

# MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, MAY 27, 1931

Number 2488

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## The Little Green Tents

The little green tents where the soldiers sleep,  
And the sunbeams play and the women weep,  
Are covered with flowers to-day;  
And between the tents walk the weary few,  
Who were young and stalwart in sixty-two,  
When they went to the war away.  
The little green tents are built of sod,  
And they are not long and they are not broad,  
But the soldiers have lots of room;  
And the sod is part of the land they saved,  
When the flag of the enemy darkly waved,  
The symbol of dole and doom.  
The little green tent is a thing divine;  
The little green tent is a country's shrine,  
Where patriots kneel and pray;  
And the brave men left, so old and few,  
Were young and stalwart in sixty-two,  
When they went to the war away.



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when ripe - - with all that a  
California sun and years of  
practical experience in proc-  
essing can give them.

Careful grading, guaranteed  
percentage of Syrup and  
Satisfied Consumers are all  
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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.

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JAMES M. GOLDING  
Detroit Representative  
507 Kerr Bldg.

### ESTABLISHES PRECEDENT.

#### Supreme Court Decision Great Victory For Independents.

The Indiana chain store tax decision given by the United States Supreme Court a week ago last Monday and upholding that State's right to levy a graduating tax on branch stores has again brought to light the controversy between the chains and the independents. The chains as a whole have not responded publicly at any time to the numerous charges brought against them, but have continued to advance their business as if nothing had happened. Various representatives, bona fide and otherwise, of the independent camp have burst into print with statements, and the politicians have made much of the situation for their own advantage.

There are now thirty-seven states in which chain legislation is pending or is in the position in which the Indiana law was before the Supreme Court decree freed it from the injunctions by which the chains had sought to nullify its effect. The Mississippi Legislature had passed a chain store tax law in 1930, doubling the amount of sales tax to be paid, and an injunction was promptly secured. It is now felt in view of the decision of a week ago Monday that the disputed Mississippi law will be held valid and will be in operation before summer.

In Wisconsin the Attorney-General's office last week advised the State Assembly that the bill proposing a graduated gross sales tax on retailers is constitutional. Under the bill the basis of the graduated tax on the chains would be the entire gross sales of all the stores in the state.

In the opinion it was stated: "The courts should hold that retailing through chain stores may be differentiated constitutionally from retailing in independent single stores, both for police regulation and for taxation."

New York State under its present laws cannot tax the chains, but in time laws may be recommended by

Governor Roosevelt's recently appointed Tax Commission which may deal in this fashion with the chains, according to the chief of the corporations bureau of the State Tax Department.

General feeling in New York circles is that the chains in fighting the Indiana tax law had their eyes more on the future and the establishment of dangerous precedents which might later be embarrassing to them in business than on what was termed in the St. Louis Globe Democrat "Indiana's mild levy." There has been a general impression that the chains were being gradually legislated out of business in the various states where tax statutes of this sort are on the books and that the laws such as that of Indiana or Mississippi are merely preludes to further raids on the resources of the chains. The recent Virginia decision which allowed the State to tax the Great Atlantic & Pacific distributive system in that state is taken as another fair case of this sort of legislation.

Manufacturers of foods generally favor the chains to a considerable extent as an economical means of distribution of their product and they point to the alleged economies in selling to the chains where a large volume of business may be transacted at a low unit cost to the manufacturer. They, however, are coming around more and more to the realization of the necessity for keeping the old line wholesaler and distributor as a balance against chain domination in their field, though they have so far as is known not taken any steps to assist this form of business.

There is a growing feeling among the manufacturers that were the independents eliminated the food business would in time become merely a subsidy of the large chains.

While political dissertations have charged that the chains are monopolies and therefore to be execrated much of this type of antagonism is also falling behind. Instead, the more informed among that part of the population are coming to the viewpoint that the efficiencies perfected by the chains in their few years of existence might better be emulated by the independents. In fact some have gone so far as to say that using the same type of distribution and securing considerable savings for the consumer will help the independents to the point where they will be able to compete with the chains with success.—N. Y. Journal of Commerce.

Don't let your store acquire the reputation of being a curiosity shop through having an accumulation of old stock and show cases.

If the conceit were taken out of some people there would be nothing left to bury.

#### Fochtman Litigation To Be Ended By Compromise.

Conditional settlement of litigation which followed the appointment in September, 1930, of a receiver for the A. Fochtman Department Store, Inc.; Petoskey, since named in involuntary bankruptcy proceedings, has been made by attorneys for petitioning creditors, the debtor firm creditors who intervened to oppose the petition, the widow of Albert Fochtman and the administrator of his estate. The agreement hinges upon approval by the Emmet County Circuit and Probate courts and acceptance by creditors of a 100 per cent. composition settlement offer.

Dispute arose between the Albert Fochtman estate and the corporation over ownership of much of the assets, and Eugene Fochtman, brother of Albert, was named operating receiver of the corporation by the Circuit Court of Emmet county.

As receiver, Eugene Fochtman filed suit in Emmet County Circuit Court for recovery of assets which, prior to Albert Fochtman's death, had been carried in his name, but which the receiver contended were corporation assets.

Assets included notes and mortgages valued at approximately \$77,000; real estate, known as the Grand Marais property, and valued at \$25,000; the Clifton building in Petoskey under lease to the McClellan Store Corp., which lease has been assigned as security, and other real estate valued at about \$90,000.

The receiver likewise claimed \$40,000 life insurance money representing policies in which Mrs. Albert Fochtman originally was named beneficiary, but which were assigned to the corporation shortly prior to Albert Fochtman's death by Eugene Fochtman, acting under power of attorney. Litigation in this suit over the insurance money involved the validity of the power of attorney and assignment, and whether the premiums had been paid by the corporation or by Albert Fochtman personally.

Undisputed corporate assets, consisting of stock, fixtures, accounts receivable, and amounts due from monies advanced the Conway Lumber Co. and the Michigan Hardwood Products Co., amounted to about \$366,000. Because of the current depression, these assets were not as liquid as ordinary. Liabilities aside from stock total about \$287,000.

In January, 1931, while the receiver's litigation with the estate and the widow was pending, three creditors, Preston Feather, of Petoskey, Bloom Dress Co., of New York, and the Jenee Dress Co., of New York, whose combined claims are said to total about \$700, filed an involuntary petition in bankruptcy.

Application for appointment of a temporary bankruptcy receiver was denied by Judge Fred M. Raymond, in U. S. District Court at Grand Rapids, and during the hearing on the bankruptcy petition before Attorney Kirk E. Wicks, of Grand Rapids, as special master, it became apparent that because of complications over involved assets, legal questions and enormous litigation expense, a general settlement had best be attempted.

The conditional agreement provides that Albert Fochtman's estate and his widow agree to release to the A. Fochtman Department Store, Inc., their claim to the insurance money, to all mortgages and notes and real estate except the Clifton building and the Grand Marais property, and assign to the store the large stockholdings of Albert Fochtman in the Conway Lumber Co. and the Michigan Hardwood Products Co.

In addition, the Albert Fochtman estate agree to release an undisputed claim for moneys totaling \$52,000 advanced by Albert Fochtman during his lifetime. In return, the corporation agrees to assume certain personal obligations of Albert Fochtman, which were largely incurred in raising money for use in the store business and execute a long term real estate mortgage on a particular parcel for \$40,000, no payments or principal to be paid thereon for five years.

The agreement provides for payment of the composition settlement offer as follows: Twelve and a half per cent. in cash and balance in non-interest bearing notes, as follows: 7½ per cent. in six months, 5 per cent. in twelve months, 7½ per cent. in eighteen months, 5 per cent. in twenty-four months, 7½ per cent. in thirty months, and 55 per cent. in thirty-six months.

Deferred payments are to be secured by the deposit in escrow for creditors of all of the corporation's common stock and the corporation will attempt to anticipate the last installment of notes through the sale of real estate and the prompt liquidation of accounts receivable.

A general letter will be sent to creditors by Knappen, Uhl, Bryant & Snow, attorneys for the corporation, about June 1, when it is expected the schedules will be ready, advising them of the offer and the date of the meeting, at which the composition will be considered.

#### Seven New Readers of the Tradesman.

The following new subscribers have been received during the past week: Fred Tuszek, Grand Rapids. R. O. Dennis, Grand Rapids. R. J. Petersen, Grand Rapids. Peoples State Bank, Middleton. R. L. Johnson, Butternut. Peoples State Bank, Butternut. Stock Yard Market, Muskegon.



## SIXTH GENERAL CONGRESS

## Of the International Chamber of Commerce.

Sitting in at the International Chamber of Commerce sessions held recently in Washington, one was deeply impressed by the sincerity of the participants and their eagerness to arrive at basic solutions for the business depression which now obtains the world over. There were present eminent business men from all over the world, three hundred and fifty foreign delegates and more from the United States. Among them were such as George Theunis of Belgium, President of the International Chamber, and twelve others, Jean Parmentier of France, Administrator of the Credit Foncier of France and forty-five others, Kenkichi Kagami of Japan, President of a large Japanese Bank, and twenty-two others, Sir Alan Andersen of England, Shipowner and Director of the Bank of England, and fifty-one others, Alberto Pirelli of Italy, President of the largest tire company in Europe, and twenty-five others, J. S. Edstrom of Sweden, President of the Federation of Swedish Industry, and twenty-seven others, Oscar Sempell of Germany, Director of a large steel company, and fifty-seven others, and many other leaders from abroad, with these from the United States:

Silas H. Strawn, of Chicago, President of Montgomery Ward Co.

Wm. Butterworth, of Moline, Chairman of Deere Plow Co.

Gerard Swope, of New York, President of General Electric Co.

Lucius R. Eastman, of New York, President of Hill Bros. Co.

Julius H. Barnes, of New York, Chairman of U. S. Chamber of Commerce.

Melvin H. Traylor, of Chicago, President of the First National Bank.

Men of this caliber led the deliberations of the Chamber and voiced their opinions upon the various topics under discussion. It is to such leadership that business men the world over look to the solution of vexed business problems and to the promotion of sound principles which can be used for their solution.

Jean Parmentier of France talked of the movement toward a European economic union. He brought out the point that in order to have a proper adjustment of production to consumption, it was proper to consider the formation of International Cartels or foster the co-operation of large manufacturers in different countries in mapping out programs. The basic materials which might properly be considered in such programs, would apply to the manufacturing and marketing of iron and steel, aluminum, fertilizer, cement, etc.

We are all accustomed to look at our own particular prospect and be burdened by the shadows which seem before us. We think our problems are the most serious and that no one else has problems like ours to face. This of course, is not true. Our burdens are the common burdens of the business and economic world to-day. We should regard ourselves as being equally favored, if not better favored

than other nations. We have no more difficult situations to face than occur in each community the world over. We may congratulate ourselves that we are not in the throes of civil strife and that our lives are free to work out their destiny. Our struggle is an economic one and that in its far reaching effects has to do with human living and with all manner of enjoyment in living.

The program at Washington covered a vast variety of subjects. There were discussions of important economic topics from Monday morning until Friday night. They touched upon the economic relations of all countries, upon commercial policies, the most favored nation treatment, commercial arbitration, double taxation, the silver prob-

Perhaps the most inspiring talk was given by Dr. Pirelli at the banquet to 1200 delegates and their wives on Thursday night. I will close this account with excerpts from his speech which while inspiring his audience, gave evidence of his charming and versatile character. His subject was the Lights and Shades of Modern Mechanical Civilization.

"Here is the indictment:

"Modern mechanical civilization, born in Europe and carried to an extreme in the United States, is making Man the slave of his own machine.

"Man is losing his personality; he is becoming standardized in his mentality as well as in his dress and his habits; he becomes lost in the multi-

"Vulcan has killed Apollo.

"In answer to this indictment I think it is not difficult to put up a very good case in defense of modern civilization, but I also think that in so doing we soon reach a point in the argument when we must admit the dangers inherent in the predominance of the material over the spiritual, and when we must place our trust in those ever resurgent forces making for balance which Nature always holds in reserve.

"A defense of technological civilization must first of all put in record the wonderful improvement in the standard of living of vast masses of the people of the world for which it can claim credit. They have been raised by it to conditions of life comparable to those of the middle classes barely a hundred years ago.

"Technical progress has made it possible to reduce the hours of work and increase those of leisure while at the same time raising wages and also lowering costs.

"As has rightly been said, machinery is labor-serving, not labor-saving; it has reduced physical fatigue, replacing man by mechanical devices for production and transport in the heavier and more repetitive tasks.

"The ancients said that it took five slaves to make a free man. To-day machinery has taken the place of slaves but not of the free man.

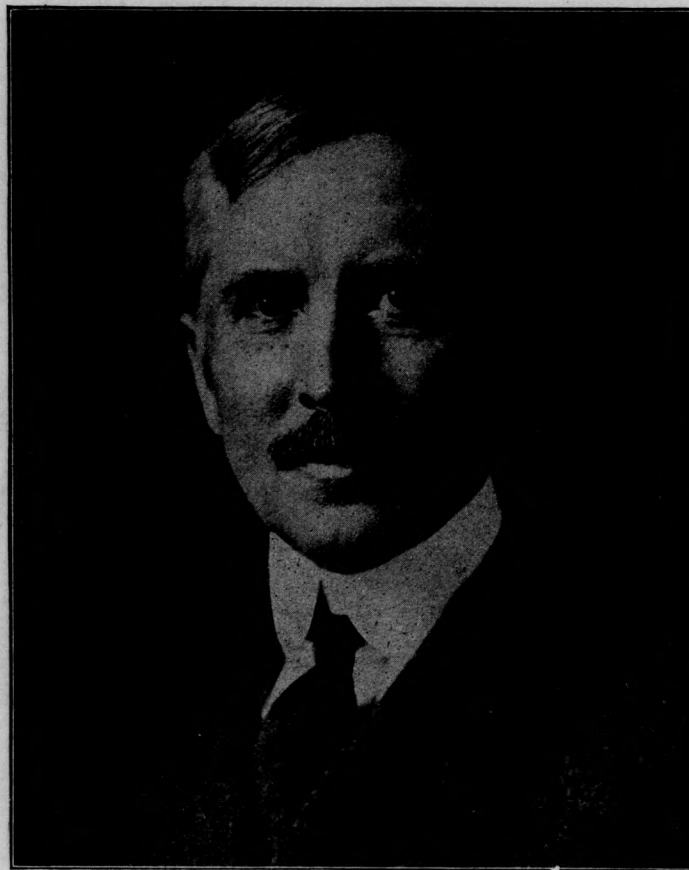
"How it is possible to deny that the higher standard of life of the masses thus secured, together with the development of institutions due to public and private enterprise, for improving the education and health of the people, are in themselves a splendid achievement?

"Man will always have unsatisfied desires, but just think what it would mean if poverty, which in past times has been the rule, the destiny of the many, and is so in many countries even to this day, should become the exception.

"Some speak with contempt of the levelling process, but if the levelling be upwards let us bless it! It is surely progress to convert the exception into the rule."

"But material comfort, the achievements of science and even the splendid daring of Man, unless they be allied to spiritual nobility are insufficient to build up a really great and enduring civilization, capable of attaining the summits of philosophy and art. Idealism is no mere useless luxury or unserviceable incumbrance. The greatest civilizations have been those on which the intellectual and moral light shed by the great philosophers and contemplative spirits has shone. All wisdom is not contained in science. Let us think of the spiritual heights attained by some of the sages of antiquity, unacquainted with cars and telephones, but whose minds soared upwards, reaching out to universal principles.

"Undoubtedly there is a danger that modern civilization submerge and obscure the finer and more distinctive characteristics and qualities of man. This danger exists more especially for us business men because every hour of our daily life is so absorbing and interesting, because there are so many



Clay H. Hollister.

lem and its effect on trade in the Far East, changing currents of world trade, economic crises and their effect, National and International business structures, the problem of production and employment, agriculture, the touch stone of world depression and prosperity, tariffs and so on, these topics being only a part of those ably handled by representatives from the thirty-six nations assembled for the meeting.

The opening address by the President of the United States held in the Constitution Hall, was a masterly one, the President emphasizing as his main point, the desirability of lessening expenditures for naval and land armaments. He handled his topic in his usual forceful and convincing manner and made a fine impression.

tude, a mere pebble on the beach, rounded, polished, one like every other.

"The doctrines derived from scientific materialism prevail. Appetites grow but aspirations perish. The people know the price but not the value of things.

"We cannot conceive the Saint, the Hero, the Poet, or the Artist seated before the calculating machine. The outer life is killing the inner. Religious and family feeling are on the decline; Man no longer knows the divine joys of solitude, silence, contemplation; pursued as he is by the telephone, the gramophone, (I think you call this in America the talking machine), the wireless, the clamor and uproar of the streets; his culture is based on the newspaper, the movies, jazz.



and such constant claims on our time and attention. The daily newspaper and the wireless wake us in the morning and pursue us throughout the day; our life is one of perpetual hustle; the contacts with our fellows as we travel to our work, and then throughout the day in factory, shop or office; in our associations, clubs and sports; all accentuate its external trend.

"We must react against this. As material life inevitably gains in uniformity we must make an ever greater effort to preserve and develop our intellectual individuality. The assortment of talents, the infinite shade of intellectual and spiritual pigmentation, represent some of the finest values and greatest joys of life. We must learn to cultivate the love of Nature's divine variety; we must find time to stop and interview ourselves; we must learn to appreciate silence and solitude, the beauties of poetry, the joys of culture, the fascination of mystery and legend.

"The great Mediterranean civilization was the product of intercourse carried on over the highway of an inland sea with Tyre, Athens, Carthage, Rome, Jerusalem, Alexandria, all contributing their highest attainments.

To-day the sea is the ocean, or rather the seven seas, but it is easier for man to cross the oceans to-day than it was for him to traverse that sea of old. What vaster possibilities for our civilization if our spiritual development can keep pace with our opportunities." Clay H. Hollister.

#### Return of Goods To Retail Stores.

Although the average percentage of sales returned by customers to retail stores assumed rather large proportions during the latter half of 1930, according to a recent survey, the most striking fact revealed is the high percentage of returns reported by some stores and the wide variance in this practice among establishments operating under similar conditions, it was stated orally May 22 at the Department of Commerce.

One department store, for instance, reported returns and allowances of 45.3 per cent. of all its sales on open credit accounts, and another reported returns and allowances of 30.1 per cent. of total sales of all types. One furniture store had returns and allowances of 40.3 per cent. of all sales. Yet competitors of these stores in the same cities, it was pointed out, reported percentages as low as the average for other cities or considerably below that average.

Further information was supplied as follows:

Department stores were formerly prone to believe that they alone were afflicted with the profit-diminishing evil of returned goods. And, as a matter of fact, officials of the Commerce Department have heard of stores of this class which had 40 per cent. of all sales returned. But surveys disclosed that returns and allowances were widespread, and were of considerable proportions in the seven lines of retail trade covered in the semi-annual retail credit survey.

A relationship between the size of the business and the percentage of returns and allowances is indicated by this survey. For example, in men's

clothing stores they varied directly with the size of the stores, the larger the volume of business, the higher the proportion of goods returned. The range was from an average of 1.9 per cent. for the smaller size group, with annual sales of less than \$100,000, to 9.7 per cent. for the larger size group, having sales of \$1,000,000 or more.

Various reasons are ascribed for large returns of goods, but it is difficult to say definitely what the major cause may be. Probably the customer and the store are both at fault, the former for taking goods he does not really want and for not knowing exactly what he wants, and the latter for forcing goods on a patron before he is thoroughly convinced he should have them.

One method of combating returns of goods by persons who do so chronically is the utilization of an agency similar to or co-operating with a credit bureau, and the Department has been informed that this method has been put in practice in certain localities. Returns of goods are reported to a central office, to which the store can refer when a customer brings back its merchandise. The store can learn whether the patron habitually returns goods to other establishments, and predicate its actions accordingly.

Additional, excessive returns and allowances shown by stores having the highest returns in the last semi-annual credit survey follow: 32.2 per cent. of cash sales of a department store, and 29.2 per cent. of installment sales for another department store; 14.1 per cent. of cash sales, 28.4 per cent. of open credit sales and 32.5 per cent. of installment sales for separate furniture stores; 5 per cent. of cash sales, 20 per cent. of open credit sales, 25.6 per cent. of installment sales, and 26.9 per cent. of total sales by individual jewelry firms; 5.9 per cent. of cash sales, 25 per cent. of open credit sales, 4.9 per cent. of installment sales and 20.5 per cent. of all sales by different men's clothing stores; 15 per cent. of cash, 31.9 per cent. of open credit, and 23.5 per cent. of total sales for shoe stores; 13.1 per cent. of cash sales for shoe stores; 13.1 per cent. of cash sales, 31.3 per cent. of open credit sales, 10.9 per cent. of installment sales, and 21.1 per cent. of total sales in separate women's specialty shops; and 31.3 per cent. of cash sales, 13.7 per cent. of open credit sales, 30.3 per cent. of installment sales and 29.5 per cent. of total sales by single firms handling electrical appliances.

#### Late Business News From Indiana.

Fort Wayne—Steady increase in business calls for expansion in building facilities and a larger force, Ft. Wayne Tailoring Co. announces. The firm has been in operation for over a year and has nearly trebled its payroll during that time. The company expects to increase its payroll from 300 to 400 persons and is taking over 18,000 square feet of floor space in an adjoining building with room for further expansion when business demands it. A Hanus is manager of the company. The expansion program begins immediately.

Indianapolis—Edward J. Gausepohl, trunk and leather goods merchant and

manufacturer, and former president of the Merchants' Association of Indianapolis, died at his home in this city. He was 66 years old and had been in ill health nearly two years. He was dean of merchants of Washington street, principal street in down-town business district, having been actively engaged in business there for more than forty-three years. In November, 1927, he celebrated the 50th anniversary of beginning of his business career as the only man who had been continually in business in Washington street, between Pennsylvania and Illinois for half a century. Funeral services will be held at the Scottish Rite Cathedral, conducted by 33d degree Masons. He is survived by his widow, one son, one daughter, a brother, three sisters and two grandchildren, all residents of Indianapolis.

Muncie—Following the filing of a petition for a receiver by the Eastern Clothing Co., a creditor, Samuels, Inc., was adjudged a bankrupt. The petition followed a petition by the debtor firm asking for a stay of proceedings until an offer of composition was either confirmed or rejected. The offer was rejected by a number of the creditors following several hearings and further action was referred to Carl Wilde, referee in bankruptcy at Indianapolis. In its petition, the Eastern Clothing Co. asked that the receiver take charge of the assets of Samuels, Inc., with power to continue the business, maintain fire insurance in force and take other steps necessary to conserve the assets. It was pointed out that there are approximately 400 creditors, 300 having claims under \$100. The rejected composition offer was 25 per cent., payable 15 per cent. cash and 10 per cent. in two notes, payable in 90 and 120 days.

Huntington—A total of \$2,958 of claims were listed with the clerk of the Circuit Court in connection with the receivership of Kindler Bros., shoe dealers of this city. Russell Huffman, appointed by Judge Sumner Kenner, is the receiver. The assets of the firm, consisting for the most part of money paid in for the stock and fixtures of the firm and a small sum of money collected on outstanding accounts, will total about \$825. In addition to the claims already filed, some creditors who were secured have not filed claims and are not expected to do so, it was indicated. The receiver was appointed for the firm after an action had been brought against the partnership of Charles and Henry Kindler in Circuit Court. Mr. Huffman afterward was appointed receiver and as such he sold the stock of goods and fixtures to Mr. Wall, a retired school teacher and father-in-law of Henry J. Kindler, for a sum between \$700 and \$800.

#### Late Business Information From Ohio.

Cleveland—DuPont Clothes, featuring clothes for men at reduced prices, has opened at 717 Euclid avenue. Sidney Rose, for many years operator of R. B. Clothes on East Ninth street, which store has been discontinued, is owner and operator of the new store, which occupies 3,000 square feet on the second floor.

Cincinnati—Schedules filed by Isaac Rosenbaum, trading as I. Rosenbaum

& Co., list assets of \$3,162, all in open accounts, and liabilities of \$8,145, of which \$1,993 is secured and \$6,151 unsecured.

Youngstown—Isadore J. Teman, Army & Navy store, 329 East Federal street, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets of \$1,000 and liabilities of \$3,695. There are thirty-one creditors.

Niles—E. J. Abraham, retail dry goods, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing assets of \$63,420 and liabilities of \$75,011.

Lakewood—Marquette B. Lane, doing business at Thrift Millinery Co., has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing no assets and liabilities of \$1,498.

Columbus—Willis G. Bowland, 78, founder of the Morehouse-Martens Store, who has been serving as secretary of the Columbus Sinking Fund for the past eighteen years, died here after a short illness. He founded the W. G. Bowland Co., a dry goods concern, about forty years ago. Later the concern was changed to Bowland, Morehouse & Martens Co. He retired from the business in 1904.

Cleveland—Raymond E. Walthers, 9007 Broadway avenue, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$5,634 and assets of \$2,928.

Columbus—Receiver C. M. Gibson, named by the Court of Common Pleas in an action brought against the Rose Millinery Co. operating a millinery department in Orwin's, a specialty shop at 117 South High street, announces that the receivership has been closed by the payment of a dividend of 5 per cent. to the creditors having claims totaling approximately \$10,000. The stock and fixtures had previously been sold to Hugo Magaziner, the former manager of the Rose Millinery, who organized a new company to continue the business. A claim for taxes amounting to \$105 was also paid. Receiver Gibson has been discharged.

Toledo—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against the Nathanson Bros. Co., wholesale notions and novelties, by Attorneys Max Kahn, of Detroit, and Doyle & Lewis, of Toledo, representing Atlanta Knitting Mills, \$314; Milray Knitting Mills, \$185; Perry Knitting Mills, \$93; Thomas Donlon, trading as Thomas Donlon & Co., \$2,396. Hearing was held before Federal Judge Hahn on motion for the appointment of a receiver in the bankruptcy action and for a temporary restraining order to prevent any further sale or other disposition of the company's assets by the receiver appointed by the Common Pleas Court of Lucas county. During the hearing, Attorney Eugene Faber, representing the State Court receiver, Harry Eiss, stated that the liabilities of the company were about \$125,000 and the assets, as shown by the balance sheet prepared by the accountants, were about \$240,000.

Our energies seem centered upon getting on in the world rather than getting up in the world.



**MOVEMENTS OF MERCHANTS.**

Morenci—Claude Ranger has opened a drug store here.

Corey—Robert Adams, of Colon, has engaged in the grocery business here.

Hastings—The R. C. Fuller Lumber Co. has changed its name to the Home Lumber Co.

Stanton—Mr. Gay has opened a bazaar store under the style of Gay's Five & Ten Cent Store.

Vicksburg—The First State Bank of Vicksburg has increased its capital stock from \$25,000 to \$40,000.

Lowell—The Popular Shoe Store is closing out its entire stock at special sale and will retire from trade.

North Branch—After fifty-two years in the drug business in North Branch, J. H. Vandecar has sold out to C. B. Sherman.

Wayland—Douglas Rogers, of Belting, who recently purchased the bazaar stock of Cash Knight, has taken possession.

Grand Rapids—The Central Fuel Co., 139 Wealthy street, S. W., has changed its name to the Grand Rapids Coal & Materials Co.

Detroit—The Peoples Variety Store, 9500 Oakland avenue, has been incorporated with a capital stock of \$5,000, all subscribed and paid in.

Homer—H. E. Shear, whose clothing stock and store were badly damaged by fire recently, will open his newly remodeled store June 1.

Grand Rapids—The A. F. Burch Co., 217 Division avenue, South, upholstering supplies, etc., has changed its name to the Bennett Mills Co.

Linden—Gene Farner, who has been employed in the L. M. O'Dell drug store in Fenton for several years, has purchased the Ivan Fuller drug store here.

Iron River—A new drug store, located in the building formerly occupied by the Lindstrom Electric and Special Co., has been opened by Clarence Williams.

Detroit—Raymond Frocks, Inc., 1031 Woodward avenue, has been incorporated with a capital stock of \$2,500, all of which has been subscribed and paid in.

Flint—The Fairview Fuel Co., 2905 Michigan avenue, has been incorporated with a capital stock of \$100,000, \$35,000 of which has been subscribed and paid in.

Grand Rapids—The Grossman Lumber Co., with business offices at 611 Murray building, has decreased its capital stock from 1,500 shares no par value to 500 shares no par value.

Detroit—Collins Cigar Co., Inc., General Motors building, has been incorporated to deal in cigars, confectionery, etc., with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Dubois Co., 2635 East Grand boulevard, has been incorporated to deal in machinery and tools for construction with a capital stock of \$5,000, all subscribed and paid in.

Detroit—The Crow Co., 15402 Wyoming avenue, has been incorporated to manufacture and deal in ice cream and confectionery, etc., with a capital stock of \$10,000, \$1,000 being subscribed and paid in.

Detroit—The Union Brewing Malt

Products Co., 3520 Mitchell avenue, has been incorporated to manufacture and deal in malt products with a capital stock of \$20,000, all subscribed and paid in.

Grand Rapids—The Famous, 346 Monroe avenue, has been incorporated to deal in clothing and men's furnishings at retail with a capital stock of \$25,000, \$5,000 of which has been subscribed and paid in.

Coldwater—L. David Fletcher has resigned his position as office manager of the St. Clair county road commission and will engage in the clothing and men's furnishings goods business here about June 15.

Detroit—Sales Necessities, Inc., 650 West Baltimore avenue, has merged its business into a stock company under the same style with a capital stock of \$50,000, \$1,000 of which has been subscribed and paid in.

Croswell—Alvin B. Graham, 68, pioneer druggist, of this place, died at St. Joseph's hospital, Mt. Clemens, where he has been confined three weeks as the result of injuries received in an automobile accident.

Detroit—The Lee Fruit & Produce Co., 2602 Riopelle street, has been incorporated to conduct a wholesale and retail business with a capital stock of \$10,000, \$5,000 of which has been subscribed and \$3,000 paid in in cash.

Ionia—Plans for the organization of a \$100,000 corporation to take over the Reed Inn and to provide for the construction of a twenty-five room addition have been made known by Paul Axelrod, building broker and promoter.

Battle Creek—The Porter Furniture Co., 6-8 West Michigan avenue, has been incorporated to conduct a retail furniture store with a capital stock of 1,000 shares at \$10 a share, \$2,000 of which has been subscribed and paid in.

Muskegon—L. E. Schnorbach, 583 West Grand avenue, dealer in fuel, has merged the business into a stock company under the style of the Schnorbach Coal Co., with a capital stock of \$2,000, \$1,200 of which has been subscribed and paid in.

Cheboygan—C. L. Rogers, who conducts a women's ready-to-wear apparel store at Rogers City, has opened a similar store here under the style of the Cheboygan Style Shop. Mr. Rogers will give his personal attention to the buying for both stores.

Detroit—Jos. Cheifer, 2137 Hastings street, has merged his plumbers' supplies and sheet metal work, roofing, etc., into a stock company under the style of the J. Cheifer Sheet-Metal Co., with a capital stock of \$3,000, all subscribed and paid in.

Grand Rapids—The Rubber Patents Corporation, Houseman building, has merged its rubber and rubber products business into a stock company under the same style with a capital stock of 1,000 shares at \$10 a share, \$4,500 being subscribed and paid in.

Bad Axe—The Clark & McCaren Co., has merged its wholesale grocery business into a stock company under the style of the Progressive Wholesale Grocery Co., with a capital stock of \$100,000 preferred and 3,000 shares at \$1 a share, \$63,000 of which has been subscribed and paid in.

Fulton—The Bank of Fulton, which served this community since 1907, closed its doors May 22, not to reopen again. The Bank of Fulton was owned by the same stockholders who owned the Bank of Leonidas, which closed its doors about two weeks ago because of frozen assets.

Ann Arbor—Involuntary bankruptcy proceedings have been filed in the U. S. District Court at Detroit against Herman J. Hagen, retail men's wear, by Fixel & Fixel and Max Kahn, attorneys, representing Fawn Glove Mfg. Co., \$25; A. Krolik & Co., \$1,100; Montgomery Clothing Co., \$300.

Gladstone—Henry Rosenblum, 63, pioneer merchant, died at his home here recently. Mr. Rosenblum had been a resident of Gladstone for forty years. For many years he conducted a department store in the city. Surviving besides the widow are one son and three daughters, four brothers, and three sisters.

Newberry — The Richardson Shoe Co., in business here for more than a quarter of a century, has sold its stock and store fixtures to Cowell & Burns, who are closing it out at special sale. J. L. Richardson, owner and manager, who died some months ago, was the inventor of the Richardson shoe machine by which leather tops can be sewed on rubber.

Hart—Edward S. Powers, who has owned and operated a creamery here for several years, has sold his plant and business to R. W. Groskopf, of Muskegon, Ray Hydenberk, of Marion, and L. Larson, who has been associated with the Powers Creamery Co. The business will be continued under the name of Hart creamery.

Hamtrack—The report of the trustee, Union Guardian Trust Co., filed an involuntary bankruptcy proceedings against Kasmer & Wispe, retail shoe dealers, shows a balance on hand of \$3,935. It states that it will be necessary to hold open the estate for at least another sixty days for further investigation. Schedules filed in U. S. District Court at Detroit, list assets of \$15,000 and liabilities of \$23,203.

Bad Axe—Announcement of the organization of the Progressive Wholesale Grocery Co. in this city, sponsored by the Independent Grocers Alliance of America, is announced here by W. K. Hunter, vice-president of the National organization. Incorporation papers have been sent to Lansing and a meeting of stockholders is to be held within a few days to elect directors. The new firm will be managed by the I. G. A. National headquarters, Chicago. It will occupy the buildings formerly used by Clark & McCarren Co.

Alpena—Sale of the Alpena Packing Co. to Arnold Forsch and Arthur Maczei, of Erie, Pennsylvania, is announced by Walter Gabrysiak, of Long Lake avenue, proprietor of the local plant for the past eight years. The Packing Co., located in the Northern part of the city on the outskirts, will be taken over by the Pennsylvania men by June 1, the deal having been closed May 14. The new owners plan the erection of an annex building and the addition of equipment. Mr. Gabrysiak states that

he will engage in the buying and shipping of cattle following June 1.

Benton Harbor—A. K. Frandsen and his son, E. A. Frandsen, of Hastings, have contracted to take over the Gilmore Bros. department store here Aug. 1. They will continue the business under the management of the junior partner under the name of the Frandsen Department Store. The following lines of merchandise will be carried: dry goods, ready-to-wear, shoes, groceries, furniture and floor coverings, gift shop, photo studio, wall paper and paints, millinery and beauty shop. E. A. Frandsen is a graduate of the Michigan University, specializing in business administration. He went with the General Electric Co. for a year and for the past seven years has been with the Frandsen's big store at Hastings as buyer, merchandiser and office manager.

Saranac—Mr. and Mrs. Frank McWilliams, of Rockford, have bought the grocery store of Otis & Otis. Arden Otis, the senior partner, has conducted the store for over thirty years. His first partner was Levi Vaughn, who still is part owner of the building in which the firm is located. Seventeen years ago Mr. Vaughn left the grocery business to become postmaster, and Dale Jepson, now county clerk, bought an interest. After two years he sold his interest to Lee Otis, a cousin of Arden, who has been a member of the firm since. Before buying an interest in the grocery Lee Otis owned and operated a barber shop at Holland, Lake Odessa and at Saranac. Arden clerked in the Frace Grocery ten years before going in business for himself.

**Manufacturing Matters.**

Detroit—The Frezza Tile & Terrazzo Co., 3915 Jos. Campau avenue, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Detroit — The Thomas, 626 David Stout building, has been incorporated to manufacture and deal in cosmetics with a capital stock of 5,000 shares at \$1.14 a share, \$5,700 being subscribed and paid in.

Grand Rapids—The Brace Upholstery Co., 330 Lane street, S. W., has been incorporated to manufacture and upholster furniture with a capital stock of \$10,000, \$5,000 being subscribed and paid in.

Center Line—The C. & W. Refrigerator Co. has been incorporated to manufacture and sell store furniture and commercial refrigerators with a capital stock of \$5,000, \$1,800 of which has been subscribed and paid in.

Detroit—The Pyrouine Laboratories, Inc., 8006 Oakland avenue, has been incorporated to manufacture and compound medicines and drug products with a capital stock of \$20,000, \$15,000 of which has been subscribed and paid in.

Detroit—The Busch Manufacturing Co., 4001 Beaufait avenue, has been incorporated to manufacture and sell celluloid and other material, with a capital stock of 12,000 shares at \$1 a share, \$12,000 being subscribed and paid in.



### Essential Features of the Grocery Staples.

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

**Tea**—One of the firmest items in the list is low-grade Pingsuey Gunpowders, which are about exhausted in first hands and are working up as new supplies will not be available for several months. During the past week there have been no important changes. Indias are a little firmer, but the general business in teas is rather poor. New crop Congous have opened up in China at comparatively higher prices and Hoochows are expected to do the same. General business will get better when the weather gets warmer.

**Coffee**—Green Rio and Santos, sold in a large way, has had small fluctuations both up and down during the past week and the net result is practically no change from last week. The week started with prices a little firmer on account of buying in Brazil, but later the market quieted and finally eased off slightly. Milds show no change from last week. The jobbing market on roasted coffee is not materially different, except for individual adjustments by packers here and there.

**Canned Fruits**—With tentative opening prices announced on Royal Anne cherries by several California packers, another fruit item is revised downward to meet new conditions. The price reductions ought to put Royal Annes back in line where they can maintain their outlets. Packers announce very conservative plans for the season. Some of them even talk of limiting production to orders. One of the largest factors in California is not going to pack Royal Annes at all this year. Peaches are still unsettled. Standard clings are offered by several outside canners at \$1.30, with a few offerings as low as \$1.25 reported. Plans for handling the new crop have not been formulated.

**Canned Vegetables**—Eastern pack vegetables do not show any change. Standard tomatoes are well maintained at current levels, with a certain amount of buying here and there. Peas and corn do not show any particular change and are still obtainable at around the low points of the season.

**Dried Fruits**—Dried fruit stocks on the spot are cleaning up nicely. Some items are very scarce at present, among them top grades of peaches, pears, apples, large California prunes and Oregons. Some jobbers report that they are out of several fruits and are booking orders against shipments to arrive, which means a fractionally higher price because of the firmer trend taken in California. Representatives of the chief independent packers and the Association are quoting tentative prices on new crop apricots, guaranteeing sales against the formal opening. It seems agreed that little future business is being done. Buyers are coming into the market for their requirements but show little disposition to accumulate much spot stocks or commit themselves to futures, at least at the present time. The outlook is favorable for a routine cleaning up of stocks in all hands before the summer is over. Packers also

are holding only very small amounts. Except for raisins, there probably won't be any carryover on the Coast, and even the carryover in raisins will be exceptionally small as compared with other years. With the pool in control and the probability that it will have sufficient Farm Board assistance to take care of the raisin market in the next season, there seems little doubt but that raisins will open firm and continue well stabilized.

**Canned Fish**—Salmon is now in better position. Both pinks and chums are confined to fewer hands and prices are firm at present quotations. Reports from Columbia River are that in many sections fishing has been poor in yield so far, although fair to good catches are reported in the upper river.

**Salt Fish**—Following the recent buying lull, there appears to be more interest in salt fish. The trade is more inclined to take up its requirements, but there are no large sales reported. The relatively light stocks held both in the hands of importers and in primary markets keep the price structure pretty firm. There is little prospect for a change in the near future.

**Beans and Peas**—There has been a fair demand for imported dried beans during the week, but domestic stocks are still weak and dull. This applies especially to red and white kidneys, California limas and blackeye peas. Pea beans and marrows are fairly well sustained. Yellow split peas have also shown some firmness during the week.

**Cheese**—A moderate demand has been reported for cheese during the week, with prices holding about steady.

**Nuts**—Stocks in the hands of importers are light and prices in many cases are below importing costs. There is a routine demand for several varieties of walnuts and almonds. The confectionery and ice cream trades have been better buyers since the warm weather came on. Shelled pecans are moving in a fair way. The unshelled group is seasonally inactive.

**Rice**—The rice market is steady and inclined to work firmer in the South. Farmers holding the bulk of rough stocks are well supported by the Farm Board and Southern banks. Millers are operating only against orders. Distribution continues to be satisfactory, with Blue Rose of the better grades moving out in good shape. Long grains are firm and scarce.

**Sauerkraut**—The sauerkraut market is still very easy, with bulk kraut offered cheaply, and canned kraut moving considerably below usual for this time of the year. Low prices have not materially helped the situation.

**Syrups and Molasses**—There is still a good demand for sugar syrup considering the season, at unchanged prices. Compound syrup is also selling reasonably well, although in small lots. Prices are unchanged. Molasses is selling in a routine way, with steady prices.

**Vinegar**—Vinegar sellers have found a moderate improvement in trading. There are more stocks moving out, although few large orders are reported. Enquiry has picked up, also, and prices continue steady.

### 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
Ben Davis, A Grade	1.75
Ben Davis, Commercial	1.35
Western apples command	\$3.50 for
Delicious, \$3 for Winesaps and	\$2.75 for Roman Beauties.

**Asparagus**—Home grown is now in market, commanding \$1.20 per doz. bunches.

**Bananas**—4½¢@5c per lb.

**Beets**—New from Texas 65c per doz. bunches.

**Butter**—The market is a little stronger and ¼c higher than a week ago. Jobbers hold 1 lb. plain wrapped prints at 24c and 65 lb. tubs at 22½c for extras.

**Cabbage**—New from Mississippi, \$2.75 per crate of 100 lbs.; Tenn., \$2 for 60 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 90c for one doz. box and \$5 per crate.

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

**Cucumbers**—No. 1 hot house, \$1 per doz.; outdoor grown from the South, \$1.75.

**Eggs**—The market has not changed materially since the last report, the only fluctuation being a small fraction upward. Demand for fine fresh eggs is steady. Local jobbers pay 16c 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**—\$2.50 per hamper for Southern.

**Lettuce**—In good demand on the following basis:

Imperial Valley, 5s, per crate	3.25
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**—North Carolina stock is now in market. It commands \$2 per bu. or \$5 per bbl.

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

126	\$4.75
150	4.75
176	4.75
200	4.75
216	4.75
252	4.75
288	4.75
344	4.25

Floridas extra, fancy are held as follows:

126	\$4.25
150	4.25
176	4.25
200	4.25
216	4.25
252	4.00
288	4.00

Bulk, \$4.50 per 100 lbs.

**Onions**—Spanish from Arizona, \$2.50 per crate; Texas Bermudas, \$1.75 per 50 lb. sack.

**Parsley**—50c per doz. bunches.

**Peppers**—Green, 60c per doz. for California.

**Pieplant**—\$1 per bu. for home grown.

**Pineapple**—Cuban 18s, 24s and 30s command \$3.

**Plants**—Cabbage and Tomatoes—\$1.25 per box; Peppers, \$1.50.

**Potatoes**—Home grown, 90c per bu.; Wisconsin, \$2 per 100 lb. sack; Idaho, \$2.40 per 100 lb. sack; 65c per 25 lb. sack.

**Poultry**—Wilson & Company pay as follows:

Heavy fowls	19c
Light fowls	17c
Ducks	14c
Geese	12c

**Spinach**—Spring, 85c per bu.

**Strawberries**—\$5.25 for 24 qt. case for Klondyke's from Tenn. and Ark.

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

**Tomatoes**—\$1.35 per 6 lb. container, Southern grown; home grown hot house, \$1.60 for 7 lb. basket.

**Veal Calves**—Wilson & Company pay as follows:

Fancy	12c
Good	10c
Medium	8c
Poor	8c

### Some Handicaps Ahead For Allegan.

Allegan, May 26—Representative Fred Wade's bill, which passed the House by a large majority to give the city of Allegan the right to condemn outside the city for flowage rights in connection with the construction of the municipal dam, was not even considered by the Senate before final adjournment. The measure now reposes in the archives of the Senate, in which funeral receptacle it will probably forever remain. The city won its suit against the Consumers Power Co. to permit the city the right to condemn for flowage rights along the Kalamazoo river and the power company appealed to the State Supreme Court. That august body will not convene until June and if a decision is finally given the city no one knows when that will be. At the April election the taxpayers voted to bond the city for \$170,000 to aid in constructing the utility and the city officials went on record before election day that the \$170,000 bond issue would not be sold until the Supreme Court had passed judgment on the appeal case. The Consumers Power Co. has thrown the proverbial monkey wrench at every opportunity to prolong construction work and so far has been successful in making much trouble for the city. If the Supreme Court decides against the Power Company it is believed they will appeal to the U. S. Supreme Court and Mayor Mosier has stated he will appeal likewise.

The balance of political power is in the hands of men who can do nothing but vote and find fault.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

A man using the name Jenkins is claiming to represent the Beech-Nut Packing Company, offering to furnish 10,000 book matches with the name "Beech-Nut" on the cover, and four dozen ash-trays at a cost of \$8.50—cash. The money is collected and the goods are never received, it is alleged.

By the use of telegrams and long distance 'phone calls, Mathews & Co., Inc., of Chicago, whose mailing sheet is called "Mathews' Financial Analyst," continues its attempts to sell stock to thousands of persons in all parts of the country who are "among those present" on its sucker list. The company's practice is to mix stock market observations and predictions with specific recommendations, and continual attempt is made to effect sales of certain securities by means of the telegraph and the long distance telephone, methods heretofore extensively employed by notorious tipsters.

Enquiries indicate that scores of people in all walks of life have gone into the business of raising and selling rabbits for profit, or they contemplate doing so. The Toledo Better Business Bureau has collected a large file of information regarding one plan of operation which has recently become popular, the essential elements of which are as follows:

1. The purchase of several rabbits for breeding purposes.
2. The investment in hutches, feed and equipment.
3. The feeding and care of the rabbits and their off-spring.
4. The sale of parts of the herd from time to time (alive), to the promoting company, at contract prices.

Prospective rabbit ranchers are interested first of all in the money-making possibilities of the business. Since the plan described is comparatively new in this vicinity, statistics of a reliable nature are few and difficult to get. The Bureau knows of no one who can show that he has made a substantial profit under this particular plan, but would like to talk with anyone who have kept accurate records. The Bureau's files to date do not bear out the optimistic predictions as to money-making possibilities made by promoting concerns who profit largely from the sale of rabbit breeders to the public. Small investors particularly, are cautioned to investigate any promoting company carefully, then consider the question when, if ever, the supply of rabbits will exceed the normal demand for rabbit meat (rabbits multiply rapidly) and satisfy themselves after making diligent enquiry, whether others who have been in the business for two years or more have actually made a reasonable return on their investment.

The hazard to merchants in relying on the persuasions of transient vendors of toiletries as business stimulators, is illustrated in the case of the Lane Drug Co., Adams and Erie streets, who, on

April 28, was induced by a fast talking representative of Ost-Silver Co. of St. Paul, Minnesota, to advertise in the Toledo Blade of April 29 for the benefit of the promoter, a three-day sale of "Parisienne" perfume and face powder. The premium, offered to induce purchases, was a pair of ladies' hose, alleged by the promoter and stated in the advertisement, to be of the value of \$1.45. For the payment of \$1, the advertisement offered "One pair of Ladies' Pure Silk Hose with a purchase of a regular \$2 size Perfume and regular \$1 box of Face Powder," i. e., a purported \$4.45 value for \$1. The promoter admitted to a Bureau representative that the perfume and face powder had never, to his knowledge, sold for \$2 and \$1 respectively. As for the

cent. Merchandise sold or "given away" under such a plan, is for the most part, non-standard, ordinary goods, and in so far as the merchant is concerned, is used only to attract the public to his store. If he keeps any of the merchandise in stock after the sale, which is rare, it is usually on consignment only—merely a blind for the purpose of attempting to justify the high comparative prices. These schemes are readily recognized by the form and text of the advertisements which accompany them. Exaggerated comparative prices and an alleged free gift — withal a tremendous bargain couched in alluring, bombastic and unprovable claims. Favored "gifts" are hosiery, or low grade imitation pearls incorrectly advertised either as "pearls"

pressions made from inked engraved plates, the process commonly known to the trade and public as "engraving." The partners will no longer use the words "engraving" or "engraved" in any way that would have the tendency to deceive purchasers into the belief that products sold by them are engraved, when such is not the fact.

A corporation engaged in quarrying stone and fabricating stone burial vaults, signed a stipulation with the Federal Trade Commission agreeing to stop offering to pay a compensation or reward for the disinterment of burial vaults sold by competitors. The company agreed also to stop acquiring, exhibiting, or disparaging in any way the burial vaults sold by competitors and calling attention by means of photographs or advertising matter to their alleged adequate condition. Soliciting, obtaining and availing itself of the cooperation of superintendents of cemeteries and cemetery associations for conducting campaigns against its competitors' products, will also be discontinued, as will disparagement of the value of guarantees given by its competitors on their products. Exaggerated and unsupported statements respecting the products of competitors will no longer be made in advertisements, letters, photographs or exhibits of any kind.

### Ann Arbor Merchants Plan Bargain Day.

Ann Arbor, May 26—Ann Arbor merchants at a dinner meeting at the Chamber of Commerce voted to close stores Memorial day and the Fourth of July.

As these holidays both occur on Saturdays this year, the stores will remain open until 9 o'clock Friday evenings preceding the two days, the merchants decided.

The business men also voted to hold the annual Bargain day event, July 23 this year. Bargain day has been an annual summer feature for a number of years in Ann Arbor and plans are being drafted by the business men for this year's program.

Representatives of the forty firms attending the meeting discussed at length, the "returned goods evil." While no action was taken, the matter was referred to the Better Business Bureau committee which will present a report to the merchants at a later meeting.

The merchants rejected a proposal to close Wednesday afternoons during the summer months. Ray Morton Hardy, sales counsellor addressed the merchants on sales promotion. Fred Seyfried, chairman of the Better Business Bureau committee, presided.

### Pineapple Culture To Be Resumed in Florida.

Delray Beach, Fla., May 25—Another attempt to grow commercial pineapples has been launched here by County Agent Mount, together with a lot of planters who gave up pineapple culture a few years ago in order to cultivate real estate subdivision stakes. Most of the subdivision land has reverted back to the original owners, who plan to revive what was a large industry a dozen years ago. Mount has arranged with Cuban planters for the purchase of 1,000,000 slips with which to start the local colony. From these slips others may be obtained after the original plantings have been developed.

Day dreams are all right if indulged in after working hours.

## Memorial Day

Let our children know the names and deeds of the men who preserved the union, let piety and patriotism sweetly unite in forming the character of our children, that we may have a race of loyal and noble Americans to carry forward the triumphs of liberty after those who won it have gone to their reward.

Robert S. MacArthur.

hosiery, equivalent quality can be purchased regularly in Toledo stores for 50 cents or less. Certain of the advertised statements were published in spite of the specific recommendations of the Better Business Bureau to the contrary. After an interview with a Bureau representative, the Blade rejected further advertisements. Drug store proprietors and department managers, with some exceptions, are easy prey for promoters of this sort of thing. One question whether the game is worth the candle. The merchant lends his name to the advertisement and sale, becomes unwittingly in some cases, a medium for hoodwinking the public, tampers with public confidence and receives for these risks only a small percentage of the gross — usually 5 per

cent. Merchandise sold or "given away" under such a plan, is for the most part, non-standard, ordinary goods, and in so far as the merchant is concerned, is used only to attract the public to his store. If he keeps any of the merchandise in stock after the sale, which is rare, it is usually on consignment only—merely a blind for the purpose of attempting to justify the high comparative prices. These schemes are readily recognized by the form and text of the advertisements which accompany them. Exaggerated comparative prices and an alleged free gift — withal a tremendous bargain couched in alluring, bombastic and unprovable claims. Favored "gifts" are hosiery, or low grade imitation pearls incorrectly advertised either as "pearls"

Copartners engaged in printing stationery, signed a stipulation with the Federal Trade Commission agreeing to stop use of the word "engraving" as part of or in connection with their trade name. The company will also cease use of the word in any way that would imply that products printed and sold by the partners are results of im-



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

Representative buyers and merchandisers of floor coverings in Detroit are generally of the opinion that Aug. 3 is the most favorable date for holding semi-annual opening of lines in view of the fact that June 1 immediately precedes the dull summer period and therefore presents an unfavorable time for any buying. This is said to be emphasized under present conditions with hand-to-mouth purchases in order.

"We would not be in a position to make purchases as early as June," said J. M. Morgan, buyers of rugs for Crowley, Milner & Co. "The reason for that is plain, since we certainly do not intend to add to our stocks before the dull summer season sets in. The August opening would serve our purposes to much better advantage."

Merchandisers and buyers of floor coverings at the J. L. Hudson Co. stated that if two separate dates are decided upon by groups of manufacturers it will undoubtedly be necessary to attend both openings, but expressed the hope that an agreement may be reached among manufacturers whereby the latter date will be assigned in future years.

Effective May 7, the Fort Shelby Hotel Co., owners and operators of the Hotel Fort Shelby, purchased Van Ettan Lake Lodge, at Van Ettan Lake, near Oscoda, from Mrs. Frank G. Cowley, and have announced extensive plans for developing this popular summer resort hotel. Maynard D. Smith, president of the Fort Shelby, Herbert A. Kline, special representative of the hotel in the State, and Frank A. Berend, business promotion manager, motored up to Oscoda the following day to inspect the property. Andrew Smith, who has been learning the hotel business at the Fort Shelby off and on for the past four years under Mr. Bradwell's tutelage, will be resident manager of the new acquisition of the company, which has been rechristened "Van Ettan-On-The-Lake." The new owners plan to operate it the year round, catering to resort business in the summer and winter sports in the winter. The hotel was erected by the late Frank G. Cowley in 1925, and is of concrete and wood construction, four stories high, 150 feet long and 65 wide, with spacious verandas on three sides. The lower floor is devoted entirely to a huge lobby or lounge and a dining room seating 250. There are a number of cottages in connection.

A. Melanson, who conducted a hotel and dining room in the Donich block, Bessemer, prior to Feb. 24, when fire destroyed the property, has resumed the hotel and restaurant business in the Skud-Goldman building, on Main street. The main floor is entirely occupied by the dining room, while the west half of the second floor of the building has been remodeled into hotel rooms.

Two involuntary petitions in bankruptcy have been filed in U. S. District Court here against Hughes & Hatcher, conducting retail men's wear stores at 2305 Woodward avenue and 1244

Washington boulevard. One of these petitions was filed by attorneys Welsh, Beloit, Hill & Lee, representing Trimble Hat Co., \$847; David & Simon August, doing business as August Bros., \$3,492; Italian Hat Importers, Inc., \$2,262. The other petition was filed by attorneys Finkelstein, Lovejoy & Kaplan, representing Edward A. Cooper, with assigned claim of Romley Clothes, Inc., \$25,812; Parker Shirt Co., \$2,981; B. Gallay, \$20,240. No estimate of liabilities is given in either petition, although assets are said to be considerably in excess of \$75,000. The debtor firm recently executed an assignment in form of trust mortgage to the Union Guardian Trust Co., of Detroit.

Report of trustee, Union Guardian Trust Co., showing cash balance of \$2,673 on hand, has been filed in involuntary bankruptcy proceedings against Milton Bardach, trading as Congress Hosiery Co. The report of the trustee further states that the estate is not ready for closing and that investigation is still being made by means of a further examination of the debtor firm.

A voluntary petition has been filed by Max Chafets, doing business as Art Furniture Co., listing nominal assets of \$49,601 and liabilities of \$33,128.

## Some Significant Trends in Trade.

James A. Farrell, president of United States Steel, adds his voice to the growing chorus of those who note a gradual improvement in conditions affecting agriculture, commerce and industry.

J. Henry Schroder, bankers, foreseeing further reduction in retail prices and wages this summer, observe accumulating evidence that this recession will not go beyond the low point reached in February.

Eleven Chevrolet manufacturing plants are now operating six days and five nights a week and nine assembling plants are on a five-and-a-half-day basis. For 36,000 workers the average is fifty hours a week. Henry Ford has fallen behind in production and now occupies second place to Chevrolet.

The first gun in the renewed cigarette retail price war was fired by Kroger Grocery & Baking last week with a cut in the Cincinnati territory to thirteen cents a package, two for 25c. The former price, established a fortnight ago, was fourteen cents a package, two for 27 cents. Schulte and United Cigar Stores followed suit in all their stores this week.

A million properly trained salesmen could be used by business concerns in this country if they could be found, according to a statement by the chief of the Federal division of commercial education. He bases his estimate on applications for such men received by the Board of Vocational Training.

The chain store tax decision handed down by the Supreme Court last Monday is the most important event of the year, so far as distribution is concerned. Although the tax involved in this case is comparatively trivial and cannot either hinder the growth of chain or greatly encourage the independents, it is expected to lead to heavier taxes of the kind by other states, and there is

little doubt that it will have an important bearing on Federal anti-chain legislation during the next session of Congress. This is why the measure was so vigorously opposed by chain store interests.

Federal legislation against chains is likely to be attempted along two lines. It is said that several Senators and Representatives have already prepared bills to prevent manufacturers from discriminating in favor of chains. There is also discussion of enactments to prevent chains from selling below cost in one state or locality and making up the loss elsewhere. This, it is claimed, has been a widespread practice on the part of the larger chains, and it is expected that the next Congress will brand it as an unfair method of competition and against the public interest.

Selling below cost will undoubtedly have the attention of Congress, and the probabilities are that legislation intended to curtail the practice will be passed during the next session. Several chain officials, when testifying at the Packers Decree and other hearings, emphasized that their companies never sell below cost. Investigations have indicated that these claims mean that the chains do not cut prices below the prices paid the manufacturers, and that the statement does not include the cost of distributing. It is understood that the Federal Trade Commission has used these statements in determining the prices paid manufacturers in several instances where the data could not be procured in any other way, and that in every case of the kind the chain's selling price was far below the price paid by independent wholesalers for the brands involved.

Reductions in wages are taking place despite the effort of the administration to maintain wage levels. Every interested department of the Government is using its influence to maintain the purchasing power of the country as expressed by wages. However, in labor circles there is an undercurrent of bitter criticism against the Government for wage cuts in the form of layoffs in navy yards and other organizations. Also, there is still a great deal of complaint heard confidentially from manufacturers who are selling various Government departments. They claim that it is becoming the rule for Government purchasing agents to refuse all bids in the expectation that when bids are re-entered manufacturers will cut their former prices. This, it is claimed, has a tendency to force many manufacturers to cut wages.

Bankers, manufacturers and distributors, at their conference at Erie, Pennsylvania, last Monday are reported to have discovered a number of basic facts on which they can arrive at a better understanding of each other's problems. The meeting was so successful that it is now considered as the beginning of a campaign for the purpose of interpreting the work of the Department of Commerce to the business executives of a large number of communities in the country. At Erie, and in all other cities, this work is sponsored by chambers of commerce.

Exorbitant retail rents, the result of leases made during more prosperous times, are thought to be a contributing

handicap to a revival of business by a number of authorities here. While specific data is meager, there is much to indicate that average retail rents are far too high and that they cannot be supported by retail volume and profit to-day in practically all cities. While there is a demand for specific data on the subject, it is doubtful that any organization of the Government could make an exhaustive survey without strenuous opposition. However, it is said that a number of retail organizations are about to launch a campaign for lower and more equitable rents in an attempt to increase retail profits.

## Devising System For Marketing Farm Products.

We are now living in a machine age. Behold the changes which a hundred years have wrought. These changes are largely due to machinery. In 1830, 93 per cent. of our population were living on farms and 7 per cent. in cities. In 1930, 38 per cent. of our population were on farms and 62 per cent. in cities.

In 1830 the farm population worked very hard to feed itself. In 1930, 38 per cent. of our population not only fed itself with comparative ease but fed the remaining 62 per cent., also exported large quantities to help feed the people of the earth and then had a very large surplus for which there was no profitable market. Machinery has made possible this shift in population and the ability of the few to feed and clothe the many.

The present generation is also better fed and clothed. Yet in the midst of this plethora of production, many are without sufficient food and clothing. Every year sees great quantities of farm-grown produce rotting and going to waste upon farms because transportation and handling costs eat up selling prices. Much of this probably would grade as seconds, yet it is good, wholesome and nourishing, and there are thousands in our cities who would be as glad to get it as the producers would be to sell it.

As a Nation we are underconsuming rather than overproducing. We are underconsuming because of the inability to transport these products to the consumer at a price which he can afford to pay and at which the producer can afford to sell. By failure to do so the producer feels the pinch of money and the consumer the pinch of hunger. Little concern, therefore, need be felt lest production fail, but very great concern should be felt for the failure of our marketing system to prevent this colossal waste and loss.

This is a machine age in which the machinery of production is functioning efficiently but in which the machinery of marketing is woefully falling down on its job. Here then is where effort and study should be centered. No one farmer can solve it. Probable no aggregation of farmers, small or large, can, but the best minds representing all trades, industries and interests should unite in its solution because upon it depends the future value of farm lands and the welfare of all the people.

George G. Royce.



### LOVE OF COUNTRY.

Memorial Day is an anniversary appealing above all to the patriotism of the people. Sorrow for those who fell in the war is but one element in this anniversary. There are some things for which enlightened humanity is willing to die. Love of country is one. Men in their prime give up all to enter the ordeals of patriotic battle. Mothers tell their sons to go, and wives inspire their husbands to respond to the calls to preserve a Nation. In this respect the sacrifices of women are fully as great as those of men. The millions of soldiers and sailors in the civil war averaged twenty-four years of age. That is not far beyond the period of boyhood. No matter what the attractions of the future may have been, and the vistas of life were bright before them, they held all as of less value than to support the Government that asked for defenders. There have been cynics who disparaged patriotism, but they hold no enviable place in general esteem or history. Patriotism is a living force, a vital power, in advanced human character, and those who have decried it awaken only scorn.

Patriotism is not a sentiment depending on party or faction. A whole people is stirred by it to the profoundest depths. The affections are secondary to it and self-interest has no place in its manifestations. It deserves to be garlanded as one of the loftiest things of which the human race has any knowledge or conception. A National flag arouses a feeling that dominates both heart and intellect, putting all else in the background in time of grave emergency. Such, in its noble associations, is the day we celebrate. This year is the sixty-eighth anniversary of single battles in which more than 30,000 men fell in a storm of shot and shell, but stood up unflinchingly to what they believed to be duty. Their resting places will be strewn with flowers on Saturday of this week, and there is nothing that can be said more suitable to the occasion than that the American love of country is as fervent as ever.

### UNUSED DROUGHT FUNDS.

A report from Secretary Hyde to President Hoover indicates the virtual completion of the Government's drought-relief program, which was the subject of so much controversy in Congress a few months ago. Appropriations made a total of \$67,000,000 available for loans to farmers, but only \$47,500,000 has been drawn upon for this purpose. This sustains the position taken by the Administration against the many extravagant proposals for relief.

Of the \$45,000,000 marked for seed and fertilizer loans, \$39,000,000 has been borrowed; but of the \$10,000,000 for "the rehabilitation of agriculture" only \$5,140,000 has been needed. This was the special fund from which farmers might borrow for any purpose, including, according to an informal official agreement, the purchase of food for their families. At least, it had been intimated that there would be no close scrutiny of the exact use to which the loan was put, although the Administra-

tion opposed any appropriation for this special purpose. So the need for such provision was evidently not so great as had been contended by some Southern Senators.

While loans were made to drought sufferers in thirty-one states, most of the money went to fourteen states, all in the South and Southwest except Montana, which received \$2,000,000, and North Dakota, \$1,500,000. Arkansas drew \$9,173,000, Texas \$5,000,000 and Louisiana \$3,193,000. Alabama, Georgia, Kentucky, Mississippi, North Carolina, Tennessee, Virginia, Missouri and Oklahoma all made heavy drains on the fund. This extension of relief to a basic industry, in the form of loans, not gifts, from the Treasury, is a proper governmental function, and the outcome amply justifies the conservative policy insisted upon by President Hoover.

### WAGE REDUCTIONS SCORED.

Wage discussions reached a rather heated stage in the week, with the president of the country's largest industrial company and leading union officials standing on the same ground and striving to make plain that labor is sharing in the liquidation through its part-time earnings. Coincident with these declarations the Eastern railroads framed a request for higher rates. Apparently, though many bankers may be in favor of wage reductions, they are not anxious to influence such action in the case of the transportation lines which are so largely in their hands, but would rather tax industry.

In so far as general business itself was concerned, there was little new in the way of development except a continuation of previous tendencies. The weekly business index has eased off further and is now close to its low point in January. Commodity prices declined further.

The decline in building for the first half of the month is shown to be almost twice the usual decrease. Automobile manufacture has apparently passed its seasonal crest. Sales, however, have shown some improvement and the reduction under a year ago has been cut to 28 per cent. in the recent returns on April registrations. Carloadings have eased off a little earlier than is their custom.

At the meeting of the steel manufacturers during the week it was indicated that a dull summer was in prospect. It was particularly noteworthy that a prominent speaker professed to find no large source of demand on the horizon, though he did mention possibilities in electrification of transportation.

### DRY GOODS CONDITIONS.

Trade is fluctuating very closely to weather conditions, according to store executives. The demand is best on dress accessories and smaller items generally, although some increase has recently been noted on home furnishings. Consumer buying is described as "highly selective" and, while some promotions are very successful, others have dragged.

The month's results so far have not been very satisfactory and volume is running behind the totals for last

month in this locality. On the other hand, the four-week report of the leading mail-order-chain system proved a surprise. Sales in this period to May 21 were a little less than 1 per cent. below a year ago. This cut down the sales loss of this company to 8.3 per cent. for the year so far.

The mail order houses in issuing their summer catalogues have published prices which are said to average about 14 per cent. under those in last summer's books. It will be recalled that these bulletins last year contained the first sizable price reductions. Therefore, this decline of 14 per cent. is not from the "highs" of 1930.

Somewhat spotty conditions were noted in the wholesale merchandise markets during the week, with the demand shifting in much the same way as it has in the stores. Preparations for Decoration day have been completed and the feature of the markets is the call for cottons and cotton apparel, which will be featured very extensively in the promotion of National Cotton Week.

### WHY NOT FOR TREES?

We have always had a particular respect for the campaign to raise money to educate mothers to prevent blindness in newly-born babies by putting several drops of this-or-that in their little eyes. It seems so sensible in its essential preventiveness. And, as spring grows apace and the country greens, we feel that there should be another such educative campaign — not about babies but about trees. In this and other parts of America our gallant citizenry is constantly changing ground levels. With steam shovels or tractor scrapers we are all the time carting God's earth around to make roads or valleys or subdivision lots in ways that He, doubtless, never intended. Which means that we have to adjust these new ground levels to the trees that happen to be in the territory affected. Whereupon, with great gayety and faith, we just pack new dirt around the tree to the exact level required. We never seem to know that if we throw earth about the tree's "breathing spot" — the exact spot at which its trunk leaves the earth — it will smother and die, as surely as we would do if any one held a pillow over mouth and nose while we were asleep. It always works that way. There are miles of gallant trees, stupidly choked to death this spring. They were killed for lack of one bit of elemental knowledge. Why cannot our people have it given them?

### CHAIN STORE DECISION.

The decision of the Supreme Court of the United States against the chain stores in upholding the tax enacted in Indiana was rather unexpected by these interests, and yet there were many precedents on which they might have been prepared for an upset to the ruling of the lower court. Nevertheless, they were concerned, and properly so, about a tax which is levied on them not so much for revenue purposes as to discourage their operation in competition with independent retailers.

A rehearing of the case will be asked, but, following quickly upon the

decision last week, a number of state legislators announced that they would rush bills through to tax the chains "to reduce the menace of this unfair competition."

What chances the chains stand to have the ruling modified remain to be seen, but they have strong arguments in the dissenting opinion filed by Justice Sutherland, with three other judges of the court concurring. This opinion made it clear that all the advantages of the chains are open to other distributors, according to expert testimony, and that the classification should fall. It was made plain, further, that, since "the power to tax is the power to destroy," the chain store opponents cannot hope for a taxation sufficiently oppressive to accomplish their purpose. Whatever they gain can be but a gesture.

### CHARITY "OVERHEAD."

Incredible though it may seem, a rumor has been circulating in the city of Philadelphia that of every hundred dollars recently given to the Welfare Federation of that city for relief work, sixty dollars has been retained for "overhead" expenses. So persistent has the rumor been that the president of the federation has offered a reward of \$500 for proof of the charge. It is not a new accusation, except in the size of the percentage which it alleges to be devoted to "overhead." The facts in this matter in reference to all welfare organizations of standing are of two kinds: first, what is properly to be classified as "overhead" is surprisingly small, and secondly, one dollar of what some persons might call "overhead" is often worth ten dollars of what those same persons would call charity. If in "overhead" is included a social welfare worker's pay, with what it makes possible in straightening out a family's difficulties of health, finance and other things, so that its members can remain together and thus a home can be preserved, then the percentage of "overhead" in welfare work ought to be high.

### FOOD OR CANDY?

It has required a solemn judgment by the Federal court of last resort to determine for the customs authorities the momentous question whether chocolate is a food or is merely candy. The Supreme Court has ruled that it is candy, and upon this decision rests the disposition of upward of \$8,000,000 tax money claimed by the Government from four corporations of Pennsylvania engaged in the importation and manufacture of chocolate products. To the lay mind the answer to the question at issue would depend upon the uses to which the chocolate was put, and the court decision suggests the further question: "Is sugar food or candy?" In common usage sugar is regarded as a food, yet it is an essential element of almost all candy, whereas there are many sorts of candy in which chocolate forms no part. There are chocolate candies, but not all candies are chocolate.

A man's egotism may be pardoned if he doesn't permit it to degenerate into vanity.



## OUT AROUND.

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

Our first stop on last week's Out Around was at Wood's Corners, six miles North of Ionia, where we found workmen engaged in moving the store building across the street. The land which the store building has occupied for the past seventy-five years has been acquired by the State highway department so that a Y can be constructed from M 44 to the Stanton road. The building and stock are owned by G. W. Heliker.

Few country stores present a stronger appeal to me than that of R. E. Chapman at Fenwick. The town is not what it used to be in the lumbering days, and no other merchant appears to be able to hold his own in Fenwick for any length of time, but Mr. Chapman's store is always clean, orderly and wholesome, indicating the high character of the owner and the care he takes to serve his patrons well and faithfully. Many other merchants I know would do well to make a pilgrimage to Fenwick, sit at the feet of Mr. Chapman and learn wisdom.

Glenn E. Banton, formerly engaged in the grocery business at Butternut, is now on the road selling slot machines. He has removed to Ionia, where he resides at 518 North Jackson street. His father, George A. Banton, who recently sold his interest in the elevator at Carson City, is on the road selling food mixers to the elevator trade.

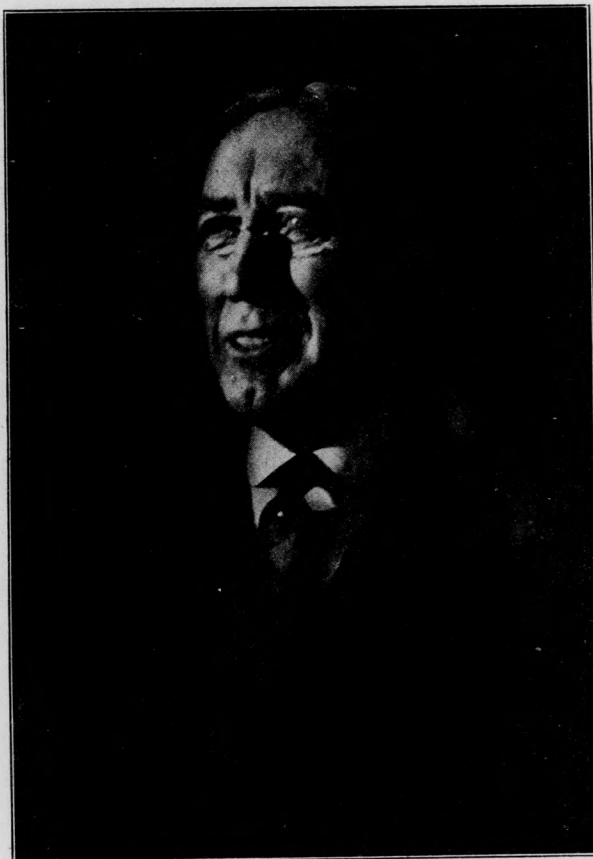
At Ashley I found a young man whom I have every reason to commend for his high ideals of paternal duty. His father died some months ago, leaving book accounts for merchandise sold from his store to the amount of \$4,000 and several hundred dollars of mercantile indebtedness. Because he wanted to keep the name of his parent good, he has devoted all the time he could spare from his position with Uncle Sam—he is postmaster at Ashley—to undertake the collection of the accounts and the liquidation of his father's indebtedness. He has reduced the latter to \$200 and expects during the next six months to wipe out every penny his father owed when he died. Any son who will take up a labor of love of this kind and carry it forward to completion is entitled to commendation. That is why I go out of my way to place the matter before my readers, because I happen to know many sons who could have pursued the same path to protect the good names of their fathers and failed to do so. The name of this young man is Leon Corwin. His father conducted a general store at Ashley many years.

M. E. A. Aamodt, the Jackson street grocer, Muskegon, was in a happy mood Saturday when I called on him. He has been located on Jackson street since 1893, where he occupies one store in the brick block of five or six stories owned by him. His store is the outstanding mercantile establishment on that street. He is proud of the fact that he has taken the Tradesman—and read it religiously—ever

since he engaged in trade. He celebrated the forty-second anniversary of his marriage a week ago Sunday and Monday of this week he celebrated the sixty-seventh anniversary of his birth. Mr. Aamodt is a good merchant, a good citizen and a good man to have for a friend. I have had the pleasure of his acquaintance thirty-eight years and hope we may both be spared to enjoy each other thirty-eight years longer.

I have much to be thankful for in this world. The recent collapse of the Federal Bond & Mortgage Co. (Detroit) and the American Bond & Mortgage Co. (Chicago) reminds me

published the following unfair attack on us: "See our advertisements in the daily papers. We do not use trade journals and weekly papers." Of course, this was a dastardly attempt to discredit the Tradesman, but I paid no attention to the attack. I suffered in silence, because I knew that time would ultimately vindicate my position and tear the mark of falsehood and pretense and dishonesty from the men who were conducting such arrant swindling games to the future dismay and loss of the investing public. From present indications the people who purchased alleged bonds from these two companies will realize from 10 to 25 cents on the dollar and lose the in-



The Late Philo C. Fuller.

of the steadfast manner in which I refused to accept any advertising from either of these organizations. During the early days of their career they insisted on my accepting their orders for space in the Tradesman. I was equally strenuous in refusing to permit their securities to be exploited in the Tradesman, because I had good grounds for believing that their methods were not in accordance with good business usage. I called attention to one case where the Detroit organization uttered and sold bonds to the amount of \$160,000 on property not worth a cent more than \$40,000. The Chicago concern did even worse in many cases. One of these companies threatened me with prosecution under the postal laws if I continued my refusal to accept their orders. They did not carry their bluff into execution, but

terest on their "investments" for a long period of years.

Only this week I felt compelled to turn down an offer to use the Tradesman in an advertising way. The advertiser is a high grade institution, but the securities it proposes to exploit will be very hard to market, in my opinion. My letter of declination was as follows:

Grand Rapids, May 25—I have pursued my investigation of the company you represent in this territory, made at the request of yourself and the representative of the parent house in Detroit who recently called on me.

The investigation has been both patient and searching. It has covered every feature which would have a possible bearing on the subject and contribute in any degree to my earnest desire to reach a sane and sensible conclusion.

I find the house you represent enjoys an excellent reputation, both as to the character of the men and the care and thoroughness with which they select securities for their subordinate organization. In view of the precautions they take to protect their stockholders from loss by the return to the purchaser of any securities which default in payments, I cannot see how any stockholder can possibly face disappointment or disaster.

Because of the ill repute in which Detroit real estate securities are held by country investors who have suffered great losses by dealing with criminal concerns like the Federal Bond & Mortgage Co., I do not think it would be wise for you to use the Tradesman as an advertising medium, because I do not think anything I can say in print or otherwise can re-establish the confidence of the investing public in Detroit real estate securities.

I accept financial advertising on three conditions only:

1. The character of the advertiser.
2. The character of the securities exploited.
3. The ability of the Tradesman to make good.

Your house meets the requirements of the first two conditions. I fail on the third condition, because I will not willingly accept money from any advertiser unless I am satisfied, beyond the question of a doubt, that I can bring him adequate returns. I presume I am the only publisher in Michigan who takes this stand.

I thank you for your interest and your apparent anxiety to be represented therein in our advertising columns. What I have written in no way reflects on you or your Detroit connection. If there is any reflection, it is on me and my publication.

E. A. Stowe.

The death of Philo C. Fuller, lumberman, manufacturer and humanitarian, removes from our midst one of our foremost citizens. Mr. Fuller was no mere scholarly recluse, so deeply engrossed in study that he had no time for dealing with ordinary human affairs. On the contrary, he planned his life and work to include time for many other duties and much devoted service. The obscure and often dreary routine of committees he would valiantly endure if thereby any good cause could be assisted by his attendance. He was interested in all kinds of movements for the promotion of truth and righteousness and the welfare of man. The poor and needy were seldom absent from his thought and helping hand. His name appeared on numerous subscription lists; and if he asked others to give, he began by giving himself. His benevolence was far greater than his closest friends were allowed to know. Indeed, owing to his imagining that other people were as pure-minded and noble as himself, he was sometimes imposed upon. Up to the day of his death Mr. Fuller stood, as he always had stood, for clean government, for obedience to law, for every great movement that is making or promised to make, a contribution to the welfare of humanity, and for the best things of the moral and religious life.

The death of Philo C. Fuller recalls the fact that he was the first mayor of Grand Rapids to serve under the commission form of government, which change was brought about by the deplorable abuses which had grown up in the city through the aldermanic sys-



tem. He was so fortunate as to have four able associates on the commission. Only one member was unworthy of the honor—a trade unionist whose sole ambition was to secure the retirement of Ab. Carroll from the position of superintendent of police—in which attempt he never got anywhere. His career as commissioner furnished an excellent example of the uselessness of expecting any useful public service from a prejudiced and vindictive union adherent. Mr. Fuller handled himself wonderfully well during his term of office and worked in perfect harmony with his associates on the commission, with the one exception above mentioned. Since that time the average character of the men elected to serve on the commission has gradually dwindled until now we have only two men on the commission who are entirely trustworthy—Whitworth and Walstrom. Of course, there is no provision in the city charter which requires the commissioners to be non-entities. The wretched situation which confronts us is due entirely to the apathy of the voters, who stay away from the primaries and elections and then swear their heads off because the cheapest kind of cattle creep into the office and disgrace themselves and the public by sitting in the seats of the mighty. Unless the decent element in the community right about face and replace the unworthy persons who now rattle around in their seats with men of standard character and experience the city is doomed to face a very serious situation in the near future. Party politics is the last thing which should find a place in city government. Anyone who advocates the employment of politics in municipal affairs should be watched and circumvented at every turn of the road. Such a man is an arrant knave and demagogue whose wrongheadedness makes him a dangerous man to trust with any responsibility.

I am again reminded of the manner in which independent merchants advertise their competitors by complaining about the competition of the chain stores in the presence of their customers. I was in a store not long ago when the proprietor was asked the stereotyped question, "How's business?" The reply was made in a loud tone of voice in the presence of five customers: "Business would be all right if it wasn't for the chain stores cutting prices as they do." I thought then and I still think that a more foolish utterance was never made in the presence of customers. The first thing a chain store manager is taught is that he must never mention the name or business of any independent merchant; that all he need do is to discuss the stock he has under his control and the business methods he must pursue in connection therewith. If every independent merchant would adopt a solemn resolution to cease thinking about chain store competition—and never mention it in his store—he would find it very much easier to get along with his customers.

A day never passes that I do not hear some merchant exclaim: "When my customers have money they go to

the chain store. When they are out of money and must have goods on credit, they come to me." That remark is as old as the hills. I heard it frequently when I was behind the counter of a general store in Reed City sixty years ago. My employer was a high grade Christian gentleman. If a customer met disaster or death in the family or was unable to secure employment, McC carried him through the winter, no matter how much the transaction involved. In the spring, when the customer obtained employment, nine times out of ten, he walked on the other side of the street and treated McC as though he had done him an injury instead of a favor. This was forty years before the chain store era. It is a phase of human nature I have never been able to explain.

The exhibition of pansies in the Greenway gardens on the East side of Reed's Lake is a sight which would require the heart of an artist to properly describe. In extent and variety it exceeds anything ever shown in Grand Rapids. Mr. Greenway has greatly enlarged his rock garden feature and introduced some new features in the floral line which add much to the attractiveness of his display. No lover of flowers and rock gardens within fifty miles of Grand Rapids should miss inspecting the pansy show this month and the rose exhibition next month. They will leave the scene with their hearts full of gratitude to Mr. Greenway for the pleasure he has given them.

Forty-two legislatures were in session during 1930 and whatever anti-chain bills were considered or brought to vote, failed to pass. Only five states have enacted anti-chain store tax laws: Mississippi, North Carolina, South Carolina, Indiana and Georgia. The Indiana law is the only measure which has been sustained, and the highest taxation under that law is \$25 per store. The North Carolina and Mississippi laws are now pending before the Supreme Court of the United States, but will not be heard until October. The Georgia law was declared unconstitutional by the Supreme Court of that state.

R. W. Lyons, vice-president of the National Chain Store Association, who has been unusually active in combating the anti-chain propaganda, says he believes it is too early to comment on the possible action of the chain store organizations. A petition to the United States Supreme Court for a re-hearing is being considered, but no immediate action will be taken. No call for a conference of the leading chain store organizations has been issued, but it is his opinion that the effect of the decision will be the chief topic of discussion at the next executive meeting of the association, scheduled for the third week in June.

According to available records there are about 12,000 chain store units in the State of Indiana which are affected by the decision. The maximum tax at \$25 per store would thus bring in about \$300,000 of revenue, but the progressive basis of figuring the tax on the

number of stores would bring in a total substantially less than this. These stores do a combined business of probably around \$500,000,000 annually.

The Indiana store license tax, which is graduated upward according to the number of stores, will, therefore, weigh most heavily on the big grocery chains whose business is conducted through a large number of small store units, each of which has a relatively low sales volume and a meager net profit. The effect of the tax on the general merchandise and department store chains, including those operated by the big mail order leaders, will be negligible. Neither will the restaurant, the drug store, the shoe, or specialty store chains suffer because their portion of the total volume of business in these particular fields is so small compared with the independents.

I do not often make a prediction as to the success or failure of any undertaking, but I cannot see a ghost of a chance for the success of the 1,000 wayside inns the National Autohaven Co. plans to erect and put into operation by Jan. 1, 1933. In the first place, there is no demand for such an undertaking, because the building of these twenty-one bedroom hotels in the country and the suburbs of cities would not satisfy the demands of tourists who naturally want to attend the movies or church services when they happen to stop in a city of any size. Considering the manner in which tourists are now cared for by regular hotels, many of which are being conducted at a loss during the present period of depression, I think it is little less than an outrage to foist such nondescript entertainment features on the traveling public.

I recently dined at a somewhat pretentious hotel not far from Grand Rapids and called for buttermilk instead of tea or coffee. I was served the worst specimen of slop I have ever had brought to my attention. It was the washing from the churn after the butter and buttermilk had been removed. I have too much respect for the owner of the hotel to mention the name of the hotel which would play such a scurvy trick on a guest, but I am going to send him a marked copy containing this paragraph in hopes he will investigate the subject and put an effectual embargo on serving such trash to people who have a right to expect better treatment at his hands.

City Commissioner Chalmers says he would vote to locate the civic auditorium two miles away from the Pantlind Hotel if he could do so. All of which shows how few qualifications he has for the position he occupies but does not fill. His entire career has been characterized by bitterness, prejudice and vindictiveness. He might make a good hog feeder, but he is a mighty poor city commissioner.

E. A. Stowe.

Mutual helpfulness makes the store a better place in which to work.

Asking the same question twice betrays the shallow mind.

### More Government Money Utterly Wasted.

Receipt of its first substantial check from the Federal Farm Board and the purchase of two fruit plants is announced by officials of Great Lakes Fruit Industries, Inc., at Benton Harbor, representing the proposed merger of major fruit interests in that part of the fruit belt.

The check from the farm board amounted to \$65,000.

The money, it was added, has been used in purchasing the Coloma, and the Benton Harbor Fruit Exchange's packing and receiving plant which was erected last year on property adjoining the fruit market in the sister city.

Consummation of the two deals was announced by W. P. Harvey, Benton Harbor attorney and counsel for Great Lakes.

These are the first two fruit plants to be acquired under the merger scheme of Great Lakes and the deal really marks the first definite step in putting together what is eventually to be a million dollar fruit merger that will embrace, it is proposed, all of the co-operative fruit interests in this section of Western Michigan.

Great Lakes has been in the process of formation for the past eighteen months. The cherry interests of Northern Michigan and Wisconsin were grouped together under a similar plan, and with farm board financial aid, last year.

The Great Lakes management was unable to operate last year and about all that was done was the completion of the organization plans and the erection of the packing plant at the Benton Harbor market. Early this year the services of H. W. Ullsperger, of Sturgeon Bay, Wisconsin, were acquired. Ullsperger is also manager of the cherry combine in the North.

A practical consolidation of the two fruit combines, the local one as represented by Great Lakes and the cherry organization of the North was voted some time ago.

The fruit merger, as represented by Great Lakes, proposes a grouping of all the fruit co-operatives, packing and canning plants and other interests connected with the fruit industry under one management, which would result in a control of the majority of the fruit produced in this section. Encouragement has been given the project by the Federal Farm Board providing a 51 per cent. control could be effected.

The cherry merger of the North was put together and set in operation last year, but the task of putting Great Lakes together has been a harder one, due very largely to the fact that there have been more groups to deal with in this part of the fruit belt.

The promoters of Great Lakes are now hopeful that with actual acquirement and operation of the first two fruit units more progress will be made.

That was a clever young operator who caused the rescue of a sick man when she heard him groaning into the telephone. She knew at once that something was wrong because the groaning came before and not after he had tried to get a number.



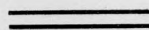
# Mr. X - -

**S**UPPOSE you were asked to write the will of a total stranger — Mr. X — of whom you knew absolutely nothing? Would you know how to deal fairly with his family?

Yet this is exactly the problem the State of Michigan must solve if you leave no will. Of course there are laws governing the distribution of property under average general conditions but do these laws meet your particular case?

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## FINANCIAL

### Rise in Purchasing Power Confuses Investors.

The trouble with the bond market, in the opinion of a member of a large Wall Street investment banking organization, may be traced to the scarcity of good 6 per cent. issues and to the fact that the public has not been educated to be satisfied with a 4½ per cent. return.

"At the moment," said this observer, "I cannot think of a good 6 per cent. issue selling around par. For the most part, good investment issues are yielding 4½ per cent. or less and second-grade speculative obligations return 10 per cent. or more.

"Investors accustomed to expecting a 6 per cent. return on seasoned, sound bonds, therefore, hesitate both to accept a lower return and to assume a greater risk by taking the higher yielding issues."

An interesting thought was advanced by this bond analyst when he suggested that the 4½ per cent. return obtainable on good bonds probably was every bit as high in purchasing value now as a 6 per cent. return was in 1924 and 1925; when investors were accustomed to yields of about 6 per cent.

The purchasing power of the dollar is about 25 per cent. higher than in 1926, according to the Bureau of Labor Statistics, which would indicate that a 25 per cent. drop in yields is not unreasonable.

This observer holds a view on diversification that merits earnest consideration, especially among interior bankers responsible for bond investments. Segregation of securities on the basis of risk is the real method of diversification, he holds. Any banker, he says, knows the difference in degree of risk assumed in bond investments and if he takes the greater risk by purchasing high yield obligations he should not feel he is minimizing the danger any by spreading orders over a variety of bonds.

Many investors who buy second-grade bonds at the beginning of a rising trend in business and profit by the appreciation that accompanies a return to normal make a mistake of holding such securities too long and carrying them over into the downswing.

Institutional experts, on the other hand, usually get out of unfavorable situations long before they are generally recognized by the public. That is, they dispose of obligations long before they are actually removed from legal lists. William Russell White.

[Copyrighted, 1931]

### Bond Prices Another Important Sign of Recovery.

Whether business or the stock market will provide the first concrete evidence of a recovery from the worldwide depression is a question on which economists disagree.

Lewis H. Haney, director of the New York University Bureau of Business Research, places a great deal of weight on commodity prices in such a situation. "Few bull markets have set in until basic commodity prices have begun to rise," he says in his new

book, "Business Forecasting" (Ginn & Co.)

A statistical study of market cycles over the last thirty years, presented in the book, warrants the conclusion, he says, that an upturn in stocks and bonds, if money rates are low after a prolonged decline in stocks, usually marks the end of a bear market.

Commenting on easy money rates in depressions, Dr. Haney points out that "rarely do we find any improvement in business during the falling process. Easy money is no cause of business expansion, but merely a facilitating condition."

There is a chapter in the book on bases of stock market forecasting that holds interest for security traders. In outlining his views, the author contends the bond market always has been one of the best barometers of major swings in stocks.

"The bond market always declines before a major downswing in stocks," he says. "On the whole, increasingly violent reactions in stocks are to be expected beginning about six months after a peak in the bond market. The bear market will continue until the decline in bonds is checked. Always when a sharp decline in commercial paper rates brings them below the average yield of high grade bonds, a pronounced rise in average stock prices follows."

Never was scientific business forecasting more urgently needed as a means of solving complex problems than at this time. Yet confidence in forecasters seems at a lower level than ever.

Statistics and data on business conditions never were more abundant. Perhaps that has been the trouble—too many conflicting theories and thoughtless forecasts. "To help lay a basis for scientific forecasting" is the aim of Dr. Haney's book.

William Russell White.  
[Copyrighted, 1931]

### Decrease in Business Failures Regarded as Favorable.

The latest decline in stock prices, carrying one-time "blue chips" to record low levels for the bear market, appears to have come as a surprise to most business forecasters.

They seem uncertain whether the market setback will be sufficiently depressing on business sentiment to cause a break below last winter's minimum or whether industry will be able to throw off unfavorable influences.

About the only bright spot to be found on the industrial horizon is provided by the automobile trade. Manufacturing operations have been holding up better than had been anticipated a fortnight ago, and the demand for raw materials has checked, for the time at least, the slackening in steel mill activity.

Favorable developments "fall short of providing conclusive evidence that business is to escape a slump during the next two months," the Alexander Hamilton Institute's Business Conditions Weekly says in taking the position that the general slackening in businesses is less clearly defined than a week ago.

"The situation is still featured by depressing factors," the comment con-

tinues. "Unemployment among factory workers is on the increase again and the fall in commodity prices has not yet been checked. The demand for steel has been running below output despite the low rate of activity, while building continues devoid of any impressive vitality."

The Harvard Economic Society looks for a "continued preponderance of gains in the volume of business" in the next few months. This view is based partly on the expectation that the recent lowering of the rediscount rate here will benefit business indirectly.

The shrinkage in commercial failures in the last two months is regarded by the Harvard authorities as a favorable sign. "Such a downturn usually attends an increase in the volume of businesses," the society's bulletin explains.


Failures ordinarily rise rapidly as business activity dwindles and then slacken as business recovers. Casualties reached new high records for the post-war period in the first two months this year in response to the contraction of business at the end of 1930.

William Russell White.  
[Copyrighted, 1931]

### The Outlook For Liberty Bonds.

Bankers are receiving many requests for advice from investors in United States Government bonds these days, not because these securities are low but because they are high enough to attract profit-taking. Liberty and Treasury issues sell at premiums ranging from 2 to 13 points.

Some have been tempted to sell their Liberty bonds, which they may have purchased at much lower prices than are now prevailing, to replace them with higher-yielding issues. Others have taken the stand that Government financing in large blocks later in the year will permit them to repurchase

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their securities at lower prices. Some have feared the consequences of an increase in the public debt.

One important factor that would tend to indicate the stability of Government bond prices under continued adverse conditions for the Treasury is, that as long as business is depressed and as long as capital is timid, buyers will continue to seek the very highest grade securities. As long as this is the case, United States Government securities will continue high.

A general return to higher interest rates would affect the prices of Liberties, but it is becoming apparent that the long-term trend of interest rates in America is downward.

Those who are interested in the possible effects of large-scale borrowing by the Government to meet shrinking revenues, bonus payments and other expenses, will find food for thought in recent remarks of the First National Old Colony Corporation.

"It would seem that there is nothing in the present market situation to arouse concern as to the ability of the market to absorb any necessary additional amounts of short or long-term Government securities that are likely to be required for what are, after all, comparatively small increases in the public debt," said the summary of United States Government financing.

"In a growing country, if this diminution of Government securities takes place, it is likely to meet with a vigorous demand, which will maintain prices at high levels. If we are then passing through a temporary movement in a long trend, the net result will be to give increased value to Treasury obligations."

[Copyrighted, 1931]

#### Scandinavian Bonds Strong.

Scandinavian countries may soon find themselves in an advantageous position for refunding operations as the result of the solid strength of their external bonds in the face of general irregularity in other sections of the foreign bond market.

The relative economic and political stability in such countries as Norway, Sweden and Denmark has proved highly satisfactory and their bond issues have retained their popularity with American investors. Some buyers have switched from the obligations of less secure governments in spite of the discrepancies in prices.

Just when it will be possible for those countries to refund their securities in this market is hard to say, but it is safe to assume that the first opportunity will be taken to reduce interest charges. Possibly some of the refunding can be done by internal financing.

Investors in the obligations of the Scandinavian countries must bear in mind the probability that some of the issues will be redeemed at the earliest date possible if conditions become more favorable for refunding. Thus it might not be advantageous to the investor to pay more than the call price for the securities, except as a short-term investment. Most of the issues are selling near or above the call prices.

Denmark, for instance, is discussing the possibility of calling its dollar 5½s of 1955, of which there are \$30,000,000

outstanding, and its 6s of 1942, outstanding in the same amount. The former issue is callable at par on three months' notice, compared with a present quotation of nearly 102. The 6s are callable at 105 on sixty days' notice and are quoted currently at 106. Authorization for the call has been granted but official notice has not been issued as yet.

Swedish Government 5½s of 1954, of which there are \$30,000,000 outstanding here, are quoted around 105, compared with a call price of 100 after November 1, 1934. Kingdom of Norway 5s of 1963 are selling currently at 101¼, compared with a call price of 100 after March 15, 1933, and the Norwegian 5½s of 1965 are quoted at 103, compared with a par call price after June 1, 1935.

Investors must consider the possibilities of the redemption of the issues, with an accompanying reduction in coupon rates.

[Copyrighted, 1931]

#### Confronted By Condition Instead of Theory.

Of peculiar interest at this time is the action of the railroad companies in ordering studies of their rate structures with a view to finding means of increasing revenues so as to avert wage cuts and lapse of improvement and adequate maintenance work. The decision will rest, of course, with the Interstate Commerce Commission, and until the matter comes before the body the extent of the opposition, if any, among shippers will not be fully disclosed. It is significant, however, that first announcement of this move for higher rates has evoked little evidence of antagonism. Apparently business men have realized that in the present situation expenses must come down if income does not go up. This is as true of manufacturing operations as it is of transportation. Secretary Mellon tells us, what we should all like to believe, that the American standard of living must be maintained. But if we were ever confronted by a condition rather than by a theory, that is our present plight. We should all like to expand our sales, increase our profits and preserve our payrolls and facilities for doing business. How these things are to be done, however, when prices are falling and purchasing power is declining is a problem the solution of which is not brought into view by the utterance of pious hopes. The railroads, subject to state regulation, are going at the solution in their case by direct application for permission to put their industry on a paying basis. The rest of us must reduce expenses of production with the hope of inducing larger purchases of our wares or wait patiently as long as our resources permit us to do so for improvement in general conditions. Certainly none of us wants, for himself or any one else, to lower standards of living, a term which, he it said, in the age of Dr. Einstein can hardly be regarded as connoting a fixed and inflexible rule.

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### Annual Meeting of the Home Defense League.

The Home Defense League held its first annual convention in the city of Lansing on Wednesday, May 20, with about seven hundred Michigan merchants in attendance. Newspaper reporters were excluded and the entire viws surrounding the legislative activity of C. V. Fenner, which had never before been presented to the directors, was reviewed by that body. When the many pieces of the puzzle were fitted together it was discovered that instead of Mr. Fenner making a mistake that he had been made the goat for the benefit of scheming politicians and others who had attempted to disrupt the League.

Resolutions commending Mr. Fenner were immediately presented by the merchants of River Rouge, Monroe, Detroit, Royal Oak and Battle Creek. Telegrams unreservedly backing Mr. Fenner were received from Ludington and Manistee.

The following resolution was drawn by the Resolution Committee on behalf of the entire organization:

Whereas—Mr. C. V. Fenner, as Executive Secretary of the Home Defense League of the State of Michigan, has been severely criticized by the public press because of a certain paragraph in a letter written by him on May 9, 1931, to Wilber M. Brucker, Governor of the State of Michigan, a copy of which letter was sent to Representative McBride, and

Whereas—The intimation as carried by the press was to the effect that the paragraph of said letter which they published constituted a bribe, and

Whereas—The letter as a whole, with the exception of the paragraph published, expressed the sentiment and thought of the Home Defense League, Therefore, be it

Resolved—That we, the Home Defense League, in convention assembled in Lansing, this 20th day of May, 1931, enthusiastically support Mr. C. V. Fenner and unreservedly condemn the efforts which have been made through this incident to discredit Mr. C. V. Fenner, and through this adverse publicity attempt to defeat the retail sales tax bill.

Mr. Fenner's resignation was refused by a unanimous vote and he was elected to the presidency of the organization by a unanimous vote.

On a motion of the Executive Committee of the past year, which consists of Clare Howland, Secretary and Treasurer of the Dudley Paper Co., Daniel J. Riordan, Grand Counselor of the United Commercial Travelers of Michigan and Francis Taft, Vice-President of the Michigan Pharmaceutical Association.

Resolutions shall be signed by Mary Brumfield, President of the Federation of Business and Professional Women, Fletcher Renton, City Commissioner of Royal Oak, and E. S. Spencer, President of the Detroit Wholesale Grocers Association.

The following officers were elected: President—C. V. Fenner, Detroit.

Vice-President—Mary Brumfield, Royal Oak.

Vice-President—Chas. Rennie, Traverse City.

Vice-President—Jacob Aab, Flint.  
Vice-President—Fred Brown, Battle Creek.

Vice-President—Harry Golden, River Rouge.

Treasurer—E. S. Spencer, Detroit.

Assistant Treasurer—C. S. Walter, Detroit.

Secretary—Lloyd B. Huron, Plymouth.

Executive Committee—G. E. Severance, Royal Oak; G. L. Konkle, Lansing; F. Taft, Lansing; Dan Riordan, Lansing; S. E. Whitfield, Pontiac; Frank Thompson, Midland; Harry Prime, Saginaw; Julien Lamour, Monroe; Peter Kitlas, Detroit.

Publicity Committee—J. G. Matthews, Royal Oak; Fred Brown, Battle Creek; L. B. Huron, Plymouth.

Attorneys—Fred McGraw, Detroit, and Fletcher Renton, Royal Oak.

The Directors decided to submit the following program to the Executive Committee for study and recommendation:

1. Carrying of the retail sales tax issue direct to the public by letters, newspaper and radio publicity.
2. Old age pension to be financed by a tax on chain stores of \$50 for each store from two to five and \$100 a store thereafter.
3. The establishment of a Fair Trade Commission in the State of Michigan for regulating unfair competition.
4. Unemployment insurance to be paid partly by industry, partly by the employe and supervised by the State.
5. An extensive campaign for the education of the public for the necessity of maintaining independent business.
6. Co-operative effort on the part of Michigan retailers to push the sale of Michigan products and produce.
7. A price maintenance bill based on the Kelly-Capper bill for the State of Michigan similar to the one recently passed in the state of California.
8. An amendment to the State constitution omitting special taxes to be substituted for real property taxes.
9. The removal of all tax on homes valued at less than \$5,000.
10. The removal of all personal property tax on merchandise held by retailers or wholesalers for resale.
11. A strict enforcement of the minor labor laws.
12. A re-valuation of chain store assessments.
13. City ordinances to curb the house to house peddler and the temporary or transient merchant.

The League definitely decided that they will not become a part of any political party or faction of a political party, but will remain as a separate body using their influence in behalf of their own program and that such program shall be introduced and campaigns conducted entirely in the open in a clean and ethical manner.

In the evening 185 delegates attended the banquet in the Hotel Kerns and listened to a most interesting and stirring address by Congressman Clyde Kelly, of Pennsylvania, author of the Capper-Kelly price maintenance bill, author of the postal clerks payroll, father of the American air mail service. Congressman Kelly urged every


merchant in Michigan to join the Home Defense League. He warned them against political trickery which would disrupt their organization. He urged them to perfect a powerful organization; to be loyal to each other and to their leaders. He warned them that powerful opposition, failing to dominate or control their leaders, would attempt to discredit the leadership. He reviewed the many organizations that had failed in the past because of the guillibility of its membership.

Congressman Kelly made the following pertinent statement, "Any merchant who is confronted with the competition that exists to-day and which is highly organized, who has not sense enough to get into an honest and intelligent organization for his own protection, has not sense enough to stay in business."

Instead of the now famous "Fenner letter" disrupting the Home Defense League, as had been freely predicted, when all of the facts were laid down in front of the directors, the result was new life put into the League and every director and delegates went back to his community with fire in his eye and determination in his heart to double or triple the membership of the League and to make it a power for the

benefit and protection of the Michigan independent business man, farmer and laborer.

Lloyd B. Huron, Sec'y.



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The Department of State Fire Marshal of Louisiana makes an earnest endeavor to prevent numerous and serious fire losses in the State.

The Department functions in statistical, educational, preventive, investigatory and advisory capacities.

Its value as a statistical bureau will increase as its records increase and as those records are used to call attention to the great economic waste caused by fire, and its effect on the welfare of the state.

Records are kept of all fires occurring in the state, their cause, the values, damage and insurance involved. These fires are classified at the end of the year according to location, occupancy, cause of fire, and in various other ways in order that those interested may easily find the particular information they desire. Records are also kept of the deaths and injuries from fire, of all arrests and prosecutions made by the Department and of other activities in order that comparisons and deductions may be made therefrom.

Work along educational lines is expected to bear fruit in the future, as a great effort is being made to instill fire prevention ideas into the minds of to-day's children in the hope that tomorrow's men and women will have acquired habits of carefulness and watchfulness in regard to the prevention of fire.

In addition to the regular fire drills held in all schools, simple fire prevention lessons are taught by means of attractive books and pamphlets containing stories and poems which engage the attention of children and awaken their interest in the subject. Short plays frequently serve to accentuate important points in fire prevention which are held by the retentive memories of the children.

During fire prevention week, particularly, schools, women's clubs and other civic organizations are addressed and shown, by means of a small picture machine, scenes from actual fires depicting the disastrous consequences of carelessness with inflammable materials, or the lack of proper safeguards against electricity, gas or other forces which serve man well but are a constant source of danger unless kept under control.

Over one-third of the total fire loss occurs in dwellings, consequently our campaigns must gain the interest of the householder as well as the owner or manager of a big business enterprise. It is only through the wholehearted co-operation of homemakers, business interests, civic agencies and public officials that a concerted and effective endeavor can be made to stop the enormous loss by fire.

The work done by the Department in preventing fires requires much effort and gains very little recognition. If losses are large there is always a feeling that something should have been done to have prevented their occurrence. On the other hand, when it is known that numerous hazards have been removed there is no way of estimating how many thousands of dollars were saved thereby, or if the

lives of human beings were preserved through the safeguarding of their surroundings.

In New Orleans, alone, 1,264 major hazards were removed during 1930 and many buildings demolished or substantially repaired. Had these menaces been allowed to remain, who knows what might have been the result? If the average fire loss for 1930 was \$1,898.37 per fire, it is amazing to consider the value of work which abolished potential fires.

The necessity for investigation of fires of unknown, suspicious or incendiary origin has been greatly increased in the past year, due principally, we believe, to the general depression. It has been noted that bad business years are usually followed by an increase in incendiarism. While there is always a certain criminal element that exhibits an inclination toward the practice of incendiarism, the average man will only resort to such a crime when he finds himself with his back to the wall financially and the value of his insurance policy is enough to cover his indebtedness and permit him to start anew with a clean slate, in so far as finances are concerned.

Conditions have been such that the number of incendiary fires has increased but we find some encouragement in the fact that there has been a decrease in incendiary fires set by members of families that are known from past records to be more or less addicted to firing buildings for revenge, defrauding the insurers, or other reasons.

We believe this Department has done much to reduce fires among the latter class by making arson a very unprofitable and dangerous game. This has entailed a great effort on the part of the Department for the reason that the firebug works under cover of darkness, hence it is a difficult task to place the culprit at the scene of the crime, show the motive therefor and to obtain other evidence of sufficient weight to secure a conviction.

The advisory work of the Fire Marshal's office covers not only the examination and approval, or disapproval of fire-escape plans but advice as to the best method of correcting existing hazards.

Plans for buildings of certain types must be approved by the Fire Marshal before the erection of the buildings is begun.

The Department, after ordering the removal of a hazard, is perfectly willing to advise as to the best means of protecting properties from future hazards.

R. J. Gregory,  
Fire Marshal of Louisiana.

### Price Cut Demoralizes Hosiery.

As a result of the recent price cut on full-fashioned hosiery, the most highly competitive situation which the market has ever experienced now exists and the lowest prices ever quoted on regular merchandise are being heard. A few mills specializing on low-priced goods are said to be doing an excellent volume of business, but, on the whole, buying has been curtailed considerably.

A shuffling walk is the most tiring form of locomotion.

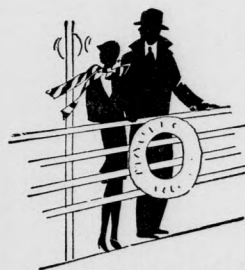
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Muskegon, Mich.



### Good Window Displays and Their Peculiarities.

The show window of a retailer is almost as essential as the right hand to a man's anatomy. There are many retailers who even in this day do not comprehend the importance of outward display and effects. While all of them place articles in the windows for show, many lack the faculty of placing such stock so as to attract the attention of the passerby. Novelty in window dressing has done much for retail storekeepers. While it is not absolutely essential that a window dresser should possess an artistic instinct, a few good ideas, even although patterned after successful competitors, would go a long way to attract trade. For these and other reasons it is well for the retailer to be ever on the lookout for new ideas. Oftentimes it may be found that a valuable display in some other line of business may be profitably appropriated by a dealer which may be put to good use with slight change. Window displays may be divided into two distinct classes. The general purpose of one class may be attracting and pleasing the passerby, and perhaps cause him to talk about the display, thus incidentally advertising the store. The other class is for the purpose of directing attention to some special merchandise, with the object of attracting people interested to come in and make a purchase. The suggestive window displays are by far the best for actual results, for it is by suggestion that the retailer reaches the pocketbook of most customers. To display various articles at one time is a good idea, as the prospective customer is likely to be interested in some one of the articles displayed, whereas, if the window be devoted to one product only a small percentage of onlookers will be captured. A striking means of attracting general attention to a window display was utilized recently by a retailer located in the metropolis of the East. He secured a four-foot plank, two by six, and sawed the lumber in triangular pieces, so that when the sawed end was pasted against the window on the inside, the other portion of the plank inclined against the plate glass on a downward slope of 45 degrees on the outside in such a manner that it appeared as if the end of the plank had been shoved straight through the window. A realistic touch was then added by gluing several slender strips of broken glass in the shape of an irregular star. Of course, the hole seemed to be in the center. Many persons crossed from the other side of the street to make a closer inspection. After the window was reached by the walkers, it was several minutes before the hoax dawned upon them. These people had made a careful inspection of the window and on that account remembered the articles displayed. Persons who were pleased with the display went into the store and complimented the retailer and made purchases. Another amusing incident where odds and ends from an unfortunate affair were used with great success for a window display by a retailer located on a busy avenue was as follows: Long after the retailer had

closed his store two women and two men, all of whom had indulged freely in the intoxicating cup, romped in front of the store and crashed into a window and made a full-sized impression. In the general entanglement two objects of dilapidated millinery, a glove, an old leather pocketbook and a cigar stub were left in the wake of the hilarious four. When the retailer came down the next morning and viewed the remains of his window he did not assume any woe-begone expression, nor did he hastily summon the insurance adjuster so that the pane could be immediately replaced. On the contrary, he left the window as it was and hastily got out some tags. He placed a lot of exhibits in the window, each marked and classified with an apt and humorous saying. The retailer had a great crowd in front of that window for two days, and at one time two officers were keeping the people moving. Later the four imbibers were placed under arrest and the dealer took the clippings from the newspapers and added them to the display. The window dresser who tries to crowd a half-hundred different articles into a single window of limited size is much like the man who attempts to do a life's work in a day. The passerby may notice a crowded display, but it often happens that he does so with a view of criticising the taste of the window dresser. Such displays do not arouse in a man going by a desire to purchase and, therefore, such window displays can not be silent salesmen. A well dressed window is as essential as a live salesman within. The good window dresser may arrange a few articles so that they will stimulate attention and awaken in many people a desire to buy. He knows how to arrange the display matter, and those who stop to gaze upon results of his labor often can not resist the impulse to buy which it creates. There is no excuse for poor window displays in this day of keen competition. The same enthusiasm as is shown often by a clerk can be evinced in a window display almost as strikingly. If the retailer becomes satisfied he falls into a rut and stays there. Then the future day of his dissatisfaction with everything is on the way. Although it is probable that a retailer may redress his window many times during a period of three months, he often does not put into the display the enthusiasm that he reveals inside the store. Few persons know that a new display is on; they do not observe as keenly as all that. It is better to have one striking display once in a while than a series of colorless efforts. There is something new all the time, and the way to keep thoroughly informed is to read. Always arrange for frequent dusting. The effect of many clever window dressings is greatly marred by dust that collects so quickly. Dust will completely cover stock and decorations in a few days. Many window dressers in arranging their displays do so with a view of permitting a pathway so that the entire display may be reached and dusted, although some of the cleverest in the business overlook this salient advantage. Never let goods that are damaged by exposure predominate in a display,

for that practice makes the development of the art more costly. Ten days is an average limit to permit certain stock to be shown in a window. It may then be returned to stock with little or no reduction for the mission it has performed. A dealer who has just taken out such merchandise from his window should not offer the same, perhaps, at the regular prices to his trade. The dealer may consider himself repaid for the slight sacrifice he has made and he can afford to stand the cost of a 10 per cent. reduction. An incentive to quick sales is the well-lighted window. While this feature may receive attention in the decorations incidental to the display, it is also well to arrange for special lighting effects, even although a little more expense be included in the general appropriation for the display. In the present day electric light has a tendency to attract attention, and high candle power is often utilized by large dealers. The cost of lighting in such a manner is expensive, but the effect justifies the extra expenditure. Brightness attracts more than anything else. A series of well-written bulletins placarded in a window is always a center of attraction by the busiest wayfarers. Such bulletins may be varied almost daily. The latest aeroplane and scientific news always attracts the possible customer.

### Ten Points Against Sales Taxes.

1. The wide ramifications and tremendous detail involved make a general sales tax administratively impossible.
2. If a sales tax is to become one of the major sources of State revenue, the rates would be prohibitively high.
3. If sufficient exemptions are made and the rate of tax is reduced sufficiently to render a sales tax law administratively possible, the revenue obtained will be insignificant, great injustice will be done certain types of distributors and the tax base will be narrowed rather than increased.
4. Taxing the market basket of the masses to secure funds for the protection and development of wealth would be a grave injustice and quite un-American in spirit.
5. The shifting of the tax burden from wealth created under our present social and political structure to the shoulders of the masses will endanger our social and political organism.
6. The burden of the detail administration of a sales tax might easily cause, at least, a temporary breakdown of our mechanics of distribution, with grave results to all. Distribution is the most important economic factor

of the present and future and as such must not be handicapped.

7. A State sales tax would hamper the free and uninterrupted commerce between states that has contributed so greatly to our success as compared with the various states of other continents.

8. The effect of billions of dollars of advertising and years of American salesmanship in developing a buying psychology would be canceled by a sales tax creating an unfavorable mental attitude in connection with purchasing.

9. A sales tax is, in effect, a wage reduction, because it reduces the buying power of the pay envelope. American business has not been built on such reactionary policies and principles.

10. All experience, whether state or National, and including that of foreign countries, proves that as a method of obtaining revenue for one of our states, a sales tax is grossly unjust, administratively impossible, inadequate in results, uneconomical in its functioning and wholly un-American in its fundamental conception.

Most economists and those who have studied our economic structure are convinced that the problem of the present and of the coming generation is one of distribution. America has, to a large extent, conquered production. Our people have an unlimited power of consumption. Our economic weakness is one of distribution. A sales or consumer tax of any type is a definite handicap to the weakest factor in our economic organism. Distribution must be strengthened in the next decade. This cannot be accomplished if it is, at the same time, to be handicapped.

B. Earl Puckett.

### Men's Furnishings May Be Reduced.

With lower-price lines on men's clothing definitely forecast for the Fall, stores are now concerned over the problem of shaping price brackets on furnishing goods. The advisability of making further reductions below the present levels is being seriously questioned, but buyers in looking over Fall lines of furnishings are attempting to obtain attractive goods at the lowest prices. Most of the leading stores have adopted the \$1.55 range in shirts and pajamas, and frequently are making special offerings at even lower prices. In neckwear, while the dollar retailer will continue to be stressed, goods as low as 55 cents are being offered by some of the leading chains, and this is expected to become even more prevalent for the Fall season.

A fact is conclusive only when no other fact cancels it.

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.





### Recreation and Mental Health.

Interest in mental hygiene centers about the question of individual adjustment to the constantly varying situations of life, and involves questions of heredity, of mental and physical balance, of attitude, of work and play.

Our day of twenty-four hours may be happily divided into three equal parts; namely, eight hours for work, eight hours for play, recreation or relaxation, and eight hours for sleep. This balanced schedule, if followed, would contribute much to a stable, harmonious and happy existence. Continued abuse of the schedule can only result in physical, nervous and mental illness of one kind or another. Balances must be maintained for health, and nature attains these by contrasts. With no contrasts there is monotony which is exhausting to the nervous system. Work and play constitute contrasts of great significance for mental health.

The psychiatrist's concern is mental work, because it causes fatigue of the nervous system. It requires the exercise of intelligence, and involves concentration and mental stress. The degree to which fatigue develops depends on whether we have found our proper vocation. If we do work that is pleasing to us a minimum amount of nervous energy is expended. If our work is distasteful, it is drudgery, and causes the expenditure of an excessive amount of nervous energy. Rest does not fully relieve this fatigue because in rest we continue to be conscious of the distasteful drudgery; but relief is obtained in play for it carries our thoughts into pleasing activities and acts thereby as a safety valve for the expression of pent-up emotions.

Another kind of effort of even greater importance than the intellectual type is that required to adapt ourselves to the constantly varying social situations in life. Failure in making necessary adjustments is the cause of much of the misery in the world. Play, which inculcates in a pleasing way the art of adaptation, is of inestimable value in assisting us to live happily with our fellows.

We are born with inherited impulses, urges, strivings or tendencies to act in a way patterned after the manner of life of our primitive ancestry. These are spoken of as instincts. They are accompanied by an emotional urge and are constantly seeking expression. If the instinctual desires are fulfilled, we have a sense of well-being, a feeling of satisfaction, and of achievement.

However, both the urges and the social order must receive due consideration. If urges, with their accompanying feelings, supersede social requirements, then results may conflict with laws or established customs. If the social order is given the greater weight, the urges may be repressed, but because of the force from behind pressing them out, they will find expression in unnatural ways, and may cause instability or nervous or mental illness. A balance must be maintained and the task is to find ways and means whereby we can allow the urges socially-approved expression.

Here play is of the greatest service. It gives an outlet for instinctual urges as it takes the form of primitive racial

activity and may easily be made to conform to social usage. To summarize: Play affords a happy contrast to work; it brings relief from the peculiar fatigue which follows our modern strenuous life. It rests those parts of the nervous system which our daily work most stresses. It helps to satisfy the instinctual cravings and thus contributes to mental health.

Dr. Christopher Fletcher.

### Chain Store Failed To Make Good.

A suit for \$10,000,000 damages against the United Cigar Stores company was started by the Gillette Safety Razor Co. in the Supreme Court of New York county to-day by the filing of summons papers.

The Gillette Co. claims damages for \$10,000,000 for alleged misrepresentations made by the United Cigar stores in connection with a contract between the two companies for the sale of Gillette razors and blades by the United Cigar stores. The contract was for ten years, expiring in 1937.

The complaint charges that the contract was made for the purpose of making available for Gillette products a large retail outlet throughout the United States; that by misrepresenting the number of Gillette blades sold by the United through its stores during the year before the contract began the United led the razor company to believe that the retail outlet was larger than it was in fact, and so persuaded Gillette to enter into the contract.

It is also charged that the selling capacity of the United Cigar stores is much less than was represented, and that the minimum quantity of blades called for in the contract was beyond the capacity of the United Cigar company to market, and that the excess was disposed of by the United to wholesalers and jobbers and other channels contrary to the agreement.

The complaint further charges that the compensation paid to the United by Gillette for advertising and sales promotion was excessive and greater than would have been agreed upon except for the statements made by the United.

The contract also was violated, it is charged, by a reduction of the number of United stores below the number called for by the contract.

### Plan Low-End Lamp Shade Lines.

Anticipating another season in which low price merchandise will be favored by buyers, manufacturers of lamp shades are making no radical style changes in their lines being developed for the Fall trade opening. The new offerings, which will be exhibited in Chicago in July, will feature shades of both parchment and silk. Rose, green and gold will be the leading colors. Current business, producers and sales agents admit, is at the lowest point reached in several years. A lull in sales occurs annually at this time, they pointed out, but this month the drop has been more pronounced than in any recent season. Buyers for retail establishments are reported holding up reorders and clearing stocks through special sales.

A clerk is rightfully jealous of his independence.

## In Battle Creek it's

# HOLSUM

## Holsum Bakery

# MILWAUKEE BOUND!

**Y**OU'RE due in Milwaukee July 6, 7, 8 and 9 for the 34th Annual Convention of the National Retail Grocer's Association. This is going to be the best convention ever. You'll meet old friends and make a lot of new ones. And you'll come back with a lot of good ideas and fresh slants on everything!

Write your local Secretary NOW so that the Transportation Committee may make reservations for your accommodations.

Compliments of  
**STANDARD BRANDS INCORPORATED**

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**FLEISCHMANN'S YEAST - FOR - HEALTH  
CHASE & SANBORN'S DATED COFFEE  
ROYAL DESSERTS . . . . . Order  
ROYAL BAKING POWDER from your Jobber**

Ask your local Secretary about the 1931 Tour to Europe following the Convention! Here's a great opportunity to visit England, France, Germany, Austria, Switzerland and Italy at a very low cost on the S. S. Dresden.

## Rademaker-Dooge Grocer Co.

Distributors

### Bouquet Tea

### Fragrant Cup Tea

### Morning Glory Tea

Finest Packed



## DRY GOODS

**Michigan Retail Dry Goods Association.**  
 President — Geo. E. Martin, Benton Harbor.  
 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.

### Empire and Silhouette Lines Favored By June Brides.

Lingerie in the June bride's trousseau is characterized by the most filmy fabrics and the daintiest of trimmings.

Gowns are designed in two distinct styles, the Empire and the silhouette. Next to lace the favorite materials for nighties are chiffon, ninon and crepe. The gown de luxe is entirely of lace and lined with chiffon. An elaborate Empire model is of ecru lace. Its short waist is suggested by a belt of fine tucking through which a ribbon is run; the sleeves are daintily puffed. Equally engaging is a princess gown of sheer ivory lace cut to fit the figure closely. The neck is shaped in a deep V line; an ornamental band of satin flowers appliqued on the lace extends across the front of the gown in a diagonal line.

For the bride who prefers pajamas to gowns there are chic suits of satin crepe and ninon.

### Smart Robes Match Suits.

Every woman likes a wrap for lounging on the beach. The season has met the need with a variety of models, made of jersey, terry cloth, printed cotton, linen and other fabrics. Frequently such wraps are made to accompany the suit, in which case they have a finish that makes them look almost tailored. This ensemble effect is most successful when the suits are finished with those nice dressmaker details that are giving chic to the best of the season's suits. A Schiaparelli design has inspired a coat with an attached scarf, a large patch pocket and trim little turn-back cuffs.

Terry wraps are shown with conspicuous initial-like motifs between the shoulders, or with striking bands of color running around the bottom. For those of extravagant taste there is a smart terry robe embroidered with an Oriental design worked in jersey and wool. Another of this year's whims is the painted linen coat, bright with many-hued flowers, and lined with light colored terry. Rodier's chenille fabric appears in many models that are simple in cut and noticeable for their dashing color scheme.

Beach headgear appears in riotous array. Diving caps are of rubber patterned to look like feathers or scales. They are nearly as interesting as street hats, for they have accepted hints from Agnes, Reboux and others, and have come forth in the guise of pompon-crowned berets, braid-encircled turbans and close-fitting toques. And their colors match the rainbow hues of pajamas and suits. A pliable, crinkly rubber lends itself with considerable grace to these whimsical caps.

Shade hats are enormous and elaborate. There are floppy cartwheels of Florentine straw into which all the colors of the rainbow seem to have been woven, and Mexican sombreros

whose edes are frayed to make them still more fanciful. One designer has covered the crowns with bandannas and made beach bags to match.

Among fetching beach hats are poke bonnets of pastel hue and large ones of checked ginghams with scalloped brims. Then there is the sun-back hat, made to protect, not expose, the nape of the neck. It has a pliable brim barely wide enough to shade the face in the front, and so deep in the back that it falls to the shoulder blades.

All women are confronted with the problem of how to carry their bathing suits conveniently to and from the beach. The most practical solution lies in the rubber-lined beach bag. Each season brings forth a new crop, varying a bit from the last in size and form. Among the smart products of the season is a round toyo straw in bicolored chevron pattern. It is made to hang over the arm by a patent-leather strap.—N. Y. Times.

### Some Houses Rename Sheet Prices.

Reaffirmation of list prices on bleached wide sheetings, sheets and pillow cases, which have been in effect since the middle of August, 1930, were made last week by five houses, representing producers of the lesser known brands. While the lists are unchanged, discounts have been increased sharply to take care of the declining tendency in the market, and in some instances are said to have ranged as high as 40 per cent. The houses renaming prices included Joshua L. Bailly & Co., selling agents for the Erwin Cotton Mills and Pearl Cotton Mills; Iselin-Jefferson Company, agents for the Peerless Cotton Mills; Riverside and Dan River Cotton Mills; Cannon Mills, Inc., and Wilson & Bradbury. The present lists cover May, June and July delivery and are on a basis of 46 cents per yard for nine-quarter sheetings and \$16.18 per dozen for 81 by 99 inch sheets.

### Rug Designs To Be Changed.

Rug and carpet mills opening Fall lines to the trade June 1 will depend upon novel patterns rather than price changes to stimulate early buying. Designs to be featured at the opening will include Colonial, early English and other periods, along with Chinese motifs. The Persian patterns will be in a minority for the first time in years. The fact that two of the large producers, the Mohawk Carpet Mills, Inc., and Alexander Smith & Son Carpet Co., will postpone their showings until August has created the fear that buyers may put off their initial orders until that time. In view of the fact that no major price adjustments are contemplated, the manufacturers exhibiting June 1 expect the patterns to provide the main incentive for early ordering.

### Machine-Made Glassware Sales Up.

The vogue for machine-made glassware for retail promotional events and regular sale has become so great in the last few weeks that the few producers of such merchandise are enjoying a small-sized boom in orders. Marketed at prices from 35 to 50 per cent. lower than the hand-made type, such glassware fits into the present demand of buyers for low-end merchandise. Chain organizations and department stores

are providing the bulk of orders and are buying stemware, mixing bowls and complete tea sets. The latter have been retailed for as low as \$1.98 for a forty-three piece set. One factory specializing in machine-made glass is sold up until August, while other plants are said to have sufficient business to keep them busy until early July.

### Certain Imports Increasing.

Substantial increases in imports of art goods, foodstuffs and chinaware in the last ten days caused much comment among customs officials in New York this week. F. J. H. Kracke, United States Appraiser, said the movement of such goods into the country during the last two weeks stood out as above the average for the last few months. In import circles, those interested in the china and glassware trades attributed the sharp upturn to the fact that foreign manufacturers had bulked their shipments this year instead of delivering them over a period of weeks. Purchases by importers, they insisted, were more restricted this year than last. In the food trades, increased purchasing was believed to have caused the rise.

### Disagree on Value of Net Hose.

Despite the growing popularity of net and mesh full fashioned and seamless hosiery with their consequent promotion by numerous retail stores, opinion is divided in the primary market as to the future business on these types. Some merchants express the conviction that net hose is firmly established and will meet increasing consumer acceptance. The trade needs novelties, new fabrics and styles to lift it from the present severe competition based solely on price, they insisted. Other mill representatives were of the opinion that nets were purely a fad proposition and might disappear almost overnight. For the present, however, these goods present the one bright spot in an otherwise depressed market.

### New Romper Suits.

This season has brought a two-in-one adaptation of shorts, previously sponsored by Patou, a combination of trunks and trousers. The romper is a new and entertaining version of the bathing suit, with puff trousers fitted closely to the thigh by tubular tucks, and with a long-sleeved, striped jersey to be worn when the wearer is on the beach—to cover a rather scant top.

Bathing suits for the sedate, not to say the stout, are cut on dressmaker lines. Some of them incorporate certain simple features taken from Vionnet's and Lanvin's gowns. The best liked are of flat crepe, in plain colors or small printed patterns. They are made over jersey maillets edged with crepe.

### Men's Shoes Re-ordered Steadily.

Steady re-orders for men's calfskin shoes in black and tan, with the former shade predominating, continue to reach the local markets, but as yet the individual commitments have failed to attain any large size. Retailers are taking only their immediate needs. Some slight tendency to concentrate on fewer sources of supply, in line with the policy advocated by many manufac-

turers, has been noticed, it was said, but many of the smaller stores have not yet been educated to this practice. While there is a fair demand for sport shoes, the volume of business being placed on these styles is regarded as somewhat disappointing. Some calls are being received for white buckskin styles, chiefly from college towns.

### Housewares Sold on Samples.

Selling agents in the small housewares field have resorted to having retail buyers sell against samples. Sales agents explain that buyers' sales resistance has become so great that in many cases they find it more profitable to supply a sample and promise that all orders booked by the buyers will be filled within three days. The plan, which was started to stimulate business in the present slow season, meets with the approval of the buyers, since it relieves them of the risk of stocking goods which may prove unsalable later on. One buyer was reported to have sold over 100 dinner sets last week from a single sample placed on display.

### Millinery Buying Continues Active.

Orders for millinery are keeping up surprisingly well, according to reports in the trade here. The outlook for retail turnover of Summer lines is described as excellent, despite the strong concentration on popular price merchandise. Straws continue to receive the bulk of the demand, with fabric hats also a big factor in certain sections. Small turban shapes remain in high favor, with the possibility being that the late seasonal demand will reflect stronger interest in the larger hat. Many of the Fall hat lines now in preparation will swing toward lower price lines, in keeping with the trend in ready-to-wear.

### Juvenile Fall Novelties Offered.

Novelty items in juvenile clothing for Fall are beginning to attract attention and seem slated for a favorable response. In boys' juvenile clothing in sizes up to 12, one-piece knitted snow suits of solid colored and plaid woolsens and also chincillas, with a patented fastener, have been well received. Another outfit is a leather piped ensemble, composed of overcoat, with leggings and cap to match, in sizes up to 10. Matching cap and leggings for the majority of juvenile overcoats appear to be the order for Fall. Men's woolen ski suits, for the Northern States, are also expected to attract some interest.

### Laminated Glass Use Expands.

Reflected in the relatively greater activity in the plate glass field, as contrasted with other branches of the industry, is the steady improvement in demand for laminated glass. The growing popularity of this product as equipment for automobiles has been given added impetus with the recent announcement of a leading car manufacturer that it will be offered as optional equipment on all cars. Shipments of safety glass from the plants of one large producer, as a consequence, have shown a marked increase this month. The improvement noted last week in demand for window glass was not so apparent this week.



## SHOE MARKET

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

### What Happens When Prices Fall?

The effects of a long period of steadily falling prices are these: prices begin to fall, and at first everyone except the immediate producer is happy, because income or wages will purchase more.

Almost immediately, however, the country becomes divided in sentiment into two camps. On the one hand, everyone who derives a fixed income from rent, securities, or a permanent salary, continues to rejoice as prices fall. But on the other hand everyone whose income depends on selling products, and everyone who owes money on mortgages or otherwise, finds that life is becoming more difficult. So far, the tendency of falling prices is to increase the gulf between those who have and those who only hoped to have.

These effects, which are obvious results of falling prices, tends to press with most severity upon the farmer, because the interest on his mortgage is a fixed quantity while the prices of his products fall with those of other commodities. Each period of falling prices, therefore, is a period of political unrest in our farming states and communities. We can go farther and say that it is equally a period of political unrest among the farmers of Great Britain, France and Australia, because like causes are acting there as well as here.

Meantime the equally important class which labors in factory, mine, mill and transport fares better, because though in a long continued decline wages may also fall, they do not fall so promptly or so far as do commodity prices. Throughout a period of price decline, the tendency is toward an increase in the actual purchasing power of the wage, even though its money quotation may be slightly reduced.

The purely industrial effects of falling prices are, in general, good for the community. There is a high incentive to economies that has been lacking during the preceding boom period; there is a reason to invent new and more economical processes or methods of manufacture and to adopt such improvements promptly when they are invented. The great industries tend to become more and more ingenious, more and more efficient, as prices fall. From a purely moral standpoint the gain is less clear, for increasingly bitter competition is apt to bring in its train a lower standard of commercial ethics.

Finally, the parasitic classes tend to become of even less relative importance. If the depression continues long enough, some members of these classes may even be driven into productive work of one sort or another.

Honesty is with most people a matter of course. With a relatively small class, on the other hand, dishonesty is equally a matter of course. There still remains a large intermediate class

whose honesty is not permanent but opportunist. With this class honesty is a matter of balance between their own necessities at the moment, the amount of temptation, the chance of detection and the seriousness of the probable punishment. Many men, for example, who could be safely left in the same room alone with a watch could not be trusted in the same country with an oil reserve. And there are other men who, if at the moment they were temporarily rich, would scorn to rob the country of even an oil field but who, reduced to poverty would readily take the watch.

It is the existence of this class of moral chameleons that gives rise to the phenomena that we are now studying—the appearance in the same country of periods broadly marked by high commercial and political morality, followed by periods equally marked by low levels of practice. The evil effects are most likely to appear at two separate stages of our economic cycles. In the progress of a great boom the temptation offered can be made higher; while toward the end of a long depression the necessities are greater. A period of slow regular progress, on the other hand, does not afford the same inducements either to the great briberies of the boom period or to the petty trade and political dishonesty of the crisis.

One of the very prompt reactions against the continuous fall of prices took place in the direction of attempting to stop the fall by some government measure of currency inflation. This is an entirely normal reaction and we may expect to see it appear in one form or another in the years to come, just as it did in the two or three decades after the civil war.

The expedients offered between 1866 and 1896 covered a wide range of possible action, ranging from frank dishonesty to mere delusion. The first and perhaps the most dishonest proposition was that the government should redeem its bonds not in gold but in paper currency. This was finally negated, which marked a decided advance in public morality since the days of the Fathers, for we must recall that after the Revolution repudiation had been accepted without much argument, except for the foreign debt.

At later stages came the effort, successful for a time, to retain all the paper in service, until the demands of the country could grow up to the currency supply. The resumption of specie payments, effected in 1879, put an end to these phases of the matter.

In still later years there were national party platforms and campaigns which turned on the proposition of issuing a new supply of paper or of returning to the free coinage of silver, which had been demonetized in 1873 by a large number of countries in addition to the United States.

From 1896 on to the peak of high prices in 1919-1921, no one was interested in a cheap money issue; but from now on the question is bound to regain its political importance, and unless some new factor enters to change the situation we may fairly prophesy that within a few years we will again face arguments in favor of issuing paper, or coining silver, or stamping clay into

currency.—Edwin C. Eckel in Boot and Shoe Recorder.

### Irish Wit.

An American and an Englishman, walking through a town in Ireland, were discoursing upon the proverbial wit of the Irish. The American expressed some doubt as to whether it was as smart as it was generally believed to be, so they determined to test the next passer-by. Accordingly the following dialogue took place:

"Pat," said the American, "if the devil were to come along now which would he take first, you or me?"

"Sure, sir, it would be me," promptly replied Pat.

"And why is that?"

"Bedad, the crafty old gentleman is shure of you at any toime."

### Men's Straw Hat Sales Light.

The first week of men's straw hat offerings, while not exceedingly promising, about measures up to what the trade expected. While the weather on the whole was somewhat favorable, it was not sufficiently warm to create an immediate desire for lightweight headgear, and this, combined with the current economic situation, was responsible for sales being somewhat light. Some of the more expensive stores reported that purchases were quite satisfactory, but in the general run of shops buying was restricted, with low-priced Panamas and sennits receiving the most favor.

### Seasonal Toys Being Ordered.

Reports in the toy trade indicate the recent Chicago fair has been productive of a larger volume of business than the two preceding fairs this year. The bulk of the orders, however, continued to be concentrated on seasonal items for quick delivery. Orders for Christmas holiday merchandise have been placed only in limited volume to date, with the indications being that the bulk of these orders will be placed after July 1. A promotional campaign to stimulate consumer demand for playthings on Children's Day, the third Saturday in June, is meeting with good support.

### Work Clothing Demand Spurts.

Demand for work clothing has increased sharply during the week, with the heavier orders being attributed to the national promotion of these garments now going on, chiefly in the smaller communities of the country.

Pre-shrunk work shirts of chambray cloth, to retail at about 89 cents, were the items outstanding in demand, with a fair volume of business also placed for overalls to sell at about \$1. The bulk of the orders reaching the local markets originated in the Middle West and New England territories.

### Peach Dinnerware Outstanding.

Introduction of peach-tinted dinnerware this Spring saved the popular-price chinaware field from a serious shrinkage in sales volume. The peach shade has received a larger popular demand than any color style developed in the trade in the last five years. In the medium-price and low-end field sales of dinner sets in that shade outstrip those of all other types combined. The call has been restricted in the better-price division.

## 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:

### HEROLD BERTSCH SHOE CO.

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

## Save On Your Insurance

By Placing It With The

## MICHIGAN SHOE DEALERS MUTUAL FIRE INSURANCE COMPANY

LANSING, MICHIGAN

Mutual Building

Phone 20741



## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—William Schultz, Ann Arbor.  
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.

### Uncle Same as a Bum Speculator.

Politicians are strong for "consistency" and they are good at "I told you so." I have never cared to be consistent, because one can be consistently wrong and I do not now say I told anybody so. But it is to be noted that what I said many months ago about this wheat speculation of the radicals in the Senate has worked out precisely as any tyro in economics could have foreseen. More than that: It would have been foreseen by those same Senators had they been gambling with their own money.

The Farm Board bought wheat from \$1.25 down to 76c—as the record stood on March 17—and pegged the price at 76c in December. It has paid heavy charges for storage and insurance. The wheat when sold will bring 65c maybe. The taxpayers—you and I—will lose 15c to 65c on each bushel, and as I write there are 135,000,000 bushels to be disposed of.

Meantime, anybody who cares to examine can find that the farmers who really suffered were in the small minority and among those are plenty who deserved to suffer with others who mismanaged their affairs or did not know their business or were just plain lazy.

I have listened to Brookhart and Bobbie LaFollette and McNary and on the basis of their talks I would not hire one of them to run a branch store for Findlay & Company. By all means let's get back to the constitution and have our state legislatures elect our Senators. That resulted in abuses, but we had an incomparably finer lot of Senators "them days."

Among the big grocers who held their divisional meeting in California last September was one who discriminates rigidly between the customer who asks to be called on the phone for orders and the soliciting of orders by telephone. He does not believe in regular efforts to sell goods by phone. He confines his general personal solicitation to a monthly talk that is enclosed with his bills.

This grocer—and he is exceptionally big and successful—likewise says the personal solicitation of orders—that is, the old-style system of "calling for orders"—is obsolescent; that, except for what may be called wholesale trade, the trade of college fraternities and boarding houses and clubs, such business does not pay. He has two men, however, who devote each afternoon to personal calls on four to six prospects each. This is mostly promotional work. It is not a matter of routine calls on the same people.

There is no question about the value of the monthly circular enclosed with bills, provided it be a good circular. But thought must be put into it and careful writing, and it must evince interest enough in the management to

show it is taken seriously. Jimmy McLellan "A Grocer," as he calls himself—does this up to perfection. I have never seen one of his little folders that was not worth reading clear through.

As for soliciting, I believe my big grocer argues from the soundest premises to the logical conclusion. Such was our experience nearly thirty years ago.

Schemes to increase cash trade are valuable to the highest class family service grocer because such plans induce more people to come into the store. Such efforts are to be distinguished from the "special, bargain" trade, for that is of little value or none. The grocer who seeks to build trade gives thought to what will induce his regular customers to come to his store, for it is well known that any grocer will grow and prosper who keeps every customer he gets. That man will notify his customers of demonstrations, arrivals of new or unusual goods; he will offer every real bargain he gets hold of to them.

This does not mean that any grocer should shun price inducements when he can offer them. In fact, no grocer can afford for an instance to relax his effort to pump new blood into his trade. For example, such a grocer who systematically cuts prices on his fresh perishable every day after a certain hour and cleans them up every Saturday night will soon find he has made the finest investment he could make. For he will build new business on both price and quality. The circle will close rapidly because his green goods will become so well known for quality and condition that his losses will shrink below the established negligible average of 1½ per cent.

A remarkably successful grocer has separated his bakery and delicatessen departments from his other lines—completely. That is, those departments are in a separate store adjoining the other departments with a communicating door between which is open during regular hours.

This results in bakery and delicatessen being kept neater and cleaner than if combined with other lines. He finds, too, that many customers who run accounts in his grocery store pay cash in the bakery and delicatessen departments. But the bakery is open an hour later than the rest and it is open all Sunday without interfering with the grocery lines.

This man's experiences again demonstrates the truth that it is easier to sell fine quality, high grade, high priced goods than cheap things. Because he has specialized in them, he now sells three to four baked hams every day after 4 p. m. They are oven baked, of course, in his own bakery, and he gets \$1 per pound. He has also developed considerable trade in whole baked hams. These he sells at regular figures and charges \$1 for baking them to order, delivered at any time customer wants them.

It surely pays to specialize. Progressive grocers who think everlastingly of trade building along profitable lines are constant specialists.

But not all high grade grocers find the same plans applicable. One leader tries constantly to convert every desirable cash customer into a credit

buyer. That was always Findlay's it pays best. This grocer also knows plan and I find plenty others who find (Continued on page 31)

## PUTNAM'S RITE 'N SITE 19c PACKAGES

Choice candies put up in cellophane to sell at a popular price.

We have an attractive offer for a display.

### PUTNAM FACTORY

NATIONAL CANDY CO., INC.  
GRAND RAPIDS, MICHIGAN

## 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



### 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.

### NORTH STAR LINE, INC.

R. E. TIMM, Gen. Mgr.

Crathmore Hotel Station.

Phone 81138

Grand Rapids, Michigan

## VINKEMULDER COMPANY

Grand Rapids, Michigan  
BRANCH AT PETOSKEY, MICH.

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

HEYBOER'S

## DUTCH TWINS

Made by

America's Largest and Oldest Independent

### SUGAR WAFER

MANUFACTURER

Holland-American Wafer Company

GRAND RAPIDS, MICH.



## MEAT DEALER

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

### Bridging the Gap Between Cash and Credit.

The trend toward cash-and-carry meat trade has been as pronounced, or nearly so, as the same trend in the grocery and other retail trades. On every hand we find meat retailers adopting a strict policy of cash-and-carry or a policy as firmly adhered to of charge delivery trade.

Now every dealer's market contains a percentage of cash-and-carry trade as well as a percentage of delivery trade. It may vary, according to locality and type of neighborhood; but in general the rule of percentages hold good. The question is, can the meat retailer, under present-day conditions, bridge the gap and capture both markets?

Undoubtedly this can be done, because it is being done. True, there are some difficulties. The introduction of a cash-and-carry policy carries with it, in theory, a lower price range for fresh meat and fish products, whereas a charge delivery business necessitates that prices be higher. Somebody must pay the cost of book-keeping, billing and delivery, and people who want that kind of service are quite willing to pay for it. However, in recent contacts with progressive Eastern meat stores, this writer has found quite a number who have in one way or another contrived to serve both markets with profit. They have overcome certain difficulties inherent in such a combination plan.

It is not feasible for the meat dealer to split his store, as it were, down the middle and serve, on one side or at one end, the cash-and-carry people, while on the other he does business with the charge delivery customers. But there are other ways.

Roughly speaking, it costs the meat dealer between 6 and 8 per cent. to render a complete and efficient charge delivery service, and if he figures on less, which he often does, he is losing by it. So that in order to add the conveniences of charge accounts and wagon service there must be a higher price secured for fresh meat, and this higher price must of necessity come from the money that the customer pays in for what he gets.

In one instance the dealer proceeds as follows:

His business is ostensibly cash-and-carry, and has been for some time. But there has been a lot of good trade going elsewhere—business of the charge delivery kind. Recently this dealer made a bid for charge delivery trade, being quite frank in informing the local public that the service must be paid for.

To each monthly statement he adds 6 per cent. to cover himself. This is itemized as "service" charge. Having been quite frank about it, the new trade that he has gotten in this field show no resentment, as they have the option of paying cash and carrying their meat home if they so wish.

In offering this service, he sent out

the following form letter to "pave the way":

"Dear Mrs. Jones: 'As you know my business has for four years been conducted on a policy of cash-and-carry. Upon this basis I have been freed from the expense of book-keeping, billing, collecting and delivery, and the saving is reflected, and always has been reflected, in the low price of my meats and in the quality thereof. I have been passing along this saving to my trade.

"Whether you have been trading with me or not, many of your friends have, and they will, I am sure, be ready to testify to the quality of the meat and fish I sell them. Having had many calls for charge accounts and delivery service, I have this week provided to handle business on this basis to people, like yourself, of sound credit. But it also means that I am compelled to add the expense of a book-keeper, two wagons and a truck within, I believe, a few months. Of course, such additional expense as this must be met, and I offer such service on the basis of 6 per cent. additional on each monthly bill statement, as that is about what the service will cost to render.

"So that from now on you and the rest of customers can buy here either on the cash-and-carry basis or you can enjoy a charge account and delivery service. There are times when this is very convenient, and we will be glad to extend you all the advantages of this innovation on the basis described above. Trusting we may enjoy your patronage. Sincerely," etc.

Of course, there are other ways of doing the same thing.

In one instance the counter men and order fillers in a Brooklyn, N. Y., meat shop automatically price the delivery items on a 6 per cent. rise over regular counter cash-and-carry prices for the day.

This means that the items are billed gross with no additional percentage for service. When, once in a while, a charge customer claims that a neighbor bought pork chops for less than she did, the dealer easily explains it by the fact that she got a complete charge delivery service, whereas the neighbor referred to paid cash and carried her pork chops home under her arm. If the complaining customer wants to buy more cheaply she is at liberty to do so. All she has to do is what hundreds of other customers are doing—pay cash and carry the meat home.

In still another case the dealer has had printed in red across his statements:

"It costs me 6 per cent. of the money I take in on a charge account to keep the books, do the billing, 'carry' the account and operate my delivery wagons. This much has been added to your statement. If you would rather save this amount, we would be very glad to have you take advantage of our cash-and-carry prices."

The trouble seems to be that a good many fresh meat dealers fear to acknowledge that such a charge is necessary, feeling that they will alienate trade. They try to absorb the service cost within the range of cash-and-

(Continued on page 31)

## LILY WHITE FLOUR

"The Flour the best cooks use."

Rowena Yes Ma'am Graham  
 Rowena Golden G. Meal  
 Rowena Pancake Flour

Rowena Buckwheat Compound  
 Rowena Whole Wheat Flour  
 Rowena Cake and Biscuit

(Quality Guaranteed)

VALLEY CITY MILLING CO.

Grand Rapids, Michigan



Rusk Bakers Since 1892

Leading Grocers always have a supply of

**POSTMA'S RUSK**

as they are in Demand in all Seasons

Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS, MICHIGAN

## 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.

KENT STORAGE COMPANY

GRAND RAPIDS

## GRAND RAPIDS PAPER BOX CO.

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

GRAND RAPIDS, MICHIGAN

GRIDDLES — BUN STEAMERS — URNS

Everything in Restaurant Equipment

Priced Right.

Grand Rapids Store Fixture Co.

7 N. IONIA AVE.

Phone 67143

N. FREEMAN, Mgr.



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

**The Blodgett-Beckley Co.**

MEMBER INDIA TEA BUREAU

Main Office Toledo

Detroit Office and Warehouse  
 517 East Larned Street



## 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.

### Suggestions For the Hardware Dealer in June.

June is under normal conditions an excellent month for the hardware dealer. It marks, in a sense, the high point of the spring trade and the opening of the summer business. Judicious advertising and wide-awake business getting methods would also bring the hardware dealer a substantial share of the wedding gift trade. This trade, though an all-the-year-round affair, is at its best in June.

In the merchant's selling plans for the coming month, the gift trade should figure prominently. On the ornamental side, cutlery, plated ware, silverware, cut glass, hammered brass, and many similar lines make popular presents; while the hardware store handles a wide range of articles that meet the demand for "something practical." Moreover, in recent years, many of these practical lines, such as ranges and electrical devices, have taken on a decidedly ornamental aspect.

As stated before, the wedding gift trade is an all-the-year-round matter. Nevertheless, it is most important in June. June, too, is the traditional month of brides; popular sentiment recognizes it as such; so that June is the most opportune time for wedding gift displays. The June bride tradition represents a convenient peg on which to hang some sound argument as to the facilities the hardware store offers to those customers in search of wedding gifts.

In view of these facts, June is a good month to put on an extra good wedding gifts display—or, better still, a couple of them. At the same time, use newspaper space to feature these lines. While many of the gift lines you handle are highly ornamental, it is probably good policy to stress the fact that the hardware store is the place to buy useful gifts.

If you did not do it in May, or even if you did, it would be a good stunt early in June to put on a "shower" display. A shower, of course, is a minor preliminary to the wedding itself; a little party at which the bride-to-be is the guest of honor and a group of the less intimate friends of bride and groom get together to extend felicitations and remember the bride with gifts. Showers usually concern themselves with minor items of housekeeping equipment—linen, tinware, enamelware, woodenware, china and the like.

In connection with such displays, it is good policy to emphasize the importance of the well equipped home; and the folly of trying to keep house without adequate household equipment.

In such displays contrast can be used very effectively. Thus one merchant divided a large front window into two sections. One-half represented the kitchen of many years ago, and the other half the kitchen of to-day. For the earlier type of kitchen the display showed the most ancient and inefficient cookstove the dealer could find togeth-

er with a few items of prehistoric tinware. The kitchen of to-day showed the most modern range and a thoroughly comprehensive assortment of labor saving kitchen devices.

A display of this sort has educative value, not merely for the young bride, but for older housekeepers. To the young bride especially it drives home the idea of starting her home life with every necessary household device at her disposal.

A modern, fully equipped kitchen is always an appealing display for the hardware dealer; but at this season it is especially effective, particularly if the idea of contrast can be worked in.

Prospective brides, interested in furnishing the new home, will also be interested in demonstrations of any kind of household device; and such demonstrations can often be staged in connection with your modern kitchen display.

Keep constantly in sight the important fact that a display is more than a mere showing of goods. A display should drive home some clear-cut idea. June wedding gift displays suggest suitable gifts but they should do more. They should drive home the idea of useful in preference to purely ornamental gifts; the fact that the hardware store caters especially to the gift trade; and the importance of the June bride or any other bride starting her housekeeping with proper equipment.

These three ideas should be emphasized, not merely in your window displays but in your newspaper advertising.

The gift trade is not the only item in June, however. At this time of year outdoors enthusiasts are making their plans and preparations for camping out, vacations, yachting and motor trips, fishing trips and similar summer activities.

Now is the time to advertise along these lines. A camping scene makes an effective display. A tent, tripod, pot campfire, and other incidental items suggest the joys or at least the thrills of fending for oneself in the wilderness.

Now, also, is a good time to push the sale of gasoline, kerosene and other portable stoves for summer cottages. It is a good stunt to get a mailing list of two classes of people—those who go from your town to nearby summer resorts, and people who come from a distance to resorts near your town. The first class you should circularize in regard to needful equipment, with practical suggestions. To the second class you should offer the services of your store while they are summering in the vicinity, with some particulars as to the facilities you are prepared to place at their disposal in making deliveries and handling telephone orders.

One small city hardware dealer makes a practice of circularizing and canvassing summer resorters for the sale of second hand stoves taken in trade. In the winter months the accumulated second hand stoves are thoroughly overhauled—or, if they don't respond to overhauling, are scrapped. As a result, the dealer has in the spring a very fair stock of second

hand stoves that can be depended upon to meet the not too exacting requirements of a summer cottage. He does a good trade in them, too.

June window displays should be given a distinctly seasonable aspect. Timely lines are so numerous that the window trimmer's problem is, not to find lines to display, but to find display space for them all. Displays of athletic goods, baseball supplies, football and golf supplies, are all appropriate. Boating and yachting accessories should be given some attention in places where there is navigable water. It will pay to get in touch, personally or by letter with motor boat owners in your vicinity.

Fishing tackle, too, should receive attention. Rods, reels, lines, bait, hooks and other accessories lend themselves readily to display.

It is a little early for guns and ammunition, but there is no harm in giving them a little display. It is a reminder to the community that you handle these lines. They can be worked into your camping out display quite effectively.

Displays of automobile accessories are also timely.

June marks the climax of the spring paint campaign. A considerable amount of painting has already been done, but it represents only a small percentage of the painting that should be done. Every community is full of undeveloped opportunities for selling paint.

Remember that paint has to be sold. It rarely sells itself. It has to be pushed; and more than that, it requires a lengthy process of paint education to bring the average paint prospect to the buying point. A paint campaign is no job for a quitter; it calls for exceptional persistence.

You have, doubtless, started your paint campaign with a big hurrah. You have carried on for six weeks or more a reasonably effective follow-up. Some sales have been made. Now is the time, not to slacken effort, but to push harder. The longer and harder you push paint, the more persistent you are, the bigger the results.

Personal work counts in this department. If you can find time, it will pay you to go out and canvass some of the prospects who are hanging fire. Keep a sharp lookout for new prospects. Take note of houses that especially

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.

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

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



need painting, get the addresses of the owners and send them paint advertising, or, better still, see them personally. This isn't as easy a method of getting business as just sitting in the store waiting for business to come. But it brings in far more business.

In June a good paint display is still timely. Don't overcrowd the window.

If you have not already done so, this is as good a time as any to establish a very helpful business habit. It is the habit of getting the names and addresses of newly married couples who make their homes in your community. These new homes are among your very best prospects. Compile a prospect list of these people and plan a follow-up campaign to induce them to buy at your store. If necessary, make a personal call and introduce yourself. Newlyweds are often disposed to break away from the stores with which their parents traded; and work of this kind done now will help to win them—or, perhaps, to hold them.

Put your best selling effort in June behind your hot weather lines. These sell most readily at the very start of the season. A little later you may have to shade prices to move out your hot weather lines. Pushfulness now will avoid this necessity, or the alternative necessity of carrying over a lot of stock to another year. Victor Lauriston.

#### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, May 11.—We have to-day received the schedules, reference and adjudication in the matter of Garrett B. Galombeck, individually and doing business as G. & M. Market, Bankrupt No. 4496. The bankrupt is a resident of Muskegon. The schedule shows assets of \$2,915 of which \$350 is claimed as exempt, with liabilities of \$6,815.65. The first meeting of creditors will be called and note of same made herein. The list of creditors of said bankrupt is as follows:

Anderson Packing Co., Mus. Hts.	\$225.32
Aarn Bros., Muskegon	560.00
Anderson Sausage Co., Mus. Hts.	38.44
American Bakery Co., Grand Rap.	18.73
A. Bolhuis, Muskegon	14.10
Dr. R. I. Busard, Muskegon	30.00
Beechnut Packing Co., Detroit	21.08
Consumers Power Co., Muskegon	12.12
Colgate Palmolive Peet Co., Chicago	28.30
Floyd Bailey, Muskegon	26.66
Blue Valley Creamery Co., G. R.	196.42
Coca Cola Co., Muskegon	67.54
J. J. Fagan Co., Muskegon	681.70
Peter Erickson, Muskegon	15.64
Footie Produce Co., Muskegon	13.93
G. B. Farrington & Co., New York	91.33
Frank & Co., Milwaukee	25.00
Ferris Coffee and Nut Co., Grand R.	168.90
R. Gumz & Co., Milwaukee	122.41
Hekman Biscuit Co., Grand Rapids	54.46
General Cigar Co., Grand Rapids	8.18
Robert A. Johnston Co., Milwaukee	38.52
Hecht Produce Co., Muskegon	293.73
Robert A. Johnston Co., Milwaukee	38.52
Hills Bros. Coffee Co., Chicago	38.52
Jenings Mfg. Co., Grand Rapids	17.95
H. A. Heinz Co., Grand Rapids	103.17
H. A. Casper Co., Chicago	79.54
Kimball Coal and Ice Co., Muskegon	47.80
Losby Coklin Ins. Agency, Muskegon	42.60
Francis H. Liggett Co., Detroit	233.34
M. Kopoloff Produce Co., Muskegon	46.75
Levy & Son Co., Muskegon	242.17
Lee & Cady Co., Grand Rapids	466.48
Muskegon Bottling Co., Muskegon	3.75
Mich. Home Tel. Co., Muskegon	28.90
Muskegon Candy Corp., Muskegon	209.85
Dr. F. N. Morford, Muskegon	8.00
Chronicle, Muskegon	67.20
Muskegon Savings Bank, Muskegon	200.00
C. W. Mills Paper Co., Grand Rap.	270.33
Oslund Insurance Agency, Muske.	21.25
Peoples Milling Co., Muskegon	121.75
Paper Sales Co., Detroit	8.00
H. Smith Packing Co., Mus. Hts.	102.03
Pierson Clothing Shop, Muskegon	52.00
Steindler Paper Co., Muskegon	54.08
Schultz Baking Co., Muskegon	12.75
Schust Biscuit Co., Grand Rapids	187.80
Sinal Koshier Sausage Co., Chicago	85.36
Bert Rynberg, Reeman	143.53
Sanitary Dairy Co., Muskegon	97.74
Shannon & Blanchard, Muskegon	54.20
H. Van Eenennaam & Bros., Holland	13.02
Wolfis Bros., Muskegon	256.44
Winner Baking Co., Muskegon	36.13
I. Van Westenbrugge, Grand Rap.	162.03
West Mich. Grocery Co., Grand R.	155.28
Woodhouse Cigar Co., Grand Rapids	7.70

H. B. Zuederbock Coffee Co., G. R. 29.00  
Norman Johnstone, Muskegon ---- 27.55  
Sun Life Assurance Co., Montreal 328.60

May 11. We have to-day received the schedules, reference and adjudication in the matter of Chauncey C. Miller, Bankrupt No. 4494. The bankrupt is a resident of Grand Rapids, and his occupation is that of a garage mechanic. The schedule shows assets of \$330 of which \$265 is claimed as exempt, with liabilities of \$3,940.50. The court has written for funds and upon receipt of same the first meeting of creditors will be called, note of which will be made herein.

May 15. We have to-day received the schedules, reference and adjudication in the matter of Richard Heeringa, Bankrupt No. 4501. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$728.37. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 14. We have to-day received the schedules, reference and adjudication in the matter of Abraham Grit, Bankrupt No. 4499. The bankrupt is a resident of Grand Rapids, and his occupation is that of a plumber. The schedule shows assets of none with liabilities of \$2,202.74. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 12. We have to-day received the schedules, reference and adjudication in the matter of Andrew J. Balkema, Bankrupt No. 4497. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$9,360 of which \$600 is claimed as exempt, with liabilities of \$10,748.61. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 11. We have to-day received the schedules, reference and adjudication in the matter of Robert H. Goings, Bankrupt No. 4495. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$2,752 of which \$2,000 is claimed as exempt, with liabilities of \$3,375.60. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Terrace Tire Co., Bankrupt No. 4227, the trustee has heretofore filed his final report and account, and a final meeting of creditors was held May 11. The bankrupt was not represented. 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 would permit. There were no objections to the discharge of the bankrupt. The final meeting then adjourned without date, and the case will be closed and returned to the district court, in due course.

In the matter of John H. Hoffman, Bankrupt No. 4490. The first meeting of creditors in this matter has been called for June 4.

In the matter of Edgar R. Zobel, Bankrupt No. 4476. The first meeting of creditors in this matter has been called for June 3.

In the matter of Charles A. Heyn, Bankrupt No. 4471. The first meeting of creditors in this matter has been called for June 3.

In the matter of Hamilton Anderson Co., Bankrupt No. 4489. The first meeting of creditors in this matter has been called for June 2.

In the matter of Harry E. Draa, Bankrupt No. 4486. The first meeting of creditors in this matter has been called for June 2.

In the matter of Norbert J. Cox, Bankrupt No. 4469. The first meeting of creditors in this matter has been called for June 2.

In the matter of Homer Conrad, Bankrupt No. 4474. The first meeting of creditors in this matter has been called for June 2.

In the matter of Lester Richards, Bankrupt No. 4480. The first meeting of creditors in this matter has been called for June 2.

and upon receipt of same the first meeting of creditors will be called.

May 18. We have to-day received the schedules, reference and adjudication in the matter of Robert G. Gibbens, Bankrupt No. 4504. The bankrupt is a resident of Kalamazoo, and his occupation is that of an insurance agent. The schedule shows assets of \$1,855.78 of which \$642 is claimed as exempt, with liabilities of \$18,694.98. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 19. We have to-day received the schedules, reference and adjudication in the matter of Hugh Boyd, Bankrupt No. 4500. The bankrupt is a resident of Traverse City, and his occupation is that of a farmer. The schedule shows assets of \$350 of which the full amount is claimed as exempt, with liabilities of \$2,793.67. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

May 18. We have to-day received the schedules, reference and adjudication in the matter of Frank Barrett, Bankrupt No. 4502. The bankrupt is a resident of Kalamazoo, and his occupation is that of a watchman. The schedules show assets of \$1,700 of which the full amount is claimed as exempt, with liabilities of \$6,395.08. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Elizabeth E. Wellman, Bankrupt No. 4012, the final meeting of creditors was held Feb. 26. The matter was held open pending adjustment of several matters. There were no appearances on behalf of the bankrupt. The trustee was represented by attorneys Belcher & Hamlin. Claims were proved and allowed. The trustee's final report and account was considered and approved and allowed. An order was made for the payment of expenses of administration and the payment of a first and final dividend to creditors of 10.3 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.

In the matter of Rayburn G. Peterman, individually and doing business as Economy Food Market and as Lakeshore Sales Service, Bankrupt No. 4462, the first meeting of creditors was held May 4. The bankrupt was present in person and represented by attorneys Turner, Engle & Cochran. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of Winner Baking Co., Bankrupt No. 4454, the first meeting of creditors was held May 5. The bankrupt was present by Louis Kell, one of the partners, and represented by attorney Lou L. Landman. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was appointed trustee, and his bond placed at \$2,000. The first meeting then adjourned without date.

#### The Little Bronze Button.

How dear to the heart of each grayheaded soldier  
Are thoughts of the day when he still wore the blue,  
While memory recalls every trial and danger  
And scenes of the past are brought back to his view;  
Though long since discarding his arms and equipments,  
There's one thing a soldier most surely will note;  
The first thing he sees on the form of a comrade  
Is the little bronze button he wears on his coat.

(Chorus).

The little brown button, the sacred brown button,  
The Grand Army button he wears on his coat.

"How much did it cost," said a man to a soldier,  
"That little brown button you wear on your coat?"  
"Ten cents in good money," the soldier made answer,  
"And four years of marching and fighting to boot."  
The wealth of the world cannot purchase this emblem,  
Except that buyer once wore the brave blue;

It shows to mankind the full marks of a hero,  
A man who to honor and country was true.

Then let us be proud of the little bronze button,  
And wear it with spirit both loyal and bold,  
Fraternally welcome each one who supports it,  
With love in our hearts for the comrade of old.

Each day musters out whole battalions of wearers,  
And soon will be missed that old button so dear;  
But millions to come will remember with honor  
The men who'd the right that bronze button to wear.  
John L. Parker.

Go forth into the busy world and love it, interest yourself in its life, mingle kindly with its joys and sorrows, try what you can do for men rather than what you can make them do for you, and you will know what it is to have men yours, better than if you were their king or master.

When a man gets beat at any game he always says he's out of practice.

Phone 61366

### JOHN L. LYNCH SALES CO.

#### SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

209-210-211 Murray Bldg.  
Grand Rapids, Michigan

I. Van Westenbrugge  
Grand Rapids Muskegon  
(SERVICE DISTRIBUTOR)

## Nucoa

KRAFT  CHEESE

All varieties, bulk and package cheese

#### "Best Foods"

Salad Dressings

Fanning's

Bread and Butter Pickles

Alpha Butter

TEN BRUN'S HORSE RADISH and MUSTARD

OTHER SPECIALTIES



### SARLES

Detective Agency  
Licensed and Bonded  
Michigan Trust Bldg.  
Grand Rapids, Mich.

## Sand Lime Brick

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

Brick is Everlasting

GRANDE BRICK CO.  
Grand Rapids.

SAGINAW BRICK CO.  
Saginaw.



## HOTEL DEPARTMENT

### News and Gossip About Hotels and Hotel Men.

Los Angeles, May 23—Now that the ingredients of the traditional ham and egg offering, have reached the low mark, one ought to get a real portion of same with plenty of French fried potatoes on the side at pre-war prices. And when one speaks of ham and eggs, he reminds me of restaurants, and a situation which should be given some real attention by young men of marriageable age, if there are any of such left. Don't forget the waitresses who are on the job every morning, long before you begin to think of your daily dozen, ready to serve meals. These girls certainly know what hard work means, and a lot about the value of money—but the most important thing is that they come in daily contact with all sorts of people. Along with a lot of nice people they are compelled to serve smart alecks, grouches, temperamental misfits and the general run of fellows who think their importance in the world depends on the number of complaints they can register about the food, the service, and the world in general. Any girl who can with stand all of these and retain a sweet disposition will make an excellent wife for the best man who ever lived.

E. T. Sherlock, who was with the Kellogg interests, at Battle Creek, for some time and was the first manager of the new Kellogg Inn, is now making his headquarters in New York, after a winter season in Florida.

Reports come to me to the effect that since the Savoy Hotel, Detroit, became a unit of the Knott System, and Hotel Detroit at the same time, there has been much increase in business and that this institution has really taken its place among the going establishments of Michigan. I am glad to learn this for the reason that physically this hotel is ideally correct, has a most desirable location, and with the proper moving spirit behind it, ought to prove profitable as well as attractive.

The American Hotel Association held an executive meeting at Montreal last week, Michigan being represented by John A. Anderson, general manager of Hotel Harrington, Port Huron. Much business of interest to the craft was considered, one of the most important items being the consideration of the individual who makes a practice of passing spurious checks and his ally who leaves the hotel and forgets to stop at the cashier's desk. The committee in charge of this division reported that they had collected the equivalent of \$47,000, besides placing several delinquents behind the bars. An attempt to increase the amount of dues paid by member hotels, was made, but the showing that several state associations were delinquent, led the delegates to believe that any increase at this time would have a tendency to force out some of the weaker associations. The annual meeting of the Association will be held in Boston, Mass., in July.

The school of hotel instruction held at the Michigan State College, last week, was even a greater success than the one held last year, which must have proven highly satisfactory to the educational committee of the Michigan Hotel Association, which sponsored the affair. Miss Ruth Myhan, manager of Hotel Shamrock, South Haven, was in charge of promotion of the affair, and deserves much credit for faithfully carrying on the work. In addition to a very complete program, covering the entire week, a banquet prepared by college girls was served on Wednesday evening, at which F.

Harold VanOrman, a former Michigan operator, but now at the head of a chain of prominent Ohio and Indiana hotels, was the principal speaker.

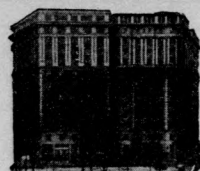
A news item from Cleveland reveals the fact that there are still fifty water troughs in that city; it is proposed to discontinue them, as a measure of economy. It is not so long ago that nearly every town boasted of its troughs. Many of them were elaborate affairs, even in marble, often they had statues surmounting them, and had chiseled names of donors, usually local horse-lovers. Those were the days when you could get a large slab of pie for a nickel, or a "good" cigar for a like sum. Street cars were open faced and it was a matter of pride to swing on and off without stopping the vehicle. Shining teams of brewery horses, polished and ribboned, marched gloriously along the main street, hauling a great creaking truck loaded to the gunnels with rich, foamy amber brew. Motor cars were novelties and when they broke down—which was frequently—small boys gathered around and jeered: "Git a horse!" People said motors would always be a novelty, but that the faithful horse would never be replaced. To-day, most of the watering troughs in American cities are only reminders of the past, as are the hotel road signs indicating entertainment "for man and beast." Seldom does a soft, black muzzle disturb their waters: most of them are filled no more and stand silent and dusty by the roadside. The modern watering trough is a steel-jacketed hose with a patent faucet at the end—to be injected into a radiator.

Ernest J. Stevens, general manager of Hotel Stevens, Chicago, was "on the air" in that city the other night, and I listened to him away out here in Los Angeles. He had much to say about early hotel days in the second city, and it reminded me that many hotel operators are using the radio for publicity stunts without incurring a great expense. No institution needs publicity any more than the hotel, but it is often very hard for an operator to differentiate in the placing of his advertising. Most of their ammunition is certainly wasted as a rule.

The suggested abandonment of military forts and reservations is not a popular topic in a community which is supplied with one of these affairs, but it is truly a movement in the right direction. California has one at San Pedro, a Los Angeles suburb. It was ever a joke and a ghastly waste of money, in disappearing guns, etc. Practical men advised against it, but the old fossils in the war department wouldn't have it any other way, though it is more of a danger than a protection. Every time one of its guns is fired a section splits off of the ocean bluff. If an enemy fleet ever fought itself close enough to be within range of its guns, it would mean that our navy had been sunk and it would be all over except paying the indemnity.

Mr. and Mrs. Samuel Cohen, formerly managing Hotel Elgin, Mt. Clemens, have taken a long lease on Hotel Glenwood, in that city. This institution has been newly decorated throughout and with new furniture and draperies is said to present a very attractive appearance. It connects by an enclosed passage way with the Hotel Olympic baths. The cuisine will be under Mrs. Cohen's personal charge.

Since the partial destruction of the St. James Hotel, at Rochester, by fire, in February, the property has been entirely rehabilitated, and I congratulate Mr. and Mrs. J. W. Smith, on their re-entry into the field. Mr. Smith celebrated his 84th birthday a short time since, and more than half



### NEW

Decorating and Management

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  
D. J. GEROW, Prop.



### 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**

### 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

### 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.



his lifetime has been devoted to the St. James.

L. G. Davis, manager of Hotel Wequetonsing, Harbor Springs, has purchased the lease on the grounds of the former Bay View Hotel, which burned three years ago, and will erect a large, model establishment thereon. Mr. Davis who operates a Florida hotel in winter, is on hand to look after the construction details.

Mr. Anderson, the Virginia representative on the Wickersham commission, calls attention to the very satisfactory system now in vogue in Sweden for the handling of intoxicating beverages. He claims that prohibition is by no means a remedy for intemperance, but on the other hand Judge Bledsoe, of California is loudly proclaiming that prohibition is responsible for 100 per cent. temperance in the Golden State. The new city directory shows over 200 establishments devoted to the sale of malt and malt syrups, used only for the manufacture of lager beer, so I conclude both these gentlemen are correctly handling their statistics.

Dr. Frank Holmes, has re-opened his Gull Lake Hotel for the season, bigger and better than ever, and is going to furnish music with a eleven piece orchestra. "Doc" never claimed to be a born hotel man, but he certainly has proven himself to be a most satisfactory landlord, and has made a wonderful success of his venture.

Over in Canada the individual who sets up a lodging house alongside of the highway, must pass an examination and prove to the satisfaction of the authorities that he has the goods to sell. He must have a license, come under the supervision of the health authorities and be a regular fellow. There is still a considerable field for improvement in this particular, in the states. California has very reasonable and satisfactory regulations in this particular, and the habit is growing in other commonwealths.

W. L. McManus, Jr., proprietor of the Cushman House, at Petoskey, and president of the Great Lakes Tours Association, has sent a letter out to members reminding them of the first mid-year meeting of that organization, to be held at Port Huron, June 5 and 6, as guests of John A. Anderson, president and general manager of Hotel Harrington.

Frank F. Smith, who, for twenty-five years, operated the City Hotel, Allegan, passed away last week, at the age of 60. His father, pioneer of Allegan county, operated a sawmill there for many years before the decadence of the lumber industry.

Controlling interest in the Hotel Olds Operating Company, Lansing, passed last week into the hands of R. S. Gehlert, a Detroit tea and coffee wholesaler. Mr. Gehlert made his purchase of the stock at a sale by the Detroit Trust Company, receivers for the Continental-Leland Corporation under orders from the Federal Court, which sale must be confirmed by the court within ten days. The Hotel Olds, which was completed and opened to the public in 1926, is owned by the Olds Hotel Building Company, and this action will have no effect on its holdings. It is to be hoped that a satisfactory adjustment of the affairs of the operating company will be brought about speedily, as under the management of George L. Crocker, very satisfactory showings have been made recently.

Major-General Butler was recently snatched off the air by a broadcasting station in Philadelphia for using alleged "swear" words. If this keeps up

the Nation's chief "Guardian" will be so greatly restricted that Mussolini and some of the other ranters can take a day off.

There is talk of another hotel at Lowell. At least parties have been negotiating for a site there which is now occupied by an older hotel, and while they talk about an oil station, some of the wise ones think it looks like a new hostelry.

The hotel at Thornapple Lake is being thoroughly renovated and redecorated, and the manager of the property, L. H. Cook, expects to close a deal whereby it will be opened to the public this summer. It is expected that this attractive resort will be the mecca for many tourists, because of the location, attractiveness of the grounds, and the further fact that a movie house will be installed.

The National Restaurant association recommends that the following set of rules be adopted by all cafes of the better class, said rules to be printed and posted where they will be plainly observed by employees:

Don't speak to a customer unless he speaks to you first; don't jingle money in your pocket; never ask a customer, "Will you have more?" Instead say, "Do you wish butter?" or "Will you have steak?" Don't say, "Whatcha want?" Don't wear squaky shoes; don't smoke while on duty; think more and speak less, don't gossip.

Very good suggestions, applicable to the most of the places one patronizes.

The old operators of the Ramona Park Hotel, at Harbor Springs, have been compelled to give up their interest in that property on account of the foreclosure of a mortgage for \$70,000, which cannot be redeemed. This property was taken over in 1926 by Fritz Cramer, of Milwaukee, who spent, it is claimed, a very large sum in betterments. It had been closed for several years, one of the reasons given being that it did not have sufficient rooming capacity, to keep up with the operating costs. W. L. Cartwright, well known among Michigan hoteliers, especially in the Traverse Bay district, was its last manager, and made a most remarkable showing, but not sufficient to meet overhead expenses, and show a profit for the investors, for the reasons named. Now it is said that a bondholders' committee, headed by Homer Sly, a prominent auto dealer of Petoskey, together with William G. McCune and Leon Chichester, also of that place, are negotiating with parties for opening the hotel this summer. The property has a half mile of most attractive shore line, and comprises, in addition to the hotel site proper, several hundred building lots. Bondholders have possession of the hotel, which has 65 rooms, and occupies that portion of the bay which is sheltered from storms and is ideal for bathing and other water sports.

Not long ago plans were announced in Washington to cut down expenses in the army and navy, which are well known to be highly essential to the preservation of our Nation against invasion. On the same day one of the civil bureaus at the capital sent out a bulletin on the proper use of rocking chairs. Another essential, quite. The mails are jammed daily with publicity matter emanating from some of the multitudinous bureaus and sub-bureaus in Washington, the great majority of which is never even read by recipients. All these bulletins cost money to print and one of the chief burdens which makes it impossible for the postoffice department to function at a profit, to say nothing of the vast army of clerks and "experts" which must be maintained in order to make their issuance possible. Undeniably there is every reason to believe that President

Hoover would like to reduce the expenses of government if for no other reason than the prestige it would give him, but since his induction into office a horde of "fact finding" commissions have sprung into existence on his initiative, which are not thought well of. Mr. Coolidge, naturally imbued with New England ideas of frugality, shied at them, and became at once a favorite of the taxpayers who are becoming heartily sick of having their money spent on commissions, neighborly visits, etc., but who are just as anxious as anybody to preserve the country. Seeing that the Government throws away so many dollars on such frivolous matters, in addition to the various "fact-finding" bodies that have been set afloat under the Hoover regime in the last two years, it does seem somewhat incongruous to talk about added economies in the Nation's arm of defense. The taxpayers, if they had a chance to express themselves, would probably suggest that retrenchment might better begin on some of the unnecessary things, but want to be sure that the premiums on the Government's life insurance—the National defense—be kept fully and promptly paid up.

There is a canning factory at Portland, Oregon, which specializes on wild-horse meat. They have put up millions of cans, the animals come from Northwestern California, Oregon, Idaho and Nevada. It is said there are a million more of these horses running wild on the plains which are destined to a like fate. Folks hereabouts are not especially keen about this kind of preserved meat, but they are willing to supply other parts of the world, notably France, with this delicacy. Frank S. Verbeck.

#### Collection of Tax on Chain Stores Halted.

Indianapolis, May 23—Arrangements to collect the license tax on chain stores recently held constitutional by the Supreme Court of the United States have been halted by the Indiana Board of Tax Commissioners. Plans for collection were stopped when the Commissioners were notified that the plaintiff in the case will petition the court for a rehearing.

Until the case is finally adjudicated, the Board will take no further steps toward arranging for collection, according to an oral statement by Philip Zoercher, a member of the Board.

Raleigh, N. C., May 23—A bill just introduced in the North Carolina Legislature would substitute a graduated rate for the present tax of \$50 on each chain store in the State. The proposed rates are as follows: One store, \$5; two to five stores, \$20 each; six to ten stores, \$40 each; eleven to twenty stores, \$60 each; twenty-one to thirty stores, \$80 each; thirty-one stores or more, \$100 each. The constitutionality of the present law imposing a tax of \$50 on each store in excess of one operated in the state by the same owner is now before the Supreme Court of the United States in a case entitled the Great Atlantic and Pacific Tea Co. vs. Maxwell, No. 649. On May 18 the Supreme Court held that the Indiana law imposing a graduated tax on the stores was constitutional (6 U. S. Daily 663).

Columbus, May 23—The rate of tax proposed in the chain store bill recently introduced in the Ohio Legislature is as follows: One store, \$3; two or more stores, \$5 a store; five to ten stores, \$25 a store; ten to twenty stores, \$35 a store; over twenty stores, \$50 a store.

Springfield, Ill., May 23—A bill (H. 1152) imposing a license tax on chain stores has just been introduced in the Illinois Legislature. The bill is modeled after the Indiana law recently

held constitutional by the Supreme Court of the United States.

#### Henderson Finished As a Retail Benefactor.

Shreveport, La., May 25—Mr. Henderson is a hard man to understand. He is too temperamental. He started a radio campaign in behalf of the independent merchants of the country, and against the combines, mergers and chain stores. It was sound in principle, and might have been developed into a tremendous power for good in this country. But it was badly handled and I do not think Mr. Henderson is doing much with it now. People do not listen to him as they once did, and I don't think he broadcasts as much as he did. He is still working on his highway transportation campaign he started, with a dollar a year membership fee, but it is not doing so well. The M. M. M. crusade is about over. His coffee selling plans have not developed as he expected; I understand the coffee selling is now all in the hands of certain wholesale houses. Philip Lieber.

The most important reading you can do is the trade papers in your line of business. You will find it difficult to keep up with the times in your line unless you read such periodicals.

## 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, LaPorte, Ind.

Edgewater Club Hotel, St. Joseph, Mich., open from May to October. All of these hotels are conducted on the high standard established and always maintained by Mr. Renner.

"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



## 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.

### Are You Cashing In On Your Sidewalk Circulation.

Two of the most important laws affecting successful selling are the Law of Exposure and the Law of Averages, writes H. K. Dugdale in the Soda Fountain.

Manufacturers and retailers, in fact, all those who have anything to sell, have learned, either through experience, observation, or study, that if they expose themselves to a sufficient number of opportunities to make a sale, they may be reasonably certain of a fairly constant average of sales resulting.

Concerns which sell books and other products by mail have a way of testing in advance the effectiveness of various selling appeals by mailing a variety of circulars or form letters to various lists, each of the same size, in order to determine which appeal when exposed to a certain number of people will result in the highest percentage of sales. Experience has taught us that if a certain appeal produces a certain percentage of sales from 5,000 names, it will produce the same percentage of sales from 1,000,000 names of the same general character.

Chain store executives choose locations for chain stores in much the same way. They have learned by experience that a store cannot make money unless it is reasonably certain that a definite number of people pass the location of that store every day or every week. So before deciding on a location they consider a number of them in a given city. They send out checkers who stand for days at a time at each designated spot, and with a tiny machine that fits into the palm of the hand they count the number of people who pass that spot every day. This is repeated for a number of days. Then the counts from all the various locations are analyzed, and it is finally determined which of the locations under consideration may best be depended upon to produce the desired sales revenue.

Chain store operators are smart. That is why they are successful. They make it their business to study human beings—their whims—their desires—their habits. They know that a store has more chance for success if it places itself in the path of the crowd instead of off the beaten track in the hope that the crowd can be induced to beat a path to its door.

If you have any doubt as to the soundness of this principle of modern

retail merchandising, go to any one of our big cities and see where you find the chain drug stores, cigar stores, lunch rooms; then see where you find the itinerant peddlers. They are the fellows who in the winter trail the crowds in the big cities, and in the spring and summer follow the circuses, the races, the ball games. They know that the quickest and surest way to get business is to set up shop where the people are.

The number of people who pass by any given location during a given period constitute what we in the advertising and merchandising business refer to as the "Sidewalk Circulation" of that spot. If we are considering the purchase of billboard space we take steps to determine the number of people who pass by the location of the proposed billboard. That constitutes the sidewalk circulation of the spot, and the value of that spot is positively controlled by its sidewalk circulation.

Wherever your store may be located you may be sure that its sidewalk circulation determines almost to a certainty the amount of business you may reasonably expect to do, but it does not necessarily follow that because Store A is located in a block having a sidewalk circulation of 10,000 daily, that it will necessarily do as much business as Store B located in the same block and enjoying the same sidewalk circulation. By the same token, two concerns advertising the same kind of product on the same day in the same newspaper, using the same amount of space, get totally different responses, due to the fact that what you get out of your circulation, whether it be newspaper circulation or sidewalk circulation, depends on what you do in the space at your command to attract the attention and secure the trade of the reader or passerby.

The store you have to-day has a certain sidewalk circulation. That you know. Your job as a retail merchandiser is to secure for your store the highest percentage of business as a result of the sidewalk circulation that belongs to you.

Just as the readers of a magazine or newspaper are attracted to an advertisement by its appearance and selling appeal, so is the sidewalk circulation of your store attracted to you or repelled away from you by the selling appeal of your windows, the general appearance of your establishment, the conduct of your employees, and, finally, the quality of the merchandise you hand out.

A certain percentage of your sidewalk circulation—those who know you and who deal regularly with you—will come in as a matter of habit, but unless you can attract more of these habitual customers day after day, your business will not only fail to grow, but will actually drift behind as the years roll on.

You have, of course, heard the old saying that "Standing still is slipping behind." This is just as true in the science of merchandising as is the rule that "Two and two makes four" in the science of mathematics. You simply cannot continue to depend year after year on the old trade which you now

have and may have had for years past. You cannot even depend on the word-of-mouth business that your old trade sends your way directly and indirectly. You must see to it on the other hand that day after day you are attracting into your place of business a certain percentage of your sidewalk circulation—people who may never have done business with you before—people from the mass of whom will come your "steady customers" of to-morrow.

No doubt you are asking yourself the question, "What can I do to make the largest percentage of my sidewalk circulation stop and shop?"

Broadly speaking, you must do the same thing that the advertiser does who wants the highest possible percentage of the readers of a newspaper respond to his advertising. You must carefully analyze your whole merchandising set-up from start to finish.

How does the general outside appearance of your store compare with the most successful places in your community? Is it the right color? Does it need new paint? Are the signs neat and attractive, not flaring or flashy? How often do you change your windows? Are they neatly dressed, or loaded with a lot of junk? Is the glass in your window smeared with a haphazard lot of window pasters, or do you use discretion in putting up only a few at a time, so worded as to have a timely seasonal appeal? Do you vary the type of merchandise displayed in your window, on the basis you can't catch all fish with the same kind of bait, and that over a period of time a variety of window appeals will appeal to practically everyone who passes your place?

The two things that most definitely control the percentage of sidewalk circulation that will come into your store are: (1) the general outside appearance, and (2) the advertising forcefulness of your windows. After you have attracted a customer who crosses your threshold, he is no longer a part of your sidewalk circulation, but your store circulation, and from that point on good management, courtesy, quality, good merchandise, more value, are what it takes to sell him and to hold him.

If you are considering changing your location, look well to the sidewalk circulation of your proposed new spot before making a move. If you are likely to stay in your present location for a good many years to come, take steps now that will ensure you the highest possible percentage of your present sidewalk circulation.

If you intend to work, you may find a place where you can do more or better work, but you will never find a better time to start in than right where you are now.

### Items From the Cloverland of Michigan.

Sault Ste. Marie, May 25—The first boats of the Pittsburg Steamship Co. passed through the locks last week, which will increase activities here locally. This fleet is the largest on the Great Lakes, and gets most of its supplies at this port, but it is not going to be as much as in previous years, as the slump in business during the depression requires only part of the boats to carry ore this season. While we are optimistic for the future, we must admit that business in general will stand a lot of improvements.

Mrs. Deadman has purchased the Everybody's bakery at St. Ignace and will continue the business along the same lines as it has been operating.

The New Ste. Marie Hotel formerly operated by Mrs. H. C. McIntyre, has been sold to Kaiser Maze, now conducting the Cloverland Hotel on Magazine street. Mr. Maze will start getting ready for the tourist season within the next few weeks. The New Ste. Marie Hotel is located almost opposite the locks and has enjoyed a good share of the tourist and summer business during the season. With the hotel experience of Mr. Maze the future looks bright and will help out on hotel accommodations in advertising our city.

Work on remodeling the First National Bank building has started on the second floor. The Metropolitan Life Insurance Co. will occupy four of the rooms. The extreme North end of the corridor will be a public lobby. To the East of the lobby will be the cashiers' and clerks' room, while to the South of that will be offices. The manager's office will be to the West of the public lobby. The work will cost about \$2,000.

William Massey has opened the Brevort resort at Brevort. The fishing is good and with the splendid accommodations, the tourist will find this resort an ideal spot. Many of our local folks spend their week ends there.

There are still many who don't know anything about golf. We heard of one who thought a mashie was a fellow who stands around on street corners and flirts with women.

The Sault Civic Music Association was dissolved last week at a meeting of the board of directors held at the Chamber of Commerce. While the first season went over big, the committee found that it was impossible to get enough members to continue at this time.

It looked for a time that we would have no more carnivals here for some time, but we find that such is not the case. The high license did not prohibit the Lippa Amusement Co. from putting on its carnival for a week. Mr. Lippa agreed to employ local men and put on shows and concessions which would be approved by our chief of police.

S. A. Marks, who has been in the clothing business here for the past twenty-three years until a few years ago, when he rented his store to the Kinney Shoe Co., has decided to get back into the clothing business again. His store will be located on the second floor of the Marks block on Ashmun street. Contractors are now at work getting the new store ready for the opening, which will be about June 1. Mr. Marks has been doing considerable traveling for the past year, but is convinced that the old home town is the best place after all.

## HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.







# 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

Lard  
Brooms  
Dill Pickles  
Corn and Gloss Starch

### AMMONIA

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



### MICA AXLE GREASE

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

### APPLE BUTTER

Quaker, 24-21 oz., doz.	2 10
Quaker, 12-38 oz., doz.	2 35

### BAKING POWDERS

Arctic, 7 oz. tumbler	1 35
Royal, 2 oz., doz.	93
Royal, 4 oz., doz.	1 80
Royal, 6 oz., doz.	2 45
Royal, 12 oz., doz.	4 80
Royal, 2 1/2 lbs., doz.	13 75
Royal, 5 lbs., doz.	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

### BLEACHER CLEANSER

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

### BLUING

Am. Ball, 36-1 oz. cart.	1 00
Boy Blue, 36s, per cs.	2 70

### BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	5 35
Black Eye Beans	5 60
Split Peas, Yellow	5 60
Split Peas, Green	6 50
Scotch Peas	4 70

### BURNERS

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

### BOTTLE CAPS

Obl. Lacquer, 1 gross pkg., per gross	16
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### BREAKFAST FOODS

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

Kaffe Hag, 12 1-lb. cans	6 15
All Bran, 16 oz.	2 25
All Bran, 10 oz.	2 70
All Bran, 4 oz.	2 00

### BROOMS

Jewell, doz.	5 25
Standard Parlor, 23 lb.	7 50
Fancy Parlor, 23 lb.	8 75
Ex. Fancy Parlor, 25 lb.	9 00
Ex. Fcy. Parlor, 26 lb.	9 50
Toy	1 75
Whisk, No. 3	2 25

### ROLLED OATS

### Purity Brand



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. 2	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

### Shaver

Shaver	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

Apples	
No. 10	5 75

### 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. 2	4 60
No. 1	3 15
Marcellus, No. 2	3 60
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, No. 1 1/2	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 50
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
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, Key	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	2 85
Salmon, Pink, Alaska	1 35
Sardines, 1/4, ea. 10/22	
Sardines, 1/4, ea. 25	
Sardines, Cal. 1 35/2 25	
Tuna, 1/2, Curtis, doz.	2 65
Tuna, 1/2, Curtis, doz.	1 80
Tuna, 1/2, Blue Fin	2 00
Tuna, 1s, Curtis, doz.	4 75

### 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, 4 oz., Qua., sil.	2 25
Beef, 5 oz., Am. Sliced	4 00
Beef, No. 1, B'nut, sil.	4 50
Beefsteak & Onions, 3	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 60
Deviled Ham, 1/4s	3 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	30
Quaker, 16 oz.	75
Fremont, 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

Baked Beans	
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 30
Baby, No. 1	2 75
Baby, No. 1	1 80
Pride of Mich. No. 1	1 65
Marcellus, No. 10	8 75

### Red Kidney Beans

No. 10	6 50
No. 5	2 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
Bltra 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	1 10
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	2 20
Pride of Mich., No. 2	1 70
Marcellus, No. 1	1 25
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	1 35
Little Quaker, No. 1	1 60
Sifted E. June, No. 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. J., No. 10	7 50
Templar E. J., No. 2	1 32 1/2
Templar E. J., No. 10	7 00

### Pumpkin

No. 10	5 50
No. 2 1/2	1 75
No. 2	1 40
Marcellus, No. 10	4 00
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 35
Quaker, 10 oz.	1 35
Quaker, 14 oz.	1 80
Quaker, Gallon Glass	12 00
Quaker, Gallon Tin	7 25

### CHILI SAUCE

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

### OYSTER COCKTAIL

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

### CHEESE

Roquefort	6
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**Hominy**  
Pearl, 100 lb. sacks -- 3 50

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

**Bulk Goods**  
Elbow, 20 lb. ----- 5 1/2 @ 7 1/2  
Egg Noodle, 10 lbs. -- 14

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

**Sage**  
East India ----- 10

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

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

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

**Lee & Cady Brands**  
American Eagle -----  
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 15  
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 20  
Imitation, 30 lb. pails 1 60  
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 bx 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 doz. 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 Alphabets, 6 oz. ----- 2 20  
Egg A-B-Cs 48 pkgs. ----- 1 80

**NUTS—Whole**  
Almonds, Tarragona ----- 19  
Brazil, 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 ----- 32  
125 lb. bags ----- 12  
Filberts ----- 32  
Pecans Salted ----- 87  
Walnut Burdo -----  
Walnut, Manchurian ----- 65

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

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

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

#### PEANUT BUTTER



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

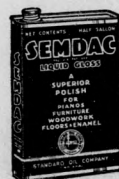
**PETROLEUM PRODUCTS**  
Including State Tax  
From Tank Wagon  
Red Crown Gasoline ----- 16.7  
Red Crown Ethyl ----- 19.7  
Solite Gasoline ----- 19.7

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

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

**Polarine**

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



Smdac, 12 pt. cans 3 00  
Smdac, 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  
N/A 2 1/2 Tins ----- 9 75  
32 oz. Glass Picked ----- 2 25  
32 oz. Glass Thrown 1 90

**Dill Pickles Bulk**  
5 Gal., 200 ----- 3 65  
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 60

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

**FRESH MEATS**  
Beef  
Top Steers & Heif. ----- 18  
Good St's & 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. ----- 16  
Butts ----- 13  
Shoulders ----- 11  
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  
60 lb. tubs ----- advance 1/4  
50 lb. tubs ----- advance 1/4  
20 lb. pails ----- advance 1/4  
10 lb. pails ----- advance 1/4  
5 lb. pails ----- advance 1/4  
3 lb. pails ----- advance 1/4  
Compound tierces ----- 11 1/2  
Compound, tubs ----- 12

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

**Smoked Meats**  
Hams, Cer. 14-16 lb. @ 20  
Hams, Cert., Skinned 16-18 lb. @ 19  
Ham, dried beef -----  
Knuckles ----- @ 33  
California Hams ----- @ 17 1/2  
Picnic Boiled -----  
Hams -----  
Boiled Hams ----- 20 @ 25  
Minced Hams ----- @ 34  
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 25  
18 rolls, per case ----- 2 25  
12 rolls, per case ----- 1 50  
12 cartons, per case ----- 1 70  
18 cartons, per case ----- 2 55  
36 cartons, per case ----- 5 00

**SALERATUS**  
Arm and Hammer ----- 3 75

**SAL SODA**  
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 ----- 1 05  
Milkers, Kegs ----- 12 50  
Milkers, half bbls. ----- 22 25  
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 Norway ----- 19 50  
8 lb. pails ----- 1 40  
Cut Lunch ----- 1 50  
Boned, 10 lb. boxes ----- 16

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

**STOVE POLISH**  
Blackene, per doz. ----- 1 35  
Black Silk Liquid, dz. 1 35  
Black Silk Paste, doz. 1 25  
Enameline Paste, doz. 1 35  
Enameline Liquid, dz. 1 35  
E. Z. Liquid, per doz. 1 40  
Radium, per doz. ----- 1 35  
Rising Sun, per doz. 1 35  
654 Stove Enamel, dz. 2 80  
Vulcanol, No. 5, doz. 95  
Vulcanol, No. 10, doz. 1 35  
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. bk. 1 00  
Farmer Spec., 70 lb. 1 00  
Packers Meat, 50 lb. 65  
Crushed Rock for Ice cream, 100 lb. each -----

Butter Salt, 280 lb. bbl. 4 00  
Block, 50 lb. ----- 4  
Baker Salt, 280 lb. bbl. 3 80  
14, 10 lb., per bale ----- 2 10  
50, 5 lb., per bale ----- 2 50  
23 lb. bags, Table ----- 40  
Old Hickory, Smoked, 6-10 lb. ----- 4 50



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  
24, 1 lb. packages ----- 3 35  
18, 10 oz. packages ----- 4 40  
96, 1/4 oz. packages ----- 4 00

#### CLEANSERS



80 can cases, \$4.80 per case  
**WASHING POWDERS**  
Bon Ami Pd., 18s, box 1 90  
Bon Ami Cake, 18s ----- 1 62 1/2  
Brillo ----- 85  
Climaline, 4 doz. ----- 4 20  
Grandma, 100, 5c ----- 3 70  
Grandma, 24 Large ----- 7 00  
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  
Rinsol, 40s ----- 3 20  
Rinsol, 24s ----- 5 25  
Rub No More, 100, 10 oz. ----- 3 85  
Rub No More, 20 Lg. Spotless Cleanser, 48, ----- 4 00  
20 oz. ----- 3 85  
Sani Flush, 1 doz. ----- 2 25  
Sapolio, 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 Nanthia, 100 box 5 50  
Flake White, 10 box 3 35  
Grdma White Na, 10s 3 50  
Jan Rose, 100 box ----- 7 40  
Fairy, 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  
Trihvy Soap, 100, 10c 7 25  
Williams Barber Bar, 9s ----- 4 00  
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 ----- @ 43  
Pepper, Black ----- 25

**Pure Ground in Bulk**  
Allspice, Jamaica ----- @ 33  
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, Spalish ----- @ 36

**Seasoning**  
Chili Powder, 15c ----- 1 35  
Celery Salt, 3 oz. ----- 95  
Sage, 2 oz. ----- 90  
Onion Salt ----- 1 35  
Garlic ----- 1 35  
Penalty, 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 1/2  
Powdered, bags ----- 3 25  
Argo, 48, 1 lb. pkgs. 3 03  
Cream, 48-1 ----- 4 40  
Quaker, 40-1 -----

**Gloss**  
Argo, 48, 1 lb. pkgs. 3 30  
Argo, 12, 3 lb. pkgs. 2 13  
Argo, 8, 5 lb. pkgs. ----- 2 45  
Silver Gloss, 8, 1s ----- 1 11  
Elastic, 64 pkgs. ----- 5 10  
Tiger, 48-1 -----  
Tiger, 50 lbs. ----- 2 75

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

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

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

**Maple**  
Michigan, per gal. ----- 2 75  
Welche, per gal. ----- 2 25

**COOKING OIL**  
Mazola  
Pints, 2 doz. ----- 5 75  
Quarts, 1 doz. ----- 5 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 ----- 18

**VINEGAR**  
Cider, 40 Grain ----- 18  
White Wine, 80 grain ----- 25  
White Wine, 40 grain ----- 18

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

#### WOODENWARE

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

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

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

**Traps**  
Mouse, Wood, 4 holes ----- 60  
Mouse, wood, 6 holes ----- 70  
Mouse, tin, 5 holes ----- 65  
Rat, wood ----- 1 00  
Rat, spring ----- 1 00  
Mouse, spring ----- 20

**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  
No. 1 Fibre ----- 06 1/2  
Butchers D F ----- 06 1/2  
Kraft ----- 06 1/2  
Kraft Stripe ----- 09 1/2

**YEAST CAKE**  
Magic, 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



# Memorial Day

## *A Pledge of Good Citizenship*

Business and social duties demand so much time and energy that civic duties often are neglected if not evaded. Yet no good citizen will disclaim his political responsibilities, though he may confess his civic shortcomings.

Each year in observance of Memorial Day critical events in America's history are recalled. Hardships of pioneers and sacrifices of patriots are recited, their services commemorated and indebtedness to them acknowledged. There is much of sentiment in this observance, but it has practical implications also.

The liberty enjoyed by all to-day has been won by the efforts and sacrifices of a long succession of patriots. That liberty can be perpetuated and made secure only by the similar devotion of patriots of each succeeding generation. The individual citizen who neglects his civic duties opens the door to the infringement of his rights.

Specific reference need not be made here to recently exposed facts evidencing gross civic laxity. Spasmodic uprisings, however, it is to be observed, do not produce the results that are achieved by constant civic fidelity. All citizens must take upon themselves the duty to guard against every threat upon their liberty. Recalling on Memorial day the services and sacrifices of patriots of the past, citizens of the present ought to pledge themselves to protect their heritage by such a performance of civic duty as shall insure honesty in government and make liberty secure.



## Bridging the Gap Between Cash and Credit.

(Continued from page 21)

carry prices, and in the end find that they are holding the bag.

A good many dealers with whom I have talked on this subject, while they have had some few unpleasant experiences, know that their methods are just and that in the end the system wins.

The important thing is to present this extra charge tactfully, and always offer the customer the privilege of getting bottom prices in the cash-and-carry basis.

There can be no question but that the average meat dealer can greatly increase his business if he broadens out into both fields. And with volume he can give more for the money than the other fellow and thus hold his trade.

Automatically, charge delivery prices are within control of the store. Most, though not all by any means, of the charge delivery orders come in over the phone. Such customers do not see price tickets and do not know the prices on fresh meats and fish for the day. But a good many dealers feel that it is necessary to let the customer know that he or she is actually paying more than the cash-and-carry customers. Otherwise, a mark-up for charge delivery service may appear to be irregular and unfair.

In one case that came to attention, the retailer put a phone girl to work soliciting the better class homes where charge delivery meat purchases is the rule. It was made very plain that:

1. The large volume of cash-and-carry sales permits better meat at lower prices.

2. That the charge delivery service is offered for "sale."

3. That items for which cash is paid and which are carried home will be sold to charge customers at ticket prices.

A large percentage of fresh meat dealers have gone too strong on cash-and-carry, possibly influenced by the chain grocers and others. They have found that a lot of good business has been overlooked among those families which are willing and able to pay for a charge account delivery service.

H. Frommes.

## Uncle Same as a Bum Speculator.

(Continued from page 20)

that sales made by phone by his several highly skilled girl operators cost 1 to 1½ per cent., as against 6 per cent. for a man solicitor.

This grocer's girls' sales range in cost 4/5, 1½ and 1¾ per cent. One girl sells \$6,000 per month against the next best whose sales are \$4,200. His net on sales runs 5 per cent. in groceries, 6 per cent. in perishables and delicatessen, 8 per cent. in health goods and 12 per cent. in another department. He uses different colored sales slips in various departments: pink for meat, white for groceries, etc. A strong feature of his system is insistence that order must be so written that there can be no question as to their meaning.

Can the average common run of grocers learn anything from such men? Yes, they can learn this at least: that

those grocers are always up and doing with their heads as well as their bodies. Also that those men think and plan every day in every way to make their business better. In that way—on that basis—those who to-day are small tomorrow are big. Paul Findlay.

## Questions and Answers of Interest To Grocers.

1. Question: Did Dolly Madison invent ice cream?

Answer: To Dolly Madison, wife of a President of the United States, is sometimes given the credit for inventing ice cream. It is further asserted that it was another woman, Nancy Johnson, wife of a young naval officer, who invented the ice cream freezer.

2. Question: How much food does one person eat in a year?

Answer: It is computed that 1,355 pounds of food are consumed during one year by each adult in the United States.

3. Question: Is coffee native to Brazil?

Answer: It is not native to South America. It is supposed to have grown first in Abyssinia, although it was early found in Arabia. Brazil, however, now furnishes more than two-thirds of the coffee consumed in the world. As an article of diet, it was unknown to the Greeks and Romans—it was not introduced into Europe until the Sixteenth Century.

4. Question: What is the origin of the word punch as applies to beverages?

Answer: The vogue of mixing wine or water, lemon juice, sugar, spice and water was brought to England from India and it seems to be named from the Hindu word punch, meaning five, referring to the usual number of ingredients.

5. Question: What tests should be employed to determine whether or not to buy or carry a commodity in a grocery store?

Answer: A good test to determine the advisability of buying or carrying any commodity in a grocery stock is in these three questions. Will it produce net profit? Will it bring new customers? Will it better serve old customers?

6. Question: Are there any people who eat all their food raw?

Answer: At the present time it is doubtful whether there are any people who do not use some process of preparing or cooking food. The extremely far Northern Eskimos habitually eat their meat in a raw state, other food consisting entirely of uncooked fruit or berries. But it has been found that even these tribes occasionally thaw out frozen meat through a partial process of boiling.

7. Question: What is a "loss leader?"

Answer: A "loss leader" is some item advertised and sold at, near, or below cost, for the purpose of attracting people to the store and selling them other more profitable merchandise.

8. Question: What kind of vinegar should be used in horse radish?

Answer: It is essential that white wine vinegar be used to keep horse

radish white. Cider vinegar always darkens it.

9. Question: Are castor beans poisonous?

Answer: The castor oil plant is not known to be poisonous, and although the leaves are not relished by farm animals, they are said to be used as fodder for cattle in India. Castor beans, however, contain a poisonous principle and though harmless, when handled may cause serious if not fatal effects when eaten, especially in the case of small children.

10. Question: What other fruit is now being suggested to serve with orange juice?

Answer: The juice of one-half of a lemon is now being suggested for each glass of orange juice to give a sharper flavor and increase vitamin C content. —Kentucky Grocer.

## Retired After Thirty-eight Years.

Standish, May 26—Standish's oldest grocer, Fred V. Keller, has retired from active business, having sold his half of the Keller & Martin store to his partner, William M. Martin. Mr. Keller has been in business here since November, 1893. Mr. Martin came here from Bad Axe twenty-seven years ago and during that time has been affiliated with Mr. Keller as a clerk or partner for twenty-five years. The store carrying the name of Keller has always been recognized as a leading grocery and it is a tribute to Mr. Keller in the first instance and later to both Mr. Keller and Mr. Martin that their stores have always been leaders. Mr. Martin will continue the same general business policies of the store of the past and will endeavor to carry on the good name of the place indefinitely. It will be known under the name of William H. Martin Grocery. Mr. Keller had spent five years in the grocery business prior to his coming to Standish.

It was back in 1893 when Fred V. Keller came to Standish, never to leave it as a dwelling or business place after he settled here. He was sent here by the James Stewart Company to sell groceries to clear up the debts due the company from a firm known as the Kelly & Son grocery. This store was located in about the same spot as the present store is, but as a part of the old Sherman block. In 1894 he moved from there into the Blumenthal block where the Ireland Auto Co. used car shed is now located. He remained there until forced to move by fire on a cold February morning in 1906. Three hours after the fire he had made a deal with John Rankin to take over his grocery which was located in the same building as the Standish Baking Co. is in. In 1904 Mr. Keller had taken William Amsbury, of Alma, as his partner and his partnership remained in force for nine years, when Mr. Amsbury returned to Alma. It was in 1906 that Mr. Keller moved into the present store building. He has been there ever since.

Mr. Keller did not have a partner from the time that Mr. Amsbury left Standish until 1917 when William H. Martin bought a half interest in this grocery business. Mr. Martin had been in the employ of his partner as a clerk for several years. He had spent

two years as a clerk for Francis & McRae prior to his entry in the Keller store. He received most of his grocery training under Mr. Keller.

## Hides and Pelts.

Green, No. 1	03
Green, No. 2	02
Cured, No. 1	04
Cured, No. 2	03
Calfskin, Green, No. 1	08
Calfskin, Green, No. 2	06½
Calfskin, Cured, No. 1	09
Calfskin, Cured, No. 2	07½
Horse, No. 1	2.00
Horse, No. 2	1.00
<b>Pelts.</b>	
Sheep	10@40
Shearlings	5@10
<b>Tallow.</b>	
Prime	05½
No. 1	04
No. 2	03
<b>Wool.</b>	
Unwashed, medium	@20
Unwashed, rejects	@15
Unwashed, fine	@15

Life is a fight. Millions fail. Only the strong win. Failure is worse than death. Man's internal strength is created by watching circumstances like a hawk, meeting her every spring stiff and straight, laughing at her pitfalls—which in the beginning of life are excess, excess, and always excess, and all manner of dishonor. Strength is created by adversity, by trying to win first the small battles of life, then the great, by casting out fear, by training the mind to rule in all things—the heart, the passions, the impulses, which, if indulged in, make the brain the slave instead of the master. Success, for which alone man lives, if he be honest with himself, comes to those who are strong.

## 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—Going meat market, fixtures and building. Cash deal, only \$6,500. Bargain at that price. Reply 815 Pine Ave., Muskegon, Mich. 413

FOR SALE CHEAP—FULLY EQUIPPED MEAT MARKET. Next to A. & P. store. Doing FINE BUSINESS. Box 56, Walled Lake, Mich. 419

For Sale—New log cabin. Log garage. All new furnished. Outboard motor boat. Water front lot 90 x 100, Bear Lake, Manistee county. S. F. Brunk, Eaton Rapids, Mich. 415

For Sale—Meat market and grocery doing a good business, town 3,000. Rent \$35. Frigidaire, electric slicer, register, etc. Guaranteed money maker. Address No. 416, c/o Michigan Tradesman. 416

WANTED—GROCERY STORE in good town of 1,500 or MORE. Write fully, giving terms, location, and business done. Address No. 417, c/o Michigan Tradesman. 417

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

**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. LEVINSON**  
Saginaw, Michigan



### Gabby Gleanings From Grand Rapids.

Theodore Williams, county surveyor, has demonstrated that he is as good at landing brook trout as he is at landing votes every two years. The net result of his recent fishing trip to the Canadian Soo was a very happy surprise to some of his friends.

A preliminary tabulation of data gathered in the Census of Distribution indicates that wholesale trade in Grand Rapids, exceeds \$140,000,000 annually. This total includes business done by all concerns performing the wholesale function. The volume of business done by the 263 wholesalers proper in Grand Rapids in 1929 amounted to \$71,958,376. These wholesalers employed 2,569 men and women, paid them \$5,053,663 in salaries and wages, and carried stock at the close of 1929 with an approximate cost value of \$7,016,804. In addition to the wholesalers proper, there were 111 establishments in the Grand Rapids wholesale field, such as manufacturers' sales branches, and bulk tank stations in the petroleum industry, etc., and "functional middlemen," such as brokers, selling agents, etc., the operations of which are similar to those of wholesalers. The total volume of business transacted by those establishments amounted to \$68,063,487 in 1929. Those establishments gave employment to 983 men and women, paid them \$2,040,039 in salaries and wages, and carried stock at the close of 1929 with an approximate cost value of \$2,913,032. The total volume of business transacted by all establishments in the Grand Rapids wholesale field in 1929 amounted to \$140,021,863.

An interesting exhibit to be seen at the Grand Rapids furniture market in June will be that of the Widdicomb Furniture Co., who will show a new group of furniture in modern design planned as a living-dining-sleeping room group. Gilbert Rohde is responsible for the designs, which are to fill the need of the modern dweller in one-room apartments. The pieces, which include a single daybed, a double daybed, a deep arm chair, a side chair, a dining console table, a desk with accommodations for radio, a utility desk, a bookcase, an octagonal occasional table, a round occasional table, a coffee table, a small stand, a cellerette in the form of an occasional table, are all made of acacia finished in a natural ground. This wood and finish were chosen because of its conservative quality. The designs of the furniture are so simple that they may be combined with other pieces in traditional designs that are conservative. Especially interesting is the desk which is so made that a radio chassis and loud speaker can be placed in it. If this is not desired, the desk is so planned that the compartments designed for the radio may be used for other purposes. The hinging of the doors is new, so that the door covering the radio compartment folds back flat, and is completely out of the way.

Wm. F. Berner, (Lee & Cady) has returned from Buffalo, where he attended a general meeting of the representatives of the Red and White Corporation. Delegates were present from all parts of the country where the company functions.

Julius R. Liebermann, who has con-

ducted the Liebermann Trunk Co., at Saginaw, for more than forty years, is in the city for a few days as a guest of the Bursleson sanitarium.

### Perfect Balance Has Never Been Realized.

Nothing of practical value came out of the United States Chamber of Commerce's deliberations on stabilization of industry. The only idea advanced was that business can forecast demand and make production plans accordingly. But it is precisely because business is unable to look far into the future that the Utopian condition of perfect balance has never been realized. What we need is not so much to be urged to peer into vistas ahead as to be told how to see what is there. This is not so hopeless as it may seem even to those who scoff at powers of divination. Although prophecy is the most gratuitous form of error, as some witty Frenchman has said, there is no reason to assume that nothing on the scroll of time can be read until the record is unfolded. The blunders of those who try to tell us what is coming are due as a rule to their failure to take note of the record as a guide to the probable course of events. The worst features of present depressed conditions are traceable to the delusion prevalent two years ago that we had entered an era of freedom from the lessons of experience. The kaiser's war proved that age was all wrong, that youth, untrammelled by outworn ideas, knew better how to keep us on the straight, level road that leads always and only to Fortune. Made wiser by indulgence in this sort of transcendentalism, we are now plodding along the more familiar paths, the windings and ups and downs of which we can make allowance for by our knowledge of the devious ways over which we have traveled. We shall never go far toward stabilization until we learn that excesses will always be punished in the future as they have been in the past. Most of the constructive work now being done recognizes this immutable law and so gives promise of setting up a foundation for the sort of progress that is capable of withstanding ordinary shocks.

### Fewer Pickles This Year.

Fewer cucumbers for pickles will be available this year. After the record crop of last year the plantings of cucumbers for pickles will be greatly reduced in 1931. Wisconsin farmers will plant about 18 per cent. less acreage of cucumbers this year than they had a year ago, according to the reports received from growers. Wisconsin ranks second in pickle production, and last year harvested 17,500 acres as compared with a probable acreage of about 14,350 indicated by growers for this year's plantings. Last year for the first time Wisconsin's pickle production reached 1,000,000 bushels. Production for the United States this year will be reduced even more than in Wisconsin, according to the acreage plans of growers. Last year the United States grew nearly 110,000 acres of cucumbers for pickles and this year's planting plans of growers indicate only about 82,000 acres, a decrease of over 25 per cent. Michigan and Wisconsin

are the leading producers of cucumbers for pickles in the United States. These two states together will probably grow about 42 per cent. of the Nation's acreage this year. Michigan, the leading State, will apparently make an even greater reduction in acreage than Wisconsin or the country as a whole. The Michigan growers indicate that they will cut their acreage about 28 per cent. The acreage reduction is largely caused by the big crop of last year, and there are considerable quantities of pickles being carried over. Some pickle stations in Wisconsin are reported as not planning to operate at all in 1931 due to the large carry over from the immense crop of 1930.

### New Food Testing Machine.

Chemists of the United States Department of Agriculture have made a new laboratory device to measure the tenderness and texture of some canned vegetables and fruits. It tests these products more accurately and more impersonally than the expert grader can consistently judge them.

Officials of the Federal Food and Drug Administration will use this new instrument to determine whether canned vegetables and fruits conform in tenderness and texture qualities established by the Federal food law. It measures the force necessary to crush a pear or puncture a fruit, and enables one to compare the resistance with that of a standard sample. Repeatedly, this instrument has rendered the same judgment as have expert graders.

The inventors, Victor B. Bonney, Paul A. Clifford, and Henry A. Lepper, designed the instrument so that it would apply the pressure in identically the same way to all samples of a given product. The operator pours a stream of mercury into a flask at the top of a vertical plunger, thus increasing the weight until the plunger crushes or punctures the sample beneath. A gage records the movement of the plunger and sounds a buzzer when the sample has been properly tested. The weight of the mercury shows the pressure necessary to crush or pierce the sample and gives a comparison of its tenderness with that of the standard.

### Great Victory For Progress.

While I am not prepared to comment on this decision in the Indiana case from a legal standpoint, I certainly regard it as a great victory for progress, and for the people of this Nation. I believe it is bound to have tremendous influence. It will not only be of direct benefit to the small, independent business concerns of the country, in their struggle against the monopolistic tendencies of great corporations, but it will, in a way, set the course for future legislation. It shows that the Supreme Court has taken a new attitude toward the Fourteenth Amendment, which has been the chief bulwark of big business. It will be less difficult to secure laws to curb the predatory policies of some concerns. It will, I think, help us pass the Capper-Kelly fair trade bill. All of us who believe in a fair field and a square

deal for the small merchant and business man, should feel greatly encouraged by this decision.

Arthur Capper, U. S. Senator.

### Premium Flashlight Fake.

A new trade stimulation scheme is now being offered merchants in this territory by salesmen for an Eastern concern seeking to sell batteries.

Enquiries have been received by the Bureau regarding this plan whereby the merchant buys several thousand coupons to give to customers on each 25c purchase. These coupons are to be redeemed when sent in by the customer who in turn, receives free a flashlight and battery.

However, the contract does not clearly specify the number of batteries which go with the flashlight and only on the back of the coupons given out is the information that enough tickets must be turned in to obtain delivery of a flashlight and ten cells at the same time.

This would mean that the customer must send in 550 coupons. At 25c a coupon the customer would be forced to spend \$137.50 in order to get enough coupons to obtain a flashlight and ten cells free. The flashlights in question require but two cells.

### Corporations Wound Up.

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

Acme Business Equipment Co., Detroit.  
Liberty Motor Freight Co., Detroit.  
Clark Coffee Co., Saginaw.  
Wellington Mortgage & Realty Co., Detroit.  
Northwest Business Service, Inc., Escanaba.  
Cream City Wrecking Co., Detroit.  
General Smelting & Refining Co., Detroit.  
Arnold & Harrison Co., Port Huron.  
Kerr Detroit Letter Co., Detroit.  
Budd Hat Stores, Inc., Detroit.  
Crescent Gravel Co., Reed City.  
Edward Ryan Co., Calumet.  
Walker Realty Co., Detroit.  
Maul-Nachtigal Co., Detroit.  
George W. Erwin, Inc., Birmingham.  
D. Connelly Boiler Co., Detroit.  
Lasky Jewelry Stores, Inc., Detroit.

### When Not To Cash Them.

Never cash a check for strangers. It is better to lose a small sale now and then than to take chances cashing checks for persons unknown to you. Never accept a check because it looks business-like. Crooks are now counterfeiting checks of well-known concerns. Never assume that a bank certification stamp makes a check safe. These certifications are being counterfeited by crooks. In short, don't cash a check unless you know the man or woman who presents it.

Albion—R. N. Burlingame, druggist, charged with arson in connection with a fire at his store April 22, was arrested May 18 and arraigned before Justice Harold B. Weeks. He demanded an examination, and in default of bond of \$7,000 was taken to the county jail at Marshall.

Work that you rush at the expense of accuracy costs you more in corrections and doing it over than you save in speed.

Jugs and race horses should be well handled.