow to them because of their large buying power and wide distribution through their large number of stores. They had logic on their side in a way but instead of an asset this mass buying has proved to be a liability. The manufacturers were denied profits, some concerns were forced into bankruptcy and taken over by the chains at a sacrifice while others had to start all over again when the chains' large orders proved unprofitable. Small manufacturers could not supply them and advantage was taken of large ones wherever they were weak enough to submit. Many of them were at the mercy of the chains because they had been led into the trap and many manufacturers will testify to the fact that dealing with the chains was very unprofitable unless it was possible to make up on the independent trade.

We know without question that communities were hampered through chain store operation. The country is now aware of the

destruction to resources, the decrease in value of farm lands and city property of all kinds for which the chain stores are responsible to a large extent, as also the many bank failures which have occurred over the country directly traceable to the absorption of local resources and the creation of frozen assets and loans. And yet the chains want more, as is demonstrated by the fact that they want all the business in the way of merchandising and would also grab off the remaining resources by building homes but eliminate the local building supply houses, architects and are even going to the extent of denying business to local printers, insurance agencies, etc.

The chain system has been sacking the towns of this country in every conceivable manner. They have had free sway for about ten years, during which time they have been milking cities everywhere. Now the country is going through the worst panic in its history, notwithstanding the Federal Reserve act which was supposed to forestall depressions. The country fell for the chain idea, the mass distribution argument has failed, the country is in a horrible mess and to redeem it it is going to be necessary to return to the system of building each town and its resources rather than the chain system which has been destroying the resources of each town wherever it puts in its appearance. The chain store has been found wanting and in the interest of the Nation's welfare must go.

Dangers Involved in Careless Use of Fumigants.

A recent tragic occurrence in one of the large cities of this country has again emphasized the extreme danger in the use of poisonous gases as fumigating agents in homes and factories.

While the removal of vermin in industrial plants, apartment houses and dwellings is a worthy objective, enthusiasm to exterminate insects should be tempered with the utmost caution and the application of the most intelligent type of action.

One of the fumigants employed in large plants is hydrocyanogen which, if improperly handled, develops a real hazard to human life. As a matter of fact, cyanide is one of the most deadly agents to animal life known to chemistry. Its penetrating vapor is almost miraculous in its power and its effects nearly instantaneous.

It follows that individuals or commercial exterminating companies who make a practice of employing this method of fumigation should be highly proficient in their work and should exercise great care.

At the present time there is no law on the statute books of many states prohibiting the employment of this method. However, that the practice is considered generally to be extremely hazardous is proved by ordinances which have been passed by many of the larger cities controlling the prac-

tices of fumigating with this agent. The wisdom of this action becomes apparent in the requirements involved.

They include the following provisions:

1. That no person or persons shall be permitted to fumigate with poisonous gases unless examined by the city officials, and having thus presented due evidence of their technical knowledge and efficiency.

2. Buildings being treated by this method must be effectively sealed.

3. Occupants of the building must be warned to move out.

4. The return of any persons until thirty-six hours have elapsed and proper ventilation has taken place is prohibited.

5. Signs must be placed on the outside of the building warning the public that this type of fumigation is being conducted.

Dr. Theodore B. Appel.

Lansing Grocers Have Enjoyable Social Occasion.

Lansing, May 11—Thursday evening, May 7, we held a meeting of the Lansing Retail Grocers Association in the warehouse of the Herndon Fruit Co. Thirty-three members were present and some thirty-five invited guests. O. H. Bailey, Jr., was absent, being ill. His father read the report of the former meeting, which was approved. Enos Ayers acted as Secretary pro tem. A representative from the Chamber of Commerce addressed us on what they call charity work and explained many activities of the Chamber of Commerce. Frank Preas, Sr., had a stroke nearly three weeks ago and is in a critical condition. After the business session Mr. Herndon set up a nice lunch of pickles, olives, cheese, sandwiches and soft drinks. The boys had a good time and closed with three cheers for Mr. Herndon. Many songs were sung and the spirit of the gathering brought about harmony. I am sure the many invited guests of Mr. Herndon's customers were highly pleased and believe the outcome will be more members.

M. C. Goossen.



The Grocer Was Accommodating.

Grocer (To lady who was purchasing a bill) And don't you want some cranberries?

Lady (Indignantly)—No! I see your cat's asleep on your cranberries.

Grocer—That's all right, lady, we don't mind waking the cat.

No man can live happily who regards himself alone, who turns everything to his own advantage. Thou must live for another, if thou wishest to live for thyself.—Seneca.

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MUTUAL FIRE INSURANCE

The Oldest Stock Fire Company.

The 179th annual statement of the Philadelphia Contributionship, the oldest fire insurance company in the country, has been issued. The Contributionship was organized by Benj. Franklin and his associates, on a mutual basis, because they could not conceive fire insurance as a profit making business. Forty years after this first insurance company was organized and began doing business, another set of business men met and organized the first stock fire insurance company in the country, which they named the Insurance Company of North America. This stock company, like the Contributionship, has had a long and honorable career, and is still going strong. The 139th statement shows assets of \$92,841,193, with a surplus of \$44,377,458. These are impressive totals for this old stock company. But a figure that seems more impressive yet is the statement that the total profits of the company for 1930 amounted to \$6,295,852, or over 62 per cent. on the capital of the company. And this record was made under the business conditions prevailing throughout the country during the past year. The men who organized these oldest of American fire insurance companies evidently laid the foundation deep and strong, for the companies surely have shown enduring qualities in the (so-called) hazardous business of furnishing fire insurance to their respective patrons. The one company makes profit for its policyholders and the other makes profits for its stockholders. Both companies furnish first class protection.

I Smell Smoke.

Half-past three in the morning. Mr. John Doe, asleep on the top floor of his suburban home, is partially aroused, then sits up with a jerk. Smoke! He leaps out of bed and in two jumps is across the floor. He yanks open the door. Poof! Mr. Doe is done for. What happened? Well, Mr. Doe did what thousands of others have done—he inhaled air heated to a temperature around 700 degrees. Though the fire that heated the air was 35 feet below it killed him.

That blaze broke out in the cellar. The cellar door was, of course, lightly built. The flames ate their way through it. Pent up until now, this outlet increased their fury. Smoke and intense heat poured into the ground floor hall. With a swish they were sucked into the open stair well, and in the next moment a solid column of heat was pushed against the hall ceiling on the top floor. Right at that moment Mr. Doe jerked open his door. And since his windows were open, creating a perfect draft, the heat whipped through his door like a streak of lightning.

This may all sound unreal, but it is exactly what causes more fire deaths than any other single happening. I've counted thirteen bodies in one upstairs room, all dead without a burn. So you can see why experienced firemen, when they roll up to a blaze in a dwelling, throw anxious eyes to the top floor,

even though the fire may be plainly confined to the cellar.

If you are ever caught in this predicament, never open that door until you have felt it with your flat hand and found it cool. If it is hot, make for an open window immediately. If the height is such that you can get out safely go. If not, yell for help. As long as that door is closed behind you, the time you can safely wait for rescue will be prolonged. If it is open, your chances are pretty thin.

Twenty-eight people die every day from fire in this country. Most of them die in their homes. Every two minutes of day and night a home burns somewhere in the United States. To my mind the curse of this country is its poorly built houses with deadly open stair wells; with flimsy ground floors that let a cellar fire loose in 15 minutes; with defective chimneys on unsound foundations; with furnaces built close to wooden partitions; with tinder box roofs; with cheap lath and plaster walls and no fire stops between floors to prevent flames from racing through their entire area.

Our failure as home builders seems to be that we would rather have a sun porch than a fire-stopped cellar; or a cute little breakfast nook instead of a fire-resisting door. But having been a fireman for forty-three years, those dead bodies on the top floor always impress me more than the handsome orchid and green bathroom that we saw when we went through on the overhaul.

Gas Filled Lamps.

The use of the new type gas filled lamp has added to the hazard of electrical wiring because these lamps produce rather high bulb temperatures and when installed in close proximity to ignitable material a fire usually results or if these lamps are installed in fixtures without adequate ventilation the temperature of the upper part of the fixtures usually is increased beyond a point of safety. These high temperature lamps should never be used in dusty or linty locations or in the dusty parts of such plants as flour mills, grain elevators, coal tipples, sugar refineries, candy factories, etc. Paper shades should never be used in any place. F. O. Evertz.

Stronger Call For Plate Glass.

Both production and shipments of plate glass are in improved volume, reflecting the increased activity by automobile manufacturers. The jobbing trade has not been showing much interest and orders from mirror manufacturers have also been in light seasonal volume. Indications are favorable for an improvement in demand for window glass as the month gets under way. Residential building in various parts of the country is on the increase and in some sections contracts let show substantial gains over last year.

Bird Is Arsonist.

In an Eastern city a man dropped a lighted cigarette stub in front of the city hall. A pigeon immediately picked it up and carried it to her nest in the building, which set the roof on fire. It necessitated a call for the fire department.

1909

22 Years

1931

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Retail Hardware Mutual Fire Ins. Co. Hardware Dealers Mutual Fire Ins. Co.
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Minnesota Implement Mutual Fire Ins. Co.
Owatonna, Minnesota

FIFTY YEARS IN TRADE.

Remarkable Career of O. P. DeWitt,
of St. Johns.

Olney Place DeWitt was born on a farm eighteen miles from Syracuse, N. Y., Jan. 24, 1858. His antecedents on both sides were of Holland descent. During his boyhood and early manhood he lived on his father's farm, going to school winters and working on the farm summers.

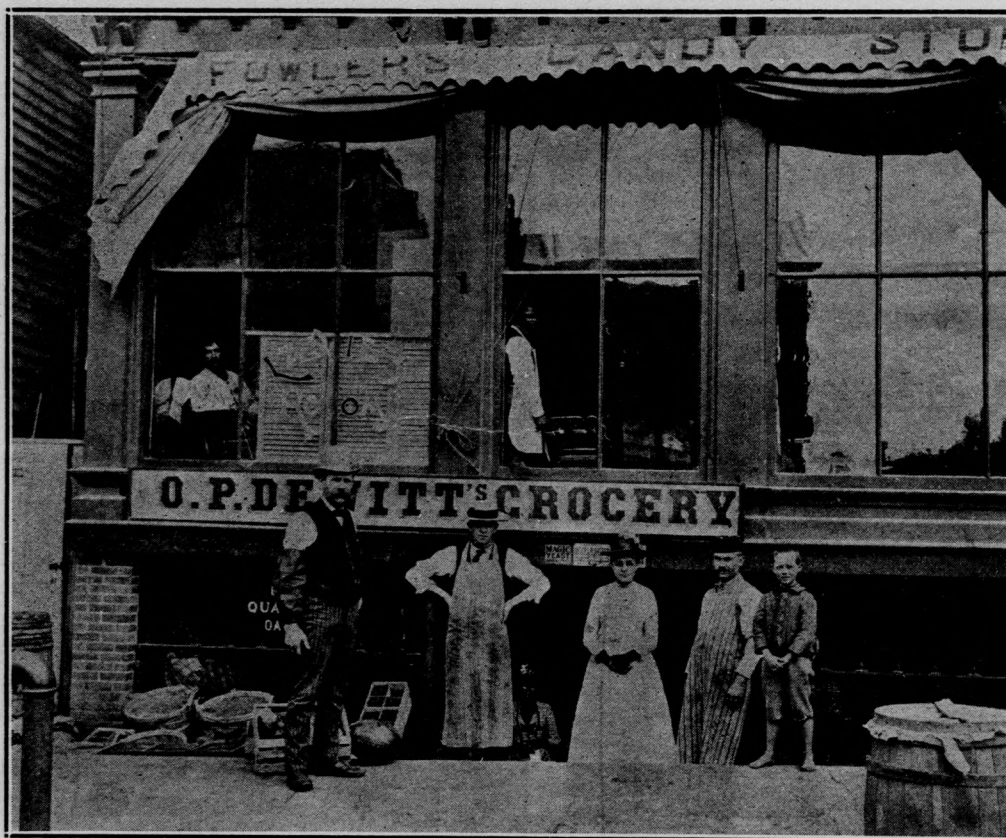
When he was twenty years old the family removed to Riley, Clinton county, locating on a farm, where several years were spent in clearing the land of splendid virgin timber which was burned in huge bonfires. For a few winters he taught school in the Southern part of the county and worked in a grocery store in Lansing during the summer months. After graduating from the business college in Lansing he was persuaded to give up school teaching and devote his entire time to business. His first experience along mercantile lines was the management of a grange store at Lansing, which activity covered a period of eighteen months. On May 18, 1881, Mr. DeWitt removed to St. Johns and, together with Milo Pincomb, bought the grocery store located where the Glaspie drug store now stands from Giles Gibbs. After a year and a half this partnership was dissolved and in 1883 Mr. DeWitt took over the business of Nelson Griswold, located in the basement of the Plumstead building, where the St. Johns National Bank now stands. Associated with Mr. DeWitt in this location were Frank Davis, Miss Fisk, A. G. Jones and Carl LeBaron.

In 1899 he engaged in the wholesale grocery business in connection with the retail store. In 1900 the retail store was discontinued and the volume of the wholesale business was more than doubled that year. Little outside business was done in those days except at Fowler, Westphalia, Ovid and Shepardsville, and all shipments were made by freight. In 1908, Lee A. DeWitt, the older son, was taken into the firm and in January, 1921, Mark A. DeWitt entered the business. Now every town and city within a radius of forty-five miles is served by this greatest and strongest of St. Johns' business firms.

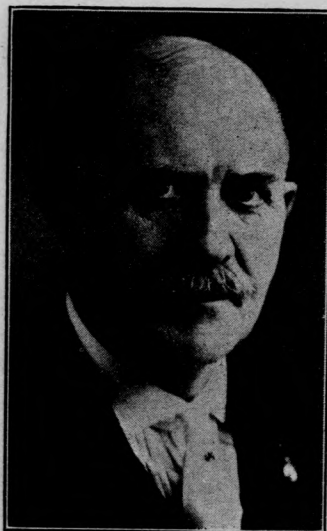
Mr. DeWitt was married in November, 1879, to Miss Hattie Jones, of Riley. Two sons were the fruits of the union—Lee and Mark. Both are married and are residents of St. Johns. Mrs. DeWitt died Sept. 28, 1929. Mr. DeWitt divides his time between the homes of his two sons.

Mr. DeWitt attends the Congregational church and is a Mason up to and including the K. T. orders. He also belongs to Saladin Temple, Nobles of the Mystic Shrine, Grand Rapids.

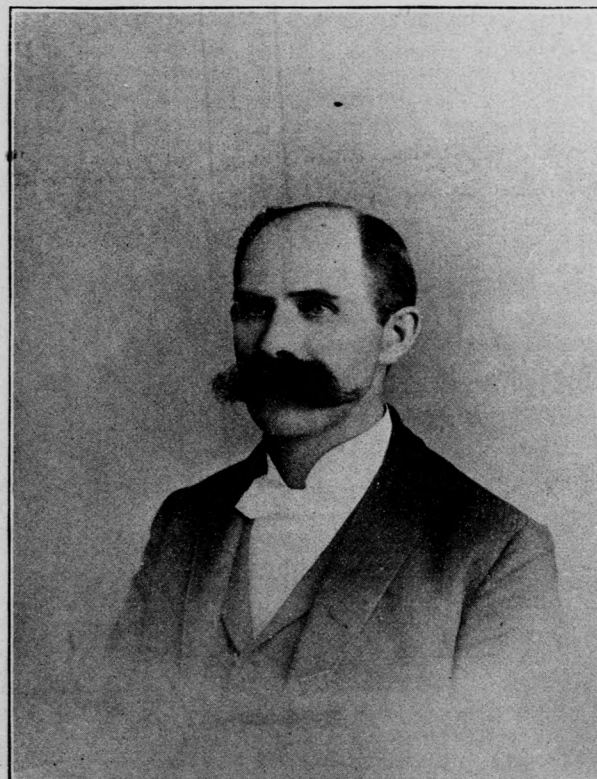
Mr. DeWitt has given very little attention to politics, but served the city of St. Johns as mayor one year several years ago. He has always been first and foremost in every movement which has for its object the betterment of business, social or moral conditions in the community, county and State. No worthy cause has ever been turned down or discouraged by him.



The above picture of the O. P. DeWitt grocery was made about 1883, when the store was in the basement of the Plumstead block (present National Bank site). In the upper left window is Charles Reeves, once democratic mayor of St. Johns. Center window, Sam Davis, popular colored barber. Left to right below: O. P. DeWitt, Percy Todd, Mrs. John Tranchell, Allie G. Jones and Eddie Cowles. In the background between Mr. Todd and Mrs. Tranchell may be dimly seen Mrs. Louis Griswold, whose husband conducted the Griswold House here.



O. P. DeWitt
As he looks now.



Mr. DeWitt as he looked thirty years ago

Mr. DeWitt was a great friend and admirer of the late Samuel M. Lemon and was interested as a stockholder in the Lemon & Wheeler Company for several years.

Mr. DeWitt is absolutely without a hobby. He does not fish or hunt or play golf. His business is everything to him and receives his undivided attention during his waking hours. If he were asked to describe the features to which he attributes his success, he would undoubtedly reply, "Hard work and close attention to business." And he would be pretty near right in his designation, although the high standard he has always insisted on maintaining in his business has had much to do with its growth and expansion. Mr. DeWitt is the soul of honor in all his dealings. His reputation has always been above par. He is a man whose word has always been as good as his bond.

Because of some controversy with the mercantile agencies some years ago, he has never made a report of his financial condition to them. As a result, they have never given him and his associates a capital rating, but have accorded them the highest credit rating at their command. Mr. DeWitt was one of the first subscribers for the Michigan Tradesman, starting with the first issue in September, 1883. He has never missed reading the paper carefully and critically for the past forty-seven years and expects to continue his attitude toward the publication as long as he lives. He has always seen to it that his traveling representatives read the paper with care and thoroughness.

Dowered with a wealth of sympathy and tolerance, Mr. DeWitt is a human diamond, perfectly cut and polished, yielding a maximum of intellectual luster and moral beauty. There is a fine grain of chivalry in his nature. It runs through the whole composition of his character. Accustomed to command, his chivalry will not permit him to abuse his power. It is used instead, to carry out his duty, never for his personal aggrandizement. He is courteous, he is kind, he is considerate. Courtesy is the patent of his moral nobility; kindness, the shield of his spiritual aristocracy; consideration, the hall mark of his intellectual dignity. He is kind because of an inherent fineness of spirit. There is no coarse fiber in his soul. He is considerate at all times of the feelings of others and of the rights of others, because his mind is sensitive to the appeal of the right, the fine, the good. His character is clean, attuned to respond to the high, and so his career has been accompanied by a radiance of beauty that nothing can ever obscure.

Poor Teeth as Cause of Sickness.

People generally are more and more realizing the economic importance of health. The fact that the material wealth of a community is directly influenced by the health of its citizens no longer needs to be proved.

Particularly in the last few years the subject of health has assumed unprecedented emphasis in books, magazines, advertisements and from the lecture platform. However, with all

the information that has been made available, there yet remains much to be said on the care of the mouth and its direct relation to physical well-being.

Literally there are thousands of persons who studiously read everything they can obtain on questions of diet, fresh air, exercise and sleep; and yet, for some strange reason, continue to be quite indifferent to the fundamental rules and practices that represent a logical and scientific mouth hygiene for themselves.

Only a few days ago, for example, a very successful manufacturer became constitutionally ill. For a number of years he had boasted of his vitality and the methods he employed to keep fit.

"Setting-up exercises, horseback rides, golf, intelligent use of food and eight hours' sleep each night are the things upon which I rely to keep myself in prime physical condition. You see," said he, "I use my head in health matters just as I do in business ones."

His reasoning was absolutely correct as far as it went. What he did not appreciate, however, was that the particular part of his head represented by his teeth needed especial attention. Therefore, in spite of his very definite interest in his body, he now is a very sick man.

Until the average individual sufficiently realizes the importance to general physical health of a properly cared for mouth, serious and frequently killing diseases will continue to grasp the unsuspected and lay them low.

It therefore follows that there is much more to the mouth problem than keeping the teeth white and in unwise employment of them as a gateway to swallow food—the latter, by the way, being a popular method of developing disease and in more instances than is suspected of causing death itself. Teeth are people's best friends. They deserve to be treated as such.

Dr. C. J. Hollister.

Independent in Every Sense of the Word.

The United Press recently told of a merchant in a small Montana town who had rejected a bill of goods from a wholesale firm. The wholesaler, preparing to sue for collection, wrote to the railroad agent for information relative to the shipment of merchandise; to the president of the bank for information concerning the financial standing of the merchant; to the mayor asking him to recommend an attorney to handle the case, and to the merchant threatening suit.

By return mail he received the following reply:

"I received your letter telling me I had better pay up.

"I am the railroad agent here and received your letter about the shipment.

"I am the president and sole owner of the bank and can assure you as to my financial standing.

"As mayor of the town, I hesitate to refer you to a lawyer since I am the only member of the bar in this vicinity.

"And if I were not the pastor of the only church here, I would tell you to go to hell."

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We make collections in all cities. Bonded to the State of Michigan. Prompt remittance of all moneys collected is guaranteed. Write us for information regarding our system of making collections.

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Mueller Products are widely advertised and favorably known to your trade. No other item in your store is more valuable as a leader to be displayed and featured regularly.

Mueller Macaroni Products

Largest Selling Brand in America



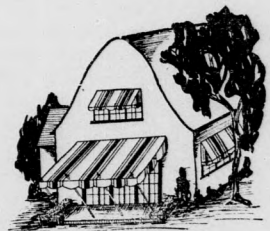
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YOUR HOME too
will enjoy the added
Comfort and Charm
of
COYE AWNINGS

Let us give you an estimate.

CHAS. A. COYE, INC.

Campau Ave. & Louis St., Grand Rapids, Mich.



Corduroy Tires



Known from the Canadian Border to the Gulf—and from New York Harbor to the Golden Gate—the Corduroy Tire has in ten years gained a reputation for value, for superlative performance and dependability that is second to none!

The Corduroy Dealer organization dots the nation's map in metropolis and hamlet. It is an organization that swears allegiance to the Corduroy Tire because of long years of unfailing tire satisfaction to the motorists of the country.

Go to your Corduroy Dealer today. Ask to see the tire. Big—Sturdy—Handsome in all its strength and toughness, the Corduroy Tire will sell itself to you strictly on its merit.

CORDUROY TIRE CO.
Grand Rapids, Mich.

DRY GOODS

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

New Weaves, Color Combinations and Printed Designs.

Cotton mesh, cotton tweed, cotton net, pique, corduroy, batiste, organdy. Handkerchief linen printed in good designs, new French linens soft in texture and marvelous in color, dark linen suits and bright linen pajamas—these are some of the fashions that are bound to tempt any one confronted with the agreeable task of assembling a vacation wardrobe. For cotton and linen have become so varied and are so imaginatively treated that one could be appropriately clad all Summer, for all occasions from sports to evening, with nothing else. Not that one would, what with the indisputable charms and advantages of silks and thin woollens. But it could be done, and this very fact emphasizes the long fashion strides these fabrics have taken in recent years.

Nor are they, by any means, limited to the vacation scene. From present indications, certain types seem destined to occupy an important place in the wardrobes of those who spend a good portion of the Summer in town. The linen suits in such dark colors as navy and brown are awfully smart. (These have to be very well tailored.) The town cottons go in for small light designs on dark grounds, and are especially happy in dress and packet combinations. These fashions can be obtained at prices that will delight thrifty souls, and at the same time they embody style points that will be appreciated by critical eyes.

For sports things, a new fabric has appeared that is causing a good deal of comment in the market right now. It is called cordknit, and looks just like what the name implies—sort of a rosy cotton string in a casual coarse weave and grand colors.

Some of its uses are illustrated frequently. It is employed, for example, in jackets of all lengths. (Try and get along without jackets at your own risk this Summer.) Two are outstanding—one is sleeveless and very short and vivid as to color, with its combination of white, orange and brown. Above is a long-sleeved three-quarter coat (a length considered very smart at present) in bright, clear yellow with a dash of green and white introduced in the way of braid trimming the pockets. Cordknit also appears in brown, in a stunning red, in pink, blue, beige, gray, green and, of course, white.

Should you choose a jacket in this fabric to wear over a sleeveless white dress, you can complete your ensemble with a harmonizing hat and bag.

Another cotton fabric which aroused our enthusiasm is a new zigzag weave. It looks expensive, but isn't. This is used for the smartly simple yellow dress, which has a well-tailored look further enhanced by brown buttons and a brown leather belt. Buttons and belts, you will find, contribute a great

deal of decorative value to sports fashions this season.

Turning to the formal mode, we find organdy and eyelet embroidered batiste firmly entrenched. If you should guess this type of thing to be the particular darling of the well-dressed college senior, you would guess wrong. At the Vassar senior prom, we hear, cotton evening gowns were conspicuously absent; on the other hand, they registered heavily at a large and important New York function just a few nights ago.

Chanel, Lanvin, Augustabernard and Poiret are some of the important Paris designers whose sponsorship of formal cottons has had a good deal to do with the new prestige of these fabrics. If your evening wardrobe is suffering from an overdose of white satin, their confections in organdy dotted swiss or cross-barred muslin are guaranteed to revive it. Boue Soeurs continue to feature the organdy frocks adorned with fine hand embroidery for which they have long been famous. This house likes to combine embroidered organdy with all sorts of other fabrics—taffeta, peau de soie or lace, for example.

Linen is having the time of its life. Never before it is safe to say, has this fabric received or so well merited the attention it is getting right now. Always a favorite for beach pajamas, it continues important in this field and appears in some of the most attractive models we have seen. One is a very practical version, for it carries a spare skirt of white linen. Wear this instead of trousers, with the blouse tucked in or not as you please, and you have a conventional sports costume. These pajamas belong to a series which employ different state emblems for decoration, and the motif is repeated on the enormous linen beach hats that go with them. They are available in New York, as are all the other fashions mentioned.

Color contrast is well worked out in many of the current linen fashions. The old favorite combination of red, white and blue appears again and again, and yellow, green and brown often accent white effectively.

In the accessory field, cottons and linens are both enjoying a triumphant season. Linen sports handkerchiefs in bright colors, linen hats and blouses are irresistible. Cotton is smartly represented in string berets, pique flowers and scarfs, cord belts, stitched gloves and lisle mesh hose.—N. Y. Times.

Fine Jewelry Sales Off.

While a larger retail turnover is expected next month and during the traditional wedding period in June, trade in fine jewelry continues to reflect the current economic situation. New business from retailers is developing slowly, and indications are said to be that in many cases current stocks on hand will serve retailers for some time to come. Prices have been readjusted in the wholesale trades, sharp reductions having been made by manufacturers on more expensive pieces which, prior to the depression, were finding a substantial market. In the absence of sustained buying from retailers, manufacturers and whole-

salers are trying to develop other outlets, in some cases through direct selling.

Start Enquiry on Russian Rugs.

Protests voiced by local rug importers against the marketing of Soviet floor coverings here have attracted attention of the Federal Tariff Commission, which has sent confidential agents to investigate. According to reports in the trade the tariff investigators are particularly interested in importers' claims that the Soviet government has exchanged wheat for rugs in Persia and shipped the rugs to this market and London to be sold for cash. The Tariff Commission was considering imposing an anti-dumping duty against such imports in order to prevent a flood of goods which might be sold at prices with which domestic producers and other importers could not compete.

Would Push Sale of Better Lamps.

Jobbers of better grade floor and table lamps retailing from \$20 upward are discussing the advisability of making a special sales drive to induce retailers to stock their merchandise in large quantities for sale as wedding gifts in June. A fair volume of business can be built up for the better grade lamps, they argue, provided retailers will agree to promote their sale. Emphasis placed upon low-end goods over the past year, they contend, has done more than the business depression in curtailing the sale of better goods. Examples of stores which received a prompt response to recent offerings of higher price lamps are cited by the sales agents in support of their claims.

Giftware Buyers Seek Novelties.

Giftware buyers have been active in the market, ordering novelties for sale in special promotional events planned for the middle of next month. Articles in the low-price field, suitable for the decoration of Summer homes, were in chief demand. Among the items on which orders are reported good, is a bridge novelty made in metal and containing from four to eight compartments for holding packages of cards or cigarettes. The compartments, operated by a spring attachment, swing out when in use and fold back into place again when the spring is pressed. The article retails around \$5, is made in square and octagonal shapes and decorated in pastel colors.

Forward Toy Buying Slow.

Lack of substantial orders for toys for holiday shipment is proving a source of keen disappointment to the trade. While manufacturers are hoping for some change in the situation with the opening of the Chicago toy fair this week, the two toy fairs in New York City this year have not stimulated the active placing of forward orders that was desired. At the moment, however, there is a fairly good volume of business in playthings for current and early Summer selling. It is felt that the holding of children's day on the first Saturday in June will stimulate seasonal activity, but no trade-wide promotional plans for this day are being developed this year.

Curtain Goods Shortage Acute.

Heavy buying by curtain manufacturers this Spring has cleared the low-end curtain goods market of all desirable materials and converters find themselves "sold up" on Spring and Summer merchandise. This is the first season in more than five years when goods have moved at such a healthy pace, converters assert. Fall buying, mainly on pastel shades, is well under way, with some manufacturers covering requirements to the end of October. The current situation presents a sharp contrast with last year, when Fall orders were placed as late as August and early September. The average price increase of 5 per cent. on Spring goods is being applied to the Fall merchandise, but no additional advances are planned.

Better Price Clock Sales Off.

Manufacturers of high price electric clocks report that the excellent demand enjoyed through the early months of this year has fallen off to a large extent within the last two weeks. No price reductions are contemplated, however, as producers regard the lull as temporary. One manufacturer, in fact, has increased prices on the ground that production costs are higher. A revival in demand is expected when June shopping gets under way. The type of clocks affected are those retailing for \$20 and over. Popular price electric clocks selling at \$5 and under are still in active demand.

To stand ace high, be lowly.

FIRST CHOICE of SMART WOMEN

DuroBelle
HUMAN HAIR NETS

They actually sell on sight
without any "selling" on
your part.

We furnish merchandising co-
operation, free display cabinet,
and assure prompt delivery from
distributing centers in New York,
Chicago and Toronto.

\$9.00 a gross for our famous
WATER WAVE NETS which
are in such great demand.

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SHOE MARKET

Michigan Retail Shoe Dealers Association.
President—Elwyn Pond, Flint.
Vice-President—J. E. Wilson, Detroit.
Secretary—Joe H. Burton, Lansing.
Asst. Sec'y-Treas.—O. R. Jenkins.
Association Business Office, 907 Transportation Bldg., Detroit.

National Sport Shoe Weeks.

The process of departmentizing the stock makes possible the measurement of sale of each stock so that rate of turnover, gross and net profit of all of the items of merchandising can be estimated in the entire store on the basis of measurement of each model stock classification.

For the purpose of developing sales between May 15 and July 4, we will consider the small model stock that permits day by day study and test, re-order and realignment, so that it will be possible after July 4, to say: With this model stock and with this selling plan we were able to sell so many pairs of shoes and we have reached the point of minimum stock for clearance with a definite profit—known and calculated on this section of the store's stock.

In this model stock plan, an ideal collection of shoes, bought for a definite price, is carefully merchandised and is found to produce definite results in the money, time and interest invested.

To develop a short model stock, capable of doing a sport shoe business in the selling weeks of May 15 to July 4, it is necessary to realize the great possibility of sport shoe service to the public during this period of time, providing the store has the right merchandise at the right price and in the right sizes. There must also be a common sense co-relation of the policies of the store as a whole. Our plan has the merit of consolidating the merchandising power of the store so that it presents a single front—one part of the store does not fight other parts but strives in its own division to make the plan effective.

Keep in mind the fact that between May 15 and July 4, the public is sport-shoe minded and there is already a tendency on its part to come to the shoe store for a sport class of footwear. Study this rule—The model stock plan progresses step by step—each so closely related with the entire merchandising effort for this period of time becomes an integral campaign, definite from beginning to end. Procedure is as follows:

1. Determine the class of merchandise salable in your community and prepare to buy shoes capable of substantial mark-up.
2. Concentrate your buying on the fewest possible types of shoes and start your promotion with a fair stock capable of replenishment.
3. Provide a method of recording the stock as one definite department whose selling life will be six or seven weeks—with positive clearance at the end.
4. Build up in full lines complete stocks that will turn over rapidly.
5. Regulate the size of the stock by a selling calendar that shows in detail the pair sale day by day during the period.
6. On the definite record of sales, estimate your need of shoes so that

fresh sizes can be supplied during the period.

This model stock plan depends upon the merchant's real ability in buying for the public. The economic reason for stock shoe promotion in this period is that a store fulfills a need in collecting merchandise in quantities into a shop convenient for a number of people to come to and buy in pair quantities. The plan goes further by showing several methods of advertising, window display and store promotion to bring the greatest number of customers and the better and more enthusiastic the co-operation of the store, the greater will be the success of the plan.

If any goods do not sell fast enough under this plan, mark them down immediately to the next lower price level and advertise them. They will not only sell in season but will influence the sale of more profitable goods if the salesmen on the floor make it a point to grade up some of the customers with the first showing of the shoes.

We have made the period of National Sport Shoe promotion from May 15 to July 4 so that a sufficient leeway for weather hazard may be taken into account for other sections of the country. Therefore, a delayed season should not necessarily cut down possible sales or total profits.

We must keep constantly in mind that even if a stock is made up entirely of desirable items, this stock can remain a model stock as the days and weeks go on—a stock that will bring the greatest total profit—only if all conditions are maintained so that it will turn a sufficient number of times. This means that articles less recently bought must be cleared out so rapidly that they make way for fresh new merchandise by the time it is in demand. Under the model stock plan this can be done with much less loss and often with net profits.

The model stock plan will not call for an investment larger than the smallest sum that will give a stock complete enough to bring greater total profits because of the co-ordination of selling plans.

Three parts into which planning naturally divides are:

1. Planning ahead for as long as the business will continue. This means carefully planning indefinitely ahead to increase goodwill, to conserve the reputation of the store for honest and fair treatment, to avoid anything that threatens the general fundamental basis of the goodwill value of the business.
 2. Planning definitely as far ahead as is practical, necessary, and possible for carrying out the model stock plan in the best way.
 3. Making written plans ahead for each subdivision of the store.
- This new phase in merchandising is the logical outgrowth of our old friend "Concentration of Stock" with his side partner, "More Sizes and Less Styles." The difference between the former order and the present amplification is that the first is the kindergarten, while the "Model Stock Plan" is the grade school. It is the opinion of some that business has yet to go to high school, possibly through college and even to a post graduate school before it is

really educated to where distribution and production are thoroughly co-ordinated.

Merchants in small stores are apt to try to cover too wide a spread of styles in their endeavor to satisfy every customer entering their door. This is done mainly as a self-justification measure in an attempt to offset comparison with larger stores.

This same fear is evidenced by the large stores, as they try to duplicate nearly every price on the street and so stretch their resources over too wide a field.

A clerk's alibi for losing a sale is usually "not the right kind," or "price too high." This is accepted by the management when possibly the true facts of the case were that due to the lack of a definite planning of the stock, it was scattered so thin that the salesman had no chance.—Boot and Shoe Recorder.

Can My Store Sell Sport Shoes?

Millions of men, women and children all on the move—all on their way to enjoy the summertime out of doors—each thinking, planning to be out in the open as much as possible—each a prospective customer for outdoor footwear.

The interest is there—the desire is there—the need is there. Minds are receptive. The main idea left for you to sell to the outdoor enthusiasts of your community is that your store is the best place to buy sport shoes—for spectator or player.

Right at the start of the season your audience of prospective customers is greater by far than it will be later, after many have supplied their needs.

Concentrating on the big idea at this opportune time will bring immediate returns and register an idea that will make your regular summer advertising of sport shoes just that much stronger.

And the unfortunate fact that so many shoe stores pass up the chance will make the store that does put over sport shoe week in an enthusiastic way all the more outstanding as the sport shoe center of the community for the 1931 summer season.

You must have good stocks and good styles, carefully selected to meet the requirements and anticipated demand. To arouse anticipation and then disappoint them, leaves a very bad impression—loses customers.

You must plan. A haphazard pro-

motion quickly reveals the lack of enthusiasm and interest and the prospective customer, quick to sense it, takes no interest whatever.

Furthermore, planned promotion achieves results with less expenditure, because planning is based on ideas—and good ideas will sell shoes without extravagance in promotion—either in advertising or displays.—Boot and Shoe Recorder.

Homesickness.

A fireman at Marysville, Ohio, took his first day off in eighteen years and spent eighteen hours of his day off in an engine house of a neighboring city.

Hateful to me as the gates of Hades is he who hides one thing in his mind and speaks another.—Homer.

TORSON SHOES

Going Ahead in 1931

Creating Sales and Profits for Alert Merchants



\$4.00 - \$5.00 - \$6.00

Torson Arch Shoes
For Men
\$6.00 and \$7.00



Nationally Advertised—\$4.50

For complete information about our lines, advertising campaigns, dealer merchandising plans, write direct to:

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Shoe Manufacturers since 1892
11-15 Commerce Ave., S. W.
GRAND RAPIDS, MICHIGAN.

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By Placing It With The

MICHIGAN SHOE DEALERS
MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Mutual Building

Phone 20741

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First Vice-President—Paul Schmidt, Lansing.

Second Vice-President—A. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

Directors — Ole Peterson, Muskegon; Walter Loeffler, Saginaw; John Lurie, Detroit; Clayton F. Spaulding, Battle Creek; Ward Newman, Pontiac.

Valuable Government Bulletin Recently Circulated By U. S.

When the young men in the Bureau of Foreign and Domestic Commerce study a business condition and report simply what they find, confining themselves to the facts uncovered, their reports are useful and valuable. That always has been the Harvard system. Harvard not only pioneered this work, but always has reported plainly and succinctly its bare findings. It hardly ever makes a comment. Its bulletins reflect facts with only such elucidations as serve to make those facts easily understandable. Its analysis is always so simply clear that he who runs may read.

The Washington boys have latterly departed from this plan to the extent of trying to write interpretations of findings. That might be all right if they were trained, practical business men with a background of long experience. But boys with only academic knowledge of business, boys who never have tied a package—except perhaps during summer vacations—and who have had little or no contact with practical business are not equipped to interpret findings to real merchants.

So they write long fairy tales of how Sam Grofax looks at this or that in an attempt, evidently, to get their information through to the average storekeeper. The weakness of this is twofold: They fail to reach the average man because he is impervious to any sort of reading. Progress never results from any effort on the part of any kind of averages among men. It always comes because exceptional men put forth intelligent thought and effort to bring it about. Thus, second, these boys fail because the fairy tales they write for such sub-standard intellects cannot be waded through by merchants of ability. Those men have scant patience with long winded yarns—stories full of superfluous words. Such emanations, therefore, go for naught—or worse.

I have just received a Washington document, Trade Information Bulletin No. 700, which consists of twelve pages, including summary, the facts in detail and ten tabulations. It can easily be read carefully, attentively, in an evening and may be scanned and held for later re-reading in an hour.

This pamphlet can be obtained from the Superintendent of Documents, Washington, for ten cents, and no grocer, regardless of his knowledge and experience, can afford not to send for it and read it. For there is no grocer anywhere who is not apt to learn some vitally important things from this document. At worst he is sure to gain added confidence and inspiration from the facts contained therein.

There are mighty few superfluous words in this. Such sage suggestions "The combination of high credit-loss

percentage and a large proportion of credit business is one to be avoided in the retail grocery business," will make us all smile, but there are slips so few of this character that we can afford the smile and welcome the solid stuff.

There is inspiration for me in the fact that this study was of Philadelphia conditions, because that town is perhaps the most perfectly developed laboratory example of the outworking of unrestricted competition between chain and individual grocers through a score and a half of years or even longer. Philadelphia, in fact, has had such experience from the beginning of real chain grocer development. And yet—

In this, our third city of 2,000,000 inhabitants, only thirty-five individual grocers went through bankruptcy in the fifty-one months, Jan. 1, 1925, to Mar. 31, 1929. That is not the whole story, of course, because investigation shows that for every grocer who goes through bankruptcy four others fail; that is, they go out of business, causing loss to their creditors, without going through the courts. These two classes would account for about 175 grocers who did not succeed.

Finally, in addition to this 175, there were many others who failed to succeed. These liquidated and retired, with loss of part or all of their investment, but without loss to creditors.

The basis of this investigation, made in the early months of 1929, was reports from 1371 independent grocery stores of all sections of the city and all sizes. In making this investigation letters were sent to the grocers listed in a 1927 directory and 20 per cent. of the letters were returned with notations that such stores were out of business.

Out of the thirty-five bankruptcy cases, previous experience history was obtained on twenty-six. Of these, twenty had had previous grocery experience. The remaining six had been wool sorter, peanut vender, shoemaker, meat cutter, merchant tailor and laborer; and out of the 1371, not failures as yet, 740 were without previous grocery experience.

Here, then, we have this amazing condition: That in this prime chain store city bankruptcy cases and all other failures, with loss to creditors, average thirty-six per year; and if we have 6,000 grocery stores of all kinds in Philadelphia, with some 3,000 individually owned, this shows 1/4 per cent. disastrous failures per annum, while the average of those who change business annually for any reason runs about 10 per cent. of the total per year.

Quite apparently, then, knowledge—so-called—of the grocery business is not much of an asset to the man who enters that business. Perhaps this is another instance of a little knowledge being a dangerous thing. For it is certain that there is training, properly so-called, in mighty few grocery stores to-day. Some old timers do a little of it, but in most stores the clerks and helpers pick up a mere trifle of grocery science without guidance. If such boys then go into business with the impression that they know groceries, it is not surprising that many have a rude awakening.

Those who are in business with no previous experience are not always there from choice. One man with spectacular success behind him in Berkeley, California, was fireman on a locomotive when his father-in-law died, leaving a going grocery store behind him. This young man took hold and has made a wonderful suc-

cess against the keenest kind of chain and other competition.

This is accounted for largely because he knew he did not know the business. Therefore, he took counsel with those who did know. He painstakingly followed that counsel. He was also industrious, attentive, care-

(Continued on page 31)

For Over 47 Years

. . . Since 1882



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HAS been marketed under the most exacting requirement . . . that it be of the highest quality . . . regardless of production cost. Strict adherence to this policy has merited a host of friends who insist on Red Star Yeast as the . . .

***BEST FOR ALL USES**

It will fulfill Your Customers' expectations, too!

20c A DOZEN (Delivered)

YOUR PROFIT is 50% on cost selling at 2 cakes for 5c

Our Branch in or near your city guarantees a Fresh Supply

RED STAR YEAST & PRODUCTS CO.

Main Office - Milwaukee, Wisc.

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Build up your goodwill with the big red heart!

Buy Michigan-grown vegetables and fruits . . . packed in Michigan. Hart Brand has made money for Michigan grocers for 40 years.

W. R. Roach & Co.
Grand Rapids



Always stock these high quality flours, that are fully guaranteed, and widely advertised.

LILY WHITE FLOUR

"The Flour the best cooks use."

Rowena Yes Ma'am Graham	Rowena Buckwheat Compound
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Rowena Pancake Flour	Rowena Cake and Biscuit

Valley City Milling Co. Grand Rapids, Michigan

PARCEL FREIGHT SERVICE

Cheaper than Freight or Express on small parcels up to 20 lbs.
4 Fast Services Daily To Big Rapids and North on U.S. 131. East to Belding, Greenville, Edmore, Alma, and Saginaw District.

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Crathmore Hotel Station,

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

GRAND RAPIDS MICHIGAN

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Thousands Now Find Graded Beef Profitable.

Some one quite a long time ago made the statement, "Experience is the best teacher." Through all the intervening years, no one has attempted to nullify or even discredit its authenticity. Though time-worn and old its significance has not been impaired. It stands to-day as the basis on which every important undertaking may safely rest.

Almost four years ago the Bureau of Agricultural Economics inaugurated the U. S. Beef Grading and Stamping service as an experiment. The service was new and untried. No one could possibly foretell just what the results would be, therefore the service of the most reliable teacher—experience—was enlisted. The experiment ended June 30, 1928, and experience during the period showed conclusively that such a service is not only practical but that it is essential to the best interest of the livestock and meat industries.

The expansion and growth of the service since that time, have convinced the most skeptical; its place in our economic distribution has been made doubly sure.

Are retailers getting greatest benefits from the service? In all cases where retailers have consistently handled U. S. graded and stamped beef good results have been achieved. This statement of fact has been attested to by scores of individual dealers in all parts of the country. These dealers know from personal experience how beneficial the sale of U. S. graded and stamped beef has been in their markets. They have told us so many, many times, and the number so testifying is constantly increasing. U. S. graded beef is uniform as to grade the country over. Government graders have no financial interest in the product. They grade it according to fixed standards and these do not vary with location, season, or any other variable factor. As a consequence a high degree of uniformity is attained; hundreds of retail merchants have learned this by personal experience. These men are getting greatest benefits from purchase and sale of U. S. graded beef. Their customers are satisfied, their confidence in the market is enhanced, and increased business logically follows. What more could the progressive merchant want?

While thousands of retailers are reaping the benefits from U. S. graded and stamped beef, the great majority are not. Some of these handle low grade beef but they don't call it low grade. Others purchase hard boned cow beef and the customers buy it as "native," "best the market affords," or under some other high sounding quality term.

Why not be honest with ourselves and honest with our customers? You don't have to handle the highest grade of beef to get the benefits from U. S. beef grading and stamping service.

There is not enough Prime to go around. We don't all want Choice. U. S. Good is much better than the average. U. S. Medium is good enough for the great majority of meat eaters. Those who are satisfied with Medium grade beef would have greater confidence in the retail merchant if he called it Medium grade.

Many retailers in various parts of the country who are handling U. S. Medium grade beef are reaping the benefits from the U. S. grading service. They have, through experience, found that it pays to name their products correctly. Their customers have found U. S. Medium grade beef satisfactory. The term Medium identifies a particular quality that meets the requirements of many. Whether you handle U. S. Medium or one of the higher grades, Uncle Sam's grade stamp on the beef in your market creates a degree of confidence on the part of your customers that is not obtained in any other way. Possibly many have not thought of the U. S. beef grading and stamping service in this light.

The old idea that "people like to be fooled" might have been justified at some period in the history of the world, but I doubt it. Certainly it has no place in the distribution scheme of the present day. Mr. Retailer, are you indifferent to the adoption of progressive ideas in your market? Do you complain about unfair competition and deceptive advertising? What are you doing to convince your customers that you are on the level? Are you convinced that it is good business to sell your wares for exactly what they are? Finally Mr. Retailer, are you listed among those who are receiving the greatest benefits from the U. S. Beef Grading and Stamping services? If not, I want to say to you frankly, the fault is largely your own. We are interested in your problems and want to be helpful. Write us about them.

W. C. Davis.

Reasons For Cheap Pork.

The low level of hog prices this spring, compared with a year ago, and the failure of prices to make a seasonal rise comparable with that which frequently develops during the first quarter, are reflections of adverse conditions that have prevailed for some time, says C. A. Burmeister of the Bureau of Agricultural Economics. These price depressing factors are larger slaughter supplies of hogs this year than last, he states, not only in this country but in all important European producing countries, an unusually weak demand for all meats due to the decreased purchasing power of the consuming population here and abroad, and the world wide decline in prices of all commodities which has been under way for more than a year.

Machine Any Can Make Tests Tenderness of Foods.

A coldly impersonal machine which takes the place of the teeth and tongue of the expert grader in testing tenderness and texture of canned fruits and vegetables is described in Circular 1644C, "An Apparatus for Determining the Tenderness of Certain Canned Fruits and Vegetables," just published by the U. S. Department of Agricul-

ture. The apparatus has already proved of considerable value in accurately measuring the relative tenderness and the Administration is confident that it will be of equal worth in the case of many other canned foods coming within regulatory scope of the amendment.

The circular shows the machine to be of simple design and two illustrations make its structure sufficiently clear to enable the average skilled mechanic to reproduce it from relatively inexpensive materials. "The Administration," said Dr. White, "has filed an application for a public-service patent on the device which will permit

any individual to construct it for his own use.

Guinea as Game Meat.

Guinea fowl meat is increasing in favor as a substitute for game such as grouse, partridge, quail and pheasant. Guinea therefore promises to become a profitable item. The demand for guineas begins late in the summer and extends through the fall and winter months. The young birds are sold when they weigh from 1½ to 2 pounds at about three months of age or older. On some markets there is a limited demand for old birds, which are often sold alive.

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Rusk Bakers Since 1882

Leading Grocers always have a supply of

POSTMA'S RUSK

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Fresh Daily

POSTMA BISCUIT CO.

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EGGS - EGGS - EGGS

WE BUY — WE STORE — WE SELL

We are always in the market for strictly fresh current receipt Eggs, at full market prices.

We can supply Egg Cases and Egg Case Material of all kinds. Quotations mailed on request.

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Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

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BRANCH AT PETOSKEY, MICH.

Distributors Fresh Fruits and Vegetables

Cranberries, Grapefruit, "Yellow Kid" Bananas, Oranges, Onions, Fresh Green Vegetables, etc.

HARDWARE

Michigan Retail Hardware Association.
President—Waldo Bruske, Saginaw.
Vice-Pres.—Chas. H. Sutton, Howell.
Secretary—Arthur J. Scott, Marine City.
Treasurer—William Moore, Detroit.

Helping "May Showers For June Brides."

The wideawake hardware dealer is always looking ahead. In times like these, he has to. In May, he plans for June, and even for July. Already most hardware dealers know pretty well the general lines of their appeal to June trade.

In June, the wedding gift trade is important. True, gift lines are more or less in demand all the year round. But June is the month traditionally favored of brides. The June bride is a traditional figure. Hence there is no better time to emphasize the fact that as a source of wedding gifts, the hardware store has distinct possibilities.

There are, however, business possibilities before the wedding gift stage is actually reached. The "shower trade" is worth some selling and advertising effort on the dealer's part.

What is a shower? I put that question up to a girl book-keeper in a hardware store.

"A shower is a sort of party given by some friend of the prospective bride," she said. "The bride is there as guest of honor, to receive congratulations. The invited guests are friends of the bride and groom but not in their immediate circle—young people most of whom would not expect to be invited to the actual wedding. And every guest brings a gift—not expensive, of course, but some useful little thing.

"There's all sorts of showers," added the book-keeper. "There's linen showers and handkerchief showers and china showers and woodenware and kitchen and aluminum and electrical showers. It's in the latter classes of showers that we're especially interested. And that reminds me—I've got to hint to May Fremlin that she really ought to get up an enamelware shower for Cora Greenwood."

Which indicates how a wideawake girl book-keeper in a hardware store can boost business.

From kitchen showers and kindred events, the small ware and other departments of the hardware store can derive a lot of trade. Considerable trade will come unsolicited. The dealer can, however, add to his trade by a little intelligent effort.

It should be kept in mind that the showers usually precede the wedding. So that if June is the month to stress the sale of wedding gift, it is timely to make a bid for the shower trade in May.

Apart from the shower trade there is, however, a kindred line of work to which it often pays the hardware store to give some attention. That is the outfitting of the new home.

One hardware dealer who catered extensively to feminine trade, launched in May one year, what he styled a "Help for the bride" department. He sent out personal letters to the prospective brides and grooms, tactfully offering the assistance of this department in the outfitting of the new home.

In advertising and selling effort of this sort, a tactful approach is essential. It is really better to get on a personal friendly footing with the young couple than to send ever a personal letter. Young people naturally go for help and advice to the dealers they know personally—provided always that the merchant and the store command their confidence.

Here is a place where the staff can help. It is a line of work that the merchant himself can't do as well. But the younger members of the staff are usually identified with young people's organizations of one sort and another; and in this way they can get into touch with a good proportion of the young folks of the community. They can learn of approaching weddings, and their acquaintanceship with the contracting parties will quite often help materially to attract the young people to the store. They can, like that alert girl book-keeper, interest friends of the bride and groom in putting on showers. And they can furnish the dealer a lot of advance information which he can use in a direct-by-mail advertising campaign if he deems one necessary.

Apart from personal work and direct-by-mail appeals, this shower and home outfitting trade can be cultivated in other ways. Thus, the store can be so arranged as to be of real help to the bride in making her purchases. Arrange a model kitchen showing a complete assortment of kitchen utensils in place. Offer more or less comprehensive combinations of utensils for a lump sum representing a slight but sufficiently attractive discount on the total price of the individual items. Have on file plans of up-to-date and convenient kitchen arrangements, so that your salespeople can show intending housekeepers how to economize on space, time and money in equipping the kitchen and doing the housework. Information along these lines can often be secured from the popular household magazines.

Fit up your model kitchen, and then have it photographed. A good, clear photograph will help to make sales after the model kitchen itself is dismantled.

Your shower advertising should suggest giving the bride a kitchen or household shower; coupled with suggested lists of suitable gifts. Coincidentally, put on a window display along the same lines.

An old display device, but a good one, requires a dummy figure of a bride with a real parasol. The bride occupies the center of the window. She is showered with all sorts of kitchen utensils and small wares. Some are heaped on the floor about her, and others are falling—or, in other words, suspended from the top of the window by fine wires. Sprinkle the whole with rice, confetti or both, and interject a show card with the slogan:

Why Not a Kitchen Shower?

This arrangement can be varied to suit your convenience.

One merchant gave a bridal aspect to his window displays by clipping pictures of bridal couples from illustrated papers and pasting them on the window. Anything of this sort will help

halt the passerby and attract attention to the display.

As previously indicated, your salespeople can often help very materially in appealing to this class of trade. They are usually young people, in close touch with the activities of other young people. They hear, long before you do, of any prospective weddings. Yet quite often we find stores where no effort is made to capitalize such helpful information. I heard a dialogue once. Said the merchant:

"Well, Joe, your old friend, Bert Tugwell, is married?"

"Yep."

"Wonder if he'll be needing a kitchen range?"

"Oh, he got one from Willard."

"That's too bad. If I'd known in time, I'd have canvassed Bert. Why didn't you tell me?"

"I could have told you, too, because I knew a couple of months ago."

And on the other hand there are stores where every tip of this sort is promptly turned over to the office by the salespeople, and every hint is systematically followed up. If this isn't done, it's not entirely the fault of the salespeople; they will be glad to do it,

but the initiative must come from the merchant himself.

It is good policy to get the names and addresses of all prospective newlyweds. This information is helpful in catering to that bigger item, the wedding gift trade itself; and in going after the regular trade of those newly married couples who make their homes in your community.

A helpful bit of store equipment is a printed or mimeographed list of suggested gifts for various kinds of showers. Such lists are often compiled for the Christmas trade; and are equally welcomed by customers seeking shower and wedding gifts. For wedding gifts, fairly expensive articles are in demand. For showers articles should be relatively inexpensive.

A great problem for the purchaser is to get something new and to avoid duplication of gifts.

One wide-awake dealer met this situation in a way that helped bring business to his store. He placed a tactful clerk in special charge of such sales. This alert young man had mimeographed lists of suggested gifts. A customer came in, asked for a suitable present for a kitchen shower. The

Michigan Hardware Co.

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Wholesalers of Shelf Hardware, Sporting
Goods and
FISHING TACKLE

BROWN & SEHLER COMPANY

Automobile Tires and Tubes

Automobile Accessories

Garage Equipment

Radio Sets

Radio Equipment

Harness, Horse Collars

Farm Machinery and Garden Tools

Saddlery Hardware

Blankets, Robes

Sheep Lined and

Blanket - Lined Coats

Leather Coats

GRAND RAPIDS, MICHIGAN

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

Wholesale Only. We Protect our Dealers.

THE BEHLER-YOUNG CO.

(SAME DAY SHIPPERS)

342 MARKET ST., S. W.

GRAND RAPIDS, MICH.

clerk asked who was the bride and who was giving the shower. Then from a file he produced a gift list. On this list he had already checked every article sold by the store for that particular shower. This customer had in mind a paring knife for a gift. "Well, we've already sold a paring knife. How about an egg-flopper?" The customer made his selection, the item was checked off, and the list hung up ready for the next comer.

Of course gifts might be duplicated by items bought at other stores—but once the fact got bruited abroad that So-and-So kept a check list of this sort practically 100 per cent. of the business gravitated to his store for the sake of avoiding duplication. In this way, by dint of a service which involved relatively little labor, that particular store got the lion's share of the trade.

While the old time kitchen shower is a perennial favorite, there is always a demand for novelty. The dealer who invents a new sort of shower will thereby add to the popularity of his store. An enamelware shower, an aluminum or electrical shower, a cooking utensil shower, a woodenware shower, a china and crockery shower—all these are suggestions which may be brought to the public through personal suggestion or through your advertising and window displays.

Victor Lauriston.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 4.—We have to-day received the schedules, reference and adjudication in the matter of Ralph Forburger and Raymond Forburger, doing business as Forburger Brothers, Bankrupt No. 4485. The bankrupts are residents of Kalamazoo. The schedule shows assets of none with liabilities of \$2,956. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Willis-Overland Co., Toledo	\$727.00
Theisen-Clemens Co., Benton Har.	225.00
Yellow Motor Car Acceptance Corp., Detroit	625.00
C. W. Kimball, Chicago	172.00
E. C. Hawley, Paw Paw	125.00
Henry Pompey, Paw Paw	50.00
Smith & Bosch, Paw Paw	15.00
Frank Conner, Paw Paw	12.00
Frank Cole, Paw Paw	125.00
Fisk Tire Co., Detroit	70.00
Ralph Ralston, Kalamazoo	50.00
Ted Shepard, Kalamazoo	25.00
William Sellick, Paw Paw	50.00
John W. Free Bank, Paw Paw	60.00
John W. Free Lum. Co., Paw Paw	100.00
Webb Sheldon Coal Co., Paw Paw	70.00
Paw Paw Ice & Fuel Co., Paw Paw	45.00
Jacob Riedl, Paw Paw	15.00
Tarbell & Stevens, Paw Paw	5.00
Frank Shaffer, Paw Paw	10.00
City of Paw Paw	25.00
Tri-County Telephone Co., Paw P.	50.00
John D. Kuipers, Kalamazoo	70.00
E. O. Hoodemaker, Paw Paw	75.00
Wm. Sellick, Paw Paw	30.00
Standard Oil Co., Paw Paw	24.00
Art Publishing Co., Kalamazoo	25.00
Gordon Burbridge, Paw Paw	20.00

May 4. We have to-day received the schedules, reference and adjudication in the matter of Robert C. Smith, Bankrupt No. 4483. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$475 with liabilities of \$5,839.34. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

April 22. We have to-day received the schedules, reference and adjudication in the matter of Miller Candy Co., Bankrupt No. 4472. The bankrupt company is located at Grand Rapids. The schedule shows assets of \$8,043.69 with liabilities of \$8,014.12. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

City of Grand Rapids	\$118.94
Mrs. Emma Bole, Grand Rapids	95.74
Genevieve Hoffer, Grand Rapids	15.80
Harry Hacker, Kalamazoo	31.64
G. K. Fowle, Wyoming Park	25.00
Motor Bankers Corp., Grand Rapids	275.00
G. R. National Bank, Grand Rap.	1,475.00
Fred W. Amend Co., Chicago	30.00
A. N. S. Co., Elmira, N. Y.	11.98
American Agricultural Chemical	

Co., Detroit	10.13
Ambrosia Chocolate Co., Milwaukee	37.27
A. & E. Novelty Co., Oak Park, Ill.	7.25
Automotive Service Co., Grand R.	37.38
Bremmer Bros., Chicago	43.57
Walter Baker & Co., Dorchester, Mass.	207.50
Betts Products Co., Chicago	90.89
W. J. Bush & Co., New York	24.90
Paul F. Beich Co., Chicago	26.39
Chicky Mfg. Co., Grand Rapids	17.00
Chicago Biscuit & Cone Co., Chi.	353.25
Chocolate Products Co., Chicago	76.00
Curtis-Helmick-Pugsley Co., Minneapolis	21.35
Cincinnati Candy Co., Cincinnati	192.00
D. H. Catty, Chicago	46.82
Colonial Oil Co., Grand Rapids	18.60
Chocolate Sales Corp., Hershey, Pa.	166.45
Corn Products Sales Co., New York	120.35
Cook Tire Co., Grand Rapids	4.75
Cino Chemical Products Co., Cincin.	15.67
Dobeckmuh Co., Cleveland	57.30
Dilling & Co., Indianapolis	90.77
Dilley & Dilley, Grand Rapids	55.01
Eckhart Co., Port Washington	11.35
Ellis Bros., Grand Rapids	6.46
Foster Stevens & Co., Grand Rap.	3.60
Ferris Coffee & Nut Co., Grand R.	234.58
Gardner & Co., Chicago	14.85
Theodore Gottman & Sons, Chicago	22.50
G. R. Paper Box Co., Grand Rapids	100.00
E. B. Gallagher & Co., Grand Rap.	53.55
Hinde-Daugh Paper Co., Muncie, Ind.	63.90
Hamilton Mfg. Co., Minneapolis	15.28
Horlich Mfg. Co., Chicago	7.96
Hazeltine & Perkins Drug Co., G.R.	7.40
Hills Bros. Co., New York	27.13
W. C. Hopson Co., Grand Rapids	19.10
Handy Chocolate Co., Springfield	294.69
Holland American Wafer Co., G. R.	44.46
Jewish Daily Forward, Grand Rap.	5.00
Johnson Candy Co., Grand Rapids	15.46
Klein Chocolate Co., Elizabethtown, Pa.	57.50
Koeze Mfg. Co., Grand Rapids	40.62
Liberty Cherry & Fruit Co., Covington, Ky.	66.50
Lamboy Label & Wrapper Co., Kalamazoo	5.08
H. Leonard & Sons, Grand Rapids	8.00
George Lueders & Co., Chicago	2.14
Mueller & Keller Candy Co., St. Joseph, Mo.	14.62
C. W. Mills Paper Co., Grand Rap.	16.43
Muir Plumbing Co., Grand Rapids	15.04
Clyde Moler, Grand Rapids	5.50
Nagel-Chase Mfg. Co., Chicago	23.35
Henry H. Ottens Mfg. Co., Philadelphia, Pa.	33.75
Oak Rubber Co., Ravenna, Ohio	1.45
M. Pressner & Co., New York	29.25
Quimby-Kain Paper Co., Grand R.	19.15
Redel Candy Corp., Milwaukee	29.84
Richmond Stamp Works, G. R.	7.10
Riverside Fuel Co., Grand Rapids	23.00
F. J. Schleicher Paper Box Co., St. Louis	30.14
Sparrows & Meins, Inc., Boston	119.00
Shotwell Mfg. Co., Chicago	27.00
South Bend Bait Co., South Bend	140.98
N. Shure Co., Chicago	21.65
St. Laurent Bros., Bay City	61.00
Schoenhoffen Co., Chicago	75.00
Schreiber Products Corp., Buffalo	15.50
C. F. Simonis Sons, Phila.	18.15
State Accident Fund, Lansing	30.88
Semrad Chemical Co., Chicago	14.50
Tanglefoot Co., Grand Rapids	2.40
United Auto Ins. Co., Grand Rapids	35.00
United Sales Co., Dayton	4.80
Vonk's Dairy, Grand Rapids	21.45
V. C. Printing Co., Grand Rapids	34.50
W. B. Wood Mfg. Co., St. Louis, Mo.	4.75
Wexford Ice Cream Co., Grand R.	.43
Wilbur-Suchard Chocolate Co., Philadelphia	64.00
White Stokes Co., Chicago	91.67
Manufacturers Motor Freight, Inc., Detroit	1.48
Consumers Power Co., Grand Rap.	7.22
G. R. Gas Light Co., Grand Rapids	33.75
Michigan Bell Tel. Co., Grand Rap.	8.05
M. Jones, Grand Rapids	50.00
Boersma Bros., Grand Rapids	.68
Goodrich Drug Co., Grand Rapids	2.59
Hoffers Drug Co., Grand Rapids	2.34
Hoxie Drug Co., Grand Rapids	.44
I. O. O. F. Lodge, Grand Rapids	15.50
B. J. Johnson, Jackson	10.04
P. H. Lewis, Watervliet	14.68
Leever's Drug Co., Benton Harbor	4.95
Mounter & Son, Albion	3.60
Public Pharmacy, Benton Harbor	23.10
Parks Drug Store, Albion	16.35
J. W. Squires, Grand Rapids	.49
Thomas Confectionary, Grand Rap.	.84
Peter Vander Bank, Grand Rapids	.35
J. C. Comer, Toledo	1,480.25
Charles M. Linnington, Grand R.	55.00
Leon W. Miller, Grand Rapids	252.68

May 4. We have to-day received the schedules, reference and adjudication in the matter of Lester Richards, Bankrupt No. 4480. The bankrupt is a resident of Greenville, and his occupation is that of a laborer. The schedule shows assets of \$750 of which the full amount is claimed as exempt, with liabilities of \$1,522. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Harry O. Nelson, Bankrupt No. 4397, the sale of asset at auction was held April 24. The trustee was present and acted as auctioneer. Numerous bidders were present in person. The assets were sold to various bidders in small lots, aggregating \$206.39. The sales were confirmed and the matter adjourned without date.

In the matter of Gust Caris, Bankrupt No. 4347, the sale of assets was held April 28. The trustee was present and as auctioneer. Bidders were present in person. The fixtures for sale were sold to Charles J. Chhak, of Muskegon, for \$200. The sale was confirmed and the matter adjourned without date.

In the matter of M. Katz & Son, Bankrupt No. 4445, the sale of assets was held April 30. The trustee was present and acted as auctioneer. About seventy-five bidders were present in person. The stocks in both stores, the fixtures in four stores were sold to Gilles & Posner, of Detroit, for \$7,605. The sale was confirmed and the matter adjourned without date.

In the matter of Otis R. Conaway, Bankrupt No. 4074, the trustee has filed his final report and account, and a final meeting of creditors was held April 21. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was approved and allowed. Claims were proved and allowed. An order was made for the payment of expenses of administration, as far as the funds on hand would permit, there being no dividends. No objections were made to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, as a case without assets over and above expenses and exemptions.

In the matter of Terrace Cafe, etc., Bankrupt No. 4183, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held April 21. The bankrupt was not present or represented. The trustee was present in person. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration, as far as the funds would permit. There were no dividends. No objections were made to the discharge of the bankrupt. The meeting then adjourned without date, and the case has been closed and returned to the district court.

May 5. We have to-day received the schedules, reference and adjudication in the matter of Harry A. Carthaway, Bankrupt No. 4487. The bankrupt is a resident of Grand Rapids, and his occupation is that of a carpenter. The schedule shows assets of \$183.25, with liabilities of \$1,643. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 5. We have to-day received the schedules, reference and adjudication in the matter of Harry E. Draa, Bankrupt No. 4486. The bankrupt is a resident of Grand Rapids, and his occupation is that of a real estate salesman. The schedule shows assets of \$2,700 of which \$200 is claimed as exempt, with liabilities of \$5,692.56. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 6. We have to-day received the schedules, reference and adjudication in the matter of LaGrand Silver, Bankrupt No. 4488. The bankrupt is a resident of Kalamazoo. The schedule shows assets of \$375 of which \$200 is claimed as exempt, with liabilities of \$787.75. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 6. We have to-day received the schedules, reference and adjudication in the matter of Hamilton-Anderson Co., Bankrupt No. 4489. The bankrupt concern is located at Niles, and they retailed furniture. The schedule shows assets of \$38,677.25 with liabilities of \$58,339.42. The list of creditors of said bankrupt is as follows:

City of Niles	\$650.00
P. W. Stein, Niles	30.00
A. J. Lynch, Niles	292.37
L. H. Hamilton, Niles	300.00
Leo P. Anderson, Niles	300.00
South Bend Association of Credit Men, South Bend	600.00
Mrs. Harriet White, Niles	600.00
Mrs. Carrie Reum, Niles	22.25
Aeroshade Co., Waukesha, Wis.	41.30
American Chinaware Co., Cleveland	197.50
American Lamp & Shade Co., Chi.	204.10
American National Co., Toledo	208.03
W. L. Babbitt Co., Niles	21.67
R. C. Baneker Co., Detroit	67.50
Bay View Furn. Co., Holland	76.25
Beckwith Co., Dowagiac	12.00
Board of Public Works, Niles	72.31
Boxwell Radio Supply Co., So. Bend	2.92
Burke Golf Co., Newark	152.25
Capitol Tire & Service Co., Niles	47.85
Phillip Carey Co., Chicago	25.25
Carson Pirie Scott & Co., Chicago	62.10
Caswell-Runyan Co., Huntington	48.50
Howard L. Chambers, South Bend	30.00
Chicago Art Novelty Co., Chicago	24.00
Chicago Asbestos Table Mat Co., Chicago	7.68
Chicago Parchment Shade Co., Chi.	10.16
Robert Cleeland's Sons, Inc., Phila.	25.00
Coleman Furn. Co., Pulaski	101.00
Coleman Lamp & Stove Co., Chi.	4.12
Columbia Paper Co., South Bend	98.03
Cribben & Sexton Co., Chicago	600.00
Deltex Rug Co., Oshkosh	21.15
Detroit Vapor Stove Co., Detroit	4.08
Donaldson Litho. Co., Newport	117.00
Eckhart Co., Port Washington	7.05

Elkhart Bedding Co., Elkhart	9.00
Elliott Addressing Co., Cambridge	19.62
Falcon Mfg. Co., Big Rapids	46.50
Favorite Stove & Range Co., Piqua	119.30
Federal Electric Co., Chicago	.83
Folding Furn. Works, Inc., Stevens Point	69.30
Fox Furnace Co., Elyria	510.51
Frazee Motors, Niles	262.13
C. H. Frazee, Niles	250.00
Furn. City Upholstery Co., Grand R.	.84
Globe-Bosse-World Co., Evansville	266.25
Goshen Novelty Co., Goshen	31.00
L. Gould & Co., Chicago	45.31
G. R. Wood Finishing Co., G. R.	3.55
Haggard & Marcusson Co., Chicago	49.30
O. F. Hall, South Bend	23.96
C. Harris, Chicago	54.00
Holland Furn. Co., Holland	81.45
Home Stove Co., Indianapolis	1.16
Hoover Co., North Canton	638.01
J. R. Hopkins, Inc., St. Joseph	46.20
Horton Mfg. Co., Fort Wayne	48.00
W. H. Howell Co., Geneva	238.97
C. F. Huff, Niles	9.65

(Continued on page 31)



SARLES
Detective Agency
Licensed and Bonded
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Sand Lime Brick

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

Brick is Everlasting

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KRAFT CHEESE

All varieties, bulk and package cheese

"Best Foods"
Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUIN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES

HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, May 9.—Heard quite an interesting discussion at a caterers meeting the other evening over the development of the cafeteria in luncheon service, all of which reminded me of the development of that enterprise in Michigan. Outside of Detroit, so far as my recollection leads me, E. S. Richardson, at Hotel Kerns, Lansing, was one of the first to adopt this method of serving food, but rather incline to the opinion that at first self-serving was elective there. The Kerns restaurant, under the personal management of "Dick" Murray, gave the guest the option of helping himself or being waited on. It worked out wonderfully well, but the excellence of the food offerings had as much to do with its success as anything. The Pantlind, at Grand Rapids, soon followed, went in on a much more extensive scale, and as most of us know, has been operating largely on this plan ever since. At Kalamazoo, the Y. W. C. A. cut quite a swath for some time with a cafeteria service and made considerable inroads on the business of the various hotels. However, the ever astute manager of Hotel Burdick, Walter Hodges, couldn't see it that way. He made a careful survey of the situation, with the result that within a few months he had in operation one of the most complete self-service establishments in the Middle West. He paid rather more attention to the quality of the food than most operators were wont to do, and has never let up on this program. He provides such as do not desire self-service the option of an exclusive dining room where they may find the very best of service at any time. He just didn't propose to be outdone by any charitable institution and he has shown doubtful Missourians that he sure knows his onions. There are many people who have a well established prejudice against patronizing cafeterias. They are entitled to maintain them and it is the real diplomat who can keep them "going."

Notwithstanding the decision of the U. S. Supreme Court to the effect that public places using copyrighted music in radio service must settle with the authors or publishers for the use of same, there seems to have been an armistice declared while conferences are being held between hotel and restaurant operators on one side and music providers on the other. The American Hotel Association, which some time ago proposed legislation which exempted radio service patrons from paying a royalty where no charge, or admission fee was exacted, is looking after the matter and seems sanguine of securing a satisfactory adjustment of the problem.

Just to show what lengths a hotel will go to please the whim of a guest, a New York establishment provided for Dr. Albert Einstein, who had expressed a desire for some real English mutton, with some of the real article, though echo fails to reveal whether it came by telephoto or absent treatment.

Fred M. Cowles, for many years assistant manager of Detroit Statler, and who has served several terms as a governor of Michigan Charter No. 20, of the Greeters, was nominated for president for the ensuing year at a meeting held last week at Hotel Barlum. Other nominations were: Joseph Denawitz, Hotel Fort Shelby and Paul T. Kilbourn, Hotel Statler, for first vice-president; Howard V. Heldenbrand, Hotel Heldenbrand, Pontiac, second vice-president; Wm. F. Loos, Royal Palm, and George Snyder, Book-Cadillac, third vice-president; W. H. Crabb, Wilcrest Hotel, Charter

vice-president; A. Fred Nussbaum, secretary-treasurer. The Detroit charter, already one of the most progressive in the country, is constantly increasing its membership, is on terms of the strictest amity with their employers, and, I might add, are "sitting pretty."

The carrot acreage of the country has increased 219 per cent. in seven years. While carrots are not quite as hard as spinach to take, yet we seldom wonder why doctors would rather prescribe them than eat them. Only a few short years ago the lowly carrot was raised for stock-feeding purposes only. To-day, however, you find them mixed up with about every menu which you pick up, and some folks claim to like them, reminding me that in a formula which I read the other day, for the architecture of chicken pie, some dreamer who quite likely imagined he had an order for Irish stew, suggested that carrots and peas be incorporated therein. Not for me. "I want what I want when I want it," and when I order chicken pie, I stipulate, that besides chicken and rich yellow gravy, nothing else is to enter into its composition except short biscuit dough. So simple and so hard to find. One catering establishment out here has made a fortune by supplying just this brand of pastry—if you may call it such—to the dear public. Others surround a mess of Hungarian goulash with an indifferent crust, and kid themselves with the notion the public are buying them for food. This element of patrons are never repeaters, and the last named product usually finds its final setting in a museum.

I cannot help but think occasionally of that caterer on Elizabeth street, in Detroit, who last year told me his sales of steamed apple dumplings, like the Plymouth Rock maidens used to make, averaged over 400 per day, at 20 cents per. Why? Because they were like mother made, instead of handballs.

Eastern cities began daylight saving time last week. The railroads still stick to standard time, and so does California. So much sunshine out here we do not have to utilize the services of clocks to save it.

Reports from all parts of Lower Canada are to the effect that many new hotels are being built in anticipation of a largely increased tourist trade this summer. Some people seem to feel that it is the absence of Volsteadian regulations which helps the Canadian boniface, which may or may not be so. I doubt, however, if any long-headed investor is going to spend his money for hotel construction, based on human weaknesses. Canada has a lot of scenery which has never before been exploited so strongly, which may have a lot to do with it.

F. W. Bergman, who was manager of Detroit Statler, when it was first opened, and was with that organization in various capacities for a long time is now manager of Hotel Shelton, New York.

L. J. Behringer, who has been assistant manager of the Hotel Huron, in Ypsilanti, under the late George H. Swanson, for the past four years, has been placed temporarily in charge of the Ypsilanti house, following the recent death of Mr. Swanson. Before joining the staff of the Huron, Mr. Behringer had been connected with the front office of the Hotel Stoekle, in Wilmington, Delaware, for thirteen years. He will handle the house until the directors make a permanent appointment.

One of the largest restaurant chains in the country shows somewhat increased profits for the first quarter of the present year on slightly lower



Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable.

Free private parking space.

GEO. W. DAUCHY, Mgr.

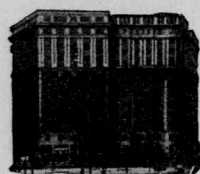
HOTEL DETROITER.

ROOMS 750 BATHS
FREE GARAGE
UNDER KNOTT MANAGEMENT

SINGLE ROOMS
WITH
PRIVATE BATH
\$2.00 \$3.00
NO HIGHER



DETROIT



NEW

Decorating
and
Management

FAMOUS

Facing
Grand Circus Park. Oyster Bar.
800 Rooms - 800 Baths

Rates from \$2

HOTEL TULLER
HAROLD A. SAGE, Mgr.

In

Kalamazoo

It's

PARK-AMERICAN

George F. Chism, Manager

New Hotel Elliott STURGIS, MICH.

50 Baths - 50 Running Water
European
E. J. GEROW, Prop.

NEW BURDICK

KALAMAZOO, MICHIGAN
In the Very Heart of the City
Fireproof Construction
The only All New Hotel in the city.
Representing
a \$1,000,000 Investment.
250 Rooms—150 Rooms with Private Bath.
European \$1.50 and up per Day.
RESTAURANT AND GRILL—
Cafeteria, Quick Service, Popular Prices.
Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
WALTER J. HODGES,
Pres. and Gen. Mgr.

HOTEL OLDS

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

Occidental Hotel

FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

HOTEL CHIPPEWA MANISTEE, MICH.

Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.
Hot and Cold Running Water and Telephone in every Room.
\$1.50 and up
60 Rooms with Bath \$2.50 and \$3
HENRY M. NELSON, Manager

"We are always mindful of our responsibility to the public and are in full appreciation of the esteem its generous patronage implies."

HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

Republican Hotel MILWAUKEE, WIS.

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

Park Place Hotel

Traverse City

Rates Reasonable—Service Superb
—Location Admirable.
GEO. ANDERSON, Mgr.
ALBERT J. ROKOS, Ass't Mgr.

HOTEL KERNS

LARGEST HOTEL IN LANSING
300 Rooms With or Without Bath
Popular Priced Cafeteria in Connection. Rates \$1.50 up.
E. S. RICHARDSON, Proprietor

sales. Thus indicating that the management has established a fair margin of profit on sales—something too many feeding places have, in the past, failed to do. One of the reasons for frequent changes in restaurant operation in the past was that operators attempted to give the guest just what he wanted at the price he was willing to pay without regard for consequences. No real business enterprise can keep within the black by such methods, any easier than they can keep out of the red by over-charging.

There is at least one hotel establishment on this earth of ours which admits it is doing a "going" business. That is at Aqua Caliente, just over the boundary line between California and Mexico. During all the period of so-called depression in the past two years, the hotels in that section have been crowded to overflowing, at rates which might by some be considered "confiscatory." Once in a while I join a party of friends who just take this 140 mile auto trip for a day's diversion, and once on the ground it is hard to imagine that anywhere in the world there was such a thing as financial depression. Millions of dollars are spent there daily, some for gambling, plenty for booze, and yet there is no lawlessness, and people down there almost make you believe that prosperity has encompassed that "corner" we have been hearing so much about.

Some of the railroads out here, most active of carriers in the fight on motor truck competition, have started store delivery and pick-up service. Like the recent cut in passenger rates made several months ago the new service is being tried out in certain remote sections, so as not to disturb the general rate structure. Maybe some general movement of this nature will keep the roads out of receivers' hands, but the railroads have a lot of sore spots to heal over before the general public will have much sympathy for them. At a time when gasoline service was just starting in, the rail lines, with a great show of arrogance, arbitrarily raised rates, and made the public so sore, that they were willing to pay even higher rates than the rails contemplated charging. Just that spirit of antagonism, you know, which the corporations should have been very slow of engendering. Motor transportation may be unjust competition, but after all the public is responsible for it and they pay for the roads.

California, which, more than almost any other state, has economic as well as sentimental reasons for preserving the beauties of her scenery, has finally joined the procession of states, in which I am pleased to see Michigan well at the head, in a program to abolish billboards. They have already begun to tear down the unsightly things out here and it is estimated that there are at least 50,000 under the ban. Political and other strings are being pulled to keep some of them standing, but I am inclined to think that all such crude advertising will be eliminated in the near future. Then if the officials, both state and local, will pay more attention to marking the highways understandingly, they will have performed a good work.

I have repeatedly warned Easterners against the idea of coming on to California in search of jobs. It is useless to try it, for there is much unemployment and the highways are constantly lined with jitneys, loaded with families and household belongings, all hoping to find employment where there is absolutely none in sight. If one wants to come out here for a vacation, you can spend it here as economically as you can anywhere, but be sure and make arrangements for your return passage. Every day I run across someone who has undertaken

the gamble, but they have been invariably unsuccessful. Just now I have in mind an individual with whom I had an acquaintance in Michigan, who came out here over a year ago, and absolutely knew he could get a job anywhere. For the past eight months I might say I have "grub-staked" him. He has been sleeping in a garage, and coming to me for wherewithal to buy the simplest necessities of life. He cannot get back to Michigan. There is much talk about the preference shown to Native Sons in the parceling out of jobs, but I do not believe this is true, except, possibly, in a few isolated cases. At Boulder City, the site of the new dam, on which the Government expects to begin operation some time this summer, at least 5,000 people are waiting the beginning of activities. At no time do they expect to employ over 1,000 laborers. Massive machinery, capable of doing the work of many will mostly be employed in grading. If you have the price of a round-trip ticket, and sufficient surplus to "ante" for lodgings and meals, why come ahead. Living costs are very low here, but you must have something to meet the requirements of the groceryman, or you will find yourself headed for the Midnight Mission, and they are also vastly over-taxed.

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 chief executive, or the role of a policeman.

The Government farm relief "error" doesn't know just yet whether it wants to finance the grape growers in their effort to violate the Volstead act by placing on the market fruit concentrates which only have to be exposed to the atmosphere, when they at once begin to pitch and rare with a determined effort to produce something which if it is not harmful, is a violation of the law; and at least wicked. The board has already advanced several millions to this particular industry, but the naughty, naughty beneficiaries don't seem to care a whoop what becomes of these concentrates after they leave the producers hands. And yet the grape growers, who began their activities in a day and age when their efforts were considered commendable, have families to support, and are as hard up as the grain farmer who possibly raises malt and barley, from which malt syrup, which can only be used for one specific purpose—the manufacture of ale or beer. A well defined policy on the part of Uncle Sam, as to where the point of demarcation wedges in will be hailed by almost everyone, especially agriculturists and the like.

Mother's Day is certainly a worthy institution, but it would be of much greater value to Humanity, if people would have it in mind every day in the year. We are all inclined to be too forgetful. For instance we spend a couple of dollars on flowers for mother or a telegram, and then allow that sweet being to go a whole year before we "chirk" her up again. Instead of a dollar for telegraphing, why not invest in postage stamps and give the dear soul fifty-two thrills a year instead of one which will naturally create a spasm of fright on its receipt, if she is imbued with the customary female complex?

And there are other mothers, hosts of them, who are overlooked by almost everybody. We save our conscience by devoting a few moments once a year to our own, but never

think of the poor beings who are making a supreme struggle to exist and at the same time to bring up other neglectful sons and daughters; of the horde of deserving women that industry has no place for after the freshness of youth has disappeared. It is well, however, to remember the little, old, gray-haired mother, sitting in her rocking chair. Let's love her collectively, as we do the one individually, with a deep feeling of respect. But let's attune ourselves to a policy which will bring us in contact with her oftener than once a year.

To take the minds of the unemployed away from their misery, one of our wonderful government bureaus is issuing pamphlets telling us how to support a family on nine dollars per week and be happy at the same time. Bulletins like these give women's clubs a text for something to discuss at their meetings, but how about the millions who are desirous of knowing how to get hold of the nine bucks? Too much of our public funds are wasted in the publication of twaddle which is never read by anyone outside of psychopathic institutions.

Flying in the face of the almost universal human desire for lasting fame, Mary Pickford's testamentary wish that all her films be destroyed after her death, is somewhat surprising. One might argue that movies are art, that art belongs to humanity, that no one should destroy it. There is no doubt that the public would submit to no total destruction of the writings of genius, great pictures or great statues. In films, at least, some should never be destroyed. "Hell's Angels," for instance, has lasting historical value because of the accurate views of world war air fighting. At great expense scores of war-type planes were assembled, undoubtedly for the last time.

Of course there are many film offerings which were never worth the cost of making the negatives, but many others have great historic value, and many have artistic value. It would be a mistake if "Our Mary" decided to have all the results of her efforts denied to posterity.

Students at San Jose State College, California, are being carefully instructed not to eat peas with a knife or to tuck their napkins under their chins. On with the food tablet.

Frank S. Verbeck.

Were I But a Cloud.

Were I but a cloud
What could I do,
What would I do,
Low or high
In the sky
Rising, falling
Oft appalling
Hither, yonder
What a wonder
Is a cloud up in the sky.

Were I but a cloud
Could I be kind
Before the wind
Driving through
Gray or blue;
Lifting, racing
Interlacing
Or the glaring
Sunbeams daring—
I a cloud up in the sky.

Were I but a cloud
Then would I there
This also dare—
Carry rain
While again
Undertaking
Thunder-making;
Later showing
Twilight's glowing
On a cloud up in the sky?

Were I but a cloud—
If truly true—
This would I do—
Travel far
To a star;
If it races
Out where Space is
And should twinkle,
I would sprinkle
Blue-white diamonds through the sky.
Charles A. Heath.

Announces Asiana, a New Sheen Rug.

After several years experimental work, the Pennsylvania Carpet Company has announced the Asiana, a washed American-reproduced Oriental with the pattern through the back. At present the rug can be obtained in eleven sizes ranging from 27x52 to 12x18, in eight patterns and a wide range of colors. The 9x12 can be re-tailed around \$150.

Miss Mildred Vickerman, daughter of the president of the company, styled this line.

Giving Advice.

Whether the giving of advice is advisable or not depends on whether it is given by a fool or a wise man.

A man complained bitterly of the conduct of his son. He related at length to an old friend all the young man's escapades.

"You should speak to him with firmness and recall him to his duty," said the friend.

"But he pays not the least attention to what I say. He listens only to the advice of fools. I wish you would talk to him."

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

That is why LEADERS of Business and Society make their headquarters at the

PANTLIND HOTEL

"An entire city block of Hospitality"
GRAND RAPIDS, MICH.
Rooms \$2.25 and up.
Cafeteria -:- Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -:- 400 Baths

RATES

\$2.50 and up per day.

Hotel and Restaurant Equipment

H. Leonard & Sons
38-44 Fulton St., W.
GRAND RAPIDS, MICH.

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—Orville Hoxie, Grand Rapids.
Vice-Pres.—Clare F. Allen, Wyandotte.

Director—Garfield M. Benedict, Sandusky.

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

Michigan State Pharmaceutical Association.

President—John J. Watters, Saginaw.
First Vice-President—Alexander Reid, Detroit.

Second Vice-President — F. H. Taft, Lansing.

Secretary—R. A. Turrell, Croswell.
Treasurer—P. W. Harding, Yale.

Action of Thallium Acetate on the Hair.

Recent investigations have disclosed the strange fact that loss of hair in the male pattern is due to a disturbance of the sympathetic nervous system. Although little is known regarding the actual factors, sufficient evidence has accumulated to warrant the statement that some people are "nerve bald," and that further as far as modern knowledge is concerned, little or nothing can be done about it.

Almost two thousand years ago, Celsus, a Roman writer who was not a physician, recorded a type of baldness in which the hair across the back of the head between the ears was lost in toto. This type of baldness is seen to-day and is known by the name of its describer. Celsus recognized that the regrowth of hair in the periphery of the scalp occurred rarely, especially if the patient were an adult. According to modern studies, the reason for this is that periphery of the scalp of the post-adolescent person is not under the control of the sympathetic nervous system but under the control of the central nervous system.

Within recent years, another clinical and experimental factor tending to prove the influence of the sympathetic nervous system on the hair of the head has been found in the action of thallium acetate. Thallium acetate was used about forty years ago to reduce the perspiration of persons with tuberculosis. Sabouraud of Paris noted that the hair of certain persons so treated was lost. He concluded that thallium acetate would serve to remove the unwanted hair of the face and lip of sensitive ladies. To this end, he devised a paste containing thallium acetate, but it never found favor. The reason for its failure forty years ago (a failure which has been repeated within the past year) is that thallium acetate causes hair to fall through the action which this powerful drug exerts on the sympathetic nerves. Local application to the hairy skin or scalp does not cause the hair to fall. The thallium acetate must be absorbed, and in its absorption causes many obscure and indeed dangerous by-effects.

But how does the action of thallium acetate aid in establishing the action of the sympathetic nervous system as the cause of pattern baldness in the male?

It has been found that thallium acetate taken by mouth causes the hair to fall. But there are certain conditions which must be met. A Mexican phy-

sician first suggested this variant of Sabouraud's idea; the hair of children who have ringworm of the scalp and who are too restless to permit the use of properly measured doses of X-ray can be made to fall by thallium acetate taken by mouth. If the child is pre-adolescent the hair of the entire scalp falls, and regrows having in the meantime given an opportunity for antiseptic treatment of the hair follicles. If the child is post-adolescent, the hair of part of the scalp falls. And the critical part of the entire matter is: in a post-adolescent child, the hair of the periphery of the scalp remains; only the hair of the central part of the scalp falls. And the pattern of the fall is the exact duplicate of the pattern loss of hair in the adult male.

It may be well at this point to give a brief description of the two types of nervous systems mentioned. The central nervous system is concerned with voluntary movements and actions. The sympathetic nervous system deals with involuntary activity. The secretory glands are under charge of the sympathetic nervous system, for example. The central nervous system gives you the opportunity of thinking by being part of the receptive nervous system into consciousness. The sympathetic nervous system is automatic—its reception and action are beyond the conscious will.

The two systems are closely associated, so that in health there is an interdependence of the two for the maintenance of a proper balance of activity of the body.

The theory has been proposed that the central nervous system of advancing man is assuming many of the functions of the sympathetic nervous system which were essential to previous generations. The secondary place which the sympathetic nervous system control is assuming may be regarded as evidenced by the loss of scalp hair control to the nervous system.

It is not our purpose at this moment to further expand on the relationships of central nervous to sympathetic nervous system control. Each one can find in his or her own experiences the basis of the contention that the purely automatic nerve control as evidenced in the reactions of a new born baby are less desirable in our present social and economic state of existence to central nervous system control of the thinking adult.

If one reconstructs the process of loss of hair in pattern baldness, one finds that there is a recession at the temples so that the square cut pompadour hair line at the forehead is lost. The two lateral indentations progress so that the forehead line assumes roughly the shape of the letter M. A woman incidentally does not lose her hair at this pattern. Back to male baldness: there may be loss of hair at the vertex or top of the scalp. And the final stage consists of having the angles of the extended M meet the top bald spot.

Another link in the chain of the evidence for the nerve factor of loss of hair! When a man has lost the hair from the top and front of the head he finds that the hair remaining on the sides and at the back grow more rapidly, so that he must go to the barber

more and more often to have less and less haircut. That is, he should, or else permit the locks left to him at these sites to grow long a la the late Mr. Bryan.

Just what combination of circumstances controls the glands of internal secretion upsetting the sympathetic nervous system in some people who become "nerve bald" according to pattern is not known. It may be guessed at—but guesses are not valid.

One other point must be made: of all the drugs offered for alleviation of loss of hair, only one has had any scientific control. And that drug has an action on the sympathetic nervous system which is antagonistic to the action of thallium acetate.

In brief, observation for two thousand years or perhaps longer and experimental studies indicate the sympathetic nervous system controls the hair of that part of the scalp of the male portion of our population which is lost according to pattern. The observations include: band-like loss of hair across the back of the head; action of thallium acetate on preadolescent and postadolescent children; male or M hair line at the forehead; growth characteristics of fringe of hair in men; and the specific action of antagonistic drugs to thallium acetate in restoring hair growth. The conclusion is that a very definite type of "nerve baldness" exists though the gland factors which influence the sympathetic nervous system are obscure.

The observation need not be considered original, although it may be said that the accumulation of steps outlined to make a plausible continuity has not been previously offered. Unless very definite results can be obtained with drugs having the opposite effect than thallium acetate, persons with "nerve baldness" must be resigned to go bald or else wear a wig.

Herman Goodman, B. S., M. D.

New Standards Fixed For Canning Industry.

Federal standards for canned cherries, apricots and tomatoes have been established by the Secretary of Agriculture, Arthur M. Hyde, to become effective July 27, the Department of Agriculture announced April 29. After the effective date of the standards, canners must label their products as being substandard unless they conform to the requirements fixed by the Secretary, the Department explained. The statement follows in full text:

The Secretary of Agriculture announced April 27, 1931, United States standards for canned apricots, cherries and tomatoes to become effective in 90 days or July 27. He acted under the authority conferred by the amendment of July 8, 1930, to the Federal Food and Drugs act.

This amendment authorizes the Sec-

retary of Agriculture to establish and promulgate definite standards for all canned foods—excluding only meat and meat food products subject to the Meat Inspection act, and canned milk—and to set a form of label designation for substandard canned foods coming within the jurisdiction of the amendment. The Secretary announced this label designation on Feb. 16, 1931, as "Below United States Standard, Low Quality But Not Illegal."

Beginning July 27, all canned apricots, cherries and tomatoes falling below the standards of quality announced yesterday will be required to bear this label designation in prominent letters upon the can. The purchaser finding this label, will know that the canned food, while substandard, is nevertheless wholesome and edible, even though not so palatable or so attractive as a standard product.

Commenting upon the new labeling regulation, Dr. P. B. Dunbar, Assistant Chief of the Food and Drug Administration, stated to-day: "It is not the Administration's conception of the purpose of Congress that the labeling for substandard foods is intended to stigmatize unduly the article to which it is applied. The amendment is to let the consumer know what goods are below standard, but it is our conception that a substandard product is wholesome and edible. If it were not, its distribution would be illegal under the terms of the Federal Food and Drugs Act."

In brief, the newly promulgated standards are as follows:

Canned apricots are the normally flavored and normally colored canned food consisting of (1) the normal and uniform sized, tender, unpeeled, mature, unblemished, pitted, unbroken halves of the fruit of the apricot tree, and (2) sugar solution.

The weight of fruit in the container is not less than three-fifths the weight of water which the sealed container will hold at 68 degrees Fahrenheit, except that, when necessary to prevent crushing of the fruit, a tolerance not exceeding the weight of two average pieces is allowed. The liquid portion of the finished produce reads not less than 16 degrees Brix (read at the proper temperature for the instrument used). A specific measure of the tenderness of the standard fruit is prescribed.

Canned cherries are the normally flavored and normally colored canned fruit consisting of (1) the normal and uniform sized, fleshy, mature, unblemished, stemmed, whole fruit of the cherry tree, and (2) sugar solution.

The weight of fruit in the container is not less than three-fifths the weight of water which the sealed container will hold at 68 degrees Fahrenheit, except that, when necessary to prevent crushing of the fruit, a tolerance not

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217 Eugene St.

Phone 30137

Grand Rapids, Mich.

exceeding the combined weight of three average units is allowed. The liquid portion of the finished product reads not less than 16 degrees Brix (read at the proper temperature for the instrument used). Specific measures of fleshiness and blemishes are prescribed.

Canned tomatoes are the normally flavored and normally colored canned food consisting of the peeled, cored and trimmed whole or large pieces of the mature, red fruit of a tomato vine (*Lycopersicum esculentum*), with or without the drained juice of peeled, cored and trimmed tomatoes in amount not exceeding that normal to the fruit being packed, and with or without added seasoning (sugar, salt). Specific measures of color, consistency and blemishes are prescribed.

Poisons Accessible To Children.

A serious menace to young children lurks in the sugar-coated tablet and the pink pill when these contain strychnine, Dr. John Aikman of Rochester, has warned in an address before the Rochester Pediatric Society.

The amount of strychnine in each tonic tablet or cathartic pill is not very large. It will not harm the adult for whom the tablets and pills are intended. However, these colored, sugar-coated pills are attractive to small children, much as candy is. Frequent cases of convulsions and death in children under five have been traced to eating large numbers of such tablets unobserved by parents or nurses. The finding of the empty or half-empty bottle later has given the clue to the cause of the child's illness.

"The aggregate amount of strychnine or other poisons thus put in the hands of patients may be surprisingly large," Dr. Aikman said, commenting on the fact that tonic tablets containing strychnine have become household

remedies and cathartic tablets have even a more general use. The layman is not aware that the tablets contain large amounts of poison, and if he does notice strychnine in the formula he is unfamiliar with the toxic dosage. The package or bottle is left in reach of the small child. The brightly colored sugar or sweet chocolate coating of the tablets is not unlike candy; in fact, just such appearing candies are sold. They are swallowed without mastication or otherwise the bitter taste of the various ingredients would serve as a sufficient safeguard. The interval required for the solution and absorption of the tablets makes detection and treatment of the poisoning more difficult. In fact, an attractive and potent poison trap is thus set for the small infant."

Benzoyl Peroxide Treatment of Ivy Poisoning.

New method for treating poisoning from poison ivy or poison oak has just been reported to the American Medical Association by Dr. Paul D. Lamson, of Nashville, Tenn.

These plants produce their unpleasant effect by means of a poison called toxicodendrol. Toxicodendrol can be neutralized or made non-poisonous by changing its chemical composition so that the proportion of oxygen is increased. Benzoyl peroxide produces this change and is besides a non-irritating, non-poisonous substance.

When benzoyl peroxide powder is dusted well over the spots affected by poison ivy, and kept in place by a light bandage, the itching disappears in about fifteen or twenty minutes and does not return for eight or ten hours after a single application. It is not a certain cure in all cases, but it does relieve the itching and prevent further spread of the poison, even where it does not cure.

Seasonable Merchandise

Base Balls, Indoor Balls, Golf Balls

GOLF SUPPLIES—Clubs, Bags, Etc.

TENNIS SUPPLIES—Balls, Rackets, Etc.

INSECTICIDES. ROGERS HOUSE PAINT

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PICNIC SUPPLIES,

WALL PAPER CLEANERS
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PAINT BRUSHES

MOTH KILLERS—ANT KILLERS
BATHING SUPPLIES—FOOD JUGS
SPONGES—CHAMOIS—ETC.

Complete Sample Line Always on Display

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	5 00@5 25	Buchu	@ 2 16
Boric (Xtal)	10 @ 20	Eigeron	4 00@4 25	Cantharides	@ 2 52
Carbolic	38 @ 44	Eucalyptus	1 25@1 50	Capsicum	@ 2 28
Citric	46 @ 60	Hemlock, pure	2 00@2 25	Catechu	@ 2 16
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	@ 2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Colchicum	@ 1 80
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	@ 2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	@ 2 94
Tartaric	43 @ 55	Lavender Flow	6 00@6 25	Gentian	@ 2 28
Ammonia		Lavender Gar'n	1 25@1 50	Guaiac	@ 2 04
Water, 28 deg.	07 @ 18	Lemon	2 50@2 75	Guaiac, Ammon.	@ 2 04
Water, 18 deg.	06 @ 15	Linseed, boiled, bbl.	@ 81	Iodine	@ 1 25
Water, 14 deg.	5 1/2 @ 13	Linseed, raw, bbl.	@ 73	Iodine, Colorless	@ 1 50
Carbonate	20 @ 25	Linseed, bld., less	33@1 01	Iron, Clo.	@ 1 56
Chloride (Gran.)	08 @ 18	Linseed, raw, less	35 @ 98	Kino	@ 1 44
Balsams		Mustard, artifi. oz.	@ 30	Myrrh	@ 2 52
Copaiba	1 00@1 25	Neatsfoot	1 25@1 35	Nux Vomica	@ 1 80
Fir (Canada)	2 75@3 00	Olive, pure	3 00@3 00	Opium	@ 5 40
Fir (Oregon)	65@1 00	Olive, Malaga,	3 00@3 00	Opium, Camp.	@ 1 44
Peru	3 00@3 25	yellow	3 50@3 00	Opium, Deodors'd	@ 5 40
Tolu	2 00@2 25	Olive, Malaga,	3 50@3 00	Rhubarb	@ 1 92
Barks		green	2 85@3 25	Paints	
Cassia (ordinary)	25 @ 30	Orange, Sweet	6 00@6 25	Lead, red dry	13 1/4 @ 13 1/4
Cassia (Salign)	40 @ 60	Origanum, pure	@ 2 50	Lead, white dry	13 1/4 @ 13 1/4
Sassafras (pw. 50c)	@ 40	Origanum, com'l	1 00@1 20	Lead, white oil	13 1/4 @ 13 1/4
Soap Cut (powd.)	20 @ 30	Pennyroyal	3 25@3 50	Ochre, yellow bbl.	@ 2 1/2
Berries		Peppermint	4 50@4 75	Ochre, yellow less	3 @ 6
Cubeb	@ 90	Rose, pure	13 50@14 00	Red Venet'n Am.	3 1/2 @ 7
Fish	@ 25	Rosemary Flows	1 50@1 75	Red Venet'n Eng.	4 @ 8
Juniper	10 @ 20	Sandelwood, E.	12 50@12 75	Putty	5 @ 8
Prickly Ash	@ 50	Sassafras, true	2 00@2 25	Whiting, bbl.	@ 4 1/2
Extracts		Sassafras, arti'l	75 @ 100	Whiting	5 1/2 @ 10
Licorice	60 @ 75	Spearmint	5 00@5 25	Rogers Prep.	2 45 @ 2 65
Licorice, powd.	60 @ 70	Sperm	1 50@1 75	Miscellaneous	
Flowers		Tany	6 00@6 25	Acetanilid	57 @ 75
Arnica	75 @ 80	Tar USP	65 @ 75	Alum	06 @ 12
Chamomile Ged.	35 @ 45	Turpentine, bbl.	@ 65	Alum, powd. and	09 @ 15
Chamomile Rom.	@ 90	Turpentine, less	72 @ 85	Bismuth, Subni-	2 12 @ 2 40
Gums		Wintergreen,	6 00@6 25	trate	2 12 @ 2 40
Acacia, 1st	@ 60	Wintergreen, sweet	3 00@3 25	Borax xtal or	06 @ 13
Acacia, 2nd	@ 50	Wintergreen, art	75 @ 100	powdered	1 25 @ 1 60
Acacia, Sorts	25 @ 40	Worm Seed	6 00@6 25	Cantharides, po.	2 72 @ 2 82
Acacia, Powdered	40 @ 50	Wormwood	10 00@10 25	Calomel	42 @ 55
Aloes (Barb Pow)	35 @ 45	Potassium		Capsicum, pow'd	8 00@9 00
Aloes (Cape Pow.)	25 @ 35	Bicarbonate	35 @ 40	Carmine	20 @ 30
Aloes (Soc. Pow.)	75 @ 80	Bichromate	15 @ 25	Cassia Buds	20 @ 30
Asafoetida	50 @ 60	Bromide	69 @ 85	Cloves	35 @ 45
Pow.	@ 75	Bromide, gran'd	64 @ 71	Chalk Prepared	14 @ 16
Camphor	87 @ 95	Chlorate, powd.	21 @ 23	Chloroform	47 @ 54
Guaiac	@ 60	or Xtal	16 @ 23	Choral Hydrate	1 20 @ 1 50
Guaiac, pow'd	@ 70	Cyanide	17 @ 24	Cocaine	12 85 @ 13 50
Kino	@ 1 25	Iodide	4 34 @ 4 55	Cocoa Butter	45 @ 90
Kino, powdered	@ 1 15	Permanganate	22 1/2 @ 25	Corks, list, less	30 @ 10
Myrrh, powdered	@ 1 25	Prussiate, yellow	35 @ 35	Copperas	03 @ 10
Opium, powd.	21 00 @ 21 50	Prussiate, red	70 @ 75	Copperas, Powd.	4 @ 10
Opium, gran.	21 00 @ 21 50	Sulphate	35 @ 40	Corrosive Sublm	2 00 @ 2 30
Shellac, Orange	40 @ 50	Roots		Cream Tartar	35 @ 45
Shellac, White	55 @ 70	Alkanet	30 @ 40	Cuttle bone	40 @ 50
Tragacanth, pow.	@ 1 75	Blood, powdered	40 @ 45	Dextrine	6 1/2 @ 15
Tragacanth	2 00 @ 2 35	Calamus	25 @ 35	Dover's Powder	4 00 @ 4 50
Turpentine	@ 25	Elecampane, pwd.	20 @ 30	Emery, All Nos.	10 @ 15
Insecticides		Gentian, powd.	20 @ 30	Emery, Powdered	@ 15
Arsenic	7 @ 20	Ginger, African,	30 @ 35	Epsom Salts, bbls.	@ 03 1/2
Blue Vitriol, bbl.	@ 07	powdered	30 @ 35	Epsom Salts, less	3 1/2 @ 10
Blue Vitriol, less	08 @ 15	Ginger, Jamaica,	40 @ 50	Ergot, powdered	@ 4 00
Bordea, Mix Dry	10 1/2 @ 21	powdered	45 @ 60	Flake, White	15 @ 20
Hellebore, White	15 @ 25	Golden Seal, pow.	5 00 @ 5 50	Formaldehyde, lb.	09 @ 35
powdered	15 @ 25	Ipecac, powd.	4 00 @ 4 60	Gelatine	80 @ 90
Insect Powder	30 @ 40	Licorice	35 @ 40	Glassware, less	55 %
Lead Arsenate, Po.	11 @ 25	Licorice, powd.	20 @ 30	Glassware, full case	60 %
Lime and Sulphur	09 @ 23	Orris, powdered	35 @ 40	Glauber Salts, bbl.	@ 12 1/2
Dry	09 @ 23	Poke, Powdered	25 @ 40	Glauber Salts less	04 @ 10
Paris Green	25 @ 45	Rhubarb, powd.	@ 1 00	Glue, Brown	20 @ 30
Leaves		Rosinwood, powd.	@ 50	Glue, Brown Grd	16 @ 22
Buchu	@ 50	Sarsaparilla, Hond.	@ 50	Glue, White	27 1/2 @ 35
Buchu, powdered	@ 60	ground	@ 1 10	Glue, white grd.	25 @ 35
Sage, Bulk	25 @ 30	Sarsaparilla, Mexic.	@ 60	Glycerine	17 1/2 @ 40
Sage, 1/4 loose	@ 40	Squills	35 @ 40	Hops	75 @ 95
Sage, powdered	@ 35	Squills, powdered	70 @ 80	Iodine	6 45 @ 7 00
Senna, Alex.	50 @ 75	Tumeric, powd.	20 @ 25	Iodoform	8 00 @ 8 30
Senna, Tinn. pow.	30 @ 35	Worm, Lavant	6 50 @ 7 00	Lead Acetate	17 @ 25
Uva Ursi	20 @ 25	Seeds		Mace powdered	@ 1 60
Oils		Anise	20 @ 30	Menthol	@ 1 60
Almonds, Bitter,	7 50 @ 7 75	Anise, powered	@ 35	Morphine	6 50 @ 7 20
true	7 50 @ 7 75	Bird, 1s	13 @ 17	Nux Vomica	13 58 @ 14 33
Almonds, Bitter,	3 00 @ 3 25	Canary	12 @ 18	Nux Vomica, pow.	@ 30
artificial	3 00 @ 3 25	Caraway, Po.	30 @ 35	Pepper, Black, pw.	35 @ 45
Almonds, Sweet,	1 50 @ 1 80	Cardamon	2 25 @ 2 50	Pepper, White, p.	75 @ 85
true	1 50 @ 1 80	Coriander pow.	30 @ 35	Pitch, Burgundy	10 @ 20
Almonds, Sweet,	1 00 @ 1 25	Dill	15 @ 20	Quassia	12 @ 15
Amber, crude	75 @ 100	Fennel	35 @ 50	Quinine, 5 oz. caps	@ 60
Amber, rectified	1 50 @ 1 75	Flax	6 1/2 @ 15	Rochelle Salts	28 @ 35
Anise	2 00 @ 2 25	Flax, ground	6 1/2 @ 15	Saccharine	2 60 @ 2 75
Bergamont	6 00 @ 6 25	Foenugreek, pwd.	15 @ 25	Salt Peter	11 @ 32
Cajuput	2 00 @ 2 25	Hemp	8 @ 15	Selditz Mixture	30 @ 40
Cassia	3 00 @ 3 25	Lobelia, powd.	@ 1 00	Soap, green	15 @ 30
Cedar	1 55 @ 1 80	Mustard, yellow	10 @ 20	Soap, mott cast	@ 25
Cedar Leaf	2 00 @ 2 25	Musard, black	20 @ 25	Soap, white Castile,	@ 15 00
Citronella	1 00 @ 1 20	Poppy	15 @ 25	case	@ 15 00
Cloves	3 50 @ 3 75	Quince	3 25 @ 3 50	Soap, white Castile	@ 15 00
Cocoonut	22 1/2 @ 35	Sabadilla	45 @ 50	less, per bar	@ 1 60
Cod Liver	1 40 @ 2 00	Sunflower	12 @ 18	Soda Ash	3 @ 10
Croton	8 00 @ 8 25	Worm, American	25 @ 30	Soda Bicarbonate	3 1/2 @ 10
Tinctures		Worm, Lavant	6 50 @ 7 00	Soda, Sal	03 1/2 @ 08
Aconite	@ 1 80	Seeds		Spirits Camphor	@ 1 20
Aloes	@ 1 56	Anise	20 @ 30	Sulphur, roi	@ 4 11
Asafoetida	@ 2 28	Anise, powered	@ 35	Sulphur, Subl.	4 1/2 @ 10
Arnica	@ 1 50	Bird, 1s	13 @ 17	Tamarinds	20 @ 25
Belladonna	@ 1 44	Canary	12 @ 18	Tartar Emetic	70 @ 75
Benzoin	@ 2 23	Caraway, Po.	30 @ 35	Turpentine, Ven.	60 @ 75
Webster Cigar Co. Brands		Cardamon	2 25 @ 2 50	Vanilla Ex. pure	1 50 @ 2 00
Websterettes	33 50	Coriander pow.	30 @ 35	Vanilla Ex. pure	2 25 @ 2 50
Cincos	33 50	Dill	15 @ 20	Zinc Sulphate	06 @ 11
Webster Cadillacs	75 00	Fennel	35 @ 50	Webster Cigar Co. Brands	
Golden Wedding	75 00	Flax	6 1/2 @ 15	Websterettes	33 50
Panatelias	75 00	Flax, ground	6 1/2 @ 15	Cincos	33 50
Commodore	95 00	Foenugreek, pwd.	15 @ 25	Webster Cadillacs	75 00

GROCERY PRICE CURRENT

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

ADVANCED

DECLINED

Nucoa
Cheese
California Prunes
Spices

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



ROLLED OATS



Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 18s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 18s	3 40
China, large, 12s	3 15
Chest-o-Silver, lge., 12s	3 25

Post Brands.

Grape-Nuts, 24s	3 80
Grape-Nuts, 100s	2 75
Instant Postum, No. 8	5 40
Instant Postum, No. 10	4 50
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BRUSHES

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

BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 10c. doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 85
Royal, 5 lb.	24 50
KC, 10c size, 8 oz.	3 70
KC, 15c size, 12 oz.	5 50
KC, 20c size, full lb.	7 20
KC, 25c size, 25 oz.	9 20
KC, 50c size, 50 oz.	8 80
KC, 5 lb. size	6 85
KC, 10 lb. size	6 75

Shaker	1 80
No. 50	2 00
Peerless	2 60

Shoe

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

BUTTER COLOR

Dandelion	2 85
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CANDLES

Electric Light, 40 lbs.	12.1
Plumber, 40 lbs.	12.8
Paraffine, 6s	14 1/2
Paraffine, 12s	14 1/2
Wicking	40
Tudor, 6s. per box	30

CANNED FRUITS

Hart Brand

No. 10	5 75
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Blackberries

No. 2	3 35
Pride of Michigan	3 25

Cherries

Mich. red, No. 10	11 75
Red, No. 10	12 00
Red, No. 2	4 15
Pride of Mich. No. 2	3 65
Marcellus Red	3 10
Special Pie	2 60
Whole White	3 25

Gooseberries

No. 10	8 00
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Pears

19 oz. glass	
Pride of Mich. No. 2 1/2	3 80

Plums

Grand Duke, No. 2 1/2	3 25
Yellow Eggs No. 2 1/2	3 25

Black Raspberries

No. 2	3 65
Pride of Mich. No. 2	3 25
Pride of Mich. No. 1	2 35

Red Raspberries

No. 1	4 60
Marcellus, No. 2	3 15
Pride of Mich. No. 2	4 00

Strawberries

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

CANNED FISH

Clam Ch'der, 10 1/2 oz.	1 35
Clam Chowder, No. 2	2 75
Clams, Steamed, No. 1	3 00
Clams, Mince, 10 oz.	3 30
Finnan Haddie, No. 1/2	2 25
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 60
Lobster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, Im., 1/4, ea.	10 22
Sardines, Cal., 1/4, ea.	25
Tuna, 1/2 Curtis, doz.	2 50
Tuna, 1/2, Curtis, doz.	1 80
Tuna, 1/2 Blue Fin	2 00
Tuna, 1s, Curtis, doz.	4 65

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 1/2 oz., Qua., sil.	1 35
Beef, 5 oz., Am. Sliced	3 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Hamburg Steak &	
Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus., No. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

Campbells	80
Quaker, 16 oz.	75
Freemont, No. 2	1 25
Snider, No. 1	1 10
Snider, No. 2	1 25
Van Camp, small	90
Van Camp, med.	1 45

CANNED VEGETABLES

Hart Brand

Medium, Plain or Sau.	75
No. 10, Sauce	5 60

Lima Beans

Little Dot, No. 2	3 10
Little Quaker, No. 10-13	25
Little Quaker, No. 1	1 80
Baby, No. 2	2 75
Baby, No. 1	1 80
Pride of Mich. No. 1	1 55
Marcellus, No. 10	8 75

Red Kidney Beans

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

String Beans

Little Dot, No. 2	3 20
Little Dot, No. 1	2 40
Little Quaker, No. 1	1 90
Little Quaker, No. 2	2 90
Choice Whole, No. 10-12	75
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 70
Cut, No. 10	10 25
Cut, No. 2	2 10
Cut, No. 1	1 60
Pride of Mich. No. 2	1 75
Marcellus, No. 2	1 50
Marcellus, No. 10	8 25

Wax Beans

Little Dot, No. 2	2 75
Little Dot, No. 1	1 90
Little Quaker, No. 2	2 65
Little Quaker, No. 1	1 80
Choice Whole, No. 10-12	50
Choice Whole, No. 2	2 50
Choice Whole, No. 1	1 75

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

Beets

Small, No. 2 1/2	3 00
Extra Small, No. 2	3 00
Fancy Small No. 2	2 45
Pride of Michigan	2 20
Marcellus Cut, No. 10	6 50
Marcel. Whole, No. 2 1/2	1 85

Carrots

Diced, No. 2	1 30
Diced, No. 10	7 00

Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	1 90
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 70
Little Quaker, No. 2	1 70
Little Quaker, No. 1	1 35
Country, Gen., No. 1	1 35
Country Gen., No. 2	1 70
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
Marcellus, No. 1	1 25
Marcellus, No. 5	4 30
Marcellus, No. 2	1 40
Marcellus, No. 1	1 15
Fancy Crosby, No. 2	1 70
Fancy Crosby, No. 1	1 45

Peas

Little Dot, No. 1	1 70
Little Dot, No. 2	2 50
Little Quaker, No. 10	12 00
Little Quaker, No. 2	2 35
Little Quaker, No. 1	1 60
Sifted E. June, No. 10-10	10 00
Sifted E. June, No. 5	5 75
Sifted E. June, No. 2	1 85
Sifted E. June, No. 1	1 40
Belle of Hart, No. 2	1 85
Pride of Mich., No. 10	8 75
Pride of Mich., No. 2	1 65
Marcel., E. June, No. 2	1 40
Marcel., E. June, No. 5	4 50
Marcel., E. Ju., No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. Ju., No. 10	7 00

Pumpkin

No. 10	5 50
No. 2 1/2	1 75
No. 2	1 40
Marcellus, No. 10	4 50
Marcellus, No. 2 1/2	1 40
Marcellus, No. 2	1 15

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

Golden Bantam, No. 2	2 60
Little Dot, No. 2	2 35
Little Quaker	2 25
Pride of Michigan	2 10

Tomatoes

No. 10	5 80
No. 2 1/2	2 25
No. 2	1 65
Pride of Mich., No. 2 1/2	2 10
Pride of Mich., No. 2	1 40

CATSUP.

Beech-Nut, small	1 50
Beech-Nut, large	2 30
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 25
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

CHILI SAUCE

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

OYSTER COCKTAIL

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

CHEESE

Roquefort	60
Wisconsin Daisy	16
Wisconsin Flat	16
New York June	27
Sap Sago	40
Brick	18
Michigan Flats	15
Michigan Daisies	15
Wisconsin Longhorn	16
Imported Leyden	28
1 lb. Limberger	26
Imported Swiss	58
Kraft Pimento Loaf	25
Kraft American Loaf	23
Kraft Brick Loaf	23
Kraft Swiss Loaf	35
Kraft Old Eng. Loaf	44
Kraft, Pimento, 1/2 lb.	2 00
Kraft, American, 1/2 lb.	2 00
Kraft, Brick, 1/2 lb.	2 00
Kraft Limburger, 1/2 lb.	2 00

CHEWING GUM

Adams Black Jack	65
Adams Bloodberry	65
Adams Dentyne	65
Adams Calif. Fruit	65
Adams Sen Sen	65
Beeman's Pepsin	60
Beechnut Wintergreen	65
Beechnut Peppermint	65
Beechnut Spearmint	65
Doublemint	65
Peppermint, Wrigleys	65
Spearmint, Wrigleys	65
Juicy Fruit	65
Krigley's P-K	65
Zeno	65
Teaberry	65

COCOA



Droste's Dutch, 1 lb.	8 50
Droste's Dutch, 1/2 lb.	4 50
Droste's Dutch, 1/4 lb.	2 35
Droste's Dutch, 5 lb.	60
Chocolate Apples	4 50
Pastelles, No. 1	12 60
Pastelles, 1/2 lb.	6 60
Pains De Cafe	3 00
Droste's Bars, 1 doz.	2 00
Delft Pastelles	2 15
1 lb. Rose Tin Bon	18 00
Bons	9 00
7 oz. Rose Tin Bon	9 00
13 oz. Creme De Cara-	13 20
que	10 80
12 oz. Rosaces	7 80
1/2 lb. Pastelles	3 40
Langues De Chats	4 80

CHOCOLATE

Baker, Caracas, 1/4s	37
Baker, Caracas, 1/4s	35

CLOTHES LINE

Temp, 50 ft.	2 00@2 25
Twisted Cotton,	
50 ft.	1 80@2 25
Braided, 50 ft.	2 25
Sash Cord	2 50@2 75

COFFEE ROASTED

Blodgett-Beckley Co.	
Old Master	40

Lee & Cady

1 lb. Package	
Liberty	16
Quaker Vacuum	32
Nedrow	28
Morton House	36
Reno	26
Imperial	38
Majestic	31
Boston Breakf't Blend	24

Hominy
Pearl, 100 lb. sacks -- 3 50

Macaroni
Mueller's Brands
9 oz. package, per doz. 1 30
9 oz. package, per case 2 20

Bulk Goods
Elbow, 20 lb. -- 5 7/2
Egg Noodle, 10 lbs. -- 14

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

Sage
East India -- 10

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

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

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

Lee & Cady Brands
American Eagle
Home Baker

FRUIT CANS
Mason
F. O. B. Grand Rapids
Half pint -- 7 50
One pint -- 7 75
One quart -- 9 10
Half gallon -- 12 15

Ideal Glass Top
Half pint -- 9 00
One pint -- 9 50
One quart -- 11 10
Half gallon -- 15 40

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

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

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

OLEOMARGARINE
Van Westenbrugge Brands
Carload Distributor



Nucoa, 1 lb. -- 14 1/2
Holiday, 1 lb. -- 12 1/2

Wilson & Co.'s Brands
Oleo
Certified -- 20
Nut -- 13
Special Roll -- 17

MATCHES
Diamond, 144 box -- 4 25
Searchlight, 144 box -- 4 25
Ohio Red Label, 144 box 4 20
Ohio Blue Tip, 144 box 5 00
Ohio Blue Tip, 720-1c 4 00
*Reliable, 144 -- 3 15
*Federal, 144 -- 3 95

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

MULLER'S PRODUCTS
Macaroni, 9 oz. -- 2 20
Spaghetti, 9 oz. -- 2 20
Elbow Macaroni, 9 oz. 2 20
Egg Noodles, 6 oz. -- 2 20
Egg Vermicelli, 6 oz. 2 20
Egg Alphabet, 6 oz. -- 2 20
Egg A-B-Cs 43 pkgs. -- 1 80

NUTS—Whole
Almonds, Tarragona -- 19
Brill, Large -- 23
Fancy Mixed -- 22
Filberts, Sicily -- 20
Peanuts, Vir. Roasted 11
Peanuts, Jumbo, std. 13

Pecans, 3, star -- 25
Pecans, Jumbo -- 40
Pecans, Mammoth -- 50
Walnuts, Cal. -- 27 @ 29
Hickory -- 07

Salted Peanuts
Fancy, No. 1 -- 14

Shelled
Almonds Salted -- 95
Peanuts, Spanish -- 12
125 lb. bags -- 12
Filberts -- 32
Pecans Salted -- 87
Walnut Burdo -- 37
Walnut, Manchurian -- 65

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

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

PARIS GREEN
1s -- 34
1s and 5s -- 30

PEANUT BUTTER



Bel Car-Mo Brand
24 1 lb. Tins -- 4 35
8 oz., 2 doz. in case -- 2 65
15 lb. pails -- 11 10
25 lb. pails -- 15 40

PETROLEUM PRODUCTS
Including State Tax
From Tank Wagon
Red Crown Gasoline -- 16.7
Red Crown Ethyl -- 19.7
Solite Gasoline -- 19.7

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

In Iron Barrels
Perfection Kerosene -- 12.6
Gas Machine Gasoline 39.1
V. M. & P. Naphtha -- 20.8

Polarine

Iron Barrels
Light -- 65.1
Medium -- 65.1
Heavy -- 65.1
Special heavy -- 65.1
Extra heavy -- 65.1
Polarine "E" -- 65.1
Transmission Oil -- 65.1
Finol, 4 oz. cans, doz. 1 50
Finol, 8 oz. cans, doz. 2 30
Parowax, 100 lb. -- 7.3
Parowax, 40, 1 lb. -- 7.55
Parowax, 20, 1 lb. -- 7.8

Light
Medium -- 77.1
Heavy -- 77.1
Ex. Heavy -- 77.1



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

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

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

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

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

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

PLAYING CARDS
Battle Axe, per doz. 2 65
Torpedo, per doz. -- 2 50

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

FRESH MEATS
Beef
Top Steers & Heif. -- 18
Good Steers & H'f. 15 1/2 @ 16
Med. Steers & Heif. -- 13
Com. Steers & Heif. -- 11

Veal
Top -- 13
Good -- 11
Medium -- 09

Lamb
Spring Lamb -- 20
Good -- 18
Medium -- 15
Poor -- 11

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

Pork
Loin, med. -- 17
Butts -- 14
Shoulders -- 11 1/2
Spareribs -- 09
Neck bones -- 06
Trimnings -- 8 1/2

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

Dry Salt Meats
D S Bellies -- 18-20 @ 18-14

Lard
Pure in tierces -- 9 1/2
50 lb. tubs -- advance 1/4
60 lb. tubs -- advance 1/4
20 lb. pails -- advance 1/4
10 lb. pails -- advance 1/4
5 lb. pails -- advance 1/4
3 lb. pails -- advance 1/4
Compound tierces -- 11 1/2
Compound tubs -- 12

Sausages
Bologna -- 16
Liver -- 18
Frankfort -- 20
Pork -- 31
Veal -- 19
Tonque, Jellied -- 35
Headcheese -- 18

Smoked Meats
Hams, Cer. 14-16 lb. @ 20
Hams, Cer., Skinned -- 19
16-18 lb. -- @ 19
Ham, dried beef -- @ 33
Knuckles -- @ 33
California Hams -- @ 17 1/2
Pinto Boiled -- 20 @ 25
Boiled Hams -- @ 34
Minced Hams -- @ 16
Bacon 4/6 Cert. 24 @ 28

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

Liver
Beef -- 16
Calf -- 55
Pork -- 08

RICE
Fancy Blue Rose -- 5 10
Fancy Head -- 07

RUSKS
Dutch Tea Rusk Co.
Brand.

36 rolls, per case -- 4 26
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
Anuluted, 60 lbs. cs. 1 35
Granulated, 18-2 1/2 lb. packages -- 1 00

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

HERRING
Holland Herring
Mixed, Kegs -- 95
Mixed, half bbls. -- 11 35
Mixed, bbls. -- 11 35
Milkers, Kegs -- 1 05
Milkers, half bbls. -- 12 50
Milkers, bbls. -- 22 25

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

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

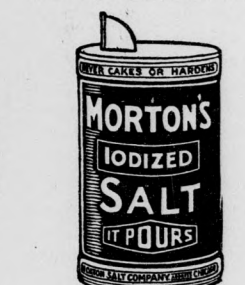
White Fish
Med. Fancy, 100 lb. 13 00
Milkers, bbls. -- 18 50
K K K K Norway -- 19 50
8 lb. pails -- 1 40
Cut Lunch -- 1 50
Boned, 10 lb. boxes -- 16

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

STOVE POLISH
Blackne, per doz. -- 1 35
Black Silk Liquid, dz. 1 35
Black Silk Paste, doz. 1 25
Bnameline Paste, doz. 1 35
Bnameline 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
Stovoll, per doz. -- 3 00

SALT
F. O. G. Grand Rapids
Colonial, 24, 2 lb. -- 95
Colonial, 30-1 1/2 -- 1 20
Colonial, Iodized, 24-2 1 35
Med. No. 1 Bbls. -- 2 90
Med. No. 1, 100 lb. bbl. 1 00
Farmer Spec., 70 lb. 1 00
Packers Meat, 50 lb. 65
Crushed Rock for ice cream, 100 lb., each 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. -- 40
Baker Salt, 280 lb. bbl. 3 80
14, 10 lb., per bale -- 2 10
50, 3 lb., per bale -- 2 50
28 lb. bags, Table -- 40
Old Hickory, Smoked, 6-10 lb. -- 4 50

Pure Ground in Bulk
Allspice, Jamaica -- @ 30
Cloves, Zanzibar -- @ 47
Cassia, Canton -- @ 25
Cassia, 5c pkg., doz. @ 40
Ginger, Africa -- @ 19
Mace, Penang -- 1 00
Mixed, No. 1 -- @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 -- @ 50
Nutmegs, 105-1 10 -- @ 48
Pepper, Black -- 25



Free Run's, 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
34, 1 lb. packages -- 3 35
18, 10 oz. packages -- 4 40
96, 1/4 oz. packages -- 4 00

CLEANSERS



80 can cases, \$4.80 per case

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

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

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 -- 3 50
Big Jack, 60s -- 4 75
Fels Naptha, 100 box 5 50
Flake White, 10 box 3 50
Grdma White Na, 10s 3 50
Jap Rose, 100 box -- 7 40
Fairly, 100 box -- 4 00
Palm Olive, 144 box 9 50
Lava, 100 box -- 4 00
Octagon, 120 -- 5 00
Pummo, 100 box -- 4 85
Sweetheart, 100 box -- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Tribby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

SPICES
Whole Spices
Allspice, Jamaica -- @ 30
Cloves, Zanzibar -- @ 47
Cassia, Canton -- @ 25
Cassia, 5c pkg., doz. @ 40
Ginger, Africa -- @ 19
Mace, Penang -- 1 00
Mixed, No. 1 -- @ 32
Mixed, 5c pkgs., doz. @ 45
Nutmegs, 70 @ 90 -- @ 50
Nutmegs, 105-1 10 -- @ 48
Pepper, Black -- 25

Pure Ground in Bulk
Allspice, Jamaica -- @ 30
Cloves, Zanzibar -- @ 53
Cassia, Canton -- @ 29
Ginger, Corkin -- @ 30
Mustard -- @ 29
Mace, Penang -- 1 05
Pepper, Black -- @ 27
Nutmegs -- @ 35
Pepper, White -- @ 44
Pepper, Cayenne -- @ 36
Paprika, Spais -- @ 36

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

STARCH
Corn
Kingsford, 40 lbs. -- 11 1/4
Powdered, bags -- 4 50
Argo, 48, 1 lb. pkgs. 3 28
Cream, 48-1 -- 4 80
Quaker, 40-1 -- 4 80

Gloss
Argo, 48, 1 lb. pkgs. 3 28
Argo, 12, 3 lb. pkgs. 2 38
Argo, 8, 5 lb. pkgs. -- 2 70
Silver Gloss, 18, 1s -- 11 1/4
Elastic, 64 pkgs. -- 5 35
Tiger, 48-1 -- 4 80
Tiger, 50 lbs. -- 4 80

SYRUP
Corn
Blue Karo, No. 1 1/4 -- 2 69
Blue Karo, No. 5, 1 dz. 3 78
Blue Karo, No. 10 -- 3 58
Red Karo, No. 1 1/4 -- 2 90
Red Karo, No. 5, 1 dz. 4 04
Red Karo, No. 10 -- 3 84

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

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

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

COOKING OIL
Mazola
Pints, 2 doz. -- 6 75
Quarts, 1 doz. -- 6 25
Half Gallons, 1 doz. -- 11 75
Gallons, 1/2 doz. -- 11 30

TABLE SAUCES
Lee & Perrin, large -- 5 75
Lee & Perrin, small -- 3 35
Pepper -- 1 60
Royal Mint -- 2 40
Tobasco, 2 oz. -- 4 25
Sho You, 9 oz., doz. -- 2 25
A-1, large -- 4 75
A-1, small -- 2 85
Caper, 2 oz. -- 3 30

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

Japan
Medium -- 35 @ 35
Choice -- 37 @ 35
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 -- 33
Cotton, 3 ply Balls -- 35
Wool, 6 ply -- 1 1/2

VINEGAR
Cider, 40 Grain -- 18
White Wine, 30 grain -- 25
White Wine, 40 grain -- 1 1/2

WICKING
No. 0, per gross -- 90
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
Ravo, per doz. -- 75

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

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

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

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

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

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

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

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

YEAST CAKE
Faglic, 3 doz. -- 2 70
Sunlight, 3 doz. -- 2 70
Sunlight, 1 1/2 doz. -- 1 35
East Foam, 3 doz. -- 2 70
East Foam, 1 1/2 doz. 1 35

YEAST—COMPRESSED
Fleischmann, per doz. 30

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

The Federal Trade Commission has ordered Noma Electric Corporation, New York, manufacturers of decorative electrical goods such as Christmas tree lighting outfits, to refrain from selling extension or non-extension Christmas tree lighting outfits equipped with Mazda or any kind of lamps at prices which are less than the cost to the company of manufacturing such outfits, when this is done with the intent to suppress competition in the manufacture and sale of such goods.

The Federal Trade Commission has ordered Joseph Greenspan, trading as Grand Rapids Upholstering Co., New York, to cease representing his firm as a manufacturer and to abandon the use of the word "Grand Rapids" as a trade name or in advertising, unless and until the furniture described by this name is actually made at Grand Rapids, Michigan. Use of the terms "Factory" or "Manufacturers" to describe any building used as the company's place of business, is prohibited, unless and until the concern actually owns and operates a factory wherein furniture sold by the respondent is made. The phrases "Manufacturers selling direct to the public—Save the retailers' profit," or similar expressions, are also barred, unless and until the company owns or controls a plant in which its product is made. The Commission found that the company does not manufacture furniture at Grand Rapids or anywhere else, except so far as it upholsters a part of its stock, namely, living room chairs, in New York. The respondent is not an agent or representative of manufacturers situated in Grand Rapids, and little or none of the furniture sold by the company is manufactured in Grand Rapids, according to findings of the Commission.

Penknives manufactured by a firm of co-partners will no longer be misrepresented as to gold content, according to a stipulation between the partners and the Federal Trade Commission. The knives have an outer shell of gold and an inner concealed sheet, or filling, of base metal. The company agreed to cease marking figures indicating the fineness of the gold covering so as to imply that the entire filling and shell of the handle with the exception of its skeleton was or is of the fineness of gold indicated, when such is not true; and from stamping marks or figures on the knives indicating the fineness of gold of which any parts are made, without correctly indicating the parts composed of the fineness of gold represented so as not to mislead the customer into believing the concealed filling is gold in whole or in part, when such is not true.

A corporation manufacturing a battery solution signed a stipulation with the Federal Trade Commission, agreeing to cease the use in advertising matter of statements implying that the product will instantly charge, or cause an immediate electrical energy to enter plates, or that the product, when

so used, will not freeze, when such is not the fact. The company also agreed to stop the use of all statements which are false, misleading or deceptive, or that are in excess of what may be accomplished by the use of its produce as a battery solution.

Malt products sold by a domestic corporation will no longer be advertised as "Canadian," or in any way which implies that they are of Canadian manufacture or imported to the United States, when such is not the fact.

Signing a stipulation with the Federal Trade Commission, a corporation selling window shades agreed to abandon the use of the word "Special" in advertising, so as not to imply to purchasers that the products are specifically made up and offered at an attractive price, or are regular products offered at a special price, or at a price other than that usually obtained.

Fayro Laboratories, Inc., Pittsburg, manufacturer of "Fayro" bath salt, is ordered by the Federal Trade Commission to abandon the representation that the firm maintains or has access to a laboratory in which its bath salt is mixed or prepared for sale, the Commission having found no such laboratory to be operated. The company is not to use the word "laboratory" or "laboratories" on containers, wrappers, labels or in advertising.

The formula for making "Fayro" was obtained indirectly from an actress who was neither a chemist nor a scientist, yet the respondent erroneously advertised that when it first started to prepare its formula it obtained analyses of the waters and ingredients of twenty-two of the world's most famous hot springs. Use of this representation is enjoined by the Commission as is use of the statement that chemists have made comparisons of any of these hot spring waters with Fayro bath salt as well as of statements of the results of such purported analyses and comparisons.

Representing that the Fayro formula has been scientifically evolved or is a scientific formula or that the bath salt is scientifically prepared or is the result of years of scientific research, is also prohibited.

Representing by pictorial devices or otherwise that chemists or other scientists have had anything to do with preparing the salt or with evolving the formula or that they have made laboratory tests of it, are also ordered discontinued.

The principal ingredient of the Fayro salt is Epsom salt. There are also common salt, glauber salt, and oil of pine needles, the latter being used only for scenting the bath made from Fayro.

Copartners selling historical reference books signed a stipulation with the Federal Trade Commission, agreeing to cease representing to purchasers that well known scientists, artists, educators, statesmen and public thinkers are associate editors of their works, or have assisted in their preparation, when this is not true. The partners will stop their practice of collecting

from subscribers any charge for wrapping and mailing their loose-leaf revision service, unless and until such charge is provided for in their subscription contract. They will also stop informing the public that their books constitute a consolidation of two or more previously published works, when such is not the fact.

Use of the word "Mills" in its trade name, so as to imply that it is a manufacturer, and use of other expressions indicating that the company sells direct to the purchaser, thus eliminating the middleman's profit, will be discontinued by an individual distributor of paint, who has signed a stipulation agreement to this effect with the Federal Trade Commission.

The Federal Trade Commission has dismissed a complain charging A. G. Spalding & Bros., New York, with unfair competition in the sale of golf balls. Dismissal follows the company's signing of the trade practice conference rules for the athletic goods industry, which cover the allegations of the complaint.

The athletic industry rules were made public March 30. They refer to such practices as secret giving of money or gifts to representatives of customers; presenting gifts to athletic organizations or athletes to induce them to adopt as "official" the goods of a company; advertising that winners of athletic competitions use the athletic goods of a company where such use had been induced by gifts or payments; presenting gifts to instructors or directors of athletics, without the knowledge of their employers, upon condition that a company's goods be recommended; and using names of prominent athletes on athletic goods when such persons did not design or do not bona fide endorse or use such goods.

Bottom Reached Early This Spring.

To many seasoned observers of business conditions it was evident that bottom had been reached early this spring. This conclusion was based upon the actual situation. It took account of underlying factors rather than of superficial signs. At some points it was obvious that the downward trend had not yet found a solid foundation for recovery. The future of the automobile industry was still obscure. The oil and nonferrous markets were uncertain, and the commodity price average, no longer supported by high wages, seemed to be bound for the plane upon which most of this country's industrial development has gone forward. The most unfavorable element was the attitude of discouragement evoked by current earning statements disclosing the wreckage caused by the processes of readjustment which have been going on in the last two years. But this is a familiar phenomenon of all periods of reconstruction. It is the natural reaction to contemplation of disaster regardless of the date of its origin. For that reason it does not sway the judgment of those who look for symptoms of a change in fundamentals. They watch for causes rather than for effects. They see sound reason for hope in slow re-

vival of demand for goods at the low prices now prevalent, in the determination of leaders of industry to adapt their affairs to the new conditions, in unmistakable evidence that the forces of destruction are no longer active, and in the fact that business as a whole has survived the storm without serious derangement of its structure. The climb upward will not be fast. That it has begun there is no reason to doubt.

Red Sour Cherry People To Advertise.

Red sour cherry canners throughout the country have taken a step important to all interested in the packing, distributing and growing of this fruit. A campaign will be launched immediately to advertise red cherries regionally and nationally, with the apparent co-operation of 75 per cent. of the red cherry packers in the United States. The packers have become convinced that cherries have suffered from a lack of publicity and that the public will gladly consume more red cherries if given more information about them. One has only to consider that the population of the country is 120,000,000 and that the largest known crop of cherries was 920,000,000 pounds, to be convinced that there is not an overproduction of cherries, but rather only a lack of knowledge of cherries in the country.

Sharper Trading in Hosiery Seen.

As a great many of the smaller producers of full-fashioned hosiery have been making sales on a trading basis for some time past, the reductions of 25 to 50 cents put into effect at the end of last week by the Berkshire Knitting Mills is expected to intensify this situation. Some of the Southern mills, in particular, have been offering goods at very low prices, and have been taking advantage of the strike in Philadelphia to increase production. Several of the leading branded lines announced their intention of adhering to their current lists, despite the Berkshire reduction.

April Home Furnishings Sales Off.

House furnishings trade during April fell below that of previous months in the wholesale trade. Exceptions noted were in the fields of upholstery, Summer furniture and rugs and popular-price lamps. Staple furniture, soft-surfaced floor coverings, electrical household appliances, silver and pewter ware and glass and china goods showed subnormal sales totals. A revival in sterling silver demand developing late in the month was insufficient to overcome the inactivity experienced in the opening weeks.

Plan To Trade Up in Pewter.

Reports that pewter hollow ware manufacturers will attempt to bring their products to a higher retail price level this Fall are current in the market. Producers, it was said, are fearful that the extreme low prices at which pewter ware is now offered are having a serious effect upon its popularity and they are anxious to bring the average piece to a \$5 retail level. Those in favor of the move point out that better pewter has suffered in demand since the introduction of ware retailing around \$2.

Proceedings of the Grand Rapids Bankruptcy Court.

(Continued from page 23)

B. F. Huntley Furn. Co., Winston-Salem	512.75
Indianapolis Chair Co., Aurora	14.50
Jasper Desk Co., Jasper	31.00
S. C. Johnson & Co., Racine	13.33
S. Karpen & Bros., Chicago	555.40
Kimmark Rug Corp., Neenah	2.89
Kirsch Co., Sturgis	3.95
Kompass & Stoll, Niles	2.93
Krebs, Stengel & Co., New York	71.42
H. Leonard & Sons, Grand Rapids	668.09
Lloyd Mfg. Co., Memoninee	11.49
Lusky, White & Coolidge, Chicago	11.76
Majestic Co-Operative Adv. Ass'n., Chicago	93.60
Marshall Field & Co., Chicago	121.00
S. A. Maxerll & Co., Chicago	.57
Mersman Bros. Corp., Celina	4.25
Michigan Bell Tele. Co., Niles	37.86
Michigan Chair Co., Grand Rapids	56.20
Mich. Gas & Elec. Co., Niles	.90
Miller Tire Shop, Niles	3.70
Murphy Chair Co., Owensboro	78.40
National Art Supply Co., St. Paul	34.35
National Enameling Co., Milwaukee	100.00
Niles Chamber of Commerce, Niles	25.00
Niles Credit Ass'n., Niles	28.95
Niles Daily Star, Niles	253.17
Niles Printing Co., Niles	10.28
Northwestern Stove Co. Repair Co., Chicago	1.14
R. V. O'Brien Co., Hubbard Woods	19.50
O'Toole Coal Co., Niles	37.60
Peninsular Stove Co., Detroit	.32
Peltz-Kaufner Co., South Bend	11.25
Perkin Glue Co., South Bend	11.25
Pioneer Mfg. Co., Cleveland	12.78
Puritan Bed Spring Co., Indianapolis	58.22
Radio Equipment Co., South Bend	590.40
Reeves Table Scarf Co., Cleveland	20.00
Rembrandt Lamp Corp., Chicago	84.10
Ted Retan, Grand Rapids	191.51
F. A. Reynolds, Niles	12.04
Rockford Chair & Furn. Co., Rockford	144.50
Herman Roebeck Ins. Agency, Niles	18.54
W. D. Sager Co., Chicago	4.60
Sandel Mfg. Co., Chicago	107.31
San Hygiene Upholstery Co., Akron	1,163.69
S. Saxe Co., Philadelphia	17.00
Geo. R. Schulte, Niles	162.61
Sebring Pottery Co., Sebring	8.49
Seng Co., Chicago	5.80
Showers Bros. Co., Bloomington	334.75
Sidway Topliff Co., Elkhart	85.65
Simmons Co., Chicago	515.45
P. Skalla Furn. Co., Niles	8.25
Smith-Day Co., Indianapolis	4.65
Southwestern Oil Co., Niles	90.52
Springfield Furn. Co., Springfield	362.58
G. S. Stewart Co., Norwalk	86.20
Student Movement, Ber. Springs	22.60
Tell City Furn. Co., Tell City	2.50
Tennessee Furn. Corp., Chattanooga	145.00
Thomas Upholstery Co., Muncie	3.38
Thomasville Chair Co., Thomasville	119.03
Troost Bros., Niles	15.47
Union Bed & Spring Co., Chicago	41.90
Valley Furn. Co., St. Louis	26.80
D. D. Waltz, Niles	12.60
Wayne Calendar Co., Fort Wayne	45.00
Wayne Hardware Co., Fort Wayne	303.30
Joseph J. Weber, Erie	720.72
Weiss-Muessel Co., South Bend	176.05
Western Felt Works, Chicago	22.94
Western Shade Cloth Co., Chicago	333.99
Wilhelm Furn. Co., Sturgis	22.50
Wolf Bros., Forest Park	199.50
Ypsilanti Reed Furn. Co., Ypsilanti	323.80
State Bank of Niles, Niles	5,500.00

In the matter of Lusk-Hartung Co., Bankrupt No. 4128, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held Feb. 20. The bankrupt was present by its president. The trustee was present and represented by attorney William H. Messinger. Claims were proved and allowed. The trustee's final report and account was approved and allowed. An order was made for the payment of expenses of administration and preferred claims, and a first and final dividend to creditors of 8.17 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.

May 7. We have to-day received the schedules, reference and adjudication in the matter of John H. Hoffman, Bankrupt No. 4490. The bankrupt is a resident of Ludington, and his occupation is that of a merchant. The schedule shows assets of \$1,540.75 of which \$500 is claimed as exempt, with liabilities of \$1,594.20. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows: City of Ludington \$20.00 William Kerschner, Ludington 366.00 Charles W. Henning & Sons, Inc., Saginaw 300.00 Muskegon Candy Co., Muskegon 34.00 L. G. Jebavy, Ludington 35.00 Charles Johnson, Ludington 13.50 Dr. F. McCandless, Ludington 20.00 Charles Henning & Son, Saginaw 120.00 Swift & Co., Chicago 174.00 Renfro Bros., Chicago 31.00 J. F. Jelke, Chicago 9.00 Arnold Brothers, Chicago 14.00 Wildlar Co., Cleveland 105.00 Robert Johnston, Milwaukee 18.00 Standard Brands Co., Detroit 17.00

John Hoffman & Son, Milwaukee 13.00 Plumb & Nelson, Ludington 53.00 E. R. Godfrey, Milwaukee 45.00 Brody Bros., Ludington 6.70 National Grocer Co., Grand Rapids 49.00 Andrew Hegstler, Ludington 45.00 Dayton Scale Co., Dayton 107.00

May 9. We have to-day received the schedules, reference and adjudication in the matter of Howard H. Dagen, Bankrupt No. 4491. The bankrupt is a resident of Muskegon, and his occupation is that of a laborer. The schedule shows assets of \$350 of which the full amount is claimed as exempt, with liabilities of \$1,360.82. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 9. We have to-day received the schedules, reference and adjudication in the matter of Menno Edewaard, Bankrupt No. 4492. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of none with liabilities of \$1,230.95. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 9. We have to-day received the schedules, reference and adjudication in the matter of Court F. Denton, Bankrupt No. 4493. The bankrupt is a resident of Grand Rapids. The schedule shows assets of \$1,150 of which \$850 is claimed as exempt, with liabilities of \$5,354.32. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

Valuable Government Bulletin Recently Circulated By U. S.

(Continued from page 20)

ful. To-day, with a success record such as anyone might envy, he is as simple, as unspoiled, as open to suggestion as he was seven or eight years ago when the store was wished on him.

I find that I have not said anything about the credit cause of loss among these stores. Space being exhausted, I'll say that later. Meantime, to me the most striking point about this illuminating report is that it shows how successfully the individuals of Philadelphia have worked out their own salvation aided only by the hard facts of drastic experience.

Unprotected by any governmental agency or department, unposted by any Harvard investigations, during the time of development, the formative period between the two systems when jobbers and manufacturers had not yet learned how to handle the problem, those grocers won out. How, we'll see more of later. Paul Findlay.

Need of Legislation To Clarify the Situation.

Attorney-General Mitchell told the budding lawyers of the University of Minnesota the other day that agreements covering an entire industry which are designed to restrict production and so to raise prices must force the Government into price-fixing. His address followed the evidently sympathetic announcement by Secretary Wilbur that delegates of the oil-producing states have prepared a plan (lacking any provision for price control) to regulate oil output, which will go to the state legislatures and then to Congress for ratification. On their face these two statements are conflicting. It would seem, in the absence of further explanation, that two members of the same Cabinet disagree in their interpretations of the Sherman and Clayton acts, just as business men and their lawyers disagree about the meaning of these statutes, thereby affording a rather striking illustration of the need of legislation clarifying the situation. The only alternative is to infer that the Secretary of the Interior takes for granted that the officials of the oil

states are prepared for such an outcome as the Attorney-General forecasts. But nothing in Mr. Wilbur's career or in the outgivings of his party warrants a conclusion pointing to so radical a step. For this reason it is more natural to accept the first assumption, namely, that in the tangle of anti-trust law interpretations and business exigencies the best minds are likely to go astray. With the urgent need of some means of establishing an equilibrium between demand and supply of the basic materials of industry, on the one hand, and laws which forbid concert of action to govern prices, on the other, it is plain that, lacking leadership toward a more desirable goal, we are drifting in the direction of that sort of regulation of the great machinery of business which Theodore Roosevelt declared to be desirable but could not achieve.

Drugs Still Lead.

While the public generally may be of the opinion that the modern "drug stores" sells everything but drugs, this is by no means supported by the figures supplied by the Bureau of the Census in connection with retail business in Washington, D. C., for "drugs and pharmaceuticals" leads the commodity list in the average Washington drug store with 30.73 per cent. of total sales. Soda fountain sales come next with 28.15 per cent.; cigars, cigarettes and tobacco account for 12.44 per cent. of the average drug store's total sales and prescriptions for 11.07 per cent.

The remainder of the average drug store's business in Washington, D. C., is made up of toilet preparations and cosmetics, 3.68 per cent.; confectionery, 33.07 per cent.; toilet articles, 1.27 per cent.; surgical, dental and hospital supplies, 0.96 per cent.; stationery and books, 0.75 per cent.; drug sundries, 0.69 per cent.; bottled beverages, 0.52 per cent.; and miscellaneous merchandise, 5.54 per cent.

The four major classifications of drugs and pharmaceuticals, soda fountain sales, cigar and cigarettes and prescriptions therefore account for no less than 82.39 per cent. of the sales of the average drug store.

Less Sauer Kraut This Year.

According to reports to the United States Department of Agriculture, the packers of kraut intend to grow or contract in 1931 for an acreage of cabbage 28 per cent. smaller than that of 1930. The indicated reduction is on that part of the crop actually grown or contracted by the packers themselves. No indications are yet available on the open market acreage which will be taken for kraut. If the open market acreage should show the same reduction as the contract acreage, present indications would point to a total acreage for kraut of 19,800 in 1931, compared with 27,470 acres harvested in 1930 and 20,610 acres in 1929.

Strike Looms in Chinaware Line.

Rumors of an impending strike in the domestic chinaware field have caused buyers to take steps to assure themselves of a supply of merchandise for Summer months. A deadlock on producers' demands for a 10 per cent. wage cut is foreseen. According to

reports, manufacturers are determined to close down their plants unless the reduction is accepted, while workers have taken an equally decided stand against a lower scale. Unless an agreement is reached at parleys scheduled this month the workers are expected to strike some time in June.

Men's Wear Orders Hold Up.

Orders and re-orders for men's and boys' clothing and furnishings for this week are maintained at a fairly steady volume, with retailers making preparations for Summer promotions. Some repeat business has been placed on suits in the popular price ranges. The lower price brackets in shirts continued fairly active, although buying in general has slowed down slightly on these goods. Neckwear to retail from 55 cents to \$1 provided a fair portion of current orders. Rayon shirts and shorts with the matching emblem on each have started to attract attention.

Business Wants Department

Advertisements inserted under this head for five cents a word the first insertion and four cents a word for each subsequent continuous insertion. If set in capital letters, double price. No charge less than 50 cents. Small display advertisements in this department, \$4 per inch. Payment with order is required, as amounts are too small to open accounts.

FOR SALE—Small grocery and market in Southwestern Michigan city of 6,000. One block from Main Street. Building and fixtures leased. Doing GOOD business. Small overhead. Address No. 409, c/o Michigan Tradesman. 409

For Sale—To dissolve partnership and settle estate, Michigan's cleanest stock of dry goods, shoes, furnishings, groceries. Room size McCray refrigerator, refrigerator counter, ammonia ice machine, fixtures, and two-story brick veneer building 24 x 80 feet on M 15. Address No. 410, c/o Michigan Tradesman. 410

FOR SALE—RESTAURANT—On M 37. Fully equipped, doing very good business. Reason for selling, engaged in other business. Will sell right, part cash down if desired. Crusen's Cafe, Grant, Mich. Box 136. 411

FOR RENT—Up-to-date store building 47 x 80, all in one room. Best location for general store or dry goods, clothing, shoes. Fully equipped cabinets, show cases, counters, and tables. Electric light, water, and furnace. Located in center of business district. Best store building in town. Live merchant can do from \$50,000 to \$60,000 per year. Reasonable rent, with good lease. Write or phone E. F. Blake, Middleville, Mich. 412

FOR RENT—Desirable new store building, either 40 x 80 or 20 x 80 feet. In Hastings, Mich. Foundation completed, will finish construction to suit satisfactory renter. Dr. H. A. Adronie, 309 West Court St., Hastings, Mich. Telephone 2624. 413

RETAILERS—With outlet. Pay highest prices for shoe stocks. Economy Shoe Co., Pontiac, Michigan. 406

FOR SALE—Variety stock, \$3,250, to settle partnership. Big territory, little competition. Box 218, Norton, Kansas. 407

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 WILL BUY YOUR STORE
OUTRIGHT FOR CASH

No Stock of Merchandise Too Large or Too Small
No Tricks or Catches—A Bona Fide Cash Offer For Any Stock of Merchandise
Phone—Write—Wire
L. LEVINSOHN
Saginaw, Michigan

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Cadillac Grocers Service Co., an association formed to direct the co-operative buying and selling of independent grocers, is making progress in the Detroit market, according to A. G. Mezerik, manager. The plan is designed to give the independent grocers a greater advantage than enjoyed heretofore. Mr. Mezerik stated, by obtaining for them carload prices from the manufacturer. The plan is to take the orders from the independents, turning them over to the manufacturer, who will ship directly to a centrally located warehouse where the retailers will come and pick up their orders on a C. O. D. basis. More than 200 grocers have already joined, Mr. Mezerik said, and he expects that the group will eventually consist of about 400 stores.

Straw Hat Day for Detroit will be Saturday, May 23, for members of the Retail Merchants Association of Detroit, it has been announced by Charles E. Boyd, secretary. Advertising for Straw Hat Day will appear in Detroit papers on Wednesday, May 20, and Thursday, May 21. Members of the association are expected to send many representatives to the regular "Straw Hat Luncheon," which will be held Thursday noon, May 21, at the Statler Hotel. Those who attend will wear straw hats, Mr. Boyd said, and following the luncheon will meet on the steps of the City Hall to have their pictures taken.

The McKesson-Farrand-Williams Company, one of Detroit's oldest and largest wholesale drug concerns, has moved to a new location at 515 Jefferson avenue, West. The company, which until several years ago was known as the Farrand, Williams & Clark Co., terminated approximately thirty-seven years of active service at 31 Larned street, East, on April 29. A three-day sale of fixtures and stock was brought to a close on that date. The new quarters of the company afford 50 per cent. more floor space than was previously available and will allow for much needed expansion of the drug concern. New equipment has been installed and many alterations in the building have made the new quarters worthy of rank among the best and most complete wholesale drug houses in the country, according to O. E. Franke, merchandising manager of the concern.

May 14 is to be Mack Avenue Night at Eastwood Park. That date has been chosen by the Mack Avenue Business Men's Club on which to hold a dancing and outdoor party for the business men and shoppers of Mack avenue.

One of the finest and most modern markets on the East side was opened recently at 12225 Gratiot avenue. It is known as the Eastwood Market. J. Hayman is the operator of the grocery division of the market, Glynn Bros. operate the meat section and P. Lipson is the operator of the delicatessen shop.

The Eckman Drug Store, formerly located at 11547 Linwood avenue, has

moved to new quarters at 11850 Linwood avenue.

A. J. Holland, formerly located at 13208 Livernois avenue, has opened the Eastwood Drug at 12235 Gratiot avenue.

N. J. Burley has taken over the drug store of F. L. Bryson at 6718 Warren avenue, West, and will operate it as the Burley Drug. Mr. Burley occupied the store previous to Mr. Bryson.

Philip McMann is managing the new Scrofcraft Pharmacy at 20449 Schoolcraft avenue. John Pierce is the owner.

E. K. Doench has acquired the drug business of C. P. Lane at 10736 Fullerton avenue. Mr. Doench was formerly in business with his father at 10100 Puritan avenue.

Lew Weeks, formerly located at 7708 Mt. Elliott avenue, has opened a drug store at 13400 Puritan avenue.

M. Wahla has opened the Langdon Pharmacy at 3360 Grand River avenue, the location formerly occupied by Oliver Lustig. Mr. Wahla was formerly located at 3705 Fort street, East.

Bruce Reynolds, formerly located at 3778 Gratiot avenue, has opened a new drug store 9101 Mack avenue. It will be known as the Reynolds Pharmacy.

The Tuxedo Drug Co. recently opened a new drug store at 11753 Hamilton avenue. A. C. Haymaker is the manager.

A "Pioneer Pageant of Progress" is to be staged by the Detroit Business Pioneers on Cadillac Day, Thursday, July 23. It is the plan to invite the close co-operation of the Board of Commerce, Convention and Tourists' Bureau, Adcraft Club and Civic Theatre, in order to make this an outstanding event. Through the medium of floats, the parade will depict 230 years of development of the city of Detroit.

Fred Bryson, formerly located on Army avenue at Artillery avenue, has taken over the Pallister Pharmacy at 1500 Pallister avenue. Oscar Griffith was the former occupant.

An involuntary petition in bankruptcy has been filed in U. S. District Court here against Majestic Shoe Shops, Inc., by Finkleston, Lovejoy & Kaplan, attorneys representing Roth Shoe Mfg. Co., \$1,300; Moulton Bartley Co., \$487; Meyer Rudolph Shoe Co., \$273.

Assets are given as \$16,218 and liabilities \$20,071 in schedules filed in U. S. District Court here in involuntary bankruptcy proceedings against State Cut Rate Stores, Inc.

Liabilities are given as \$29,943 and assets unknown in schedules filed in U. S. District Court here in involuntary bankruptcy proceedings against Wise & Jacobs. A trust mortgage was given by the debtor firm to the Union Guardian Trust Co. on Dec. 31, 1930, under which possession has been taken of all assets.

Now that Graham-Paige has introduced the Prosperity Six and Durant has sprung its surprise in the form of a 109 inch wheelbase six at \$695, speculation here has switched to three other very likely changes. One of them is a new eight. The other two relate to the adoption of free-wheeling by a

pair of Detroit passenger car makers. All of these revisions in current lines are predicted for the next few weeks, by the middle of June at the latest.

Executives here point out how Federal Government figures on new car financing illustrate the general competitive situation, especially that relating to cars in the lower price classes. Average new car financing reached the lowest level in several years in March when it dropped to \$536 a car. The average for March, 1930, was \$555 and for the same month in 1929 it was \$582. Quarterly averages also showed a decline, as did average financing of used cars. The significance of the figures is not being missed in Detroit.

The situation created by the Canadian tariff barrier continues to improve from the standpoint of American car manufacturers. Dissolution by mutual consent of the injunction halting negotiations between Nash and Durant Motors of Canada is taken here as paving the way to the former's success in finding a Dominion plant. Graham-Paige and Gemmer Manufacturing Co. have located in Walkerville, Ont.

As to other possible new models during the Summer months, factory executives dispose of the future with the remark that "it depends upon what May and June reveal."

Recent Business News From Indiana.

Fort Wayne—Frederick Kratzsch, of the carpet department at Ruodes' store, was honored recently on the occasion of his 50th year with the organization. Over 150 employees, including store officers and executives, were present for the party, which was held in the store after work. J. Earl Groth, president, presented the honor guest with a gift, and made a short talk. Early days of the department store in Fort Wayne were later discussed by Mr. Kratzsch, who has seen the business expand through the years. The store itself is 70 years old. Miss Caroline Ferguson, advertising director, assisted with the program.

Indianapolis—Charles F. Mode, retail shoes, 141 East Washington street, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$10,875, of which unsecured claims are \$8,265 to twenty-six creditors, and assets of \$8,754. Forrest Chenoweth is the attorney. Creditors include Stern Auer Co., Cincinnati, \$696; Indianapolis Merchants Bank, note, \$3,300; Emil Rassmann Co., rent, \$1,980. A mortgage for \$2,500 is held by the Union Trust Co. on Marion county real estate, in which the debtor has a one-third undivided interest, dated January, 1930, due in five years. The petition points out that all claims are debts of a surviving partnership of Mode Bros., of which the debtor is qualified and acting surviving partner, acting under jurisdiction of Marion County Probate Court.

Terre Haute—L. B. Silverman, Clinton merchant, has purchased the stock and fixtures of the L. C. Moseley Shoe Store, of Brazil, and will open business there at an early date. Mr. Silverman conducts a store in Clinton.

Indianapolis—Karl S. Isenberg, formerly with the William Gable Co.,

Altoona, Pa., and the John R. Coppin Co., Covington, Ky., is the new sales promotion manager at the Pettis Dry Goods Co., it was announced to-day.

Indianapolis—William Fudge, a department manager of the Forrest department store at Frankfort, Ind., has been appointed manager of the shoe department of the new Forrest store on the North side of the square there. He takes the place of Leonard Slater, who has accepted a position in this city. Mr. Fudge was with the Forrest store eight years and before that was with the Hammond Shoe Co.

Fort Wayne—The Grand Leader department store offers three hours of free parking to anybody who will bring the parking ticket to the men's clothing department of their store for an O. K. No purchase is necessary.

Status of Central Paper Co. Bonds.

Uby, May 11—Do you know anything about Central Paper Co., of Muskegon? Several years ago I bought some of their bonds on which they have always taken care of the coupons. They, however, did not take care of the coupons due April 1 and the only explanation I am able to obtain is from a bank in Chicago, saying that there are no funds on hand to take care of them. Ben Eilber.

This letter was referred to a financial institution in Muskegon which furnishes the following reply to our enquiries:

Replying to your letter of May 12 regarding Central Paper Co. 6½ per cent gold bonds, I wish to advise:

1. The original amount of the bond issue was \$1,100,000.
2. The amount remaining unpaid is \$860,000.
3. Earnings last year—information not available, but we understand they operated at a substantial loss.
4. Name of Trustee—Continental Illinois Bank & Trust Co.
5. My opinion of the situation—The company has suffered from exceedingly high debt service charges and local taxes, as well as general conditions of the kraft paper industry. We believe that if the debt and taxes could be reduced there is a good possibility of the company working out of the bad situation it has been in now for several years.
6. Present market on bonds—No market at the present time, although we understand that some people have paid 20 for the bonds.

Local Commendation.

Grand Rapids, May 11—I glory in the fight you are making on questionable practices by alleged bond houses which are unworthy the name.

I bought F. E. C. Ry. 5s of Bonbright & Co. when issued at (I think) 94 and sold them at 67½. Now they are down to 20. The only real large profit I have ever made on bonds was on Anaconda Convertible 7s and some fair profits on Public Utility preferred, accompanied by a bonus of common or warrants. Bond Victim.

Benefits To Merchants and Salesmen.

Grand Rapids, May 11—Am enclosing check for \$3 to pay for one of the best trade magazines I have ever read. May you live another hundred years to pass on such information as is possible for a man of your ability, which is most beneficial to not only merchants but salesmen as well.

Harry E. Nash.

Jugs and race horses should be well handled.