

MICHIGAN TRADESMAN

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Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JUNE 10, 1931

Number 2490

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The American Flag Speaks

Born during the Nation's infancy, I have grown with it, my stars increasing in number as the Country has grown in size; the domain over which I wave expanding until the sun on my flying folds now never sets. Filled with significance are my colors of red, white and blue into which have been woven the strength and courage of American manhood, the love and loyalty of American womanhood. I symbolize the soul of America, typifying her ideals and aspirations, her institutions and traditions. I reflect the wealth and grandeur of this great Land of Opportunity. I represent the Declaration of Independence. I stand for the constitution of the United States. I wave exultantly over the schoolhouses of the Land, for Education is the Keystone of the Nation and the schoolroom is my Citadel. I am the badge of the Nation's greatness and the emblem of its Destiny. Believing in me, my people sing in prose and poetry the things for which I stand. Insult me and millions will spring to my defense.

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MICHIGAN TRADESMAN E. A. Stowe, Editor

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

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

DEVOTED TO the best interests of business men.

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

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

JAMES M. GOLDING
Detroit Representative
507 Kerr Bldg.

STRONG AND HEALTHY

Splendid Condition of the United Commercial Travelers.

The 38th annual convention of the Grand Council of Michigan, United Commercial Travelers of America, convened in the Masonic Temple at Owosso at 9 a. m. on June 4, 1931.

Prior to going into the executive session, the mayor of the city gave an address of welcome to the assembly. He was followed by the President of the Board of Commerce, who made a short, snappy, and right-to-the-point talk. He said in substance that the successful salesman of to-day must possess three qualifications, courage, co-operation and character, and that by the combined use of these three essential qualifications, he could overcome to quite an extent the obstacles which are confronting the traveling commercial salesmen of to-day. He touched briefly upon the growth and development of the city of Owosso and upon traveling conditions to-day, as compared with those of former days. At the conclusion of their talks, these men were both given a hearty round of applause.

Following their retirement from the council chamber, the Grand Council meeting was opened in regular form by Grand Counselor Dan J. Riordan, of Lansing Council. Brother E. B. T. Schumacher acted as chaplain, filling in for Brother Hanifin, of Owosso, who was physically unable to be present at the meeting.

Following the regular opening, Brother William J. Sullivan, Supreme Secretary of the Supreme Jurisdiction was escorted to the platform and given the customary salutation accorded Supreme officers. He made a few short, snappy remarks, reserving the majority of his talk to later in the day.

The meeting then swung into action, the reports being made by the different officers and referred to the proper committees. Adjournment was then taken for luncheon.

The meeting re-convened at 1:30

and the first regular order of business was the presentation to each delegate present of a copy of the Michigan Tradesman with the compliments of Mr. E. A. Stowe, the publisher. Motion was made and carried unanimously that a suitable resolution be drafted and submitted for the acceptance of the body, the same to be sent to Mr. Stowe. This was done and the resolution as read was adopted unanimously. It is as follows:

Whereas—The Michigan Tradesman, published in Grand Rapids, has always been a strong factor in supporting the order of the United Commercial Travelers of America; and

Whereas—This publication has at all times been active and zealous in printing correct information regarding actual business conditions and particularly in connection with the operation of the so-called chain stores; and

Whereas—The owner and publisher of the Michigan Tradesman, Mr. E. A. Stowe, has been not only untiring, but entirely unselfish in his efforts in behalf of the traveling salesman in general; therefore be it

Resolved—That the Grand Council of Michigan in regular session assembled, do hereby heartily endorse the stand taken by Mr. Stowe and recommend that all traveling men support and endorse the Michigan Tradesman in all its lawful undertakings.

A matter of one of our members who has been physically disabled for a number of years was then presented and by unanimous vote, the Secretary of the organization was instructed to secure and send to the home of this brother a fine bouquet of flowers as a token of the respect and esteem in which this brother was held by the Grand body.

The regular business was then taken up. The committees made their reports, said reports being freely discussed and finally adopted.

Brother W. J. Sullivan was then introduced and gave a talk which was straight from the shoulder, giving material facts and statistics in connection with the condition of the order, both numerically and financially, stating that during the past Council year this organization had paid 137 death claims, eighty-seven of which were the direct result of automobiles; that the Supreme executive committee had paid 2799 disability claims during the same period of time and had disbursed a total of \$1,402,000 in claims. He also showed how the distribution of the money received from the members, namely \$12 per year, was done, showing how every penny received was dispensed and accounted for, mentioning the fact that the Supreme order carried a bond in every bank in which was deposited any U. C. T. funds, also carrying a bond on each subordinate Secretary equal to \$10 per member of the council; how they have to pay license fees to every state in which the organization does business, this including the provinces of Canada, the order

being international. At the conclusion of his talk he was asked several questions which he promptly answered and apparently to the satisfaction of all present.

The election of officers for the ensuing year then took place. As is customary, each officer was moved up one step, as follows:

Grand Counselor—Charles A. Blackwood, Kalamazoo.

Grand Past Counselor—D. J. Riordan, Lansing.

Grand Junior Counselor—J. L. Suliman, Bay City.

Grand Conductor—J. J. Beckman, Escanaba.

Grand Page—Allen F. Rockwell, Grand Rapids.

Grand Sentinel—L. J. Guimond, Detroit Council, No. 9.

Brothers Gorman and Northway were re-elected to succeed themselves on the Grand Executive Committee.

Grand Secretary—Maurice Heuman, Jackson.

Grand Treasurer—Arthur A. Wood, Detroit.

The election of delegates to the Supreme Council resulted as follows:

Charles Blackwood, Kalamazoo.
L. V. Pilkington, Grand Rapids.
Eugene A. Welch, Kalamazoo.
Ben Mercer, Clare.
Michael Howarn, Detroit.
H. R. Bradfield, Grand Rapids.
Fred Fenski, Bay City.
C. C. Starkweather, Detroit.
Claude C. Carlisle, Escanaba.

The alternates elected were as follows:

E. C. Harring, Detroit.
E. C. Schoonemaker, Battle Creek.
Walter S. Lawton, Grand Rapids.
Rodney W. Eaton.
George E. Kelly, Kalamazoo.
Herbert Ranney, Saginaw.
H. G. Rutherford, Saginaw.
Mark Brown, Saginaw.
W. E. Kelly, Jackson.

Following the election of officers, Past Grand Counselor L. V. Pilkington, of Grand Rapids, conducted the installation exercises seeing that each officer was installed and properly conducted to his station.

Some of the Grand Council by-laws were changed in accordance with the provisions of the Supreme Council by-laws and constitution. These changes provoked more or less discussion, which was indulged in by Mark Brown, Mike Howarn and some other members. These discussions were very spirited, but the best of feeling was in evidence at all times. For the choice of the meeting place for 1932, Kalamazoo presented such a wonderful invitation that the said invitation was accepted unanimously by the Grand Council.

The convention closed in regular form at 6 p. m. and the delegates and visiting members hurried to the hotel

to get ready to attend the banquet which was to be served at 6:30 in the St. Paul high school gymnasium, a few blocks from the Owosso Hotel. Cars were provided for transportation for many of the members and from the banquet to the Masonic Temple where the grand ball was given to everyone present, giving the privilege of tripping the light fantastic as long as they cared to stay.

Convention Notes.

All present were quite enthusiastic as to the completeness of arrangements made by Owosso Council for the entertainment of not only the brothers, but also the Ladies Auxiliary. This body held their executive session at 10 o'clock Friday and had a luncheon at the Owosso Country Club at 1 o'clock. Following the luncheon, bridge and golf were available to all visiting ladies at the Country Club and the ladies present all announced they had a truly wonderful time.

The weather was ideal convention weather. It was neither too hot nor too cold.

The State Secretary-Treasurer's Association meeting was held on Thursday, June 4, in a large room provided for the purpose by the Owosso Hotel and was very well attended. Eighteen Secretaries out of a total of twenty-one in the State were present. This organization is a sort of school of instruction for the Secretary-Treasurers of the subordinate councils. It was opened promptly at 2:30 by H. R. Bradfield, President, and the meeting was conducted along very active and interesting lines until 5:30. Brother W. J. Sullivan, Secretary, who for many years was Secretary-Treasurer of his local council in Chicago, was present and talked to the Secretaries about the necessity of efficient work on the part of a Secretary. He stated the Secretary of the Council is really the key man of the Council and, as a rule, the success or failure of the Council hangs largely around the door of the subordinate Secretary, but that without the active co-operation of the members of the council, no Secretary can make a success of the Council alone and unassisted.

When the officers of this separate organization were elected, H. R. Bradfield, of Grand Rapids, was re-elected President for the third time and L. D. Bennett, of Bay City, was elected Secretary-Treasurer for the eleventh consecutive year. Harris Marsden, of Cadillac, No. 143 was also re-elected Vice-President.

Brother Sullivan, in his talk at the Grand Council meeting announced that the loss in our ranks the past year from suspensions alone aggregated 2,400. In comparison with many organizations of similar nature our suspensions are very small. Also that the

(Continued on page 32)

DETROIT DOINGS.

Late Business News From Michigan's Metropolis.

Orville Hoxie, of Grand Rapids, President of the State Board of Pharmacy, was in the city last week calling on some of the leading members of the retail drug trade. He asserted that Jacob C. Dykema, President of the Kent County Retail Druggists Association, aspired to the presidency of the Michigan State Pharmaceutical Association, so as to be able to preside over the fiftieth anniversary convention of the organization at Lansing next year. There appears to be some question as to the accuracy of the report, because many Detroit druggists have received letters from Mr. Dykema, stating that he was supporting Hon. Dexter G. Look, of Lowell, for that honor. Mr. Look celebrated the fiftieth anniversary of his engaging in the drug business last year, at which time he was given a complimentary banquet, jointly arranged by local citizens and members of the Michigan State Pharmaceutical Association.

Fred Hogan, retail furrier, 1420 Farmer street, has filed a voluntary bankruptcy petition in the U. S. District Court here, listing liabilities of \$18,694 and assets of \$16,761.

John W. Hubbard was recently elected president of the Sand's Level & Tool Co. E. P. King, vice-president and general manager of the company, was formerly sales manager of the Montpelier branch of the Hubbard Shovel Co. John C. Williams is now secretary-treasurer of the company.

Motor car company executives admit frankly that the normal seasonal decline in production and sales has come as usual with the arrival of June. If, however, the month does not see output decline below 275,000 units, the end of the second quarter will find the total production right on the heels of the anticipated 1,000,000 vehicles. A total of 275,000 units in June will give a second quarter of 968,000, or better than 1,600,000 for the first half of 1931.

There are several optimistic aspects of the situation to compensate for some of the disappointing ones. It is pointed out, for one thing, that the close policy of the first half of the year will see the production curve much more stable than in 1930.

It is now clear that three manufacturers in as many different price classes are going to exercise the reservations they made for 1931 regarding uniform new model announcements. One is planning to offer a new line within the next two weeks, another around the first of July and the third in August.

The manufacturer in the high price class who is about to make a change has hitherto stood pat on the car offered last Summer. The models soon to be announced are said to be considerably revised, although details are carefully guarded.

It was not the fact that Clessie Cummins's Diesel-engined race car used only \$2.40 worth of fuel in the Memorial day event at Indianapolis that was of primary interest to Detroit

engineers. Nor was it because the machine averaged 86.17 miles an hour, although that was commented upon favorably. The aspect of the Diesel's performance most discussed here is that it ran through the entire 500 miles without a stop. No gasoline-engined car has shown such endurance in this particular grind.

According to Frank Nutt, chief engineer for the AC Spark Plug Co., free-wheeling on motor cars is now in name only. It was used in 1906 on the Haynes, he says. Haynes, however, called the device a "roller ratchet." It differed from the current free-wheeling in numerous respects, although similar in principle. The rolling, or overrunning, member was located on the transmission countershaft and affected only low and second gear. Its only function was to make gear-shifting easier.

The mid-May retarding of production, which kept the month's output below April's 353,000 cars, is interpreted here as a sign of the industry's flexibility.

Amos S. Butt has succeeded Robert Loomis in the drug business at 1459 Bagley avenue.

Don McMillan has acquired the drug business of E. S. Ross at 19000 Livermore avenue. Mr. McMillan also conducts a drug store on Woodward avenue at Nine Mile road.

Harry Cooper has moved his drug business from 1001 Westminster avenue to a new location at 17530 Woodward avenue. The store will be known as Cooper Drug.

Harry Dorfman has opened a drug store at 4100 Joy road, the location recently occupied by the Bolio Pharmacy.

Cornelius Osinga, formerly located at 15401 Mack avenue, has acquired the drug store of William Fauber at 5669 Fourth street and will operate it as the Stanley Pharmacy.

A new Liggett drug store is to be opened about June 15 at Milwaukee avenue and Chene street. L. S. Haight is to be the manager.

Marks & Georgens, local food brokers, announce the opening of a new office at the United States Terminal Warehouse, 1448 Wabash avenue, office No. 700. Both of the partners of this firm have long been associated with Detroit's grocery business.

Edward Rudner has acquired the Economical Drug Co. store at 4200 Cass avenue and will operate it as the Rudner Drug Store, Inc.

Felix Nowacki has opened the Nowacki Pharmacy at 7003 Warren avenue, West.

John Wright has recently acquired the St. Antoine Pharmacy at 3501 St. Antoine street.

Jack Rich has opened the Rich Pharmacy at 10544 Fennell avenue, the location previously occupied by Frank K. Hoffman.

George Carpenter has acquired the State Fair Pharmacy at 1500 State Fair avenue, East, from Hilton H. Moran.

More than 200 Michigan potato growers were recently conducted through the Detroit Union Produce Terminal, according to Stuart C. Lock-

man, manager. "Michigan potatoes," said Mr. Lockman, "have steadily lost favor in Detroit during the past few years until now more than 50 per cent. of the city's consumption is of potatoes which come from other states, principally Maine, Idaho, and Colorado. The purpose of this tour through the Terminal was to enable these potato growers to see for themselves just how Michigan potatoes compare with those from other states. It is the belief of Mr. Lockman that the present inferiority of the State's potatoes has been brought about by the "small" grower who looks upon his potato patch as a side line, consequently fails to give it the care necessary to grow the best potatoes. Frank N. Isbey, President of the Detroit Union Terminal, addressed the group upon the completion of the tour, stating that in his opinion Michigan must now grow better potatoes than ever before if she would win back the popularity which has been lost to this crop. Mr. Isbey pointed to the fact that the agricultural experts of Michigan State College have developed many excellent potatoes which can be grown in the State, and said that now it is squarely up to the growers to see that their seed potatoes are of the best.

Items From the Cloverland of Michigan.

Sault Ste. Marie, June 7.—Grover C. Dillman promised last fall that nothing would be left undone to have the pavement between St. Ignace and the Sault in use at the end of 1932. He has shown continued interest in the project, which is of utmost necessity in the business life of this city. With the tourist industry meaning more and more to Michigan annually and the traffic flowing along the smoothest channels, the Sault cannot hope for its maximum tourist activity until 1933, when an almost unbroken ribbon of concrete will lead to this city from the great metropolis. When the two projects, for which contracts now have been asked, are completed there will be less than half the pavement completed—that portion between Dafer and Rudyard and between Pine River turn and three miles South of Rudyard. Twenty-seven miles of the fifty-one between the Sault and St. Ignace (new route) will have been paved.

The hotels at the Les Cheneaux resort are preparing to open by June 15. The army of painters and cleaners is hard at work. The proprietors are optimistic and are looking for a good season, despite the depression, as there are always many who have not suffered enough to make it necessary to remain at home, who have always spent the summer in this Northern climate. A great many families that have summer homes in the Les Cheneaux islands, are now arriving to remain for the season, as they have been doing for many years.

It looks as if the Sault will have the wading pool this year, as the city commission has provided funds and the Kiwanis Club will take over the supervision of the pool. This will give the children a nice playground during the summer season. In winter the pool can be used as a skating rink.

The new public dock at DeTour is now completed. This county dock will make possible the discontinuance of a dockage charge, which has been added to the ferry fare, and will greatly reduce the cost of crossing the river for Drummond Island.

The reason a Scotch bagpiper walks up and down when playing the pipes is because he knows it is harder to hit a moving target.

James and Ned Fenlon have taken over the management of the Junction Inn, and the grand opening is scheduled to take place June 30. The inn will be redecorated and refurnished throughout. The place is situated at the junction where U. S. 2 turns to Moran and is one of the popular places en route. Both Ned and James Fenlon are hustling young men from Hessel and well acquainted throughout the county and will devote their entire time to the business, which will mean excellent service.

The Thomas restaurant, at St. Ignace, has opened for the season, after being redecorated. This has always been a favorite eating place with the tourists and has enjoyed a large patronage. Mr. Thomas is known throughout the Upper Peninsula, having had charge of the Soo Line diners for many years.

The Detroit & Cleveland Navigation Co. announces that the steamers Eastern States and Western States will be placed into service on the route between Detroit and Chicago by way of Mackinac Island and St. Ignace, starting June 30. From what we can learn there will be no passenger boat making the Sault this year from Chicago.

The Everybody bakery, at St. Ignace, which was recently purchased by Mrs. William Deadman, will hereafter be known as Our Home Town bakery.

Henry Barton left Sunday for Detroit, where he will attend the Masonic convention.

The Sault Rotary Club will be represented at the Rotary International convention at Vienna, Austria, by Foss Elwyn, principal of the Sault junior and senior high school. Mr. Elwyn is leaving June 8 for Montreal and will sail from there to Europe.

It costs more to amuse the modern college boy than it did to educate his father.

William G. Tapert.

Sidelights on the Career of J. Leo Kymer.

The late Leo Kymer came to Grand Rapids in the spring of 1872. May 30 of that year he commenced clerking for Currier & Putman, stationers. April 28, 1873, Currier & Putman sold out to E. Holcomb, Mr. Kymer continuing with the new owner. Jan. 21, 1875, Mr. Holcomb sold out to H. Lowe & Co. Mr. Kymer continued with the purchasers until Aug. 19, 1875, when he entered the employ of Patton & Hinsdale. Aug. 5, 1878, he entered the employ of Eaton, Lyon & Co., who were then located at the corner of Canal and Lyon streets. He clerked in the store for a time, but was afterwards on the road as salesman for many years. In 1887 he was admitted to partnership in the firm. In 1895 the Eaton interest was purchased by the other partners and the corporate name of the house became Lyon, Beecher & Kymer. In 1897 the corporation became Lyon, Beecher, Kymer & Palmer Co. Jan. 1, 1900, Mr. Beecher retired and the corporate style was changed to the Lyon, Kymer & Palmer Co. Jan. 1, 1902, the business was sold to W. M. Palmer & Co.

In 1901 Mr. Kymer assisted in the organization of the Flinch Card Co., at Kalamazoo, holding a one-third interest up to the time of his death. He also owned a sixth interest in the book and stationery house of Beecher, Kymer & Patterson, at Kalamazoo.

A hick town is a place where the banker is ashamed not to renew your note because his wife borrows your wife's bridge tables.

PROPER DIET FOR CHILDREN.

Importance of Selecting Wholesome Food For Them.

During the period of two to six years the child leaves babyhood and takes his place as a full-fledged individual in the community life of the family. As regards his diet, he grows beyond the fluid meals of infancy and learns to adjust himself to the balanced, varied menu of simple, wholesome foods which must serve him all his life. Upon his satisfactory adjustment in the matter of diet depends, not only his present state of health, but his future happiness and vigor.

The child must learn to like the foods which are good for him. It is the mother's duty to provide him with these foods and to offer them in such a way that he acquires a healthy appetite and does not become finicky and hard to please.

The basic rule for the mother to follow, as always in the case of diet, is the old-fashioned, garden variety of common sense. Food faddists may obscure the issue with their ever-changing theories couched in high-sounding phrases. But when we come down to brass tacks common sense remains our most reliable guide.

To begin with, we must remember that the child, like the adult, requires a well-mixed variety of simple foods—milk, meat, butter, eggs, cereals, vegetables and fruits. We must keep this fact constantly in mind, not permitting ourselves to become side-tracked by momentary food fashions of one sort or another.

Another point worth remembering is the fact that the child needs more food in proportion to his weight than does the adult. While the adult demands building foods, or proteins, to repair out-worn tissue, the child not only must repair tissue, but in order to grow must constantly build new tissue. Thus his building food, or protein, requirements in proportion to his weight are greater than the adult's. Likewise with the fuel foods or fats and carbohydrates. The child is much more active than is the adult and activity involves the burning of fuel. Therefore the child's fuel demands are relatively greater than are the average adult's and in proportion to his weight he must eat a larger supply of fuel foods or carbohydrates and fats.

The proteins include meat, milk, eggs, cereals, peas, beans. The carbohydrates consist of the sugars and starches. Among the fats are butter, cream and the fats of meat.

In regard to planning the child's meals, common sense must again be the watchword. A busy mother with plenty of household cares on her hands has not the time to spend hours in the kitchen preparing special delicacies for her two-to-six-year-olds. The young child's menu must conform as closely as possible to the menu of the remainder of the household.

The child needs vegetables. So does the remainder of the family. The family is having carrots and spinach for dinner. These vegetables are naturally given to the child as well. And the left-overs can be reheated and

served in a tempting form at the child's lunch next day.

Likewise the child requires orange juice or tomato juice or cabbage water as a scurvy-preventive. If the family can afford plenty of oranges, nothing is more palatable and refreshing than a glass of orange juice. If not, the cheaper juices will be equally effective. But there is no need to go through the labor of preparing these concoctions especially for the child. When the family is indulging in tomatoes, the mother can pour off some of the juice, cool it and serve it to the child as a tomato cocktail. And when cabbage is on the family menu a little of the cabbage water can be given to the child.

As for milk, every member of the family, child and adult, should take a quart a day.

Simplicity should be the keynote of the kitchen. For instance, one of the simplest ways of giving the child the balanced mixture of meats and vegetables he needs is the Irish stew. Stews are easy to prepare and delicious to eat. If prepared properly, they will appeal to the whole family. Thus, at one and the same time, the family appetite may be appeased and the child be given the valuable foods and juices so essential to his health and growth.

While some vegetables are attractive to the palate when served raw, most vegetables are much more tempting in a cooked form. Therefore as a general rule cooked vegetables will prove most satisfactory to the family tastes, including the child's. It is often convenient, however, to cut up cabbage in the form of cole slaw. And when the mother grates the cabbage she might also grate a few carrots or turnips and serve them to the child in sandwiches.

A point of vast importance during the period from two to six years is the necessity for making the child chew. To this end, he should be given hard toasts, crusts of bread and occasional servings of some hard, cold cereal. While hot, soft cereals are excellent breakfast foods, toast or crust of bread should be served with them in order to stimulate chewing.

In this connection, it is important to consider the subject of variety. Many mothers complain that their children refuse toast or dry crusts. This need not be the case if the mother uses common sense. By the liberal use of butter, varied occasionally with peanut butter or jam, the hardest toast, the driest crust may be made tempting. Even hard tack can be turned into a treat when served with the addition of a few grains of such common sense.

Regarding fruit, it is wise to encourage the five-year-old child to eat the whole apple, not to peel it, as valuable food ingredients lurk in the peels of fruit.

As for sweets, it is no sin to give candy to a child, but the quantity should be small and it must be given immediately after a meal, not before a meal or between meals. The same applies to cake and other sweets. Ice cream is an ideal dessert and children love it.

Common sense, simplicity and a

wholesome varied menu—these are the health rules for feeding children between two and six. As I have said, this period is one of transition from babyhood to childhood. By the same application of these principles, we may help these youngsters get adjusted to the new phase of their life.

Dr. Shirley W. Wynne,
Commissioner of Health, City of New York.

When On Your Way, See Onaway.

Onaway, June 9—C. J. McClutchee, the East side grocer, will erect a gas station adjoining his store property. The business will be conducted by his son Harold.

Harmony Inn has been enjoying an unusual amount of tourist trade the past week, parking space being at a premium.

Now comes Orlando Ott into town with a full creel of rainbow trout, not of the ordinary size, but above the average. Of course, Len had his picture taken with that 24 inch beauty prominently displayed. He declares that trout flies and not worms, (queen of the earth) were the lures used.

Ray Young and brother, C. Pat, have added another improvement to their gas station by cutting an archway into the annex, making additional room to entertain tourists. This tricolored illuminated station speaks well for the thrift and snappy service extended by the boys.

Robert Clark, proprietor of the Clark Hotel, is brightening up his hostelry with fresh paint and prepar-

ing for increased business. Judging from the line of autos which crowd the premises now we are wondering where Bob will find room for any more.

C. E. Laing has repaired his residence on State street, partially destroyed by fire last fall. The interior finishing is nearly completed and it is again becoming one of the most attractive residences on the street.

Dr. and Mrs. C. A. Carpenter have returned from Grand Rapids, where the doctor has been receiving medical treatment for the past few months. They are welcomed by everybody and the doctor will resume his practice shortly.

F. M. Wilson has made big improvements to his billiard room and restaurant by exterior and interior finishing, presenting a wonderful change to a busy corner.

Through the activities of L. B. Karr and his willing workers composing the several classes in agriculture, vacant lots are rapidly becoming attractive spots. Replacing burdocks and noxious weeds now we find hollyhocks, chrysanthemums, pansies and all the varieties of favorite flowers. The boys and the girls say, "We are going to greet the tourists with flowers this year." What could be nicer?

George Goupell has erected a gas filling station on US 23 at the intersection of Washington street and Michigan avenue, this being the first station when entering the city from the West and South.

Mr. and Mrs. George Abbot, of Grand Rapids, spent Tuesday and Wednesday with their parents, L. Abbott, the furniture dealer.

Squire Signal.

10 YEARS OF PROOF

In 1920 this Company inaugurated Customer Ownership—a plan whereby the customers and others in the Company's territory might invest in the business and participate in its earnings as owners of Preferred Shares. In this time over 40,000 of your fellow-citizens have become Profiting Partners by this popular plan.

These 40,000 owners invested because they want a security that is sound, dependable, with a long and proved past record; and that pays a steady cash income backed by a perfect record of every dividend paid in cash, on the date due, ever since the Company started.

Every Investor Here
Has Had These Tests Fulfilled

CONSUMERS POWER Preferred SHARES

40,000
MICHIGAN
PEOPLE
EARN
A
CASH
INCOME
HERE

TAX
FREE
IN
MICHIGAN
The Company
Pays the Taxes

Ask Our
Employees
or at
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CONSUMERS
POWER
CO.

MOVEMENTS OF MERCHANTS.

Fennville—A modern front is being installed in the J. R. Spelman grocery store.

Eaton Rapids—Charles Mathews has purchased the Waddell restaurant and taken possession.

Detroit—The Service Coal Co., 10401 Lyndon avenue, has increased its capital stock from \$15,000 to \$50,000.

Howard City—M. F. Butler is conducting a closing out sale of dry goods and notions in the Bullock building.

Detroit—Relkin's, Inc., 6544 Woodward avenue, millinery and gowns, has changed its name to Donald's Millinery, Inc.

Kalamazoo—Miss Hazel Putnam succeeds Maxwell Kilplan as manager of the Vogue Shoppe, 247 South Burdick street.

Detroit—Clarence M. Field, Inc., 2949 West Grand boulevard, has changed its name to the Michigan Funeral Supply Co.

Saginaw—Rotherner's Dress & Hat Shop, 920 South Jefferson street, has been incorporated with a capital stock of \$1,000, all subscribed and paid in.

Pontiac—Frank C. Wood and Burdard B. Brower have opened a sporting goods store at 90 North Saginaw street under the style of F. C. Wood & Co., Inc.

Detroit—The Checker Stores, with business offices at 807 Hammond building, has been incorporated with a capital stock of \$1,000, all subscribed and paid in in cash.

Detroit—The Baker Produce Co., 7201 West Fort street, has been incorporated with a capital stock of 1,000 shares at \$50 a share, \$5,000 being subscribed and paid in.

Ishpeming—The B. & B. Mercantile Co., dealer in flour, feed and grain, is establishing a branch in Republic, occupying the Karson building. Robert Bilkey will manage the branch.

Grand Rapids—The Crystal Beauty Shop, 135 Lyon street, has merged its business into a stock company under the same style with a capital stock of \$10,000, all subscribed and paid in.

Saginaw—Joseph H. Rothner, former owner of the National Clothing Co., has engaged in the clothing, hats and furnishings business at 120 South Michigan avenue under his own name.

Harrietta—Thieves entered the Phillip Tobin general store last week and carried away a quantity of merchandise from every department, especially from the grocery department.

Detroit—A. Traub & Co., 817 Fox building, has been incorporated to deal in iron and steel scrap, etc., with a capital stock of 1,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Kalamazoo—Orrin B. Hayes, dealer in autos, trucks, etc., at 137 East Water street, has merged the business into a stock company under the style of Orrin B. Hayes, Inc., capitalized at \$30,000.

Detroit—Jay-Ann Frocks, Inc., 1421 Woodward avenue, has been incorporated to manufacture and sell dresses with a capital stock of 100 shares at \$100 a share, \$1,000 being subscribed and paid in.

Flint—The Peninsular Coal & Sup-

ply Co., 315 East street, has been incorporated to deal in products of forest, agriculture and mine, with a capital stock of \$10,000, \$5,400 being subscribed and paid in.

Escanaba—A. J. LeFevre, advertising manager at Lauerma's Store here for the past eighteen months, has been promoted to the managership of Lauerma's Store in Manistique, taking up the work at once.

Detroit—The Orange Jack Citrus Drink, Inc., of Michigan, 6560 Mack avenue, has been incorporated to deal in soft drinks, candies and food with a capital stock of \$15,000, \$1,500 being subscribed and paid in.

Shepherd—N. D. Gover, Mt. Pleasant merchant, purchased a millinery, women's ready-to-wear apparel, yard goods, etc., stock of Rose T. Marvin at bankrupt sale and will close it out at special sale on the premises.

Kalamazoo—Raymond Johnson, proprietor of the Johnson Spotless Market, 144 Portage street, will open another market about June 15. It will be located in Exchange Place. The building is being entirely remodeled.

St. Louis—John Tuger and Paul Eldridge, both local men of experience in the shoe business, have opened the Family Shoe Store at 124 North Mill street. Shoes for every member of the family will be carried in stock.

Ludington—Ralph Hiller has purchased the store building at 423 South James street and will occupy it with a stock of clothing and men's furnishings as soon as the alterations and improvements in the building have been completed.

Ionia—Stoddard & Buxton, dealers in meats and groceries at Lincoln avenue and Jackson street, have installed an iceless refrigeration unit in their meat box and a 10-foot McCray visible meat refrigerator counter in their market.

Ada—F. P. MacFarlane, dealer in fuel and feed at Lowell, has purchased the Ada Lumber, Coal & Ice Co. and will continue the business in company with Fred Erhardt under the style of MacFarlane & Erhardt, Mr. Erhardt managing the business.

Detroit—The Western Poultry Co., Inc., 2839 Humboldt avenue, has merged its poultry, wholesale and retail produce business into a stock company under the same style with a capital stock of \$5,000, \$2,000 of which has been subscribed and paid in.

Monroe—Daniel A. Knaggs and his three sons have engaged in business on South Monroe street under the style of Knaggs & Sons, dealing in fancy and staple groceries, fruits vegetables, meats of all kinds, conducting their own bakery and delicatessen.

Grand Rapids—Van's Plumbing & Hardware Co., 2013 Kalamazoo avenue, has merged the business into a stock company under the style of Van's Plumbing, Heating & Hardware Co., with a capital stock of 5,000 shares at \$10 a share, \$21,140 being subscribed and \$19,040 paid in.

Ishpeming—Employees of the Carpenter Cook Co., have finished moving the wholesale grocery stock from the Sellwood block, where the company has been located for the past seven

years, to the Cohodas building at the corner of Bank and Pine streets, vacated by the Cohodas Bros. Co., Inc., when it removed to its new warehouse building.

Manufacturing Matters.

Almont—The Hurd Look Co. has been incorporated to manufacture and deal in metal and wood products with a capital stock of 55,000 shares at \$1 a share, \$50,000 being subscribed and paid in.

Detroit—The Detroit Hydrostatic Brake Corporation, 6578 Epworth building, has been incorporated with a capital stock of 30,000 shares at \$1 a share, \$1,000 being subscribed and paid in.

Detroit—The Karr Overall Manufacturer, Inc., 8416 Linwood avenue, has merged the business into a stock company under the same style with a capital stock of \$1,000, \$350 being subscribed and paid in.

Detroit—The Standard Pattern Works, 6425 Charlevoix avenue, has been incorporated to manufacture wood and metal patterns, models and foundry work with a capital stock of \$15,000, \$9,030 being subscribed, \$4,355 paid in.

Kalamazoo—The Be-Mo Products Co., manufacturer of "Golden Brittles" potato chips, has purchased the Cobb avenue plant from the Durametallic Corporation, entirely remodeled it and is now installed therein and will be operated at increased capacity.

Bay City Standing Pat on Malt Tax.

Taking no definite action in the matter, but determined to align themselves with Detroit distributors, and other principal cities throughout the State providing a court action is necessary, a number of Bay City retail and wholesale grocers stood opposed to the enforcement of the new malt tax law recently enacted by the Legislature when they met last night at the Masonic lodge hall on Midland street.

The session was sponsored by the Home Defense league in co-operation with the Retail and Wholesale Grocers' associations.

As a result of the meeting, distributors of malt products decided to carry the fight against the assessment through the courts in an effort to obtain an injunction against its enforcement if the State moves to act against any dealer who refuses to obtain a license or stamps. It was pointed out at the meeting, however, that court action could only be taken in case a dealer is placed under arrest for violating the new statute.

The movement by the Home Defense League first started among Detroit distributors. Saginaw dealers preceded the Bay City group in joining the opposition to the law. If action is taken against its enforcement, it will likely be launched in a Detroit's court. It was asserted at the meeting last night that such action may get under way to-day.

Handlers of malt products were urged at the meeting not to apply for the license or stamps until a definite decision had been reached. A few jobbers in Bay City have asserted their intentions to abide by the law im-

mediately and obtain the permits to distribute the products whenever representatives of the Secretary of State's department make an appearance.

Others are undecided, waiting to see what results possible court action may bring about. Others have taken a stand against paying the necessary fees and are defying the State to prevent them distributing the products without obtaining the required license.

A group of chain grocery stores in Bay City has received word from officials of the firm to remove all malt products from the shelves pending a final decision as to the law's legality.

According to the new statute, manufacturers of malt products must pay a tax of \$250 to be a licensed distributor, wholesale grocers and jobbers, \$100, and retail handlers, \$25. All of the fourteen chain grocery stores in Bay City must pay the \$25 fee, Secretary of State Fitzgerald has ruled.

The malt tax bill also provides a levy of a five-cent tax on each gallon of wort or liquid malt and a five-cent assessment for each pound of malt syrup or extract. This tax will be collected through the sale of stamps.

The money received from the tax will aid tuberculosis patients in the Northern State Tuberculosis sanatorium and indigent tubercular patients in other institutions.

It is understood there are agents of the Secretary of State in Bay City organizing a crew of twenty-five men to make a survey of the local distributors. Work was started yesterday.

Chain Store Taxes Now Uppermost.

Development of chain store taxes, because of the Supreme Court decision in the Indiana case last week, is immediately stimulated. Congressman Emanuel Celler announces that he would introduce in the next Congress a bill to tax all chains in the District of Columbia. He proposes a graduated annual tax rapidly increasing with the number of stores, and expressed the conviction that taxes must be heavier to prevent the extinction of independent dealers. It is Mr. Celler's intention to make the bill a model for the states.

Further encouragement to independent merchants is found in the report from the Attorney General's office of Wisconsin to the effect that a tax on chain stores much higher than those imposed by the Indiana statute would be constitutional. The opinion was given the Wisconsin Assembly in relation to measures now before the legislature, and there is little doubt that Wisconsin will tax the chains much heavier than Indiana.

Several chain systems are planning propaganda to curb the state tax campaigns, fearing that the bidding up of taxes will eventually eliminate them from states where the independents are well organized. The first plan discussed is one that will price all chain items with an additional tax charge, "to let the people know what the taxes are costing them." However, it has been pointed out by a government official that this may lead to many difficulties unless the additional charge is an exact estimate of the tax in every instance.

Essential Features of the Grocery Staples.

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

Tea—The first hands market has been quiet during the past week with no particular change in anything. Ceylons are rather irregular, some grades being down, but the better grades being slightly up. No particular change has occurred in the markets of this country. Advices from China received during the week were that the supply of Hoochows would be only about 50 per cent. of last year. Consumptive demand for tea is fair.

Coffee—There has been some firmness in the market for green Rio and Santos coffee sold in a large way during the past week, due to a little more firmness in Brazil and some support from Europe. Spot Rio and Santos advanced about 1/2c. The first hands demand has been better during the week and as long as it continues that way the advance will be maintained, but the basic situation in Brazil is still so uncertain that most operators think that buying should still be from hand to mouth. Mild coffees show no change for the week. Jobbing market for roasted coffee has shown some little disposition to advance here and there on account of the advance in green.

Canned Fruits—California fruits show no changes here. Cling peaches appear to be in a better shape, as few sellers are offering below \$1.25 for standard and \$1.35 for choice on the Coast. It is understood that a meeting has been called for next week, when efforts to reach some agreement on curtailment in the coming season will be made. Spot pineapple is moving in an encouraging way when it is featured on a price basis, but little attempt to sell futures has been made.

Dried Fruits—Packers in California report a fairly good movement of fruits for this season of the year. They have little left to offer, except raisins and prunes, and as the various distributing centers are not heavily stocked on these two fruits, it seems likely that by the time the summer is over, prunes will be about cleaned up and the raisin carry-over moderate as compared with other years. Interest is turning more to new crops. It appears that there will be plenty of apricots and pears, but that there will be a good sized reduction in peaches, prunes and raisins. New prices on peaches are expected in the present week, although they may attract little future buying. Buyers are following their policy of taking no more than they need for immediate requirements, and they see no reason why they should commit themselves to futures as yet. However, a certain amount of business has been booked in apricots for summer delivery, and as the remaining lots of spot fruits are absorbed, a greater amount of attention will be given to new crops and prices.

Canned Vegetables—Spinach is being quoted at the lowest prices ever known at Baltimore. No. 2s are offered at 65c, No. 3s at \$1 and No. 10s at \$2.75 from that city. The quality this year is reported as exceptionally good. To-

matoes are unchanged. Stocks are in few hands and few clean-up lots of unlabeled goods or packer's label goods are available at the low price. No. 10s continue easy, with standards quoted at \$2.65 and extra standards at \$2.90, peninsula. According to reports from Baltimore, there is very little Shoe Peg corn in first hands. No. 2 standards are quoted at 90c, Harford county. Fancy Bantam corn is unchanged in price, but there is less pressure to sell at 90c, factory. Large packers are holding their Bantam until a better idea of how the new crop may balance against future needs is obtainable.

Canned Fish—There is a little better demand for crab meat. Pink Alaska and chum salmon are a little firmer on the coast. The catch of Columbia River salmon is still very poor.

Salt Fish—No change has occurred during the week in mackerel or any other salt fish. Demand quiet.

Beans and Peas—Continued weakness is reported in the market for dried beans and peas. There is a fair demand for yellow split peas at steady prices. The balance of the list of peas is neglected and none too strong. As to beans, they are weak and a lower market is reported on marrows, pea beans, red kidneys, California limas and practically all the list. California limas at this writing are particularly weak.

Cheese—The market has been steady to firm during the past week, largely on account of light offerings. Demand is only moderate.

Nuts—The market shows no particular feature this week. A slow movement of shelled goods is cleaning up stocks in the hands of importers, but the tendency is against price advances. Trade interest is turning more to the new crops and the probable trend in the early fall. Sellers are so well cleaned up on shelled and unshelled varieties that they ought to be in a good position to handle the new goods quickly when they arrive. Crop conditions in California and the Northwest are favorable for good sized yields.

Rice—Conditions are favoring the new rice crop in most sections, although reports from the South vary, and some growers find that cool weather has caused poor stands in many early fields. Planting is now about over and new acreage is under irrigation in the far South. Primary markets continue firm. Both independent and co-operative growers are holding their remaining rough stocks on the higher price level recently announced to millers. The millers, on the other hand, are operating their plants conservatively, guided by the volume of orders received. Fancy Prolifics continue to move out in a better way, and fancy and extra fancy Blue Rose varieties are in good demand.

Sauerkraut—The demoralization that developed in sauerkraut some months ago has shown some recent signs of abating, but prices have not as yet been influenced. Both bulk and canned kraut are offered very cheaply. On the whole, kraut is still moving slowly.

Syrup and Molasses—Demand for sugar syrup, compound syrup and mo-

lasses is quiet without any particular change in price.

Vinegar—A moderate trade improvement is reported in vinegar. Sellers are a little more optimistic about the outlook. The increased demand in many ways is seasonal but more vinegar is moving into consumption and there is a better undertone to the item.

Review of the Produce Market.

Apples—Current quotations are as follows:

Spies, A Grade	\$2.75
Spies, Commercial	1.85
Spies, Baking	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—4 1/2 @ 5c per lb.

Beets—New from Louisville, 50c per doz. bunches.

Butter—The market has had some ups and downs during the week, ruling rather firm at the beginning, but afterwards declining a small fraction. At the present writing the demand is very fair for fine creamery and prices about steady. Undergrade butter is hard to move. Jobbers hold 1 lb. plain wrapped prints at 23c and 65 lb. tubs at 22c for extras.

Cabbage—New from Mississippi, \$2.75 per crate of 100 lbs.; Tenn., \$2.25 for 60 lb. crate.

Cantaloupes—Arizona stock is quoted as follows:

Standards, 45s	\$3.50
Jumbos, 36s	3.50
Jumbos, 45s	3.75
Jumbo flats	1.75

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

Cauliflower—\$2.25 per crate of 12.

Celery—Florida stock is \$1.20 for one doz. box; Calif., \$7 per crate.

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

Cucumbers—No. 1 hot house, \$1.10 per doz.; No. 2, 65c; outdoor grown from the South, \$2.25 per bu.

Eggs—The market has had a soft week. A good deal of the time receipts have been in excess of the demand and there have been a number of declines, possibly aggregating 1c per dozen. Jobbers pay 15c for strictly fresh.

Grapefruit—Extra fancy Florida sells as follows:

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

Green Onions—20c for Silver Skins.

Green Peas—\$2.25 per hamper for Southern.

Green Beans—\$3.50 per hamper.

Lettuce—In good demand on the following basis:

Imperial Valley, 6s, per crate	\$4.00
Imperial Valley, 5s, per crate	3.25
Hot house leaf, per bu.	75c

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

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

300 Red Ball	6.00
Limes—\$1.75 per box.	

New Potatoes—North Carolina stock, \$3.50 per bu.

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

126	\$5.50
150	5.50
176	5.50
200	5.00
216	5.00
252	5.00
288	5.00
344	4.50

Floridas in bulk, \$4.50 per 100 lbs.

Onions—Texas Bermudas, \$1.50 per 50 lb. sack.

Parsley—50c per doz. bunches.

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

Pieplant—75c per bu. for home grown.

Pineapples—Cuban command the following:

18s	\$3.75
24s	3.50
30s	3.25

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

Potatoes—Home grown, 90c per bu.; Idaho, \$2.40 per 100 lb. sack.

Poultry—Wilson & Company pay as follows:

Heavy fowls	18c
Light fowls	15c
Ducks	14c
Geese	12c

Spinach—Spring, 60c per bu.

Strawberries—\$4.50 for 24 qt. case for Klondyke's from Kentucky and Ark. A few berries are coming in from Illinois and Southern Michigan.

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

Tomatoes—75c per 6 lb. container, Southern grown; home grown hot house, \$1 for 7 lb. basket.

Turnips—60c per doz. for Louisville.

Veal Calves—Wilson & Company pay as follows:

Fancy	10 1/2 @ 11c
Good	9c
Medium	8c
Poor	8c

Late Business News From Ohio.

Toledo—A petition has been filed in the Common Pleas Court of Lucas county by Alfred Decker & Cohn, Inc., Chicago, against Damschroeder Berry Co., Toledo, retail men's wear and furnishings. The petition alleges that the defendant is financially involved, that its stock is being depleted without more being added, that it has failed to meet its obligations and to pay the cash received by it proportionately to its creditors. Further allegations are that the defendant has a large overhead and is operating at a loss. The petition asks judgment for \$3,692, the amount of an account allegedly owed to the plaintiff and asks for the appointment of a receiver. No receiver has been appointed as yet. Farber & Cochrane, attorneys of Toledo, filed the petition.

Youngstown—Harry Gossoff, household goods, 407 East Federal street, has filed a voluntary petition in bankruptcy in the U. S. District Court at Cleveland, listing liabilities of \$24,857, and nominal assets of \$23,332.

IN THE REALM OF RASCALITY.

Questionable Schemes Which Are Under Suspicion.

Flint, June 6—What can you tell me about the Ray-O-Stone water jar, which is represented to be an aid to health such as you write about in your paper, of which we are subscribers and readers. You mention the "Revitalizer" as not doing as represented. I wonder if the Ray-O-Stone would be in the same line. This jar is made or sold by Ray-O-Stone Water Co., Detroit. Am told this water will reduce weight as well as take all ills away.

Will appreciate a reply.

Samuel Velick.

On receipt of this letter an appeal was made to Dr. Slemons, State Health Commissioner, whose prompt reply was as follows:

Lansing, June 8—Your subscriber asking about Ray-O-Stone water brings to our attention again a fraud that has been perpetrated under many guises. These filters are equipped with some pitch blend in the filter, material which imparts an infinitesimal amount of radio-activity to the water. This is detectable with a gold leaf electroscope only and has no value whatever. The claim for radio activity which is made is true, but its value is nil.

C. C. Slemons, M. D.,
State Health Commissioner.

The following telegram was received Tuesday from C. E. Hollis, Secretary of the Ann Arbor Grocers and Meat Dealers Association:

Ann Arbor, June 9—A very unsatisfactory condition has arisen between the local merchants and a company known as the Renovene Company. Please broadcast this information in your Realm of Rascality, as it should be of interest to other merchants throughout the State, as the merchandise and deal upon which this was sold was misrepresented to a large extent by their representatives. The article purports to be a dry cleaner known as Renovene. Further information will be furnished if you so desire.

Ann Arbor is not the only place where this alleged article has been exploited dishonestly. Many orders were taken for the article in Grand Rapids a month or so ago, but the jobber to whom the orders were turned over refused to accept the shipment which came to him for distribution on account of the discovery of certain irregularities which led to the belief that the manufacturing concern was anything but scrupulous in its business methods. All the reports we can obtain on the concern from New York are that it is defunct, but it appears to be a very lively corpse.

A complaint charging Irving A. Abrams, Pittsburgh, with misrepresentation in the sale of watches, fountain pens and kindred articles, has been dismissed by the Federal Trade Commission since the respondent has left his former place of business and his whereabouts is unknown. Abrams conducted a mail order business under the name of Globe Scientific Co.

A corporation manufacturing woolen piece goods signed a stipulation with the Federal Trade Commission, agreeing to stop use of descriptive words in advertising which would indicate that the product offered for sale is

made from the fur of the Persian lamb, when such statement is not true.

A corporation selling plastic and semi-plastic roofing materials, composed in varying proportions of coal tar, asbestos, and other ingredients, signed a stipulation with the Federal Trade Commission, agreeing to discontinue the following misrepresentations:

Representing through its agents that its products sold under certain trade names are "roof", "roofing", or "compound roofing", when this is not true; that no up-keep expense is required in the use of these materials, when in fact repairs are necessary and, when such are made, only the material is furnished and the dealer or property owner is required to bear the labor cost; making exaggerated claims respecting the alleged ten or fifteen years durability of its product, not warranted by the facts, and representing the cheapness of its product as compared with other roof coatings; and making statements which imply that collection of past due notes and other indebtedness are handled by a collection agency, when in fact no such agency exists independent of the control of the corporation or one or more of its officers or stockholders.

Two corporations, one a distributor and the other a manufacturer of paints, have signed stipulations with the Federal Trade Commission, agreeing to stop the use of misleading advertising matter. The distributor corporation will no longer carry advertising indicating that it is a manufacturer, owning and controlling a factory wherein its products are made, when such is not true. The manufacturing corporation producing paints, colors and painters' materials, will cease employing words that would indicate one of its products to be a combination of zinc and lead, unless the article so advertised actually contains substantial quantities of sulphate of zinc and of carbonate of lead, so that both together constitute not less than 50 per cent. by weight of the product. Use of the word "Lead" in its trade name, or any other combination of words containing the word "Lead" so as to imply that the product sold under such name is lead, will also be discontinued.

The Nu-Grape Co. of America, Atlanta soft drink manufacturing concern, was ordered this week by the Federal Trade Commission to discontinue the use of the word "Nu-Grape" or "Grape" to mark its product. The Commission said an investigation had shown that "Nu-Grape" syrup did not have sufficient natural fruit or grape juice to provide its color and flavor. The order also prohibited the Nu-Grape concern from using labels or advertising suggesting that its product was made from the natural juice of grapes.

Misrepresentation of United civil service positions is to be discontinued by C. J. Ozment, St. Louis, proprietor of correspondence courses of instruction, according to an order of the

Federal Trade Commission. Ozment does business under the name Ozmen's Instruction Bureau.

Ozment, whose courses purported to qualify pupils for success in competitive examinations for positions in the Government, is required to stop advertising that the salaries established for the positions are higher than they actually are, and that the positions are available to persons more than fifty years old, when this is not true.

Among other misrepresentations to be abandoned by Ozment are the following: That the examinations for all positions for which he offers courses are to be held immediately or within a short time; that civil service examinations are held in almost all towns and cities of 3000 population and upwards, and that it is not necessary for anyone to travel far to enter an examination; that examinations for Government stenographers and typists are announced to be held in almost all large cities about every sixty days; that thousands of Government positions are available in larger cities.

Advertising to the effect that appointments to the position of forest ranger are available, and that it is not necessary for applicants to be residents of the state within which the forest ranges are situated, when such is not true, is also prohibited in the Commission's order, as is the assertion that railway mail clerks, immediately upon appointment, are permitted to travel with allowances for meals or other expenses, and that they are off duty one-half the time with full time pay, when such are not the facts.

Ozment will no longer represent that he agrees to refund the full tuition paid by applicants or subscribers without specifying the time in which such money will be repaid.

An alleged burglar alarm for use on automobiles was described by a corporation selling it as a vocal device capable of emitting words of warning. This was found to be a misrepresentation.

Signing a stipulation with the Federal Trade Commission, the company agreed to stop making the foregoing representations in words or pictures as well as to cease use in advertising of phrases purporting to be offers for sale of the article for a limited time only, when the time for such sale is not in fact limited.

The publisher of a widely circulated magazine carrying, among others, advertisements for the manufacturer and vendor of an appliance said to have radio-active healing power and the vendor of a remedy for the disease called piles, has stipulated with the Federal Trade Commission, waiving its right to be joined as a respondent with the advertising vendors.

The publisher agrees that if the Commission will not make it a joint respondent with the advertisers, who are alleged to have inserted false and misleading representations, the publisher will discontinue printing such advertisements pending disposition of the cases against the vendors and will be

found by whatever action the Commission takes in the proceedings.

Alleged to impart radio-activity to water in which it is immersed so as to render such water of therapeutic value, a device was sold in interstate commerce by an individual who manufactured it.

Signing a stipulation with the Federal Trade Commission, this person agreed to stop representations having the tendency to convey the belief that water is caused to become radio-active by the process he described, so as to charge such water with special health giving properties, when such is not the fact.

He also agreed to refrain in his advertisements from statements purporting to be quotations from observations of professors, doctors or other authorities so as to imply that such men of learning endorsed the use of radio-active water of about the strength of that water produced by the respondent's device, when such is not true.

An individual vendor of trisodium phosphate selling under the name "Mineral Soap", products used as water softeners, signed a stipulation with the Federal Trade Commission agreeing to desist from use of the word "Soap as a trade name for its products or in advertising them. He will not use the word alone or in combination with other words, or in any other way that would confuse the purchaser into believing that such products are soap, when such is not the fact.

Took the Tradesman Thirty-seven Years.

Adrian, June 9—You are, perhaps aware that I disposed of my grocery stock and fixtures, the fifteenth of last September. I have been, off and on, a reader of your publication, the Michigan Tradesman, covering a period of thirty-seven years, since April 3, 1893, to Sept. 15, 1930.

The grocery business has undergone some big changes since the time I started and I am not sure but what changes are still taking place in the grocery business. Since being out of the grocery business I have been giving it considerable study, visiting independents, as well as chains, at every opportunity, comparing the strong, as well as weak points. It strikes me that the grocery business, so far as the independents are concerned, needs overhauling from the manufacturer down to the retailer. The manufacturer must cease favoring large chain buyers, giving the jobber in all instances fully as good or a better price and co-operation. The jobber must be much more interested in the retailer, not only to supply him with the proper stock at fair prices, but also to help him in every way to sell them to the best advantage, for all concerned, the consumer, retailer, jobber and manufacturer. Quicker observance of the markets, especially declining and advancing markets as well, depending to some extent what the commodity happens to be. It is a big question, but like everything else, time and perseverance will settle it some time.

J. Fred Betz.

Albert Clark, dealer in groceries and meats at Tecumseh, renews his subscription to the Tradesman and writes: "It is a wonderful paper and is well worth the price to any retail merchant."

Canned Salmon Ranked High as Economical Food.

Canned salmon is one of the principal fish products from the standpoint of nutrition as well as economy, according to a statement just issued by the Bureau of Home Economics, of the Department of Agriculture, issued in co-operation with the Woman's Division of the President's Emergency Committee on Employment.

Salmon is one of the few foods from which it is possible to get Vitamin D, the antirachitic vitamin. It also contains Vitamin G, the foe of pellagra, the statement said.

The Bureau's statement follows in full text:

Among the outstanding food values in the markets at present are the various kinds and forms of fish that are found in the interior as well as along the seacoast, according to the Bureau of Home Economics, Department of Agriculture. Bargain rates are to be found especially in canned pink salmon and the large sized sardines which are packed in tomato sauce, either of which can be bought for about 10 cents per pound can.

Many marine and Great Lakes fish are moderate in price near where they are caught and comparatively little more expensive at a distance, thanks to modern shipping facilities. According to John Ruel Manning of the Bureau of Fisheries, United States Department of Commerce, frozen fish are fresh fish providing they are properly frozen and kept in storage.

Of the several freezing methods, quick freezing is by far the best, Mr. Manning declares, for then there is little, if any, possibility of a change in the chemical composition of the fish. Unfortunately, this method is not universally used at present, but as soon as housewives demand quick frozen fish, the method probably will be adopted by all packers.

Package fish, which is the name given to steaks of cod, halibut, and salmon and fillets of several species of fish, especially haddock, are shipped frozen throughout the country. They are so named because they are wrapped in varying weights for home and hotel consumption. This method reduces shipping charges, since the inedible portions are discarded at the packing plant. These are converted into fish meal for animal feeding, and, in some cases, valuable oils are a by-product. Because of the popularity of package fish the haddock, which is caught the year round along the New England seacoast, has surpassed in quantity the catch of cod.

Whole fish are also frozen and shipped, and the same rules for knowing whether a fish is fresh or not can be applied to the frozen variety, with the exception that the eyes may be slightly wrinkled and sunken. Frozen fish should be taken home and cooked while frozen and should not be thawed out before cooking, the Bureau points out. If the outside is heated quickly the juices will not leak out and the flavor will be retained. But the temperature should be reduced immediately after both sides are heated, and the fish should be cooked at a low temperature, for a short time to heat through and develop flavor.

Fish, is all tender, as there is very little connective tissue to break down as in the case of meat. Consequently it falls apart easily when cooked. The flavor of fish is delicate and for variety it is often cooked in fat and served with acid foods, like lemons, tomatoes and slaw.

Marine fish are rich in iodine and are especially valuable as food in certain disorders of the thyroid, Mr. Manning says. All fish contain important minerals and large amounts of protein, the substance which builds tissues and supplies energy to the body.

Like lean meat, fish, with the exception of fish oils, is not considered an adequate source of vitamins. Salmon oil compares favorably with medicinal cod liver oil in the content of Vitamins A and D. Recent research in the Bureau of Fisheries has shown that other fish oils are excellent sources of Vitamin D, a fact which Mr. Manning predicts will, in time, make it possible for this country to curtail its large importation of cod liver oil.

Canned salmon is one of the principal fish products from the standpoint of nutrition as well as economy. It is one of the few foods from which it is possible to get Vitamin D, the antirachitic vitamin and it is outstanding among fishes in its fat content. It also contains Vitamin G, which is the foe of pellagra.

The large canned sardine is also higher than most fish in fat content and since it is usually packed in tomato sauce it is a valuable addition to the diet.

The earliest ways of preserving fish were smoking, salting and a combination of the two, Mr. Manning explained. Though not so popular as at one time, because of the advent of freezing and refrigeration, smoked and salted fish still are much in demand. With these methods of preserving, the nutritive value of fish remains unchanged.

The Neighborhood Pharmacy Cannot Be Replaced.

Harvey Henry in Los Angeles recently delivered a splendid talk prepared by Frank Mortensen, assisted by Roy Warnack. Here is the message as it went over the air.

"In recent years you have seen the old time apothecary shop develop into the modern pharmacy. If the ornate shelves, the colored globes and the air of mystery have disappeared and in their place is seen bright new fixtures and a changed method of selling drugs, it does not mean that there is less professional skill because the pharmacist has abandoned the equipment and methods of bygone days. As a matter of fact, the pharmacist of to-day is a highly retained professional man. California laws, sponsored by pharmacists, governing the profession, demand a background of culture, a college degree and a final examination, extremely exacting, before an applicant is entrusted with the important work of filling your prescriptions and ministering to your daily requirements in medicinal preparations. The present-day pharmacist is a professionally trained co-worker with the medical profession in ministering to the health and welfare of the community in which he is located. While

the druggist is a professional man, he is also of necessity a merchant. It takes a large population to support a strictly prescription pharmacy, and it is, therefore, necessary to sell simple remedies and sundries in order to remain in business to serve you in time of need and sorrow, and to eliminate these service stations from your neighborhood would be an irreparable loss to the Nation and the things we have worked for, for centuries scattered to the four winds of Heaven. During the last few years billions of dollars worth of merchandise has been sold annually for less than cost of production. This is one of the large contributing factors to our present economic conditions. It is a temptation to purchase merchandise where you can buy the cheapest, but to sell merchandise for less than factory cost is economically wrong and leads to substitution and, if continued, it will ere long drag this country down to the lowest level of the poorest European countries, and those of you who are depending upon stock dividends for your livelihood will soon find your income shrinking. If you deny our boys and girls the right to engage in business for themselves, you will crush the ambition of our youth which will be a backward step to our Nation. It is a problem not for merchants alone to solve but one that should be given serious consideration by all thinking persons. The medicine man, apothecary, druggist, pharmacist, call him what you will, has served humanity for more than forty centuries. He is still on the job ready to serve you night or day. Wipe out the life of the modern pharmacy or neighborhood druggists and civilization would be shaken to the uttermost. Epidemic, disease, sickness and death would overtake the land. There is no profession, trade or merchandising system in all our complex life than can replace the neighborhood druggist or his shop. Give him your highest confidence and support."

Chloroform's Centennial.

This year marks the hundredth anniversary of the discovery of chloroform. Three distinguished scientists working independently, one in this country, one in Germany and the third in France, discovered chloroform in the same year—1831. The American was Dr. Samuel Guthrie, one of our pioneer workers in chemistry, whose name appears in a chronological record that has been submitted to use in staging an historical chemistry exhibit at the 1933 Chicago Century of Progress International Exposition.

The chronological record is contained in a report of the chemistry division of the National Research Council Science Advisory Committee to the Century of Progress management recommending plans for the entire series of chemistry exhibits. The chemistry division is made up of twenty-five leading American chemists who have volunteered their service to the 1933 exposition management.

Dr. Guthrie, according to the chemistry division's record, discovered chloroform on October 12, 1831. It is this event that may be commemorated in an exhibit at the Chicago exposition.

Dr. Guthrie's name also appears in a roster of about 100 celebrated persons who have contributed to the development of American chemistry during the past century, which is also a part of the chemistry division report.

About the same time that Dr. Guthrie was making the experiments that resulted in the discovery of chloroform, von Liebig, the famous German chemist was working toward the same end, as was also a Frenchman named Soubeiran. Dr. Guthrie was unaware of the fact that his discovery had been made simultaneously until sometime afterward.

Dr. Guthrie's discovery was made in Sacket Harbor, N. Y., while experimenting with bleaching powder, or chloride of lime, and alcohol. He called the product a "spiritous solution of chloric ether." In the same year in which he made his discovery he demonstrated it at Yale, where it received the approval of another noted pioneer in American chemistry, Benjamin Siliman.

The American discoverer of chloroform was born in Brimfield, Massachusetts, in 1782. He was a surgeon in the U. S. Army during the War of 1812. Later he invented the punchlock to replace the old-time flintlock musket. He is also credited in chemistry annals with the origination of a process for converting potato starch into sugar. Dr. Guthrie died in 1848, which was about the time that chloroform was first used as a general anaesthetic.

It was in 1847 that Sir James Y. Simpson, a noted Scotch medical authority began in Edinburgh the practice of using chloroform in maternity cases which later led to its extended use in surgery. Dr. Guthrie was honored by the Medicochirurgical Society of Edinburgh for his discovery.

The National Research Council Science Advisory Committee which is sponsoring the science exhibits at the 1933 Chicago Century of Progress exposition is made up of about fifty of America's foremost leaders in all branches of scientific endeavor acting under the chairmanship of Dr. Frank B. Jewett, president of the Bell Telephone Laboratories. Maurice Holland is director of the Committee.

Amazing May.

I watched a day of May to-day
To see what would it bring
I watched the way it cheered the way
Leading the joys of Spring
Until the very atmosphere
Was fragrant from an orchard near
Which there was blossoming.

I watched a day of May to-day
To tell the story true
Of all a May will always say
When it returns to you
And as I listened there I caught
The sweetest music May had taught
The bird and brook anew.

I watched a day of May to-day
And sat through sun and shower
I watched the grass with raindrops play
The woods and meadows flower
And there did dream the dream of dreams
That life is May—a May which seems
Amazing every hour.

I watched a day of May to-day
Like years and years ago
When on that day one early May
Through woodlands did I go
To find arbutus blooming there
And give a dear one far more fair
Than any May I know.
Charles A. Heath.

No woman who carries a watch is sure that it is correct.

COMMODITY PRICE OUTLOOK.

The notion that business improvement follows an advance in prices is borne out by experience in previous depressions. Ordinarily, the recovery comes in business before prices grow firmer, indicating that better business is a cause rather than an effect of rising prices.

However, it may be taken for granted, if some way was found to keep prices stable and even to push them upward, an increase in business operations might be generated temporarily. But even conceding that all prices might be fixed at present or higher levels, there arises the question of whether purchasing power would be sufficient to provide a consumption rate which would make all producers happy.

The commodity price level, as indicated by the Annalist, now stands within a fraction of the 1913 average. Half of the eight groups are below the 1913 level. Only fuels and building materials are substantially higher and in each case artificial control is probably one of the chief reasons why these products fail to reflect the general decline. Oil, for instance, is 44 per cent. under a year ago, but gasoline is only 26 per cent. lower. Steel, cement and brick hold up.

In a review by R. G. Dun & Co. of its commodity index since the civil war, it is shown that after the first few years of rapid deflation, prices receded until 1897. The average yearly decline was about 2.3 per cent. From the collapse in 1920 the decline has averaged 4.4 per cent. a year. It is pointed out that if the price decline of the past decade is in the same proportion to the economic strength of the Nation and to the disturbance by which it was necessitated, we may consider that an extension of the downward movement is probable. However, this is qualified by bringing in the influence which our foreign trade may exert.

PASSING THE HAT.

According to word from Washington, Republican and Democratic Party chiefs are worrying more just now over the finances than the issues of next year's campaign. Although it is expected that the business situation will be greatly improved by that time, many prosperous citizens will feel that they can invest their money more profitably than in campaign funds. Neither party has any ambition exceed the 1928 figures for expenditures, a total of between \$16,000,000 and \$17,000,000, which set a new high record. But it is realized that money-raising will be especially hard next year.

The Democrats apparently have taken a leaf from the book of the professional money-raisers whom they have recently been consulting about their deficit of \$625,000. For it is reported that they will have a popular slogan for their sinews of war, such as "the Jefferson fund" or the "Woodrow Wilson fund." Special medals for contributors are proposed: one of bronze for donors of \$100, silver for those in the \$1,000 class and gold for the givers of larger amounts. At this rate Mr. Raskob, unless he should

weary of well-doing, would be entitled to a diamond tiara.

Even if they should lose this cheerful giver, the Democrats may find the law of compensation working in their behalf. For Republican leaders are not at all certain whether they will have the aid of Joseph-R. Grundy, of Pennsylvania, past master in the art of enticing campaign contributions, in next year's battle. It is evident that both parties will have to trim their campaign budgets—a wholesome development after the orgy of spending three years ago. But whatever their expenditures, probably, as usual, a comparatively few individuals will do the paying, while the rank-and-file attends to the cheering.

DRY GOODS CONDITIONS.

Warm weather and the drastic price reductions featured by leading stores stimulated retail trade here during the week and brought better sales totals than have been enjoyed for some weeks. The activity centered on seasonal apparel offerings. Summer home furnishings, sporting goods, silverware and electrical appliances were also active. The men's wear trade reported good results also, particularly on furnishings and accessories.

It is the present intention of the large stores to carry on their intensive promotions at low prices through the Summer. The launching of a sales drive by what is regarded as the largest retail organization to "cure the depression" has drawn many followers and appears to be making the desired impression on consumers. This store was formerly committed to a no-sales policy.

According to the reports received on retail trade results for May the month will probably show that sales in this area declined somewhat more than 10 per cent. on a daily average basis. The month had one business day less than the same month last year. More than a score of chains have reported an average drop of 3 per cent. The second largest mail-order-chain system suffered a loss of 26 per cent., but the comparison was with a period last year when a special selling campaign was put on.

In the wholesale merchandise market operations are on a sizable scale considering this time of the year, which is between seasons. Apparel and resort wear orders are being placed. The rug opening brought a small advance in hard-surface lines, but no change in soft goods. As expected, the cotton goods promotion did not bring much in the way of additional business, but re-orders are expected later.

THE BUSINESS PICTURE.

The upturn in the security markets during the week revived sentiment somewhat in business circles, but other favorable developments were lacking. The weekly business index has turned upward for the first time since the beginning of April. On the other hand, commodity prices have declined further, which makes three months of uninterrupted reaction.

As the crop season approaches there is little evidence that the conditions

of the agricultural interests will improve much. The wheat estimates point to a harvest of about 5 per cent. more than the out-turn last year, despite the heavy supplies overhanging the markets. Slumping cotton prices reflect a similar situation. It is difficult, therefore, to see how the present unbalance which vitiates the farmer as a consumer will be much modified.

In the field of foreign trade, in which improvement must come before there is hope of real recovery here, there is still unsettlement, with the further threat that a German moratorium on reparations may be asked. This will act further to sidetrack those long-term credits which are needed to bring desired stability into international commerce.

About the best phase of the present business picture is found in merchandise operations of one kind or another. The physical volume of trade, in the case of the larger stores at least, has been running ahead of last year's. Raw material conditions as a rule are the darkest, with the industrial or conversion field of business disclosing about medium degree of suffering.

TRAFFIC BY AIR.

It can no longer be considered an extraordinary demonstration of daring and the mood of progress to take an airplane ride. A count by the Department of Commerce shows that a total of 2,715,846 persons in this country rode in an airplane in 1930. Only about one in six was a passenger in regular transport planes, a fact indicating that the short "hop" has not yet lost its appeal to the public. The present patronage of the airplane, indeed, recalls what happened when automobiles were first offered as transportation vehicles. In those days there were enterprising persons who made money by charging a small fee for taking passengers around the block and back in a "horseless carriage." The total passenger patronage of aircraft has increased as regularly although not in such proportions as the traffic on scheduled planes. Miscellaneous flying had about 400,000 more patrons in the last half of the year than in the first. It is more important to aviation as an industry and transportation utility that traffic over scheduled lines has doubled every year since its beginnings and promises to do so again in 1931. Postmaster General Brown estimated lately that the record would pass the million mark before the close of the year. This means a great increase in the number of those who ride by plane not merely for the novelty of the experience but because they actually going somewhere.

SNAILS AND AIRPLANES.

Modern skepticism may prefer to doubt the legend of the hare and tortoise. But its moral may be confirmed by a surprising incident. The lowly snail, whose progressive impulses and abilities are far below those of the tortoise, has vanquished and put to flight a squadron of airplanes. It happened near Bagdad, where the British Royal Air Force proposed to establish a base. The selected site was found to be swarming with snails and the

snails were seriously infected with a disease known as bilharziasis. Bilharziasis is bad and its other name of schistosomiasis is not much better. It is a disease known to soldiers in the great war and its effects and consequences are not to be lightly regarded. So the British are moving their base from Bagdad to Basra, presumably because it is easier to move airplanes than snails. Slow and sure has won another victory, even though in this case it seems to be a rather empty one.

ECONOMIC PROBLEMS.

It was suggested here some time ago that some of the large philanthropic agencies might very well apply themselves to those pressing economic problems which are as much at fault as physical sickness and disease for the hardships and sufferings of so many people in the lower walks of life. In fact, the point was emphasized that, by relieving the economic distress of the populace through studied efforts toward stabilizing employment and promoting security, not only would certain evils be attacked at the source but the philanthropists themselves would profit through greatly improved business conditions.

The announcement during the week, therefore, that the Twentieth Century Fund, established by Edward A. Filene, has adopted this program and is urging it on other social organizations comes as a gratifying move which may have far-reaching results.

WOOD'S MEMORIAL.

Those who are fortunate enough to have enjoyed the manly friendship of the late Leonard Wood will know how close to his heart was the fight against the tropical disease of leprosy. His years in the Philippines made this cause an overshadowing one in the later years of his life. Therefore there is quite an unusual degree of satisfaction in the announcement of General James A. Harbord that the Leonard Wood memorial for the eradication of leprosy has completed its fund of \$2,000,000. Here we have as a memorial for a great soldier, an institution not for the taking of human life but for saving it. Nothing so well fits the tender heart of Leonard Wood.

I do not believe in any quick or spectacular remedies for the ills from which the world is suffering, nor do I share the belief that there is anything fundamentally wrong with the social system under which we have achieved in this and other industrialized countries a degree of economic well-being unprecedented in the history of the world. Capitalism, or whatever other name may be applied to the system which has been evolved in adapting individual initiative to the machine age has defects, of course, and may be, as has been suggested, still in its infancy, but there is no disputing the fact that it has produced an abundance of food and clothing and all the necessities of life, so that our problem is not one involving basic inability to produce the goods needed to satisfy human wants.

The road leading to success is full of "No Parking!" signs.

OUT AROUND.

Things Seen and Heard on a Week End Trip.

For some time past I have found it impossible to secure enough interesting first-hand information to fill this department as I think it should be filled by one day calls on the trade, so I have formed a habit of undertaking two Out Around trips each week—one on Thursday and one on Saturday. I presume I will have to abandon one of these pilgrimages when the hot weather becomes unbearable, but except for the frequency of rain during the past few weeks I have found two trips each week to be very enjoyable. Last week we devoted Thursday afternoon to Richland and Augusta, where we found many warm friends of the Tradesman. It was fortunate that we made the Thursday trip, because Jupiter Pluvius was so much in evidence Saturday that calls on the trade were next to impossible, with any degree of pleasure or satisfaction to either customer or caller.

Passing along the main East and West street of Plainwell, I saw the familiar face of Harvey W. Chamberlain, who has been engaged in the grocery business in the same store building for sixty-two years. For thirty-five years he was associated with his brother under the name of Chamberlain Bros. The brother subsequently removed to Mackinaw City, where he engaged in the grocery business, which he conducted until he died. Mr. Chamberlain lost his wife thirty-three years ago and has now only one close relative living—a son, 52 years of age, who is engaged in the real estate business at Los Angeles. I doubt if there is another merchant in Michigan who has conducted the same line of business sixty-two years in the same store building. If anyone knows of a man who has exceeded Mr. Chamberlain's record I shall be glad to hear from him.

Approaching Richland from the North the first merchant I called on was James B. Whitlock, the only hardware dealer in the town. Mr. Whitlock has taken the Tradesman many years and I soon found he had made it easy for me to add the banker and druggist to our list by reason of the things he had said to them at frequent intervals about our publication. If I had 1,000 friends in Michigan who would each voluntarily go out of their way to help add two new names to our list of patrons I would be very happy. I am happy that I have been able to make so many good friends through the medium of the Tradesman, but I believe 2,000 additional subscribers would make me the happiest man on earth.

I found a new grocer in Richland in the person of Fred Judson, of Battle Creek. He and his wife have engaged in trade on a modest scale, having purchased their initial stock from the Southern Michigan Grocer Co., of Coldwater. I offered to send them the Tradesman, to be paid for later in the

year, but they were so insistent that they would not accept credit on any purchase that they declined the offer.

The three mile drive to the South side of Gull lake is very attractive. I was disappointed in finding F. W. Holmes, landlord of the Gull Lake Hotel, away from home, but managed to get a word in edgewise on his return at dinner time. He provides a high grade orchestra for the summer season and has opened a new midget golf ground to the public. His hotel is spic and span with new paint and furniture. I hope he experiences a good resort season in keeping with the superior service he gives his patrons, whether he is crowded to capacity or his rooms and tables are only partially utilized.

Gull lake never looked more beautiful to me than it did last week. The resorts are now being opened to the members and the public and all the caterers look forward to a happy and profitable season. A Highland Park man has brought his hydroplane to Gull lake for the season, which will add much to the pleasure of his friends.

The seven mile drive to Augusta is so uneven in topography that it reminds me of the winding and hilly roads of Leelanau county. The commanding feature of the locality is the marvelous development for Dr. Wm. E. Upjohn, of Kalamazoo, whose genius in creating a beauty spot out of a very commonplace locality exceeds anything I have ever beheld. By damming a small stream he has created a pond of considerable dimensions and brought the water up to the doors of his home in very picturesque fashion. His residence is so located as to be shaded by several very remarkable trees and his arrangement of flower beds and other embellishments is exceedingly artistic, displaying good taste on his part and thorough knowledge of details on the part of his landscape artist. I cannot find words to adequately describe the admiration I have for Dr. Upjohn for creating such a wonderfully beautiful home for himself and family. I am told that his associates and employees are given frequent opportunities to share his pleasure and partake of his hospitality.

I found a pretty ancient mercantile tradition in Augusta. The building now occupied by the general store of C. M. Bradish was occupied by his great uncle, Timothy Wood, in 1870—sixty-one years ago. It was subsequently occupied by his father forty-eight years. Mr. Bradish has been engaged in trade at Augusta for fifteen years. He tells me that his father was a close reader of the Tradesman for thirty-six years.

The Spring Lake Ice Co. found itself without natural ice to supply its customers this season on account of the absence of freezing weather last winter. The enterprising manager and his associates realized that it was up to them to supply their customers with ice, even if they had to produce it

themselves, so they erected a suitable brick building in the rear of the former interurban depot and installed a complete equipment for artificial ice machinery with a capacity of twenty-five to thirty tons per day. Daily deliveries are made to Spring Lake, Grand Haven, Ferrysburg, Fruitport, Nunica and Coopersville.

The road commissioners of Ottawa county have been obliged to reduce their budget for dust arrester this season to an amount sufficient to take care of the villages only. There will be no chloride available for general distribution. Their bill for chloride last year was \$20,000. This year they will have to get along with \$1,500. About the same ratio is being observed in the construction of new roads. Economy appears to be the watchword with county road bodies everywhere.

The public park at Coopersville has been made very attractive by an imitation of the American flag, constructed entirely of flowers. It is in full sight of all persons passing through the village on M 16.

Ed. Morley, the veteran furniture salesman, has been coming to the Grand Rapids market for forty-eight consecutive years. He proposes to celebrate his fiftieth anniversary in 1933 and to hold the festivities in Grand Rapids during the June furniture market.

Charles M. Heald is again at the famous Smiley farm at Bangor after spending the winter at his home in South Pasadena, Calif. Mr. Heald's first call in Grand Rapids was at the Masonic Temple, where he and David Forbes entertained Grand Secretary Winsor by dancing the Scotch horn-pike with as much vim and enthusiasm as though they were 40 years old instead of well along in the eighties. Mr. Heald is a wonderfully well preserved man for one who has had eighty-five birthdays and confidently expects to round out a century of existence. He has been a useful citizen all his life. He has held many positions of high responsibility, including the presidency of the Chicago & West Michigan and Detroit, Lansing & Grand Rapids railways—now known as the Pere Marquette. During the years he was engaged in railway management he surrounded himself with the most capable associates and assistants he could command. Because of Mr. Heald's success in the selection of his lieutenants, the train service on the roads under his charge was so near perfection that the people along the line of his railroad set their clocks by the arrival and departure of his trains. Few men of 85 have as retentive a memory as Mr. Heald and few railway officials retain the friends they made in the railway service to the same extent as Mr. Heald has done.

On starting out on our Out Around trip we invariably meet many A. & P. trucks and trailers returning to the city, after disposing of the loads they have distributed earlier in the day.

Naturally anxious to get back to headquarters they go pretty fast—so fast that they are under very poor control by their drivers, who hug the center of the pavement as if the entire road was at their disposal. Not until the approaching auto is close to them do they make any effort to get over on the side of the pavement where they belong. I have met this experience so frequently that I just naturally arrange to run off the pavement with my right wheels, preferring to take no chances with the big red trucks.

I suppose most people are aware that the A. & P. do not own or operate the trucks which bear their name. In fact, the A. & P. own nothing which can be taxed or made to contribute to local expenses and upkeep outside its main warehouse and office in Jersey City. The trucks are owned and operated by private companies, but the wretched manner in which they are handled while on the road accurately reflects the utter indifference the A. & P. has to the rights of the public. I find many men who have barely escaped injury or death because of the wretched conduct of the drivers of these trucks and who have registered solemn vows never to cross the threshold of a chain store again as long as they live.

I am exceedingly sorry to note how few automobile drivers sound their horns in passing other cars going in the same direction. This is a violation of the law which no driver should overlook or defy. As long as this abuse is continued there cannot help being many accidents which are wholly unnecessary.

I wish every American citizen could have heard the wonderful sermon Preston Bradley preached in his great Unitarian church in Chicago last Sunday morning. He undertook to explain why the world is in despair over the backwash of the kaiser's war and also told how America can recover from the present depression by adopting a policy of progressiveness. He insists that the fundamental policy of the Federal banks is all wrong and has been utterly wrong since the law creating them was enacted under political auspices by a party which has never been noted for its financial vision or financial statesmanship; that the Federal banks assisted in precipitating the crash by not checking over speculation two years ago and is now prolonging the effects of the crash by permitting metropolitan banks to make call loans at 1½ per cent., while refusing to permit country banks to make many loans on adequate collateral security.

Mr. Bradley advanced an entirely original idea—he insists it is original with himself—regarding the handling of banks which find they must liquidate because of the amount of frozen assets they have in their vaults. He would have the State take over the frozen assets, retain them until such time as they have ceased to be frozen, furnishing the banks owning the same sufficient funds in the meantime to con-

tinue in business under safe and judicious supervision, so that the communities they serve may not be handicapped and depositors and borrowers distressed by the closing of the banks and the suspension of their proper functions. He has evidently given this subject much thought and believes that the adoption of such a policy would do much to allay the unrest which now prevails because of fear that more banks may be compelled to join the death list. Anything which tends to restore public confidence will do much to bring about the era of better times.

In taking this stand Mr. Bradley admitted that preachers are expected to confine their thoughts and utterances to the "sweet by and bye" instead of the "nasty now," but he prefers to deal with the present instead of the future, because any man who is fit to live in the present need have no fears for the future. It is a matter of congratulation to Michigan that she could produce such a remarkable pulpit orator and progressive thinker as Dr. Bradley. He was born and raised near Lansing and undertook to fit himself for a Presbyterian clergyman at Alma college. His talents soon found expression along more liberal lines and nineteen years ago he founded a small church in Chicago which was originally based on his peculiar personality. It is now one of the strongest liberal religious organizations in the West. Two or three years ago it affiliated with the Unitarian demonstration, of which Mr. Bradley is acclaimed as its most advanced thinker and expounder.

At the annual meeting of the Michigan State Pharmaceutical Association, which will be held in Grand Rapids, June 23, 24 and 25, an effort will be made to bring about a more equitable adjustment of the location of the officers of the organization. Under present conditions all five of the executive officers are located in Eastern Michigan. There are seven standing committees. The chairman of these committees are all Eastern Michigan men except one. This condition has now prevailed for several years and no effort has been made to correct the abuse until this year. The Kent County Retail Druggists Association is now so well organized that it is thought the reform can be accomplished. There are 134 druggists within the realm of the organization. The fiftieth anniversary of the organization of the State Association will be celebrated at Lansing next year, at which time it is hoped that Dexter G. Look, of Lowell, can be induced to preside over the sessions of the convention. The Kent County organization is officered as follows:

President—Jacob C. Dykema.
Vice-President—P. J. Haan.
Secretary and Treasurer—Tim Johnson.

William Schultz, President of the Retail Grocers and Meat Dealers Association of Michigan, believes that concerted effort should be made by the retail grocery trade of the State to exercise some sort of control over

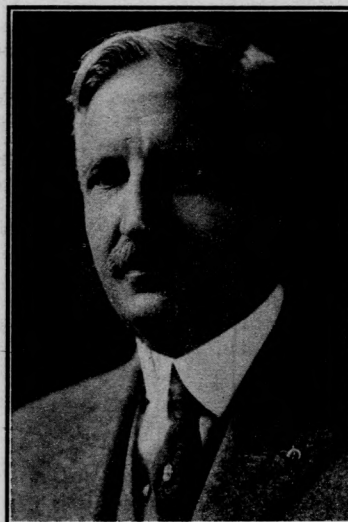
the open air street corner stands which sell food to passers by; also road stands in front of the homes of farmers which block traffic and furnish customers poor quality foods under very unsanitary conditions. I am in hearty sympathy with this plan. These stands should be given the most minute attention by the health authorities and forced to pay license fees which would cover the cost of such inspection service and result in the closing of nine-tenths of the stands. I am with him heart and soul in any movement which he may inaugurate to accomplish better conditions in these unnecessary nuisances.

A young man of my acquaintance finds himself confronted with an indebtedness of \$40,000 as the result of the financial and stock exchange crash nearly two years ago. Instead of resorting to the bankruptcy court to free himself from his obligations, he has frankly told his creditors that if they will give him time he will pay them every cent he owes them; that every penny he can make in excess of the cost of keeping his wife and children from suffering will be turned over to them pro rata. He is not the only man who is facing such a condition, but his obligations are so large, in proportion to his earning power, that it will require several years to clean up what he owes. I have nothing but respect and commendation for a man who takes such a stand. I have nothing but disgust and contempt for a man who owes money which he could now pay without inconvenience to himself, but fails to do so by hiding behind the bankruptcy court or statute of limitations. Such a man is a thief at heart and cannot be trusted.

There seems to be a universal desire on the part of the drug trade of the State that Hon. Dexter G. Look, of Lowell, be elected President of the Michigan State Pharmaceutical Association at the annual meeting of the organization, which will be held in this city the last week in June. Mr. Look rounded out his fiftieth anniversary as a druggist about a year ago and it would certainly be very appropriate that such a man should preside at the deliberations of the fiftieth annual convention, which will probably be held at Lansing a year hence.

Mr. Look has always taken an active interest in public affairs and in the progress of Lowell and Kent county. He was a member of the village council sixteen years and six years its President. During these years a municipal lighting plant was installed, many streets were paved and a new city hall was built. He was a member of the school board about fourteen years, five years its President. He is actively interested as director and Vice-President of the City State Bank of Lowell, was Treasurer of the Lowell Specialty Co., the largest manufacturer of hand sprayers in the United States, for twenty years until the business was sold to H. D. Hudson, of Minneapolis. He served on Kent District No. 2 draft board during the kaiser's war and acted as its Secretary. He has been chair-

man of the Legislative Committee of the Michigan State Pharmaceutical Association for the past seven sessions of the Legislature and has been actively interested in all meritorious measures for the improvement of the public health which have come before the Legislature during these fourteen years. He is an ex-president of both the Michigan State Rexal Club and the Michigan State Pharmaceutical Association. He is a firm believer in Work and Service. He figures that



Dexter G. Look.

during his fifty years in the drug business he has actually put in twelve hours each day for the entire period and if a person needs drugs at 12 o'clock midnight he is entitled to the same service and consideration as he would be at 12 o'clock noon.

Mr. Look is a trustee of the Congregational church of Lowell. He is a member of the Blue Lodge and Chapter (F. & A. M.) at Lowell and the Consistory and Shrine at Grand Rapids. He has held several offices in both of the Lowell organizations. He is also an honored member of the Odd Fellows and the Moose.

During his legislative career (five consecutive sessions) Mr. Look has made it a rule to introduce as few bills as possible. He succeeded in securing the enactment of a law prohibiting any drug store to be conducted unless 50 per cent. of the ownership was in the hands of a registered pharmacist. This would have put a crimp in the starting of chain drug stores, but as similar laws were held unconstitutional in other states, no attempt has ever been made to enforce the Michigan law.

Mr. Look has made a careful study of our present school laws. The conclusion he has reached is that the State exercises too stringent supervision over the country districts in the matter of construction of buildings and also undertakes to dictate the curriculum; that much of the authority now assumed should be curbed by the strong arm of the law.

Mr. Look had the speakership offered him at the start of the 1927 session and

believes he could have been elected practically unanimously had he chosen to accept it, but preferred to sit in the body of the house. He served on the Ways and Means Committee (the most important committee of the House) for two sessions and only through his efforts was the appropriation for the Soldier's Home secured to the institution. This help was much needed, as the Home had been much neglected in past years.

It will be noted from the above details connected with the career of Mr. Look that he has always been first and foremost in every movement for the good of the community or the State in which he lives; the profession which he has pursued with singular fidelity for nearly fifty-one years; the people he has associated with and who delight to honor him when the occasion presents itself. He has always been noted for the high standard of honor he has established in connection with every activity of life. Such men reflect credit on themselves, their occupation and the community in which they live.

E. A. Stowe.

Installment Selling.

Service that the public has come to regard as due them with a purchase, and installment selling are two very expensive features in retailing to-day, which must be watched with care. Service cannot be carried on indefinitely without cost to the buyer, and a definite understanding should be had in this regard at the time of purchase.

Installment selling is with us, and whether we like it or not, we must accept the situation. I would like to see this system of selling curbed, for I feel that it is greatly overdone, and the result is sure to cause much hardship, both to buyer and seller.

W. B. Allen.

Demand For Window Glass Improves.

Improvement in both shipments and sales of window glass featured an otherwise quiet and rather listless week in the flat glass industry. Distribution of plate, rough rolled and wire glass continued unchanged. The increase in residential building operations and replenishments of jobbers' stocks were responsible for the better call for window glass. Production of this type continues at a low level and is believed to be somewhat under current demand. Call for plate glass was somewhat less active due to the seasonal slowing up in operations at the automobile factories.

Sterling Silver Sales Up Sharply.

The opening week of the month brought a sharp increase in both wholesale and retail demand for sterling silver and pewter hollow ware, according to trade advices. In sterling silver, the call in the wholesale market was chiefly for merchandise suitable for graduation and wedding gifts. Items priced at \$5 and \$10 were popular. Most of the demand for pewter goods, it was said, was in the extreme low end ranges where merchandise suitable for use in summer cottages was wanted. Pewter pieces retailing from \$1 to \$2 sold in volume.

Profit in Vegetables For Those Who Know How.

During the last few years, we have become a Nation of vegetarians—at least in a partial sense. To-day, housewives shopping for food pay great attention to the green vegetables.

Progressive food store operators have been quick to grasp the importance relating to green goods, and the sale of fresh vegetables has come to be one of the big items in the larger food markets.

The large food markets with a great deal of floor space at their disposal, numerous clerks and a large volume of business have secured more of this green vegetable business than their share. These larger markets have had the facilities for displaying their vegetables, and have capitalized these facilities to the maximum degree.

The smaller store has been handicapped in that it could not carry a large enough stock or variety of green vegetables to make an appealing display. The small store is also handicapped from the standpoint of room. Probably the most severe handicap of all is the fact that the small store does not have the facilities for keeping green goods fresh and crisp over a period of time. The small store carries such a limited stock that the customer does not have a good selection, and as a result, the customers have been led to the large food markets when in search of green goods.

It is now possible for the small store operator to secure at very moderate prices, starting at approximately \$55 and running up to not more than

\$160, complete vapor cooling displays for their green vegetables which will keep them fresh and crisp at all times. These displays are built in a half dozen different styles and sizes, so that no matter what type of store you have or how your fixtures are arranged, there is a style and size that can be incorporated in your set-up.

Great care has been taken in the design of these displays to insure perfect ventilation and circulation of cool, fresh air underneath the vegetables as well as on all sides. This point of ventilation and proper circulation of air is one of the most important of all in the storage and display of green vegetables.

These vapor cooling fixtures are attached to the regular water line. They operate on an entirely new principle. They are not spray racks in the sense of spraying water on the vegetables as a shower bath would do.

By means of a vaporizing head, a very fine mist like dew is made to settle over the green vegetables on display.

This mist cools the air on all sides and keeps the green goods fresh and crisp as if they were in a "growing state."

Careful tests have shown that vegetables can be kept for days and days in perfect condition on these displays. This means that the small store operator can carry an adequate stock of green goods without fear of spoilage or decay.

He can compete with the larger markets and hold his vegetable trade.

In fact, he will find a material in-

crease in his business, not only on green vegetables, but on other items in his store as well.

Instead of losing this business on green vegetables which is going to the larger markets, every small store operator should install modern and up-to-date green vegetable equipment. With the losses due to decay and spoilage, eliminated and sales increased as a result of building a reputation for having fine, fresh vegetables at all times, the result is bound to be a profitable green vegetable department.

Jerry Tyler.

Government Trying To Help Canned Foods.

Stabilization of the canning industry is to be studied by the Department of Commerce at the request of producers and distributors of various canned food products. Plans call for a quarterly survey of canned food stocks, with a view to eliminating the intermittent periods of over production and under production which now are believed to comprise the industry's most important problem. Data regarding stocks of canned peas, corn, tomatoes, green beans, wax beans, peaches, pineapples and salmon are to be collected every three months from canners, wholesalers and chain store systems, the first of these surveys to be made as of July 1. In making its studies the department will have the co-operation of the National Canners' Association, the National Wholesale Grocers' Association, the American Wholesale Grocers' Association and the National Chain Store Association, and it is expected

that reports also will be furnished by many business concerns that may not be affiliated with any of those organizations.

Makers Pushing Soap Novelties.

Use of new figures and different methods of packaging are planned by domestic and foreign manufacturers to maintain popular interest in soap novelties for children. In the trade selling agents are preparing displays of figures of animals packed in containers to retail at 25 cents. One domestic manufacturer producing soap figures is planning to bring out a set of regulation size alphabetical blocks made up of soap and colored with vegetable dyes. The set is designed to retail at \$1 and will be offered to toilet goods and toy department buyers.

Noiseless Opening.

"No red glares, no rockets, no noise, no music or souvenirs will mark the opening of our new store," said a neat circular sent to all the people of his locality by a New England retailer. "Such things cost money, lots of money, and you, the customer, would be the one to pay for them. Instead, we prefer to put the money into doubling the value of our merchandise. That, we feel, is a far better way to make you remember us than by filling your ears with a hodge-podge of raucous sounds and your eyes with a display of meaningless colors."

My son says there's some excuse for the French girl just over from Paris who couldn't say "No" because she didn't speak English.

ONLY A FEW WEEKS AWAY!

The 34th Annual Convention of the Retail Grocers' Association will be held in Milwaukee July 6, 7, 8 and 9.

Only a few weeks left to make your plans to attend. And you don't want to miss this convention. It's going to be the best you've ever attended. Four full days in Milwaukee, wonder city of the West. An enjoyable time meeting old friends and making new ones. And from the convention discussions

you'll bring away a large number of fresh slants on grocery selling that will be worth the price of your trip many times over.

Write your local secretary. But do it now, so that you may get the best reservations available. Everybody is going. Hop aboard the special too, and join the jolly grocers bound for Milwaukee.

Standard Brands Products

Fleischmann's Yeast-for-Health

Chase & Sanborn's Dated Coffee

Royal Quick Setting Gelatin

Royal Chocolate Pudding

Compliments of STANDARD BRANDS INCORPORATED

Royal Baking Powder — Order from Your Jobber

Ask your local secretary about the 1931 Tour of 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.

FINANCIAL

Old Yardsticks Gain Favor in Return To Reason.

Students of common stocks have long recognized the need for some general standard to guide investors in share valuations. After such an upheaval as has occurred in the stock market in the last two years, most investors are groping in the dark and many, rather than attempt to appraise values, choose to refrain from buying stocks. The need for some sort of a yardstick, in consequence, seems greater than ever.

Of course, from the viewpoint of one school of thought, common stock values are too elusive for capture with-in hard and fast formulae. The intricate complex of forces which determines open market values, constantly changing, discourages efforts to set valuation standards. So in such displays of mass psychology as the country witnessed in the stock market during the last bull campaign, "follow the leader" becomes the dominant rule.

In the "return to reason," as the deflation movement has been termed, some market students have turned back to old yardsticks—ten-times-earnings and 6-per-cent. return—in default of anything better. Neither of these has proved entirely satisfactory. The times-earning standard, particularly, fails in a time like this when earnings of some of the leading corporations of the country have dwindled to a few cents a share.

A more reasonable basis for arriving at a longer-term valuation of stocks appears to be the practice of taking the average earning power over a period of years. Five years has been suggested by some. Mayer L. Halff, an exponent of the average earnings idea, argues that average annual earnings over the last ten years could be used to better advantage to arrive at probable fair average annual earnings of representative corporations over the next decade, thus affording groundwork for arriving at valuations in this market.

In using the earnings of the last ten years, he points out, a person attempting to evaluate stocks of representative corporations would be using four poor years—1921, 1922, 1923, 1930; four fair years—1924, 1925, 1926 and 1927—and only two very good years, 1928 and 1929. Unless one assumes that the trend of corporation profits has turned permanently, he contends, average earnings over a ten-year period ought to offer a fair criterion of future probabilities.

As for the specific problem of valuation, he makes the following points:

"That regardless of its actual dividend at the time being, the real, conservative and probable actual dividend of a stock should be considered to be 60 per cent. of the average normal annual earnings per share.

"That a Class A common stock should be valued to yield on the basis of that dividend, 1 per cent. in excess of the probable average normal annual yield on gilt-edge bonds.

"That second-grade common stocks should be valued to yield, on the basis of that dividend, 3 per cent. in excess

of the probable average normal annual yield on gilt-edge bonds.

"That third-grade stocks should be valued to yield 3 per cent. in excess of the probable average annual yield on gilt-edge bonds.

"That all other stocks yielding on that basis more than 3 per cent. in excess of the probable average normal dividend yield on gilt-edge bonds should be considered unstable, unsound stocks and so mere speculations."

He believes 4¼ per cent. may be taken as the annual probable yield of first-class bonds for many years to come. Hence, by his method, valuation of first-rate corporation shares should be figured from a yield of 5¼ per cent., taking 60 per cent. of the average annual earnings as the probable normal dividend.

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U. S. Acts To Aid Oil Industry.

The Government's decision not to appeal the court ruling holding legal the proposed merger of the Vacuum Oil Company with the Standard Oil Company of New York is regarded in Wall street as no less significant than it was surprising.

Here is concrete evidence of the Administration's recognition of changed competitive conditions—at least in the oil industry—since 1911, when the Supreme Court ordered the dissolution of the old Standard Oil "trust."

Wall street interprets the move as an indication of the Government's desire to assist a vital industry in solving its problems. Few financial observers had expected the case would be dropped before being presented to the Supreme Court for a final ruling.

Government approval of the Socony-Vacuum merger may lead to negotiations for other combines not only in the oil industry but in other fields as well. The way may be paved for a more liberal attitude toward capably managed big business organizations.

In oil trade circles it is believed the next test along this line will be provided by the Standard Oil Company (New Jersey) and the Standard Oil Company of California. Reports of discussions of a proposed merger of these two concerns have been heard from time to time in Wall street. The California unit was one of the subsidiaries segregated as a result of the 1911 decree.

If the New Jersey and California companies decide to attempt a merger and can show that such a combination would "not carry power to suppress competition or to keep others from entering the business," they may be permitted to consolidate. In other

words, the Appeals Court ruling holds that preservation of competition and protection of public interests are essential.

In the meantime conditions appear to be drifting from bad to worse in the industry. Development of the prolific East Texas field at an astonishing rate is flooding the country with unwanted petroleum.

Hundreds of wells are producing where only a few had been drilled last winter. Thousands of additional outlets may be brought into production even though refiners and distributors are refusing to bid for the oil at the lowest prices in history. Talk of a tariff has been forgotten in the rush to fill tanks to overflowing before competitors can get into the field.

William Russell White.

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Law of Supply and Demand Slowly Adjusting Prices.

Although dairymen and livestock raisers have felt the post-war deflation and the current depression somewhat less than grain farmers, don't get the idea they are contented and rolling in wealth.

"Our pay was stopped eleven years ago and we ought to know enough to quit," writes a correspondent who has been farming for forty years in Minne-

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sota, which he admits is a "land of milk," but "if there is any money it is not in the hands of the farmers."

"If you think a farmer can be prosperous and put money in the bank when milk sells for \$1 a hundred (about 2 cents a quart), butter for 23 cents, eggs for 11 cents, cheese for 10 cents, hogs for 6 cents, etc., while taxes, interest, insurance and prices of other commodities are what they are, there are plenty of farms for sale," he assures us city folks.

The trouble with farming, as our correspondent suggests, is that agriculturists continue to raise grain, cotton and other commodities even though prices decline below production costs, while manufacturers close their plants or go on short time until they encounter a demand for their products.

"If Mr. Collisson (Minneapolis Tribune farm editor) would spend his time trying to show us farmers what blamed fools we are to work still twelve to fifteen hours a day without pay," our correspondent continues, "while laboring men are fighting to keep their wages up and talking of a seven-hour day and a five-day week and manufacturing and other industries have been piling up enormous profits, it might do a little more good than what he is doing now."

Farmers in the unhappy position of owning their land and having no other source of income are unable, however, to close their "factories." If they fail to plant a crop on time they miss an entire season; their live stock must be cared for or sold—and, if sold, income ceases.

The inexorable law of supply and demand is slowly working out an equitable price adjustment between commodities and manufactured products. This economic force promises the only certain solution of the farm problem.

Extraordinary demands created by abnormal rate of consumption during the war were largely responsible for the maladjustment from which the world still is suffering. The Federal Farm Board's recent policies appear to have softened the shocks but prolonged the period of transition. Eventually prices of manufacturers must be lowered or quotations on farm products advanced—else farmers actually will make up their minds to quit.

William Russell White.
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Lenders More Particular About Collateral Offered.

To the uninitiated who read of the unprecedented cheapness of money the statement that railroad consolidations are being delayed because "money is hard to borrow" comes as something of a surprise.

Most persons who have no occasion for seeking bank credit are under the impression that our leading railroads or industrial corporations could obtain all the funds they might have use for at ridiculously low rates. Those who have tried to raise new capital have found, however, that for all practical purposes money was more abundant when rates were a great deal higher two years ago.

In other words, money is not so cheap as it is timid. Lenders may ex-

pect to obtain no more than 1 to 3 per cent., but they insist that the security of loans be only the best.

In the construction field, for instance, where low money rates normally stimulate activity, improvement since the beginning of the year has been disappointing.

Contract awards for new projects have been dwindling lately despite the fact that for several months the volume has been subnormal. The slackening last month was of greater than seasonal proportions even though the decline was from a low level. Reductions in rents have failed to fill vacancies and mortgage money has been frightened out of the field.

Money lenders have been turned away from railroad securities because the decline in traffic and earnings has reached the point where the margin for fixed charges is believed to be in peril. Obligations of great transportation systems are obtainable in the open market at 50 and 60 cents on the dollar. Railroads are not so much in need of new capital as of new business; still it is disconcerting to see their credit rating impaired.

If industry responds so slowly to the tonic of easy money rates, one might ask whether high rates are not more favorable for business growth.

The boom of 1929 is fresh enough in memory to recall the tremendous strides in many lines in the face of high money costs and warnings from Government financial authorities. Money then was dear, but it was freely offered with little or no thought of the security pledged. Conditions have been reversed. Money is cheap, but the impoverished find it difficult to borrow.

William Russell White.

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Short-Selling Brings Serious Problem.

From time immemorial short-selling has been the subject of bitter dispute. History records numerous unsuccessful attempts to set up legal barriers to such speculation. Financial authorities generally defend the practice as economically sound.

Right or wrong, short-selling of securities is probably more widely blamed than ever before for the economic ills afflicting business. Sight should not be lost of the fact that a great many stockholders, of this and previous market generations consider speculation for the decline little less reprehensible than highway robbery.

"The theory that a short interest has a cushioning value, holding up stocks against bursts of liquidation," writes a correspondent, "is a piece of hindsight sophistry of the silliest nature—if not positively wicked." This view indicates how thoroughly the "bears" are despised.

Referring to the recent questionnaire of the Stock Exchange on short-selling, this correspondent takes exception to the view that borrowings by shorts of about one-eighth of 1 per cent of stocks listed may be considered "inconsequential."

"There were (and probably still are) about 1,200,000,000 shares listed on the Exchange," he writes, "One-eighth of 1 per cent. equals 1,500,000. Is that inconsequential in its influence on the market?"

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"As a market influence downward, even 1,500,000 shares in the short interest are enough to depress prices considerably. There are, however, many short sales which do not reach the borrowing stage. The form of the projected questionnaire shows that the Exchange recognizes that fact."

It is reasonable to suppose that responsible authorities of the New York Stock Exchange and of other securities markets realize the seriousness of the problem created by extensive short selling and liquidation.

They would be the last to condemn short-selling as a practice, even though they take steps to punish "bear riding" and discourage destructive speculation, for they sincerely believe short-selling to be economically essential. Nevertheless, they are anxious to merit the good-will of the small stockholder so as to encourage widespread investment buying.

William Russell White.
[Copyrighted, 1931]

Destroy Real Red-Blooded Americanism.

We don't know the name of the man who selected the title of chain stores for Wall street's flock of community-destroying organizations, but we are willing to admit he did a good job. No other name would take its place. Chain stores! Brother, that describes them. When you call them that, there is nothing more to be said except to explain just what chains are used for.

Wall street holds onto one end of the long chain. The links of that chain extend into every state. Each link collects dollars and passes them on to the boss in Wall street, where the dollars are chained down. They never come back where they were produced.

The chain stores attempt to break the independent dealers and the managers look forward with pleasure to the time when the sheriff will place a chain and padlock on the independents' doors.

Chain store clerks are chained to their jobs by promises of big things later on. They live in hope, but die in despair.

Chain stores do not give credit. They gladly take your money when you have it, but chain up the necessities of life when you need something to eat and can't pay for it on the spot.

When it comes time to pay taxes the chain stores manage to chain up stocks, and they get off easy.

There is a chain around the safe when funds are needed for the community's unemployed.

The Wall street boss gives the chain a yank and draws every dollar in profit to New York. That explains why bankers refer to chain stores as patrons who "merely use banks as a place to get change."

Chain stores seek to place a chain around the neck of wholesalers, canneries and packing houses by demanding special discounts.

Many chain stores never patronize a local insurance agent. Insurance policies are written in New York. That places a chain around the neck of West Palm Beach agents, so far as getting any of the business is concerned.

But there is an old saying that a chain is no stronger than its weakest link. And there are a lot of weak links in the chain store chain.

One of those weak links is found in frequent arrests of chain store managers, in some cities, for giving short weight or measure.

Another weak link is the manipulation of adding machines. In the effort to increase profit some chain store managers add the price of an item or two that isn't received by the patron.

Chain stores! That's an appropriate name. And what a wonderful Nation this would be if, eventually, the chain store theory were carried out until nothing but chain stores remained. That would place a chain around the neck of everyone. Just as they now pay low wages to clerks, so would they pay low wages to painters, carpenters, plumbers, and all kinds of workmen who erected chain stores.

By that time the chain stores would control canneries, packing houses, truck gardens, the fruit and vegetable business — everything. And as their power increased they would chain us all down and destroy real red-blooded Americanism.

Right now the chains are reaching into our state legislatures, and into the Senate of the United States. With their chain-made millions they are seeking to gain complete control of everything that is sold — from carrots to grand pianos; from condensed milk to automobiles; from castor oil to beaver coats.

And all in the world that is necessary to prevent all this is for you — the patrons — to transfer your patronage to independent stores. You can break that chain into atoms within a year if you will do your part. —Independent News.

Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 2—We have to-day received the schedules, reference and adjudication in the matter of Roscoe Stapleton, Bankrupt No. 4517. The bankrupt is a resident of Grand Rapids, and his occupation is that of a laborer. The schedule shows assets of \$75 of which the full amount is claimed as exempt, with liabilities of \$1,251.74. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

June 1. We have to-day received the schedule, reference and adjudication in the matter of Floyd M. Bassett, Bankrupt No. 4516. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$560 of which \$500 is claimed as exempt, with liabilities of \$1,784.73. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Miller Candy Co., a corporation, Bankrupt No. 4472, the first meeting of creditors was held May 12. The bankrupt was represented by Leon W. Miller, President, and represented by attorney Dillely & Dillely. Claims were proved and allowed. Creditors were represented by attorneys Hilding & Hilding. The president of the bankrupt corporation was sworn and examined without a

reporter. Fred G. Timmer, of Grand Rapids, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

On this day also was held the first meeting of creditors in the matter of Ervin G. Goodrich, Bankrupt No. 4473. The bankrupt was present in person and represented by attorney David Anderson. Creditors were represented by Grand Rapids Credit Men's Association. Claims were proved and allowed. The bankrupt was sworn and examined, without a reporter. M. N. Kennedy, of Kalamazoo, was appointed trustee, and his bond placed at \$500. The first meeting then adjourned without date.

In the matter of Harry Weiner, Bankrupt No. 4475, the adjourned hearing on composition was held May 20. The bankrupt was present in person and represented by attorneys Corwin, Norcross & Cook. Creditors were represented by attorneys Hilding & Hilding. Claims were proved and allowed. A majority of creditors, both in number and amount having filed acceptances of the bankrupt's offer of 25 per cent. to creditors, the matter was found to be accepted and certificate to such effect ordered made and filed with the clerk of the United States District Court. The matter then adjourned without date.

In the matter of Arthur L. Post, (Tri Body Shop), Bankrupt No. 4470, the first meeting of creditors was held May 13. The bankrupt was present in person and represented by attorneys Dunham, Cholette & Allaben. Creditors were present in person. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. No trustee was appointed. The first meeting then adjourned without date, and the case was closed and returned to the district court, as a case without assets.

In the matter of Forburger Bros., Bankrupt No. 4485, the first meeting of creditors has been called for June 19.

In the matter of Robert Walters, Bankrupt No. 4506, the first meeting of creditors has been called for June 19.

In the matter of Frank Barrett, Bankrupt No. 4502, the first meeting of creditors has been called for June 19.

In the matter of Clarence F. Merrifield, Bankrupt No. 4503, the first meeting of creditors has been called for June 19.

In the matter of Clara P. Earl, as LaMode Millinery, Bankrupt No. 4512, the first meeting of creditors has been called for June 18.

In the matter of Clare E. Clossen, Bankrupt No. 4515, the first meeting of creditors has been called for June 18.

In the matter of Richard Heeringa, Bankrupt No. 4501, the first meeting of creditors has been called for June 18.

In the matter of Robert H. Goings, Bankrupt No. 4495, the first meeting of creditors has been called for June 18.

In the matter of Martin Van Dyke, Bankrupt No. 4513, the first meeting of creditors has been called for June 18.

In the matter of Joldersma's Electrical Appliances, Bankrupt No. 4468, the trustee has filed his first report and account, and an order has been made for the payment of current expenses of administration.

In the matter of Gale L. Davidson, Furniture Co., Bankrupt No. 4053, the trustees have heretofore filed their final report and account, and a final meeting of creditors was held April 21. There were no appearances for the bankrupt. The trustee's report and account was approved and allowed. Asa M. Burnett and William J. Ronkema, joint trustees were both present. Claims were proved and allowed. An order was made for the payment of expenses of administration and a supplemental first dividend of 10 per cent. and a final dividend of 11 per cent. All preferred claims and claims entitled to security have heretofore been paid in full. 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.

Once upon a time a woman whose husband possessed great wealth went to a hospital for an operation and was told she didn't need it.

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MUTUAL FIRE INSURANCE

Exercise Care in Use of Oil Stoves.

Fires and resulting casualties due to oil stove explosions seem to be on the increase. This indicates a lack of proper care and attention after the devices are installed and possibly unsafe installation. Ordinarily, if an oil stove is of an approved type—bearing the label of the Underwriters' Laboratories—it is safe for use, when common sense and careful supervision are exercised in its subsequent use.

Explosion of an oil stove may be due to any one of a number of causes, among the more common being the following: Tank containing fluid allowed to overflow when filling it; no air left in vessel; wick too small for aperture, turned too high, or not kept trimmed. In case of pressure feed, an explosion may result from any one of the following causes: Faucet open too wide, or not properly cut off when device is not in use; flame carried too high; stove allowed to become overheated.

An all-important matter in connection with the use and care of an oil stove is to see that it is cleaned and filled by daylight only, and never by artificial light, more particularly where there is an open flame.

Numerous fires have occurred where stoves have been placed too near wooden partitions, without protection in the form of sheet metal or asbestos board for the exposed woodwork. Other fires have been caused by allowing the flames of the stove to burn too high, a gust of wind carrying them into contact with some easily ignited material, such as window curtains, for instance.

Much property is destroyed and many lives are lost year after year in fires arising from the use of oil stoves. In almost every instance, however, the fault lies with the user of the stove and not through any fault of the stove itself.

Easy Lessons in Insurance.

Fire insurance companies are beginning to give serious consideration to the problem of so-called "cigarette burns" and it would not surprise any of us if a rider were to be attached to the fire policy eliminating all such claims. The problem was bad enough in the days of male supremacy; now that milady has the spotlight it has taken on something of the aspect of a calamity.

"This is Mrs. Brown calling. I wish to report a fire at our home last night. Please have someone call." Mr. Brown is some "peanuts" in local circles, and an adjuster immediately hops his motorcycle and "putt-putts" to the scene of action. He is shown a beautiful damask table cloth with a hole about the size of a pea in one corner. If Mrs. Brown were without fire insurance, the hole wouldn't worry her a particle; she would get a needle and some thread; and at her next party would call attention to the net job she did. Incidentally she would add, "Girls, now do be careful with your cigarettes, as the cloth is really a very fine one, and was a present to me from John."

As it is, she throws a fit and says the

cloth is "positively ruined." She just couldn't think of using it again at any gathering of her friends. She argues the adjuster off his feet and demands a brand new cover, or she will place all her insurance elsewhere and will see that her husband does likewise.

The claim is "compromised" by Mrs. Brown's getting a new table cover, at a cost of 150; the company takes over the "ruined," which it sells to a second hand man for \$10.50.

This is no exaggeration; table cloths, evening gowns, rugs, davenport, chairs—anything subject to a cigarette burn is being thrown into the heap, and the insurance companies are paying the shot. If only legitimate claims were presented, the problem might not be so pressing, but the groffers are beginning to get in their work. Mrs. Jones gets a new dress via the cigarette route; Mrs. Smith, a new davenport; Mrs. Johnson, a new rug.

Fair minded people, of course, take a sensible view of their obligations and refuse to make claims for small cigarette damages where they or their guests are clearly at fault; but we must insure many, many people who are not fair. A claim was presented recently to have a davenport re-covered completely because of a small cigarette burn in a place where it would never be noticed. Mrs. Smith across the way had her davenport re-covered the week before, it seems.

Truth to tell, fire insurance companies in their eagerness to please through fear of losing business, are largely to blame for the existing conditions. If "cigarette burn" claims were all handled on their merits, we would have fewer to handle.

Mutual Memoirs.

In the pioneer days of insurance, such leaders as Franklin, Jefferson and Hamilton, although possessing the means to organize private companies, chose instead to erect the wonderful theory of mutuality.

Through more than a century, mutual insurance has had a reign of great popularity, and because of this very fact has sometimes been unfairly criticized. However, the fair minded discover on close examination that mutual insurance is a big improvement over mere insurance, for it not only pays losses, but seeks to prevent them as well. Mutuality in insurance means just this, "Continuing the contributions of the many to meet the temporary needs of the few."

Mutual insurance is more than a fire fighter, for it resurrects what cannot be saved. It gives new for old, security for uncertainty, and best of all a bright and happy future to behold instead of a dark and forlorn one. Mutual insurance has grown and developed until it is, in this century, a thing of rare accomplishment. It is doing for the financial health of the real business man exactly the same as the doctor is doing for his bodily health. Mutual insurance is but another wonderful advantage of our age, and as such we should accept it. We should accept it as a gift from a fairy god-mother, a good fairy who will appear with a golden wand in the time of our great need and change sorrow to joy. —Mutual Insurance Journal.

1909

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SPECIALIZING LOW COST OF INSURANCE
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OUR FIRE INSURANCE POLICIES ARE CONCURRENT

with any standard stock policies that
you are buying

The Net Cost is **30% Less**

Michigan Bankers and Merchants Mutual Fire Insurance Co.
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WILLIAM N. SENF, Secretary-Treasurer



Your business as a going concern is worth a lot. Have you ever wondered what would happen if fire closed up your store for an indefinite period? Profits would stop - - customers would go elsewhere to buy - - but - - expenses would go on. The Federal Mutuals write business interruption insurance that protects profits. Find out today more about this coverage by writing to any Federal office.

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Minnesota Implement Mutual Fire Ins. Co. Owatonna, Minnesota

WRECKING CREWS.

Condemnation of Methods of the Wall Street Crowd.

Wrecking gang or construction crew?

To which are you devoting your energies?

Such were the questions upon which Lee M. Hutchins, President of the Hazeltine & Perkins Drug Co., of Grand Rapids, built his excellent address before the Kiwanis club at South Haven, Tuesday.

Mr. Hutchins, who is enjoying his fifty-eighth year in the drug business, prefaced his talk with a few comments upon the opportunities for education offered by the daily experiences of the "University fo Life." The man or woman, he contended, who kept alert for such lessons and profited by them, could secure a genuine education, even if deprived of the opportunities for formal schooling.

His topic, "Are you working on the wrecking gang or the construction crew?" was suggested in a list of topics for addresses, Mr. Hutchins explained, and a business colleague had urged him to add it to his repertoire. First of the "wrecking gangs" with which he dealt was the "Wall street crowd."

While readily conceding the useful purpose of trading in stocks through exchanges, the speaker maintained that much of such trading was, in fact, only gambling, and gambling on large and lavish scale. To such unrestrained gambling, he attributed much of the loose habits of thinking and living that had grown up in this country, much of the tendency to seek wealth through speculation instead of work, much of the apparent inability of people to toil upward when suddenly cast down into depths by such debacles as the stock market break in the late fall of 1929.

All too many legislators, however well-meant their efforts to improve conditions through new legislation may be, are numbered in the wrecking gangs, Mr. Hutchins believes. National, state, and municipal government might conceivably be improved by a holiday in legislation, in his judgment.

Certain activities of people moving in what are often termed "high social circles," came in for considered criticism from Mr. Hutchins. He was father gentle though ironical in dealing with those Americans who seek presentation at royal courts in their quest for social "honors." But there was nothing gentle in his comments upon the "society folk" who deal with bootleggers in order that they may fill their cellars and deck their tables with the liquors banned by Federal law. He made pointed reference to the case of the young man in his home city who faces sentence next Monday upon conviction for acting as intermediary between persons of "high social standing" and the bootlegger, who had fled to Canada upon interruption of his illicit operations.

Last of the wrecking gangs to receive consideration were the communists, whose persistent campaigning in Michigan he described briefly but illuminatingly. Detroit, he said, is the

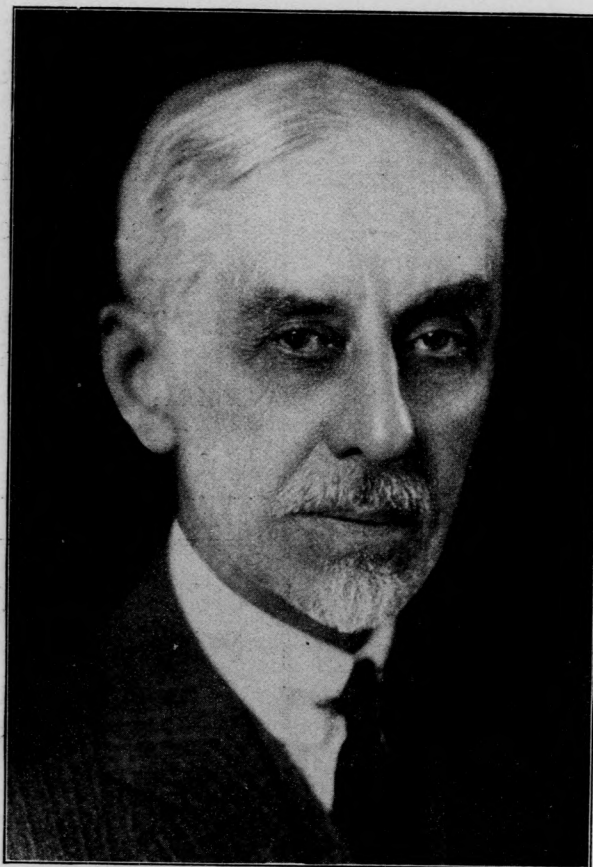
headquarters for communist propaganda in this country, with sixty-two organizations known to exist there for the dissemination of the doctrines of communism.

The genesis, the history, the traditions of our Nation, comprise much that inspires and sustains those devoting themselves to the "construction crews," said Mr. Hutchins in turning to that branch of his topic. In recalling some of the outstanding points amidst this history and and these traditions, he ventured the prophecy that within another quarter-century stations will have been established in the ether high above the earth, at which passengers will "change cars" as they shift from

Mr. Hutchins was introduced to the club by H. R. Macdonald, who has known the speaker for thirty years as customer, as salesman for a competing house, and again as customer.

Corporations Wound Up.

The following Michigan corporations have recently filed notices of dissolution with the Secretary of State: American Superpower Corp., Lansing. Grand Rapids Truck Service, Inc., Detroit. Claus Panel Co., Detroit. Subar Brothers and Singer, Inc., Grand Rapids. Davis Catering Co., Jackson. J. A. LaRue, Inc., Jackson. Johnson Co., Detroit. Schulte-United, Inc., Detroit.



Lee M. Hutchins

one air transport line to another, without having to descend to earth.

Belief in God equips one to be constructive, the speaker urged, who said that his reason as well as his instinct assured him of a Being behind all the objects he observed, the facts he learned, or the sensations he experienced.

Love of country, he likewise placed among the upbuilding influences in the lives of men and women, and he deprecated the all-too-common practice of speaking slightly of country, of government, of patriotism.

The American home, coupled with love and confidence between the members, expressed in word and act, makes the greatest of stabilizing and constructive forces, in the view of Mr. Hutchins, who referred simply and unaffectedly to the only two homes he has known in his lifetime.

Miller's, Inc., Battle Creek.
Newark Shoe Co., Detroit.
Franklin Barnes Press & Offset Co., Detroit.
Schubert Oil Co., Bessemer.
Ralph P. Peckham, Inc., Detroit.
May Trot Stores, Detroit.
River Rouge Savings Bank, River Rouge.
Gold Leaf Shoes, Inc., Detroit.
Rouge Investment Co., Detroit.
Adrian Finance Co., Adrian.
Saginaw Ladder Co., Saginaw.
Milwaukee Electric Railway and Light Co., Iron Mountain.

A Delight to the Eye.

"What time does the next train come in?" asked Edward, aged six, of the old rural station agent.

"Why, you little rascal, I've told you five times that it comes in at 4:44."

"I know it," replied Edward, "but I like to see your whiskers wobble when you say '4:44.'"

UNBELIEVABLY ANTIQUATED.

Wretched Methods Used in Handling Milk in Rome.

(All rights reserved)

Among the equipment of our Roman apartment was an aluminum pot with tight-fitting cover which, however, was perforated in five places, the holes quite large. Our landlady said—as I got it—that this pot was for meat. Not to display too dense ignorance, I let it go at that, thinking Italians probably indulged in some special kind of boiled meat.

It soon developed that she had said "for milk," but she had articulated it as the Glaswegian says been—like b-EE-n, strong on the double E; not as we say it, bin or ben. She had said meelk and right promptly we learned why.

For the Roman milk service is so unbelievably antiquated as first to disgust the stranger; then, when he manages to circumvent it somewhat, the handling is so grotesque that it becomes a perfect vaudeville for hilarity. The dweller in hotels sees none of this. He has no chance to realize the source of what he eats nor the devious process of its handling. Even if, as may happen, his breakfast milk is turned, the distressed apology of the chef leads to the impression that this, as the Angeleno would say, is something "very unusual."

He who takes up his residence in Rome finds it difficult indeed to do as the Romans do in this connection. Arriving at our new domicile in a forenoon, scouting for supplies was the first job indicated. In the outskirts, strange to the environment, having but rudimentary Italian, one entered the first door over which the sign, Latteria appeared. Description of the interior would be difficult. It was like the old-time small bar-room, high counter, with footrail, tables scattered about, sawdust floor; shelves to the ceiling, stocked with a complete variety of alcoholic beverages.

Through a side door one glimpsed sundry concrete vats, part full of cold water, and a conglomeration of pots, pans and cans that looked like discarded milk utensils. Well, one must take some chances in a strange environment, so one looked about for something like a small milk bottle or single service can which might be borrowed against an adequate deposit and made to serve temporarily.

A good humored looking, smiling chap was in attendance, garbed as a barkeep. Laboriously one got across one's need. Business of O, certainly, we can fix you up—anything to oblige. Straightway he inspected his shelves of bottles and spotted one far up. That he got down. It was nearly empty, so he dumped it into another. It was labeled vermouth. That he rinsed—from his cold water faucet. One did not look too closely while he did it. One sort of trusted that the alcoholic content of vermouth might at least paralyze the germs, shut one's eyes and took a chance.

It was cold weather—late November—and the milk was stored between window and shutter; but by morning, our oat porridge could not be eaten—with sour milk. As for our coffee—

one can drink black coffee at times. One can drink any civilized coffee under any handicap after a few weeks' course of Italian, French or British "coffee."

Many and varied adventures followed, but at once we learned the use of the pot aforesaid. Our milk was scalded promptly on receipt. Cream—that was another struggle and a fierce one. Cutting details on this, we finally located a latteria which was just sufficiently less filthy to furnish cream that—purchased after 3 p. m., immediately it was received from the dairy—would keep sweet, during the cold weather, until morning without being scalded.

Milk we struggled to improve for a week or two. Then my better half saw across our area a woman with a baby receiving milk in what looked like a sealed bottle. Eureka! We had found it—maybe. So, locating the apartment, I went and managed with a combination of English, French, the sign language and an Italian word or two to learn the source of that bottled milk.

It was Stabilimento Italiano Latte Sterilizzato—the Italian Establishment of Sterilized Milk—and it appeared to be something under the inspection and supervision of the Italian government. We recalled such dairies as that of the University of Wisconsin under the supervision of the regents, part of the agricultural department and our hearts were exalted.

A long cab drive took us across Rome. The exterior of the place looked fairly inviting at Via Emanuele Filiberto 27, Telefono 70-905; but the inside of the platter—well you know. There were steam retorts and sealed bottles about—narrow necked things, impossible to cleanse properly, difficult to sterilize—but the sour smell of the place and the general mussiness would be hard to equal in any American dairy in 1930.

But we read in an elaborate circular given us in this Stabilimento that we could therein obtain Latte Naturale Speciale Pastorizzato a Vapore Fluente—natural milk, that is to say, specially pasteurized by flowing live steam. That seemed to promise safety if not attractive environment—and we were getting desperate. So we left our order, making a proper deposit to cover the bottle.

Milk came. We kept it without scalding. It was beautifully sour the next morning. We quit in disgust. That experience plus noting how milk is hauled in bulk cans in common farm two-wheeled carts, and otherwise handled as if it were as liable to contamination as galvanized nails, led to our mental association of the word stabilimento with stable.

Thereafter we got our milk in bulk, daily, through the portress of our "palazzo." There's nothing skimpy about European names anyway. We left our meek pot after midday and she bought our milk as it came in the afternoon. We scalded it on receipt—asked no questions—knew nothing of the details of its handling into the portress's hands. "What folks don't know don't hurt them."

And this, please observe, with milk that obviously starts right as it comes

from the magnificent white cattle, gigantic in size, soft of eye, beautifully docile creatures, fed on the rich grasses of the lucius Roman Campagna. It is simply that Italians have not attained rudimentary understanding of the sensitiveness of milk to contamination.

The same applies to butter which, outside the best hotels and restaurants, can be obtained in eatable condition only by chance. Generally it is rancid—so rancid one wonders why any ordinary Roman housewife buys butter at all. We got cured—deserted butter for marmalades and jams.

By the same token, bacon, as we understand it, is unobtainable. Even in hotels of fair grade, bacon is a joke. It comes to the table cold, after a mere warming on a pan, piled atop a lot of greens to insure its being altogether clammy. In ordinary shops—and extraordinary too, for that matter—bacon is a disillusionment. We did not succeed in solving these questions during six weeks' housekeeping.

Elevators in Roman and Nice apartment buildings are temperamental things. No telling when they will quit on you. Roman apartment houses rise six stories only and I was told that one reason is the authorities feel that tenants can walk up six flights at a pinch. So until elevators are less unreliable this limit will prevail. The machines bear names like Otis, combined with some Roman hyphenate or a German. The one in our Nice apartment is Houplain, Paris. But for performance, they are alike. Nor does anybody seem to take it seriously. If the elevator stops for a day or three days or a week it is an act of God which must be put up with—and they shrug it off. For seven days we walked up five flights in Rome. We stood that on the basis that we were at leisure, cabs were cheap, probably the exercise did us no harm, but we should not have done it were we not really in love with our little pent-house apartment with its charming terrace and outlook North clear to the Sabine mountains. But we were amazed to note the submissiveness of people who owned space in that co-operative building and were—presumably—paying for elevator service.

We rather liked it when cabbies misunderstood our directions in Rome because in that way we often saw interesting places which otherwise we might never have known about. Time was no special object, so this went well. But if you walk as a stranger in any of these European cities, I advise you not to assume that the numbering of houses and buildings follows any logical plan; for, as Sir Thomas More would say, "This has neither rhyme nor reason."

I enjoy walking in strange cities. That is the best way to see new places. Nor do I dislike the twisted streets of Edinburgh, Boston, Rome, Nice, Lower Manhattan or Genoa. In fact, that is a chief charm of those places—that one must know his Edinburgh or Boston to find his way about.

But if one seeks some special location on business and is in something of a hurry, I advise him to study his environment in advance, look well to his map and guide, or he is liable to be in for a wild goose chase for fair.

The Corso Humberto II, for instance, is a Roman thoroughfare so institutional that even as in New York we say the Avenue or Fifth Avenue, in Rome we say the Corso. It is numbered up one side and down the other for its entire length. No. 1 is at the Piazza del Popolo, ancient main entrance to the Eternal City. Nos. 2, 3, 4 and so on run all on one side clear to the Piazza Venezia, a mile or more away. Then we turn down the other side to the Piazza del Popolo again.

Numbers are actual, not arbitrary, and they have been of long standing, evidently assigned when fronts were various in width. This adds to the confusion. Spaces are so eccentric there's no telling how things will come out until one knows. At one point, illustrative of the general scheme I noted No. 83 on one side and No. 484 directly across.

Further confusion—at least temporary—arose from the way our Roman map was laid out. At the top was the South—North was at bottom—East was left and West was right. Our apartment was on the extreme Northern outpost—and it was shown at the bottom of our map. I did not learn whether this was a new Fascist plan to differentiate Italy and its ways as much as possible from the rest of the world.

In Nice, street numbers alternate like ours—odd on one side, even on the other, but these also are actual and ancient in assignment, so plenty confusing. A street starts all right with No. 1 on one side and No. 2 on the other; but a block along we may find No. 23 on one side and No. 44 across the way.

In the early days of our sojourn I had to see the police about our passport. My French was not too good and directions are always most casual, so I got entirely wrong the first day. Next day I got the street okeh and found No. 1. As I was going to No. 10 I thought it would be "but a step," but after I had crossed two streets I seemed to lose continuity. I asked and found it was fully two blocks further along. Even when I got there the entrance was not where it belonged and I needed personal guidance to locate it—the number being in an "impossible" location.

Thus, later, when I sought No. 16, I told the cabby *Nombre* cease—as nearly as I can convey it—but, as others have had occasion to note, "the French do not understand their own language," and I got No. 6. I should have told him, as he succeeded in conveying to me, *Nombre* sez; which sounds exactly like "sez I, sez he" only you must draw out the word—se-e-z. That was "only" ten numbers away, but now I was wise. I got back into the cab and was driven into the third block to my destination.

Street cars stop at distances so great that one mostly walks. For if one sees the red post in the dim distance, chances are that on arrival he will find his car just "parterred." Conductors keep the doors open for their own convenience. They should worry that the car is cold. They are not there to serve the public. The "poltrony," as they are known in Italy—poltrons,

you know—must stand about for "officiallees." What would you?

All of which is okeh for "experience" and novelty—so long as novelty endures, but if you ask me, we find ourselves sort of honing for a slice of plain American bread, some tasty salt butter, "a little service, please," and a few other of the common things of life in the good old U. S. A.

Paul Findlay.

Taxing the Chains.

It is impossible to say yet just what will be the practical effect of the Supreme Court decision supporting the Indiana law imposing a license tax on stores which is graduated upwards in the case of chain stores. Legislatures in states having an anti-chain bias will no doubt push to the limit the power which the court informs them they possess. It is not yet clear, however, that they can use this power oppressively. On this point further light may be cast by the decision in the Mississippi, North Carolina and Kentucky cases. All that was decided in the Indiana case was that for purposes of taxation the law-making body can properly put the chain stores in a class by themselves and so conform to the constitutional rule that all persons similarly circumstanced shall be treated alike. But, as Justice Sutherland points out in his dissenting opinion, the decision was arrived at in view of the fact that the purpose of the Indiana legislature was to raise revenue and not to exercise its police powers. A state law which more obviously attempted to put an onerous handicap on the chains might find the Supreme Court of a different mind. In the last analysis the people themselves will decide the actual issue as far as it lies between chains and independents. Revenue measure taxation of the chains will undoubtedly be absorbed in operating expenses and so affect prices. The advance will come short of putting the chains on a price equality with the independents, but it may move chain store customers to question the action of their representatives in state legislatures. Public opinion will be the final arbiter. The chain can be justified on economic grounds alone, and this justification must be demonstrated to the consumer if the chain is to survive. Judicial interpretation of laws seeking to curb the chain, merely show what can be done when the people make up their minds what they believe to be in their own best interest.—Sales Management.

Sincerity is the very foundation stone of true friendliness. It is also a human trait that is hard to counterfeit, as the sincere friendly impulse comes from the soul of a man and not from the calculating mind. Think kindly and friendly thoughts. If you have a heart and a soul, why be ashamed of them? Bring them into the shop, the office and your daily life. The hand may be cunning, and the head may contain the brain that can conceive the most brilliant thoughts, but every good and worthy impulse comes from the heart. Strengthen your faith in men, think kindly of them, believe that they are your friends, and in the long run they will be.

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.

Satin Wins Favor For Sports Wear.

The girl—she who buys her wardrobe in the misses' department—invariably asked by the saleswoman: "Spectator or active sports?" This designates the distinction between the outfit in which one "just plays around" or the dress suitable for golf course or tennis court. The spectator costume, adaptable to many occasions, is distinguished by the nicety of its treatment, and the active sport dress by the comfort and freedom it offers the wearer.

This is to be an open season for bare arms; hardly a sport dress has a sleeve. But there is a difference between this and last year's sleeveless frocks; the most attractive of the 1931 creations having some sort of shoulder covering—a tiny bit of a sleeve, a yoke that flares outward, or a diminutive cap.

Two outstanding notes were observed in a survey of sports costumes, namely, that the most attractive spectator outfits are two-piece—dress and jacket—and that the smartest dresses have some sort of an accessory, a brilliant scarf, perhaps, or ties and belts that add a touch of gayety to the simplest frock.

The loveliest of the season's sport dresses are made of satin. Nothing could be more alluring, seen against a background of green, than these shimmering close-fitting, well cut frocks. For tennis or golf they are of white; the "spectator" can go further afield in the range of color, and satisfy her craving for yellow, green or blue. An exquisite costume, suitable for country club or town wear, is in yellow satin and has a hip-length jacket of gauze tweed, a loose mesh fabric woven in checks of gray and yellow.

When you are selecting your togs for country wear no doubt you will turn to linen, pique, crepe (cotton or silk) senussi (a new crepe-like fabric) and the many cotton mesh fabrics. The last named are uncommonly popular this Summer when used alone or combined with other materials. A yoke of cotton mesh gives a frock of shantung or crepe an air of cool freshness. A delightful use of a mesh fabric was seen in a dark blue polo shirt (made on authentic lines) worn with a white skirt. A wide polo belt gave it real "punch."

Clever two-piece effects have taken the place of the shirt waist and skirt, which dominated fashion some twenty-five years ago. Instead of a blouse a jacket or a vest is worn. Some are jerkins that slip over the head, others are sleeveless jackets of linen. One is a jolly waistcoat, as lively in color pattern as a futurist portrait. A white pique vest is worn with a gray and white dotted Swiss voile skirt. And delightful flat crepes that button tightly up the front are being shown in

dark shades, with skirts of a lighter tone.—N. Y. Times.

Delicately Hued Crepe in Vogue.

Slips are important as a foundation for the sheer Summer frocks. These, even for the junior miss of 14, are plain and apparently simple, though their architecture has the intricacy of a Vionnet gown with its diagonal seams that shape diamonds and points about the figure, and insure a perfectly smooth semi-fit. Many of these slips are absolutely without trimming and should have a straight hem top, and shoulder straps so slender as to be scarcely visible under a thin dress. A very practical slip is a wrap-around which is shadow proof.

It is usual to match the slip to the frock or to accent some color in the pattern of printed material, but slips of pink or flesh can be made to answer the purpose of an underdress for the printed chiffons in flower tints. Some of them, and white slips as well, are trimmed with lace; the lace band at top and the edging on the bottom are always put on flat. The more dressy slips have a motif of lace applied on the upper part, usually at one side. Some pretty models in light colors are appliqued with a flower cut from silk of a darker shade, or of another tone; they are as delicate as the flowers on Dresden china. One charming little slip of pale peach crepe ecru lace has an inset that forms a vest; the entire bodice of another is made of lace.

See Sharper Blanket Competition.

Selling agents for blanket mills are disturbed by the reduction of 10 per cent. put into effect by one of the branded manufacturers and express the opinion that it will have a depressing influence on the market. Buyers will now have an additional reason for holding off purchases, and will probably look for revisions in other centers. Although the cut by the branded line brings it into a more competitive situation with other mills, especially those featuring jacquards, there appears to be no intention on the part of these manufacturers to revise general list prices downward. It is expected, however, that sharper trading in the market will ensue.

White Dominates Summer Apparel.

The strong trend toward white in the women's apparel field for Summer merchandise, which has been making itself felt in recent weeks, reached its climax during the current week. This shade was far ahead of all other tones in the orders placed. As a result, predictions of a scarcity in white merchandise of all types are being made. White polo coats, white washable dresses, such as crepes and shantungs, boucle knitted garments and boucle ratines, have all been very active during the week in the local markets.

Swim Suit Sales Reports Vary.

The primary bathing suit market has been receiving conflicting reports on retail sales of swim suits since stores started featuring them within the last two weeks, but on the whole selling agents felt that consumer response was sufficient to warrant a fair amount of

optimism. The coming two weeks are expected to give a good indication of buying activity. In the meanwhile, buyers are continually pressing mills for delivery on goods and the latter are hard put to fill orders. As yet the trade has shown no interest in opening dates for next season's lines and it seems likely that 1932 goods will not be shown until some time in September.

Stores Seek Sewing Novelties

Notion department buyers seeking new items for special Summer promotions are active in the New York market. They are particularly interested in sewing baskets and related novelties, but say they find it difficult to locate suitable new merchandise. The steady increase in consumers' interest in home sewing, they explained, offers exceptional possibilities in the sale of useful sewing novelties. Some notions suitable for kitchen use were purchased in fair quantities. Among articles of this type sold was a new recipe file made with waterproofed covers. The file, produced in pastel shades, was purchased to retail at \$1.

Slash Electrical Goods Prices.

Price reductions averaging 15 to 20 per cent. greeted electrical appliance buyers visiting the New York market this week to inspect new merchandise for Fall. The reductions are a surprise to most buyers. A widely known toaster, for instance, was listed at \$5 which compared with \$6, the former quotation. Most of the producers say their Fall lines are not complete and predicted that additional items would be offered the trade over the next few weeks. Attendance at the opening was judged the best in several years. Outstanding among the innovations offered was an automatic waffle iron with an adjustable heating unit.

Viscose Offers Acetate Yarn.

The Viscose Company has entered the acetate yarn field for the first time and is offering a product under the trade name of Seraceta. The first shipment of the new yarn has been bought up by the manufacturers interested in creating novelty weaves and new combination effects. New neckwear fabrics are also being launched, in which the yarn is used alone or in combination with viscose-process yarn. Shadow and flock spot arrangements as well as a variety of jacquards are being employed, with moires, grosgrains and failles shown in the plain field. New weaves in dress fabrics are also being created.

Lamp Trade Seeking Special Orders.

With the demand for regular merchandise at an exceptionally low point, many manufacturers of better grade lamps are bidding on orders for low-end merchandise to be made up to buyers' specifications. Regular sources of business have furnished only a minor volume of business this season, and other means must be sought to build up volume. Interior decorators, who ordinarily furnish a fair quantity of orders at this time, are only in the market occasionally and report that business in their field has fallen considerably under the total of last year.

Stores Shop For Cheaper Curtains.

Demand for cheaper curtain cloth material shifted this week to the extreme low-price divisions. Stores anxious to obtain curtains which could be retailed at new low figures were shopping the market for merchandise suitable for their purposes. One group of retailers was reported seeking made-up curtains which could be retailed at 25 cents a pair and in units of four pairs for \$1. So far as could be learned yesterday, no manufacturers were willing to accept the business.

Overdue Accounts.

Few collection letters are sent out by a hosiery retailer in Boise, Idaho. There is no need for them in most cases as a little sticker pasted on the statements of overdue accounts invariably succeeds in bringing in the money.

The sticker reads:

"When you asked for credit, we granted it."

"But when we asked for payment, you neglected us."

"Why?"

Self-Imposed Tests.

An Omaha food store makes this announcement in one of its advertisements: "Recently we have conceived the idea that health is solely dependent upon our diet. To greatly improve health facilities in the handling of foodstuff, we have compelled our entire organization to be physically examined by a dependable medical man, to assure our customers healthy grocery men to serve them and help maintain health."

Long Hair Demands Hair Nets

Duro Belle
HUMAN HAIR NETS

Your customers know their excellence. All you need do is to show them! Sales-making display cabinet FREE. Prompt service from New York, Chicago, Toronto. Valuable merchandising co-operation available.

The famous WATER WAVE NETS are now only \$9.00 a gross.

We also import the celebrated

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SHOE MARKET

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

Can the Chain Win the New Fight?

"The chain is doomed. They have hung themselves in their own chain noose." So say many individual shoe retailers.

"The chain has passed its juvenile stage and with manhood is becoming stronger, more adept; it has greater vigor, more vitality, is better trained for combat in this new economic ring"—claim the advocates of chain store merchandising. This viewpoint seems a safer prophecy when we consider all phases of the situation.

The basis of any sound business enterprise is its personnel. For the past ten years merchandising a chain of stores has been pioneering work. Many of our present day business pioneers have entered this new field and have cut strange paths through the merchandising wilderness. Rough and ready pioneering methods first in use have gradually been replaced by more scientific advances. The original chain store pioneer has drawn to his side new blood. Recruits from the fields of teaching, banking, manufacturing, have passed through the initiatory stages as chain store merchants; they have learned chain store principles and are now developing as leaders—more scientific—with a better economic background—leading the chain to new growth.

"The old method of chain buying has had its day. No longer can the chain hope for supremacy on this basis, for combinations of independents and buying groups are attaining the same ends that were previously gained only by the chain store in their purchases. Therefore the era of the chain is on the wane." In the chain store shoe field this change is not the most important factor.

Not group buying, group merchandising is all important. In this field no individual or group of individual associated stores can compete with the closely organized chain. Allow the individual shoe merchant to purchase his entire stock through a buying organization at the same price and with the same discount as the chain organization. The individual merchant still enters the ring—an under-dog. It is not one round that counts. This is a twenty round battle. Buying merchandise is limited to one round; planning purchases likewise constitutes one round. But the all important eighteen rounds consist of distributing and selling merchandise. Does the chain store have the advantage in all of these rounds?

Planning: The most modern independent store or department plans purchases after careful fashion study. The dictates of a fashion counsellor weighed against the proportion of business done in the various leathers and styles during a preceding similar season determine purchases. The buyer is the department manager or store owner. He has many other types of duties to

perform—sales promotion, personnel supervision, store operation. Planning inventory is not his specialty. It is one of his many duties.

Pitted against him in the modern chain store camp is a buyer whose one job is to buy the correct type of merchandise. He has no store operation to deflect his attention from his central purpose. He is assisted by a fashion adviser and an analyst, specialists in their fields who can devote their full time to scientific study of style and size—customer demand. Three specialists are planning; pitted against them is the harassed individual in the independent store whose part time job it is to buy.

Buying: The chain of twenty stores with twenty times the volume is able to obtain a variety of thirty styles and by apportioning a definite percentage to the various stores and a reserve for the warehouse can maintain better replacement of these thirty models than the individual store can maintain on but eighteen models.

This greater variety is a tremendous advantage in this day of varied wants and precise customer demands. The ability of the chain to keep replenishing sizes sold in the various units from reserve warehouse stock and the constant flow of merchandise from factory to warehouse and then to the stores is a factor which the individual store cannot efficiently combat. At the close of the first week's business the independent store has sold ten sizes of a particular style and cannot reorder this small number in a novelty pattern. The chain has also averaged ten sales in each of its stores. These are immediately replaced from warehouse stock and an additional 200 pairs have been reordered for future replacements.

Distribution and Selling: The constant replacement of this merchandise by the chain and the ability to keep a flow of desired merchandise is the chain's chief weapon in this battle. Distribution, selling, two vital factors give the chain a decided edge. But the knock-out blow is scored by the manner in which these same types of shoes can be liquidated scientifically by the chain. The independent with a single location must wait for the customer to arrive in that one location. The chain has twenty waiting rooms in from one to twenty cities. The rate of demand for each type of shoe is different in each location. By use of daily and weekly sales records and store inventories the wanted merchandise may be concentrated by transfer to the units where the possibilities of greatest sale exist. When customer demand is strong in certain locations whole styles or parts of styles are speeded to the customers by removing them from a unit where they are not popular to one where the customers desire this type of merchandise. Liquidation is speeded, stock and money turned faster and new merchandise can follow in unending cycle to replace that which is declining in customer approval. If the chain properly times its distribution to meet with customer desires the individual store cannot approach it in distribution efficiency—this means also in effective selling.

Economically the chain is sound. Where the chain store can offer to the public a suitable variety of merchandise in a succession of styles in keeping with customer demand, the chain is best fitted to distribute merchandise.

Distribution is all important. A correlation of customer demand with production is necessary. The chain shoe store is best equipped to accomplish this end. It has developed a powerful engine equipped to do this task. With the right men at the throttle, with wide-awake switch operators to throw this engine on the track of customer demand and firemen feeding the correct amount and kind of fuel, the chain should sweep along at an unprecedented speed—far outdistancing its rival, the independent, who is not geared to meet this new distribution problem.

The development of the chain has not been curtailed. The proper timing of distribution should drive it ahead by leaps and bounds.—Wallace R. Clarks in Boot and Shoe Recorder.

Close Outs of Sports Shoes Offered.

Shoe buyers are being offered close-out lots of men's sports shoes at reduced prices by a few manufacturers, who have apparently become uneasy at the failure of these styles to move as quickly or in as large a volume as was expected, reports in the market indicated. The goods offered are mainly odd lots of some numbers which have failed to find a ready market and on which prices have been reduced 10 to 20 per cent. Manufacturers are anxious to dispose of them as quickly as possible to prevent carrying them over. The action, however, is seen as indicative of the fact that the sports shoe trade has not come up to expectations this season.

Fine Goods Prices Fairly Stable.

The fine goods trade is awaiting developments from buying circles before making any attempt to revise prices downward on goods for future deliveries, according to the report of the Berkshire Fine Spinning Associates. Although trading has been very quiet during the past week, prices remain fairly stable, and the trade is marking time to see if buying interest will develop further. Reductions of about 1/8 of a cent may be in order, however, unless orders increase substantially in the near future and a general improvement in business conditions materializes. During the week

Buying was well scattered over all styles, with small orders placed for lawns, voiles, broadcloths and organdies.

See Record Writing Case Sales.

Stores holding special sales of vacation luggage have placed liberal orders for leather writing cases over the last ten days. Commenting on the demand jobbers say that the volume already sold was well above that for the corresponding period last year. Another two weeks of similar business would set a record for volume. Leather cases made up in red, green and brown and priced to retail from \$1.95 to \$7.50 are wanted. Those decorated in pastel colors have been neglected. Popular types are all equipped with locks.

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For Men
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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.

Proper Place of House Brands in Grocer's Stock.

What I wrote about jobbers' house brands last week, could readily be misconstrued. It is somewhat difficult to write what is good for the retailer without danger of misunderstanding. For the question is dangerous because subject to so many qualifications. No question that house brands have their place in distribution, but only when properly placed and correctly handled. Then they can be a great aid to the grocer. Improperly placed, placed before the grocer is ready to do them justice, used before the grocer knows how to handle them, they can harm him irreparably—and then, obviously, they do no good to the house behind them.

Let me try, therefore, to clarify the question a bit.

For a grocer to do justice to any house brand, hence to do justice by himself, he must put behind it a thorough knowledge of it. That means he must know groceries as—unfortunately—few grocers of this age know them. But he must have more than mere knowledge, even if that be complete and exact. For he must have an established prestige among his clientele, so that his say so, whether personal or in his advertising, will carry weight and authority.

Obviously, the small man whose trade is not consolidated, who is not well established in a neighborhood, cannot have such prestige, regardless of how much knowledge he may have.

That man, therefore, will wisely stick to brands and labels already well and favorably known, and that almost or quite regardless of the prices at which he feels he must sell them in competition. Why? Because such goods move out without sale effort; and when sales effort is cared for, the other expenses against merchandise are trifling. This is so well understood by the big chain organizations that within a few years the A. & P. told its Chicago managers not to feel obligated to push A. & P. brands, to sell whatever would move with least effort.

The grocer under review last week conducts his own small business with no help except that of his wife. Expense in his case is down to bedrock. If anybody can "stand" competitive conditions, such a man should do it. If he fails to make good, the failure must be due to some factor other than needful expense. Despite his nineteen years' experience, he may be a careless, easy going weigher. He may be liberal in his measures. He may suffer from more pilferage than normal. Any or all or some of these may hamper him, but expense cannot.

For him and his wife to dole out pre-sold goods must be the most economical work they can do. Every

sale makes good, too. He is relieved of responsibility. These are vital factors, especially in the small store.

It is quite likely that he is too price conscious. He may sell many things for less than he really has to. It is neither needful nor possible for anyone to meet all low prices. Nobody can stay in business on that plan.

Let me tell an old story. Broadway, New York, at 140th street, is as keenly competitive a location as there is. There flourished Rumsey—may be there yet—for years after dozens of other old-line grocers had given up the ghost. Learning that his price on large canned milk was 12c when chain units all round him were selling at 3 for 25c, I asked him how he could do it. "That's easy," he answered. "The people who come to me don't go to the chains. Those that go to the chains don't come to me."

No answer could possibly be more complete or conclusive. The whole story was told therein. "Nobody can please everybody." The man who tries that will always fail. But any worthy, industrious man who is fairly able and is sincere, can always have a following. If he cares for those who like his ways, his clientele is apt to grow. Price is not everything. It is, in fact, the last consideration, even though it is an important consideration.

Now, after this man has built himself a following, it will be all right for him to get behind a private label and other specialties, provided he does the job right.

To do this right means that not a single item shall have his endorsement until he has studied it, used it, tried it, compared it and therefore knows it will make good. The job must be taken up slowly, conservatively, with the greatest care. It must be understood that our reputation and prestige stands in danger with every recommendation, so we must pray over every item we thus take under our wing.

Thus and in this way—and in no other way—can a grocer begin to grab the extra earnings which undoubtedly accrue from the sale of a special line of high grade products which he controls in his district. And let this fact sink in: that thus to build business is the reverse of bargaining on a price basis. Nobody can make good on this job who has his eye on what his neighbor offers at cut prices.

I emphasize all this mainly because the circular my last week's correspondent sent me struck me as "cheap"—decidedly cheap, poor, a false alarm. It looks as if planned with the thought that a private label, plus a few stock trade phrases, would work. Let me review a few points:

As stated, this is a circular of "Specials." As such, it rings the bargain bell. A special price makes a joke of regular price. It tells every customer to load up now, then buy no more until the next special offering. Is the special price profitable? Then it should be regular. If not profitable, why make it at all?

Here now is this private label, call it Oompah. Oompah garden peas, No. 2, 21c can, "Class will tell." What does that tell us? Nothing. If No.

(Continued on page 31)

HEYBOER'S

DUTCH TWINS

Made by

America's Largest and Oldest Independent

SUGAR WAFER

MANUFACTURER

Holland-American Wafer Company

GRAND RAPIDS, MICH.

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We have an attractive offer for a display.

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GRAND RAPIDS, MICHIGAN

Rademaker-Dooge Grocer Co.

Distributors

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Finest Packed

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

MEAT DEALER

Michigan State Association of Retail Meat Merchants.

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

Straight Thinking Needed On Sausage Problem.

The old adage, "quality is remembered long after price is forgotten," possibly holds true more so to-day in reference to sausage than on any other meat product, and incidently quality sausage will do much during these trying times to increase a dealer's business, not only on sausage and sausage specialties, but on other meat products.

To-day a merchant who is to survive these times and emerge at the top must be steady, clear headed, and a straight thinker.

He must not be swayed from tried, true and successful merchandising plans by trying to compete with the glaring cheap price signs of a new competitor who possibly will be out of the picture within a year. On the other hand he must build good will and a reputation for quality, with the thought always foremost that he is an asset to his neighborhood, and that he expects to be so for years to come—quality and quality only and not price, brings that situation about, and you will find that quality cements your store to the neighborhood and builds up a prestige and good will that time increases and never destroys.

To-day many merchants, like a drowning man grasping for a straw, will try anything. They will, without as much thought as they would give the purchase of a new suit of clothes, change from quality sausage, for which they are known in their neighborhoods and which has been a factor in building their business, to a cheap inferior ununiformed sausage, which is sold only on price, and which destroys, instead of builds a business.

Cheap sausage is sold on only one basis—price—and a very small margin of profit is available in that price. Cheap sausage neither gives foundation for increased sausage business nor increased margin. Cheap sausage attracts shoppers who look for price alone, while quality sausage attracts people who appreciate quality and who are willing to pay the dealer a fair margin and come back regularly to purchase. Furthermore, quality sausage causes consumers to become regular weekly sausage buyers. Cheap sausage works just the opposite. It retards sausage consumption, which means eventually decreased sausage business for the dealer as well as the packer.

Handle advertised identifiable quality sausage, because the sausage manufacturer who has advertised his sausage is creating sausage demand and deserves your co-operation. He is trying to make the consuming public realize that quality sausage should be part of their daily menu. His advertising breaks down consumer resistance. It makes it easier for you to sell and increase your sausage business at a fair margin of profit. So co-operate with that quality sausage maker by attractively displaying sausage

in your refrigerator cases, remembering that such displays attract attention, whet the shopper's appetite and what attracts the eye, the mind buys.

Endeavor at all times to create a pleasant polite atmosphere between your sales force and the consumer. Such an atmosphere is just another reason why shoppers patronize your store instead of your competitor's, and above all remember the old adage holds true to-day more than ever before, "quality is remembered long after price is forgotten."

Fred H. Minifie.

Refrigeration Without Dehydration.

One of the invisible losses in the handling of meats is dehydration. In recent years, the mechanical refrigeration engineers have developed coils which they claim will almost entirely eliminate dehydration.

Dehydration is alleged to have caused a loss of 2 per cent. and often as high as 8 per cent. or 9 per cent. Figuring that the average butcher handles about 2,000 pounds of meat a week with a loss by dehydration in shrinkage at 2 per cent. amounts to 40 pounds of meat per week or approximately \$50 a month.

In a recent talk, made by Lester U. Larkin, inventor of the Larkin coils, he covers this subject:

"If you are operating a market cooler and you want to bring the temperature of that market cooler down 36 degrees or 38 degrees you only have to bring the surface of this coil down to a temperature of approximately 3 degrees lower than the temperature which you want in the box. If you want 36 degrees in your box, 33 degrees is plenty low enough for the temperature of the surface of your coil, and when you bring the temperature to 33 degrees there will be no frost on that coil but in place of frost there will be moisture and the result is that the circulation of the air, as it enters the box, goes to the top and goes around it, and passes through it, and if it is dry when it comes in it has an opportunity to take the moisture off the surface of the coil and has increased its relative humidity and having so done will pass over meats, etc., stores in the refrigerator without picking up more moisture."

Mr. Larkin covered a test case and suggested that any butcher could easily determine the amount of his shrinkage by hanging three flank steaks in a refrigerator cooled with ordinary refrigeration after having weighed these steaks to the fraction of an ounce and allowing them to remain in the cooler for three days and then weighing them again.

This article does not attempt to prove the merits of the Larkin coil, but we are presenting these facts so that the readers will be informed regarding the recent developments in electric refrigeration.

Price Drop Emphasized.

A Boston retailer emphasizes the big reduction in the prices of foods in a strikingly effective way. On one side of the window is a 100 pound bag of sugar and a barrel of flour, over which is a sign reading: "Ten years

ago \$43.75 would buy—" On the other side of the window is a 100 pound bag of sugar and a barrel of flour also, while arranged about it are nearly a hundred additional items of food in cans, bottles and packages. The sign above this group reads: "To-day \$43.75 will buy all these—"

A spinster encountered some boys in the old swimming hole, minus everything but nature's garb and was horrified. "Isn't it against the law to bathe without suits on, little boys?"

"Yes'm," announced freckled Tommy. "But Jimmy's father is a policeman, so you can come on in."

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

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Always stock these fully-guaranteed, widely-advertised flour products!

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

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R. E. TIMM, Gen. Mgr.

Crathmore Hotel Station.

Phone 81138

Grand Rapids, Michigan

VINKEMULDER COMPANY

Grand Rapids, Michigan

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Fresh Daily

POSTMA BISCUIT CO.

GRAND RAPIDS.

MICHIGAN

HARDWARE

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

Catering To the Trade of the Summer Camper.

The approach of hot weather brings to most people a keen desire to get away from town and to spend the summer next to nature. The number of "outers" in every urban community has been steadily increasing in recent years. Boy scout and girl guide camps are more and more popular. Many people spend the entire summer at nearby lake resorts, the men driving to and from the city night and morning. Others take to their tents; still others go on more or less extended motor tours.

All these outdoor activities mean increasing demands for articles which the hardware dealer might just as well sell.

In ordinary camping out, the chief item of course is the tent. Many hardware dealers carry tents, or take orders for them, or for portable houses. The alert hardware dealer, with a knack of getting into touch with prospects, can often do considerable business in these lines without tying up very much money in stock.

People buy these goods anyway; but in many communities, outside dealers make the sales and get the profits. The hardware dealer might just as well make the sales and get the profits himself. It is merely a matter of going after the business intelligently. The dealer does not need to lay in a heavy stock or invest a lot of money; but he can represent some reputable house and take orders from catalog for summer delivery.

It is but a natural step for the dealer supplying sporting goods to handle outfits for tourists, prospectors and campers. The line can be made more or less extensive as the dealer may prefer. Of course the store which goes strongly into the line and handles it aggressively will usually get the bulk of the business. Such lines as hunters' clothing, camp beds and chairs, camp stoves and reflectors, lanterns, axes, collapsible aluminum cooking outfits, all can be worked into your outdoor department.

It is a good stunt to have a sample tent or portable house in stock. This will usually be enough to give the prospect an idea of the quality of the line; unless, of course, you are prepared to invest more money in stock. Then look over your regular stock for lines that will be useful to campers, and add any special lines that may seem desirable.

Even where the dealer does not undertake the handling of tents and larger articles, considerable trade can be done in the smaller camp accessories. The old time camp-fire was a romantic thing; but for practical camping out, nothing can beat a small oil or gasoline stove, and that is something every hardware store can handle to advantage.

If the camper prefers the camp fire, that again opens an opportunity for the hardware dealer. The camper must have a pot with which to do his cook-

ing over the open fire. There should be a tripod from which to hang the pot. Then too, he needs a can-opener, or a number of can openers to unlock the summer commissariat.

There are experienced campers, too, who are reluctant to sit down on decaying logs, the prey to all manner of insects and crawling things. Sell these people camp stools. A lantern or a flashlight is a useful thing in the dark woods at night. Possibly you can sell an up-to-date gasoline lamp. Then, too, a considerable equipment of tools is necessary. Campers should be reminded that they are going where they will have to do a lot of their own handy work. A sharp and dependable hatchet is particularly important.

There are many varieties of "outers." They range all the way from those people who plunge right into the backwoods in search of real, primitive conditions to the folks who motor to well appointed summer cottages with baths and modern conveniences and electric lights. They include motor tourists, and sport fans, one-day excursionists and picnickers, and the angling enthusiasts of whom every community has its fair quota.

The hardware dealer can profitably cater to them all.

Take, for example, the picnickers. For a picnic, a first essential is a good-sized lunch basket. A basket display right now would have a double appeal. Show a basket that can be used not merely for the picnic this week or next week but for marketing all the year round. For the picnic party, cheap knives and forks are useful. It is very easy on a picnic to lose good silverware, if one is foolish enough to take it; wiser to leave the silver or even the silver plate at home. There are available, indeed, what might be called "temporary" utensils, to be used once and discarded; wooden or papier mache forks and spoons, paper napkins and paper plates. Wise picnickers outfit themselves with stuff that can be discarded or that, even if lost, will not be seriously missed.

Put in a picnic window display with show cards telling about these items. Other picnic accessories include individual paper cups or collapsible drinking cups. Thermos bottles and thermos jugs are a useful line to feature.

Your window display should do more than merely show the goods. It should carry a definite idea; and the goods should be so helped out by show cards that the man who stops to look at the display will grasp the idea instantly.

What can you make the dominant idea of your picnic display? The idea of being fully equipped for the picnic. Incidentally, the supplementary idea of using, as far as possible, equipment that can be readily and cheaply discarded; and that, consequently, is not a source of worry. Out of these two ideas you evolve one that embodies them both—"Make the picnic a delight—eliminate worry—by being fully equipped with stuff you can afford to lose. Let us do your picnic planning for you." These are "lines" you can work into your show cards.

The camper-out in the vicinity of a lake or stream usually wants to fish. Often the fishing is the prime inducement to camp out. Fishing tackle is always a good summer line to push. Even the outer who is not a fisherman can be persuaded into buying some cheap tackle and trying his hand.

One big city firm makes its store a rendezvous for anglers. In one of the large windows is a huge aquarium filled with minnows. Every passer-by halts to look at this display. To the fisherman who uses minnows for bait, such a display is especially attractive. He may not need bait at the moment; but when he does, he remembers that display.

"We don't make a lot of money from the bait," explained the dealer. "We pay 1¼ cents for a minnow and sell them at 25 cents a dozen. That leaves a few cents gross profit, hardly enough to repay us for the trouble. Some fishermen bring their own pails, of course, but the majority buy them from us. We are near the station, and many men, going fishing, buy their equipment and bait and walk right across to the train. We sell a lot of rods and lines, and the attraction of the bait helps a lot in making these sales. That bait is simply bait for business."

A small town dealer wouldn't usually find it profitable to go into bait so extensively; yet the idea indicates the extent to which some unusual, striking feature helps to make sales.

In the same way the hardware store which features tents will attract a great deal of the subsidiary trade in accessories. Or the store which by assiduous and intelligent effort establishes itself in the public mind as the one place to go for camping supplies will inevitably get the first chance to cater to the needs of most campers in the community.

It isn't enough to carry a comprehensive stock. Sometimes, in fact, it isn't necessary to carry a comprehen-

sive stock. The great thing is to know the subject. The dealer and his salespeople must understand the line thoroughly. They must have a practical knowledge of camping, the camper's problems, the difficulties he encounters and how best to avoid them or solve them. They must know the goods, and more than that be able to give intelligent advice. Knowledge, plus the right goods, will establish a reputation for your store; and you can't get that reputation in any other way. To advertise, "Headquarters for Campers' Supplies" and then carry a small and incomplete stock and reveal a half-hearted knowledge of camping out won't get you anywhere.

A great thing is to know your community, the individuals who go to summer cottages, who camp in the open, who take motor tours. The knack of "getting in" with people is helpful. A merchant who carried on business in a community of 2,000 people made his summer home at a resort a few miles away. He came and went during the summer months in a motor boat. Every evening he mixed with the campers, townspeople he knew and strangers from a distance. He took part in camp sports, found out what was happening, and, incidentally, found out what individual campers needed in his line. After the first few days there was hardly an afternoon trip from town to camp that the merchant's motor boat wasn't pretty well loaded with articles ordered by summer resorters. Often the camp business at night was bigger than the day's business in town. Campers, instead of going to town, simply called at the merchant's cottage and left their orders.

Realistic displays can be used to advantage to feature camping and outdoor lines. A miniature tent with sticks for a campfire laid in readiness to strike the match makes a good center for an effective display. Red tissue and an electric bulb under it will add real-

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FISHING TACKLE

ity. So will an iron pot hanging over a tripod. Show a canoe drawn up on a make-believe beach. Fill in the rest of the window with fishing tackle or camp equipment. The result is a good display which will help to pull business.

Summer is a time when youngsters, boys especially, who can't go to nearby resorts like to "sleep out." There is a large undeveloped field for relatively cheap tents which the boys can use in the back yard. Most boys like to sleep out. It's good for them. And a window featuring a relatively inexpensive tent suitable for this purpose, helped out with show cards, and possibly some boy scout paraphernalia, may draw some business. The idea is one which is worth developing.

Victor Lauriston.

One Hundred Babies—An Attractive Window.

"Notice her child and you have won the heart of the mother" and her patronage.

In a drug store in a thriving little city in Northern Michigan, not much attention had been paid to the matter of window display, but when "Better Homes Week", sponsored by the Ladies' Literary Club of the city, was being carried out, a window showing the pictures of 100 babies was arranged. It attracted much attention and made quite a far-reaching influence for the drug store. The plan was this: Seven of the homes in the city were open to the public for two days or one room in the seven homes was shown as a model.

In one home, a library or home reading room was arranged in the most convenient way. Another home showed a well equipped kitchen, decorated with two shades of green duco, tables wired and all the modern electrical appliances in use. In another home the dining room was the attraction. The dining table was laid correctly for a formal dinner, silverware, napkins, glassware, etc., all in their proper places. The bed room in another home was ideal in ventilation, with furniture and furnishings, draperies and bed spreads, harmonizing perfectly. At another place the convenience of a breakfast nook was shown. Another home showed the beauty of an open stairway. Potted plants and ferns added much in making it artistic. In another home the cheerful living room, with beautiful pictures on the walls, cosy chairs, etc., were made more cheery, with a fire crackling in the big open fireplace.

A special committee entertained at every home and groups of women were taken by automobile from place to place to inspect the ideal rooms. After the rounds had been made, tea (English style) and wafers were served to them in the city's community building, where was on display a showing of needle work from the whole county, which had been done under the supervision of the county agent of extension work.

In this way, many had an opportunity to see the inside of some of the homes of the elite of the city that otherwise would never have been available.

The merchants were asked to co-operate by placing in their windows displays of goods needed for the betterment of the community's homes.

So the druggist made a "Baby Picture Window." The background was of crepe paper, strips three inches wide, hung from the ceiling, of azure blue, and coral pink, placed alternately. The floor of the window was covered with white crepe paper and here was shown everything needed for the care of baby — all kinds of baby foods, teething rings, rubber dolls and rattles, bottles, nipples, baby record books, stork announcement cards, and all sorts of toys, dolls, etc.

Next the glass, at the top of the window was a big sign, of pink bristol board lettered in blue, "What Is Home Without a Baby?" Then we secured from some well-known families—some that were prominent in the city—pictures of their children. We started with five. These were in large standard frames. Beautiful pictures of beautiful children.

It soon was noised about that we wanted pictures of babies for our window. Then the pictures began to come in. A mother had a good picture of Molly or her Danny, did we want to show it along with the others? Of course we did. And in the window they were placed on easels, in frames, every available space, where the passersby could see and admire. A fond grandmother brought pictures of three of the dearest grandchildren. She thought they should be shown in our window. One of the bankers in the city brought in a fine picture of himself when a baby. He thought that he was a pretty baby and should go in the window along with the other pretty babies. Some were even brought in from the country. And still they kept coming until there seemed hardly a place for more. Our window was the talk of the town and its attractiveness reached other places.

To be sure it took some effort to arrange them in the window satisfactorily and then get the pictures all back to the right parties, but that gave a chance for a little personal contact with the parents of the children and this was not wasted time by any means. A demand for "baby supplies" was created which brought customers into the store.

The "Better Homes Week" observation made an excellent setting for our window display, but it is a plan which could be used by a druggist or any other store keeper any week of the year, for it is a very attractive window.

There is nothing, unless it be the children themselves, that folks will stop and look at more than the pictures of a lot of bright happy children's faces. Nora I. Mitchell.

France's Empire.

A few days ago President Doumergue, as almost the last official act of his Presidency, formally opened France's great International Colonial Exposition. Eleven foreign nations, including the United States, are participating in the exhibition, but its real purpose is to bring home to France the extent and the importance of that

country's colonial possessions in order to encourage and promote empire trade.

It is not often that we realize that France is an empire as well as a republic. But her colonial possessions are in fact second only to those of Great Britain. Against a continental population of 40,000,000 there are 60,000,000 overseas subjects of the republic. Northern Africa and Indo-China are the chief colonies, but smaller territories under the French flag are scattered throughout the world. A partial list of the pavilions now demonstrating to throngs of visitors in Paris the scope of France's possessions includes those of Laos, Cambodia, Cochinchina, Annam, Tonkin, Morocco, Algeria, Tunis, Cameroon, West and Equatorial Africa, French India, Guiana, Martinique, Madagascar, Guadeloupe, Saint Pierre and Miquelon.

It is a tremendous empire, but twice in France's history have her overseas possessions been far more extensive. India might once have been hers and the role she played in North America can never be forgotten. In those past centuries, however, there were few Frenchmen who looked upon such territorial expansion with the ambitious imperialism which marked British policy. Such great empire builders as Dupleix never received from their government the support which alone would have enabled them to carry out their grandiose plans, and it was not untypical of France's attitude for Robespierre to cry out in the days of the Revolution: "Let the colonies perish!"

To-day France is as tenacious in clinging to her overseas territory and as determined to develop it as any empire of the past or present. Her policy of "association and not assimilation," as proclaimed by her greatest consul, Marshal Lyautey, has been eminently successful. Loyal representatives of the colonies sit in the French parliament and, if we except minor disturbances in Indo-China, even in recent years there have been few instances of discontent with French rule. Only in Syria, a mandated territory which therefore falls outside any strict definition of the empire, has France faced real revolt.

The exposition bears striking witness to a record of achievement of which France may well be proud. If to England must go the palm for empire building, in the present status of French overseas possessions there is proof that in this activity England is not without a worthy rival.



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HOTEL DEPARTMENT

News and Gossip Concerning Michigan Hotels.

Los Angeles, June 6—I am the recipient of a letter from my old friend, Professor Gustave Blumenthal, well known as a professor of psychology and an almost permanent resident of Hotel Pantlind, who just at present is sojourning at Hotel Fort Shelby, Detroit. For several years the Professor has been making an application of his special study on the employes of some of the larger factories, more especially those engaged in the manufacture of automobiles. His specialty is making an analysis of the capabilities of the higher subordinates with a view to placing them in positions they are best adapted to, and he meets with a large degree of success.

During the present week members of the Detroit Hotel Association, Greater Detroit Hotel Association, Club Managers' Association and the Detroit Caterers' Association, are to be the guests of the Detroit Stewards' Association, which is presided over by President Ferguson, steward of the Book-Cadillac Hotel. In order to help in defraying the expenses connected with the entertaining of the annual convention of the International Stewards' Association of which the Detroit association is a branch, in August, there will close co-operation between these several bodies. The committee in charge of the proposed meeting is headed by R. K. Christenberry, manager of Hotel Barlum, and includes Harold A. Sage, manager of Hotel Tuller; Wm. J. McKay, assistant manager Detroit Athletic Club; Hans H. Wasum, manager Harmonie Club; Wm. J. Marks, Book-Cadillac and Peter A. Rheume, president of Rheume's restaurants. It will undoubtedly be one of the major conventions of the year, and beyond doubt a big success.

Los Angeles certainly gave the world at large an election surprise last week, equivalent to the great overturn in Chicago, a month ago. It was fought out on the lines of municipal ownership of utilities, and curbing of excessive taxation. The present mayor Porter, went over to France a couple of weeks ago, happy in the belief that his policies would be vindicated, but it was the old, old story of the cat and mice, and when he gets back a majority of the faces in the city council will be new to him. The rank and file of Angelenos, have, for very substantial reasons, decided that a curb must be placed on public expenditures, and while it is a good deal like locking the stable after the steed has been purloined, some good must surely result from the overturn. New members of the council are sound business men who heretofore have eschewed politics.

While I have presumably become a permanent resident of California, even if not eligible to the Native Son phalanx, I am by no means a promoter, but I feel that a little enlightenment from one who has been reasonably observing and is not interested in any high-powered real estate transactions, might not be altogether out of place, since I am importuned from time to time to offer opinions to individual friends and acquaintances. In the first place, in the settled regions of Southern California the best features of city and country life are preserved and combined. The farmer throughout this particular region is, to all intents and purposes, a suburban resident, and this becomes more true from year to year as improved highways are extended throughout the country section. The amount of land that is necessary to support a family in comfort is so small—not exceeding at the most, twenty acres and in many cases not more than ten, or even five—

that wherever irrigation is practiced the country homes are close together, a section of 640 acres supporting from thirty to sixty families, instead of four, who would make a precarious living in the Eastern section of the Nation. Thus, the families of horticulturists in California are within easy calling distance of each other, and are enabled to enjoy many advantages of social life that in the East only fall to those who reside in the cities or their suburbs. It is, however, by no means only from this point of view that the lot of the California farmer is more attractive than that of his Eastern brother. Merely from a strictly business or financial standpoint the difference is more striking. If an Eastern farmer has averaged a clear profit of \$5 an acre on 100 acres of wheat during the past few years he has been doing well. This same thing is true of cotton growing in the South. This gives him \$500 clear as the result of a year's hard work. In California it is a poor horticulturist who does not manage to clear that amount of money from ten acres of fruits and berries and vegetables, with a cow and some chickens, meantime enjoying with his family all the delicacies of the season during the entire twelve months of the year, with social advantages above mentioned in the bargain. It should not be supposed that a man out here can live without work. Those ambitious to do this should seek the islands of the South Sea, where they may, perhaps, come nearer to accomplishing their purpose. California, as I have repeatedly said, is no place for the man who is not willing to work, unless, of course, he is provided with means. The work, however, is in many respects, much more pleasant than that which a farmer is called upon to perform in the East. To begin with, the climate, of which we have all heard and read so much, and which is ridiculed by a class of people who have never been out here, is by no means a figure of imagination, but a very solid fact, makes life a pleasure throughout the entire year. There may be a score of days during the winter when the rainfall is sufficient to drive the farmer to indoor occupation, but during the other days of the year he may comfortably perform all kinds of work on his ranch without any extra precaution against the weather and without wearing a coat if his physical condition is normal. There are no blizzards or snowstorms and very few frosts. For the past two seasons not a single visit of the latter was recorded. Many have been living in tents during the past winter, owing to unfavorable general conditions, but the herder on the plains does it as a regular thing. Also, I think I may state truthfully that in no portion of the world that I have visited is there evidence of greater intelligence among the agricultural class than here. The summer season has, according to research I have made at the weather bureau here, for the past five years, averaged 17 degrees lower than at Detroit, which explodes the claim that the temperature is insufferable at that season. Of course there are sections contiguous to Salton Sea, where higher temperatures were registered, but agriculture is not carried on to any extent in that section. The nights, as all agree, are ideal. The subject of irrigation is a bugbear to most Eastern farmers. There is a settled idea among them, which it is quite difficult to remove, that the necessity for irrigation is a drawback. It is not necessary, however, to tell anyone familiar with irrigation methods, of the benefits therefrom. It is a dead cinch. Given a given amount of seed, fertilizer and water, you are bound to produce a certain, sure result. There is absolutely no gamble about it. But despite all these advantages, California is by no means a Garden of Eden. You have to take a little of the bitter with the sweet, and one of the worst features I can

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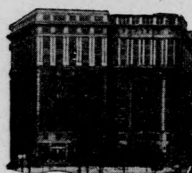
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Universally conceded to be one of the best hotels in Michigan. Good rooms, comfortable beds, excellent food, fine cooking, perfect service.
Hot and Cold Running Water and Telephone in every Room.
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300 Rooms With or Without Bath
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Fireproof Construction
The only All New Hotel in the city.
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250 Rooms—150 Rooms with Private Bath.
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Entire Seventh Floor Devoted to Especially Equipped Sample Rooms
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300 Rooms 300 Baths
Absolutely Fireproof
Moderate Rates
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FIRE PROOF
CENTRALLY LOCATED
Rates \$2.00 and up
EDWARD R. SWETT, Mgr.
Muskegon Michigan

Columbia Hotel

KALAMAZOO

Good Place To Tie To

think of at this writing is a surfeit of indigent tourists who come out here to live on "sunshine," without the where-withal to purchase a so-called ranch, or capital to improve it, if once purchased.

The financial troubles of the Continental-Leland Hotel Corporation crop out again in the affairs of the Detroit-Leland Hotel, which is reported to have been taken over by the Baker hotel interests, a Texas institution. This company has a chain of some dozen hotels in the South, and is a going proposition. T. B. Baker, it is reported, will have general supervision of the Detroit property, and has announced that Otis Harrison, manager of Hotel Wooten, Abilene, Texas, will assume the position of resident manager. Other reports are to the effect that William J. Chittenden, Jr., well known in Michigan hotel circles, who has held the position of managing director under the Bowman regime, will continue in that capacity. Mr. Baker was in Detroit last week looking after certain details of the transfer and announced that there will be some structural alterations made in the hotel, presumably to give the house improved facilities for taking care of conventions, but that these alterations will not necessarily be made at once. For the present he will divide his time between the Detroit institution and his Texas properties. The Detroit-Leland was one of the "too many" hotels built in the Motor City, during its boom period. It is 16 stories high and contains 700 rooms. The depression of the past two years has been felt more keenly by the newer institutions. Recently the Savoy, built under similar conditions, was taken over by the Knott syndicate, and is now known as the Detrolite, and reports I have in hand indicate that it is doing an increased as well as more profitable business. It is to be hoped the change in the affairs of the Detroit-Leland will also bring prosperity thereto. It is a wonderful institution, practically built and under the supervision of Mr. Chittenden, was economically and satisfactorily operated.

Scientific expedition has been organized to find the effect of civilized diet upon the Eskimos. Now the Greenland brethren will be up against spinach, carrots and yeast. Where is the Humane Society all this time?

One of the most enthusiastic and successful meetings of the Grand Rapids Charter of Hotel Greeters was held at the Park Place Hotel, Traverse City last week, with Manager George C. Anderson as host. Members were present from Grand Rapids, Newaygo, Reed City, Ludington, Albion, Jackson, Saginaw, Houghton, Hancock and several other interior Michigan cities. President E. H. (Ted) Beecher, of the Hotel Pantlind, presided. Installation of E. T. Moran, assistant manager of the Morton Hotel, Grand Rapids, as president it was announced will occur at the next regular meeting. Prominent among the guests on this occasion were George L. Crocker, general manager of Hotel Olds, Lansing, president of the state hotel association; Hugh J. Gray, manager of the Michigan Tourist and Resort Association and Edgar E. Pitts, a former National president of the organization. A long list of new members was presented at the business meeting. Michigan Greeters are now an outstanding figure in the National organization. Ordinarily but one charter is permitted in each state, but Michigan has two and they are institutions of accomplishment.

Someone asks "Why should a second cup of coffee be served free to a guest?" Well, if the query was put up to me I think I would suggest it as a unique form of advertising and charge it to that particular account. Certain

it is that this innovation has aken root and the caterer who fails to offer it is just overlooking a good bet. The groceryman sells a large-sized bag of sugar at an appreciable loss for the purpose of drawing trade. That is just a commercial proposition. In the case of the cafe, a daintily served "second cup" of coffee is artistic in its effect and a species of advertising applied at a psychological moment. The railroads have adopted the custom as well as many high-grade eating places I know of.

R. F. Butler, former manager of Hotel Chelsea, Chicago, will be in charge of Hotel Golfmore, Grand Beach, this season.

Charles J. Whiprecht, for some years assistant manager of the Grand Hotel, at Mackinac Island, has been advanced to the position of manager at the same institution.

George Tobias has sold his hotel in Alba to Mrs. Lulu Little, of Stanwood, who will henceforth operate both hotel and restaurant run in connection therewith.

The American Hotel Association is at least accomplishing a very satisfactory program in carrying out a plan to place hotel insurance on a business basis instead of applying hazards which really never did exist. It is now believed that within a very short time the efforts of the organization will be rewarded by concessions in insurance rates to the various hotels amounting to a pretty penny, 25 per cent. or more. Backing up the argument I have advanced for many years that "organization" is the thing.

The Arthur L. Roberts-Degelman Company, operators of Hotel Ojibwa, Sault Ste. Marie, and have recently taken over the Murray Hill, of that city, have changed the name of the latter to the Dixie Hotel, and will continue to operate it as both a tourist and commercial hotel as in the past. It has 80 rooms and is modern in every respect. Leon Degelman, manager of the Ojibwa, is also in charge of the Dixie.

William L. Cartwright, proprietor of Grand Hotel, Eustis, Florida, and one of Michigan's best known operators as well, is due back from the South shortly. Last season, and for several previous ones, he was in charge of the Ramona Park Hotel, at Harbor Springs. No announcement, however, has been made of his plans for this season.

The poor, horny-handed son of toil, the agriculturist, got another jolt the other day when the price of wheat struck a new, low level. Where is that fact-finding commission which was to do the Moses stunt for the farmer? Don't suppose it was a covey of demagogues who were taking toll regularly for telling the shorn lambs that "prosperity is just around the corner?"

A season covering June, July, August and September must be the aim of every hotel in Michigan making a specialty of entertaining tourists. In the good old days when summer guests used to come to us immediately after the closing of the city schools and remain until Labor Day, there was not so much to be reckoned in the way of profits, except that the hotel usually had a stated number of guests, and the steward knew to an almost dead moral certainty just how many meals to prepare. The coming of the automobile dispelled this dream of satisfaction. When one of your "regulars" advised you that he and the family would approach you by the "gas" route, you also knew to the same dead, moral certainty that his sojourn in your establishment would depend on the whims and foibles of the "family."

So there you were, in the midst of a dilemma bounded by the area of your hotel holdings, and if you did not, as you could not, have "victims" in reserve, operating soon began to follow the "feast and famine" course. I very much doubt if any degree of promotion or publicity will ever lengthen the so-called resort season. Custom has established the non-oyster months as best fitted for the accumulation of mosquito bites—as well as those of the black bass—and custom is deep-seated and hard-bitted.

At the age of 98 a Chicago woman is telling that she thinks she owes her health, activity and sunny disposition to the fact that she loves cake and consumes it copiously. She likes all brands—especially the chocolate and coconut layer variety—and has tried to take on a supply of same every day of her life. The doctors will explain that there must be some mistake somewhere and that the good old lady might even be 110 years old to-day if she had left the sweets alone.

Word comes to me that my old friend, Earle Greene, formerly proprietor of Hotel Crystal, Flint, has taken over the management of the Capital Hotel in that city. Earle is a practical landlord, has a host of friends among the traveling fraternity and will, without doubt, make a financial success of the venture.

The local hotel oranzation at Mt. Clemens is asking the city authorities for permission to place "runners" at the various depots and bus stands in that city, a move which has been prevented in the past by adverse legislation. The city seems willing to establish an information bureau for the benefit of incoming travelers, but does not want to foot the bill of expense. Neither do the hoteliers.

Frank S. Verbeck.

Charlevoix, June 9—Glen L. Adams, who has been connected with the Montauk Beach Resort in the East for the past four years, has been appointed manager of the Inn, one of Michigan's finest resort hotels, which is owned and operated by the Pere Marquette Railway. The Inn is an American plan house with 200 rooms. Mr. Adams succeeds Andrew Cremer, who had managed the property for several years. Mr. Cremer will confine his efforts entirely to the Southern Pines Resort, at Southern Pines, North Carolina, which he owns together with his partner. Prior to his connection with Montauk Beach, Mr. Adams was manager of the Harbor Point Club, at Charlevoix, for ten years, beginning in 1916. During this time he was associated with the Fisher interests at Miami Beach for eleven winters.

Grocers' Outing Will Be Private.

The Lansing Grocers and Meat Dealers' Association has decided to dispense with the annual picnic as a public affair this year and hold a Sunday picnic for its own members.

The picnic has been an institution in Lansing for a quarter century. On the festal day the grocers and meat dealers would close their stores and invite the entire city to the function.

At the meeting representatives of the Home Defense League asked the Association members to refrain from paying their malt tax license until assurance was given that the chain stores would get their license on the same basis as the independent stores, that is, have each store take out a license instead of a blanket license for the entire corporation. The Association took no action on the question.

\$50 Chain License Tax Is Introduced in Ohio.

A bill recently introduced in the Ohio legislature provides for a chain store tax graduated according to the number of stores operated with a maximum rate of \$50. The rates provided are: 1 store, \$3; 2 to 4, \$5 a store; 5 to 10, \$25; 10 to 20, \$35, and more than 20, \$50.

We should talk buymanship instead of salesmanship because people resent being sold; they all like to buy, and the poor prospect is hardly ever given a chance to buy. Mr. Prospect has a good bit of seling to do in his own mind before he gets to the point where he accepts your proposition. He must be allowed to justify his actions by selling himself and it is the salesman's job to start him on the right track to this end.

MORTON HOTEL

Grand Rapids' Newest Hotel

400 Rooms -- 400 Baths

RATES

\$2.50 and up per day.

"A MAN IS KNOWN BY THE COMPANY HE KEEPS"

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

PANTLIND HOTEL

"An entire city block of Hospitality"

GRAND RAPIDS, MICH.

Rooms \$2.25 and up.
Cafeteria -- Sandwich Shop

CODY HOTEL

GRAND RAPIDS

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

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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.

RESORTERS WILL LIKE COMMERCIAL HOTEL

MRS. S. SAMPSON, Cateress, from Chicago.

Best meals in Michigan, no fooling, we mean it. Hundreds say so. Good Beds.

PENTWATER, MICHIGAN

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 Ironwood, 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.

Amberg & Murphy Battle Creek's Oldest Business House.

The city's oldest business, started just after the close of the Civil war and open for sixty-four years to veterans of that war and soldiers of the Spanish American and kaiser's wars, will have one of the most modern fronts of any drug store in Michigan within the next two month.

Veterans who gazed in awe, in younger days, at ornate globes filled with translucent liquids—red and green and blue — behind which oil lamps flickered, and neat piles of herbs and mortars and pestles which were the central motif of drug store window displays of earlier days, will march next Memorial day past a commercial Gothic Amberg & Murphy front, where flood lights from the interior display to best advantage satin face aluminum, black marble base and show windows paneled in American black walnut.

There J. William Murphy, Jr., son of the man who in 1884 purchased an interest in the drug store of Isaac Amberg, will welcome customers. There, too, no hurrying waitress will jostle timid customers in search of an ounce of drugs, or washing machine salesman attempt to divert the interest of hurried women downtown to purchase a cure for corns. It is one of the few drug stores in the United States that has refused to install a soda fountain or handle cigars and tobacco.

The store dates back to the arrival of Isaac Amberg, father of the Misses Cora and Isca Amberg, to Battle Creek. He had come to Cincinnati from his birthplace in Bavaria near the river Rhine, eight years before, and set himself up in a mercantile business after traveling around the country as a peddler, learning the English language and acquainting himself with people in the new country.

Selling the Cincinnati store in 1852 he came to Battle Creek and set up a clothing store in partnership with Julius Houseman, later a member of congress from Grand Rapids. The establishment was located on East Main street near Jefferson. The firm carried on for two years, then Mr. Amberg became sole owner and continued the business for ten years, when he sold out and formed a partnership with Charles Peters, under the firm name of Amberg & Peters, and opened a drug store two doors beyond the present location on East Main, now changed to East Michigan avenue. Peters sold to John Helmer, the firm changing to Amberg & Helmer.

Sixty-four years ago Mr. Amberg sold his interests to Helmer and established the present drug store. At the time the business section of town centered around the four corners, Main and Jefferson streets. H. Frensdorf had a clothing store, one of the two here, at 1 East Main, where the United Cigar store is now located. Eldred & Peters' hardware store, wholesale and retail, occupied the Eldred block, where Kapp's clothing store is now. On the opposite corner, now the City National bank site, was the book store of F. E. Peaslee & Co., while the corner on which the Central National Bank is located held the ruins of the old Battle Creek House.

With a capital of \$5, James W. Murphy, Sr., came to Battle Creek from Prairieville in the late '70's. He had obtained his education in the country schools of Barry county and at the village school at Prairieville. His introduction to the drug store business was in clerking for three years in the Prairieville drug store. After his arrival here he began clerking in a drug store and two years later, in 1884, purchased an interest in the drug store of Isaac Amberg.

In 1903 a corporation was formed and the firm became known as the Amberg & Murphy Drug Co., Inc. At that time Isaac Amberg retired and Victor Amberg, his son, succeeded him. This association continued until about 1912, when James W. Murphy retired and his son, J. William Murphy, Jr., succeeded him, the two sons succeeding in the business.

J. William Murphy, Jr., who had managed the store for several years, took over the Amberg interest in the firm in February, 1929, although it continues under the name Amberg & Murphy. Mr. Murphy, Jr., is a graduate of the University of Michigan and has attended the University of Chicago and Harvard University.

James W. Murphy, Sr., was the son of James M. and Mary P. Haas Murphy, both natives of New York State. They were married there and came to Michigan in 1867. James M. Murphy, who died in 1875, was a blacksmith by trade and followed that occupation all his life. He was the son of Patrick Murphy who was born in the North of Ireland and immigrated to America, settling in Syracuse, N. Y., where he resided until his death. Mary P. Haas, the mother, was a daughter of W. M. Haas, a native and life long resident of New York.

The Amberg & Murphy building has changed several times during its years of business. It was originally a two-story block and extended only half its present distance toward State street. Later a third story was added and the Amberg & Murphy drug business had possession of the entire three stories and basement.

The new front will increase its available depth about nine feet. It will be the deep type front in satin face aluminum with black marble base similar to the Old-Merchants Bank tower front. The commercial Gothic front will be flood lighted at night from the interior. The back of the show windows will be paneled in American black

walnut and transoms will be covered with ornamental satin finish aluminum grills backed with frosted plate glass. Above the store front proper the building will be faced with rockface Bedford limestone.

The plans have been drawn by P. H. Chute, architect. The front will be erected by R. G. Phelps and probably will be completed about the middle of July.

A picture taken of the drug store front, about fifty years ago, and now in the possession of Mr. Murphy, shows a busy main street where the window displays of medicine in huge bottles could be seen by passing shoppers. Amberg & Murphy painted in white above the front identified the firm. The letters "Castoria" painted on the glass window, suggested that "babies cried for it" then, too. A picture of Garfield ornamented a window in the second story, and at the same time advertised Garfield tea, then in use.

In the earlier days a photograph gallery was on the second floor and the late Dr. C. E. Bartlett, pioneer dentist and physician, whose sons, Dr. Walter E. Bartlett, dentist, and Arthur K. Bartlett, astronomer, died in Battle Creek in 1928, had offices on the second floor of the Helmer block, just beyond the Amberg & Murphy building.—Battle Creek Enquirer.

Tentative Program For M. S. P. A. Convention.

Tuesday, June 23.

9 a. m.—Opening of the registration headquarters, Pantlind Hotel. It will be necessary for each person attending to be registered. Fee, \$3.50 each. This fee includes noonday luncheons, banquets, dinners and all entertainment features.

9 a. m. to 10:30 a. m.—Registration and informal reception.

10:30 a. m.—Get acquainted meeting for ladies.

10:30 a. m.—First business session for men. Formal opening of convention by President John J. Watters.

Reading of correspondence by Secretary R. A. Turrell.

Appointment of Resolutions Committee.

Sound Picture: Title, "A Trip Through Filmland," by Walter Kramer, Eastman Kodak Co.

12 noon—Mixed luncheon, Pantlind Hotel.

Welcome Address: George Welsh, Grand Rapids City Manager.

Response by John J. Watters, President M. S. P. A.

Hon. Carl E. Mapes, U. S. Congressman, address.

2 p. m.—Organ recital for ladies at Fountain Street Baptist Church, followed by tea at the Woman's City Club.

2 p. m.—Second business session. Open forum.

2:30 p. m.—President's address, John J. Watters.

Secretary's report, R. A. Turrell.

Treasurer's report, Purl Harding.

Report of Standing Committees—Executive Committee, John Weisel; Legislative Committee, D. G. Look; Membership Committee, Chas. Rice; Trades Interest, Earl E. Durham.

Sound Picture: Title, "Soda Fountain Service" by J. J. Reed, Coca-Cola Co.

4:30 p. m.—J. W. Luther, director of merchandising service department, Johnson & Johnson Co.; "Modern Drug Store Merchandising."

6:30 p. m.—Dinner dance for all. Pantlind Hotel. Music courtesy Frederick Stearns & Co. Entertainment.

Wednesday, June 24.

9:30 to 10 a. m.—Open forum.

10 a. m.—Third business session for men—unfinished business. Speakers: H. J. Ostlund, School of Business Administration, University of Minnesota; subject: "Cost Control Through Buying Policies." Geo. E. Jay, Assistant to General Sales Manager, E. R. Squibb & Co.; subject "Merchandising Trends."

12 noon—Ladies luncheon at Cascade Hills Country Club.

12 noon — Men — all-college luncheon at the Pantlind Hotel. Speakers: Dean R. T. Lakey, College of Pharmacy, College of the City of Detroit; Dean E. J. Parr, College of Pharmacy, Ferris Institute; Dean E. P. Stout, College of Pharmacy, Detroit Institute of Technology; Prof. C. H. Stocking, College of Pharmacy, University of Michigan; Julius H. Riemschneider, President N. A. R. D., subject: "N. A. R. D. Activities." Frank E. Holbrook, President M. P. T. A., toastmaster.

2 p. m.—Ladies' entertainment.

2 to 2:30 p. m.—Fourth business session for men—open forum. "Board of Pharmacy," Orville D. Hoxie, President Board of Pharmacy, chairman.

2:30 p. m.—Reports: Prescott Memorial Fund, Chas. H. Stocking; Publicity, Wm. E. Loeblich, chairman; D. R. D. A. and M. S. P. A. Journal; R. T. Lakey, editor; Board of Pharmacy, Garfield M. Benedict, director of Drugs and Drug Stores in Michigan. Speakers: Robert L. Trunk, Vice-President, McKesson-Fuller-Morrison Co., Chicago, subject: "Where Does the Emphasis Belong?" Wm. E. Powell, manager Sundry Sales Department, Goodrich Rubber Co., subject: "Merchandising Rubber Goods." Duncan Weaver, member Board of Pharmacy: "My Experiences on the Board of Pharmacy."

6 p. m.—Ladies' dinner at beautiful Blytheheld Country Club, by courtesy

HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.

of Hazeltine & Perkins Drug Co., wholesale druggists, Grand Rapids.

5:30 to 7:30 p. m. — Men — Dutch lunch, courtesy Tunis-Johnson Cigar Co. Then to Blytheville Country Club to join the ladies in dancing.

Thursday, June 25.

9:30 a. m.—Fifth business session for men.

Report — Resolutions Committee; Nominating Committee; election of officers.

Speakers: Ray H. Whidden, President Bauer & Black, Chicago, subject: "Taking the Model 'T' Out of Business"; Dr. F. O. Taylor, Chief Chemist Parke, Davis & Co., subject: "Research and Progress in Pharmacy."

12 noon—Ladies' bridge luncheon at Women's City Club.

12 noon—Men's luncheon at Golf Club, followed by golf tournament.

8:30 p. m.—Night Club dinner dance. Entertainment for men and ladies at Pantlind Hotel.

Corporations Wound Up.

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

Franklin Automobile Co., Detroit. Neighborhood Garage, Inc., Detroit. Howard L. Green Drug Co., Detroit. Acme Truck Sales & Service Co., Detroit.

Inland Oil Co., Muskegon. Welch Tire Service, Pontiac. Flat Rock Land Co., Wells. First State Bank, Vicksburg. Eastern Michigan Oil & Gas Co., Detroit.

Excel Manufacturing Co., Allegan. National Traffic Products, Inc., Detroit.

Bonner & Barnwell, Inc., Detroit. Cameron-Boyer Corp., Detroit. Happy's Tire Service, Inc., Traverse City.

Neon Electric Co., Detroit. A. J. Katz Construction Co., Inc., Detroit.

Rochester Savings Bank, Rochester. State Savings Bank of Melvindale, Melvindale.

Cities Sanitation Corp., Grand Rapids. Spalding Independent Oil Co., Spalding.

Men's Wear Orders Heavier.

Retail preparations for late June and July promotional sales of men's wear are stimulating activity and orders are showing substantial gains over those of last week. Low-price merchandise in the furnishings divisions is particularly sought by retail buyers. The warm spell is aiding considerably in the sales of men's sports clothing, such as flannel coats and trousers and knickers. Orders for Fall clothing are reaching the markets here in good volume, with particular emphasis on the low-priced brackets.

Lace Curtain Prices Unchanged.

Fall lines of lace curtains opened by the trade in New York last week were priced on the Spring basis. Attendance at the opening was said to be smaller than last year because of the absence of many home furnishings buyers at the Chicago furniture show. Orders placed were for small quantities and were restricted mainly to staple merchandise. Buyers from the Middle West and Pacific Coast were reported the heaviest purchasers of the pastel shade curtains which were added to the lines by producers this season.

Offer Border Patterns on China.

An attempt to revive the popularity of border pattern chinaware will be made this Fall by domestic producers. New lines of popular-price dinner sets, displayed to buyers this week, feature ivory plates with borders of green, gold, black, tan and pink. Floral patterns on pink dinnerware have been stressed throughout the spring season. The border patterns on ivory ground have been developed in sets retailing at prices similar to those prevailing on Spring merchandise.

WHOLESALE DRUG PRICE CURRENT

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

Acids		Cotton Seed		Benzoin Comp'd.	
Boric (Powd.)	10 @ 20	Cubebs	5 00@25	Buchu	2 16
Boric (Xtal)	10 @ 20	Elgeron	4 00@25	Cantharides	2 52
Carbolic	38 @ 44	Eucalyptus	1 25@150	Capsicum	2 28
Citric	44 @ 60	Hamlock, pure	2 00@25	Catechu	2 14
Muriatic	3 1/2 @ 8	Juniper Berries	4 50@4 75	Cinchona	2 16
Nitric	9 @ 15	Juniper Wood	1 50@1 75	Cochicum	2 80
Oxalic	15 @ 25	Lard, extra	1 55@1 65	Cubebs	2 76
Sulphuric	3 1/2 @ 8	Lard, No. 1	1 25@1 40	Digitalis	2 04
Tartaric	43 @ 55	Lavender Flow	6 00@6 25	Gentian	2 28
Ammonia		Lavender Gar'n	1 25@1 50	Gualiac	2 04
Water, 28 deg.	07 @ 18	Lemon	2 50@2 75	Iodine, Ammon.	2 25
Water, 18 deg.	08 @ 15	Linseed, boiled, bbl.	@ 81	Iodine, Colorless	2 50
Water, 14 deg.	5 1/4 @ 13	Linseed, raw, bbl.	@ 73	Iron, Clo.	2 56
Carbonate	20 @ 25	Linseed, bld., less	88@1 01	Kino	2 44
Chloride (Gran.)	08 @ 13	Linseed, raw, less	85@ 98	Myrrh	2 53
Balsams		Mustard, artifl. oz.	@ 30	Nux Vomica	2 18
Copalba	1 00@1 25	Neatsfoot	1 25@1 35	Opium	2 50
Fir (Canada)	2 75@3 00	Olive, pure	3 00@5 00	Opium, Camp.	2 44
Fir (Oregon)	65@1 00	Olive, Malaga, yellow	3 50@3 90	Opium, Deodors'd	2 50
Peru	2 50@2 75	Olive, Malaga, green	3 85@3 25	Rhubarb	2 92
Tolu	2 00@2 25	Orange, Sweet	6 00@6 25	Paints	
Barks		Origanum, pure	@ 2 50	Lead, red dry	13 1/2 @ 13 1/2
Cassia (ordinary)	25 @ 30	Origanum, com'l	1 00@1 20	Lead, white dry	13 1/2 @ 13 1/2
Cassia (Saigon)	40 @ 60	Pennyroyal	2 25@3 50	Lead, white, oil	13 1/2 @ 13 1/2
Sassafras (pw, 50c)	@ 40	Peppermint	4 50@4 75	Ochre, yellow bbl.	2 25
Soap Cut (powd.)	20 @ 30	Rose, pure	13 50@14 00	Ochre, yellow less	3 @ 2 1/2
35c		Rosemary Flow	1 50@1 75	Red Venet'n Am.	3 1/2 @ 7
Berries		Sandellwood, E.		Red Venet'n Eng.	4 @ 8
Cubeb	@ 90	I.	12 50@12 75	Putty	5 @ 8
Fish	@ 25	Sassafras, true	2 00@2 25	Whiting, bbl.	@ 4 1/2
Juniper	10 @ 20	Sassafras, art'l	75 @ 1 00	Whiting	5 1/4 @ 10
Prickly Ash	@ 50	Spearment	5 00@5 25	Rogers Prep.	2 45@2 65
Extracts		Sperm	1 50@1 75	Maceleanous	
Licorice	60 @ 75	Tany	6 00@6 25	Acetanadid	57 @ 75
Licorice, powd.	60 @ 70	Tar USP	65 @ 75	Alum	06 @ 12
Flowers		Turpentine, bbl.	@ 64	Alum, powd. and	
Arnica	75 @ 80	Turpentine, less	71 @ 84	ground	09 @ 15
Chamomile (Ged.)	35 @ 45	Wintergreen, leaf	6 00@6 25	Bismuth, Subn-	
Chamomile Rom.	@ 90	Wintergreen, sweet		trate	2 12@2 40
Gums		birch	3 00@3 25	Borax xtal or	
Acacia, 1st	@ 60	Wintergreen, art	75 @ 1 00	powdered	06 @ 13
Acacia, 2nd	@ 50	Worm Seed	6 00@6 25	Cantharides, po.	1 25@1 50
Acacia, Sorts	25 @ 40	Wormwood	10 00@10 25	Calomel	2 72@2 82
Acacia, Powdered	30 @ 40	Potassium		Capsicum, pow'd	42 @ 55
Aloes (Barb Pow)	35 @ 45	Bicarbonate	35 @ 40	Carmine	8 00@9 00
Aloes (Cape Pow.)	25 @ 35	Bichromate	15 @ 25	Cassia Buds	20 @ 30
Aloes (Soc. Pow.)	75 @ 80	Bromide	69 @ 85	Cloves	35 @ 45
Asafoetida	50 @ 60	Bromide	54 @ 71	Chalk Prepared	14 @ 16
Pow.	@ 75	Chlorate, gran'd	21 @ 23	Chloroform	47 @ 54
Camphor	87 @ 95	Chlorate, powd.	16 @ 23	Choral Hydrate	1 20@1 50
Gualiac	@ 60	or Xtal	17 @ 24	Cocaine	12 85@13 50
Gualiac, pow'd	@ 70	Cyanide	17 @ 24	Cocoa Butter	45 @ 90
Kino	@ 1 25	Iodide	22 @ 30	Corks, list, less	30 @ 10
Kino, powdered	@ 1 20	Permanganate	4 34 @ 55	Copperas	3 1/2 @ 40
Myrrh	@ 1 15	Prussiate, yellow	22 @ 35	Copperas, Powd.	@ 10
Opium, powd.	21 00@21 50	Prussiate, red	70 @ 75	Corrosive Sublim	2 00@2 20
Opium, gran.	21 00@21 50	Sulphate	35 @ 40	Cream Tartar	35 @ 45
Shellac, Orange	40 @ 50	Roots		Cuttle bone	40 @ 50
Shellac, White	55 @ 70	Alkanet	30 @ 40	Dextrine	6 1/2 @ 15
Tragacanth, pow.	1 25@1 50	Blood, powdered	40 @ 45	Dover's Powder	4 00@4 50
Tragacanth	2 00@2 35	Calamus	25 @ 35	Emery, All Nos.	10 @ 15
Turpentine	@ 25	Elecampane, powd.	20 @ 30	Emery, Powdered	@ 15
Insecticides		Gentian, powd.	20 @ 30	Epsom Salts, bbls.	03 1/2 @ 3
Arsenic	7 @ 20	Ginger, African,		Epsom Salts, less	3 1/2 @ 10
Blue Vitriol, bbl.	@ 07	powdered	20 @ 25	Ergot, powdered	@ 4 00
Blue Vitriol, less	08 @ 15	Ginger, Jamaica	40 @ 50	Flake, White	15 @ 20
Bordea, Mix Dry	10 1/2 @ 21	powdered	45 @ 60	Formaldehyde, lb.	09 @ 35
Heliolebe, White		Goldenseal, pow.	3 00@3 50	Gelatine	60 @ 70
powdered	15 @ 25	Ipecac, powd.	4 00@4 60	Glassware, full case	60 %
Insect Powder	30 @ 40	Licorice	35 @ 40	Glauber Salts, bbl.	02 1/2 @ 10
Lead Arsenate, Po.	11 @ 25	Licorice, powd.	15 @ 25	Glauber Salts, less	04 @ 10
Lime and Sulphur		Oris, powdered	35 @ 40	Glue, Brown	20 @ 30
Dry	09 @ 23	Poke, Powdered	25 @ 40	Glue, Brown Grd	16 @ 22
Paris Green	25 @ 45	Rhubarb, powd.	@ 1 00	Glue, White	27 1/2 @ 35
Leaves		Rosinwood, powd.	@ 50	Glue, white grd.	25 @ 35
Buchu	@ 60	Sarsaparilla, Hond.		Glycerine	17 1/2 @ 40
Buchu, powdered	@ 50	ground	@ 1 10	Hops	75 @ 95
Sage, Bulk	25 @ 30	Sarsaparilla, Mexic.	@ 60	Iodine	6 45@7 00
Sage, 1/4 loose	@ 40	Squills	35 @ 40	Iodoform	8 00@8 30
Sage, powdered	@ 35	Squills, powdered	70 @ 80	Lead Acetate	17 @ 25
Senna, Alex.	50 @ 75	Tumeric, powd.	20 @ 25	Mace	@ 1 50
Senna, Tinn. pow.	30 @ 35	Valerian, powd.	@ 50	Mace powdered	@ 1 60
Uva Ursi	20 @ 25	Seeds		Menthol	6 50@7 20
Oils		Anise	20 @ 30	Morphine	13 69@14 32
Almonds, Bitter,		Anise, powered	@ 35	Nux Vomica	@ 30
true	7 50@7 75	Bird, ls	13 @ 17	Nux Vomica, pow.	15 @ 25
Almonds, Bitter,		Canary	10 @ 15	Pepper, Black, pw.	35 @ 45
artificial	3 00@3 25	Caraway, Po.	30 @ 35	Pepper, White, p.	75 @ 85
Almonds, Sweet,		Cardamon	2 25@2 50	Pitch, Burgundy	10 @ 20
true	1 50@1 80	Corlander pow.	30 @ 35	Quassia	12 @ 15
Almonds, Sweet,		Dill	15 @ 20	Quinine, 5 oz. cans	@ 60
imitation	1 00@1 25	Fennell	20 @ 30	Rochelle Salts	28 @ 35
Amber, crude	75 @ 1 00	Flax	6 1/4 @ 15	Saccharine	2 60@2 75
Amber, rectified	1 50@1 75	Flax, ground	6 1/4 @ 15	Salt Peter	11 @ 32
Anise	2 00@2 25	Foenugreek, powd.	15 @ 25	Selditz Mixture	80 @ 40
Bergamont	6 00@6 25	Hemp	8 @ 15	Soap, green	15 @ 30
Cajeput	2 00@2 25	Lobelia, powd.	@ 1 00	Soap, mott cast	@ 25
Cassia	3 00@3 25	Mustard, yellow	10 @ 20	Soap, white Castile,	
Castor	1 55@1 80	Musard, black	20 @ 25	case	@ 15 00
Cedar Leaf	2 00@2 25	Poppy	15 @ 25	Soap, white Castile	
Citronella	1 00@1 20	Quince	2 25@3 50	less, per bar	@ 1 60
Cloves	3 50@3 75	Sabadilla	45 @ 60	Soda Ash	8 @ 10
Cocanut	2 1/2 @ 35	Sunflower	12 @ 18	Soda Bicarbonate	3 1/4 @ 10
Cod Liver	1 40@2 00	Worm, American	25 @ 30	Soda, Sal	02 1/4 @ 08
Croton	8 00@8 25	Worm, Lavant	6 50@7 00	Spirits Camphor	@ 1 20
Tinctures		Tinctures		Sulphur, roll	4 @ 11
Aconite	@ 1 80	Aconite	@ 1 80	Sulphur, Subl.	4 1/4 @ 10
Aloes	@ 1 68	Aloes	@ 1 68	Tamarinds	20 @ 25
Asafoetida	@ 2 28	Asafoetida	@ 2 28	Tartar Emetic	70 @ 75
Arnica	@ 1 50	Arnica	@ 1 50	Turpentine, Ven.	50 @ 75
Belladonna	@ 1 44	Belladonna	@ 1 44	Vanilla Ex. pure	1 50@2 00
Benzoin	@ 2 28	Benzoin	@ 2 28	Vanilla Ex. pure	2 25@2 50
Webster Cigar Co. Brands		Webster Cigar Co. Brands		Zinc Sulphate	06 @ 11
Websterettes	33 50	Websterettes	33 50	Webster Cigar Co. Brands	
Cincos	33 50	Cincos	33 50	Webster Cadillacs	75 00
Webster Cadillacs	75 00	Webster Cadillacs	75 00	Golden Wedding	
Golden Wedding		Golden Wedding		Fanattellas	75 00
Fanattellas	75 00	Fanattellas	75 00	Commodore	95 00
Commodore	95 00	Commodore	95 00		

Seasonable Merchandise

Base Balls, Indoor Balls, Golf Balls

GOLF SUPPLIES—Clubs, Bags, Etc.

TENNIS SUPPLIES—Balls, Rackets, Etc.

INSECTICIDES. ROGERS HOUSE PAINT

ROGERS BRUSHING LAQUER

PICNIC SUPPLIES,

WALL PAPER CLEANERS

SODA FOUNTAIN SUPPLIES

KODAKS AND FILMS

PAINT BRUSHES

MOTH KILLERS—ANT KILLERS

BATHING SUPPLIES—FOOD JUGS

SPONGES—CHAMOIS—ETC.

Complete Sample Line Always on Display

Hazeltine & Perkins Drug Co.

Grand Rapids

Michigan

Manistee

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

Lard
Wisconsin and Michigan Cheese

DECLINED

Canned Pears

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
35 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
Lizelle, 16 oz., 12s	2 15

BLUING

Ann. 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	
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

Dbl. Lacquer, 1 gross pkg., per gross	16
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BREAKFAST FOODS

Keillogg's Brands.	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 234	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 70
Brain Flakes, No. 624	2 45
Brain 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, 1/2 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



Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 60
Instant Flake, lge., 18s	3 40
Instant 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 60
Postum Cereal, No. 0	2 25
Post Toasties, 36s	2 85
Post Toasties, 24s	2 85
Post's Bran, 24s	2 70

BRUSHES

Scrub	
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	
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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

Pears	
19 oz. glass	
Pride of Mich. No. 2 1/2	3 60

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

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

Red Raspberries	
No. 1	4 60
No. 2	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, Minced, No. 1	2 25
Finnan Haddie, 10 oz.	3 30
Clam Bouillon, 7 oz.	2 60
Chicken Haddie, No. 1	2 75
Fish Flakes, small	1 35
Cod Fish Cake, 10 oz.	1 55
Cove Oysters, 5 oz.	1 60
Loyster, No. 1/4, Star	2 90
Shrimp, 1, wet	2 15
Sard's, 1/4 Oil, Key	6 10
Sard's, 1/4 Oil, Key	5 00
Sardines, 1/4 Oil, k'less	4 75
Salmon, Red Alaska	3 75
Salmon, Med. Alaska	3 85
Salmon, Pink, Alaska	1 35
Sardines, Im. 1/4, ea.	10 22
Sardines, Im. 1/4, ea.	25
Sardines, Cal. 1/4	35 25
Tuna, 1/2 Curtis, doz.	2 65
Tuna, 1/4s, Curtis, doz.	1 30
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	3 00
Beef, No. 1, B'ut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/4s	1 50
Deviled Ham, 1/4s	2 85
Hamburg Steak & Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua.	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

Baked Beans

Campbells	80
Quaker, 16 oz.	75
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	
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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 80
Baby, No. 2	2 75
Baby, No. 1	1 80
Pride of Mich. No. 1	1 55
Marcellus, No. 10	8 75

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

String Beans	
Little Dot, No. 2	3 20
Little Quaker, No. 1	2 40
Little Quaker, No. 1	1 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	2 45
Pride of Michigan	1 75
Marcellus Cut, No. 10	8 25

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

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

Corn

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

Peas

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

Pumpkin

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

Sauerkraut

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

Spinach

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

Squash

Boston, No. 3	1 80
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Succotash

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

Tomatoes

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

CATSUP.

Beech-Nut, small	1 50
Beech-Nut, large	2 30
Lily of Valley, 14 oz.	2 25
Lily of Valley, 1/2 pint	1 65
Sniders, 8 oz.	1 55
Sniders, 16 oz.	2 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	60
Wisconsin Daisy	16
Wisconsin Flat	16
New York June	27
Sap Sago	40
Brick	18
Michigan Flats	16
Michigan Daisies	16
Wisconsin Longhorn	17
Imported Leyden	28
1 lb. Limberger	26
Imported Swiss	58
Kraft Pimento Loaf	23
Kraft American Loaf	23
Kraft Brick Loaf	23
Kraft Swiss Loaf	35
Kraft Old Eng. Loaf	44
Kraft, Pimento, 1/2 lb.	2 00
Kraft, American, 1/2 lb.	2 0

Hominy
Pearl, 100 lb. sacks -- 3 50

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

Bulk Goods
Elbow, 20 lb. ----- 5 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

Taploca
Pearl, 100 lb. sacks -- 09
Minute, 3 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 30
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
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
Spaghettini, 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. ----- 11

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

Salted Peanuts
Fancy, No. 1 ----- 14

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

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

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

PARIS GREEN
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 Kerosene ----- 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 "T" ----- 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

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

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

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

Dill Pickles
Gal. 40 to Tin, doz. ----- 10 25
No. 2 1/2 Tins ----- 2 25
32 oz. Glass Pickled ----- 2 25
32 oz. Glass Thrown ----- 1 95

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. ----- 14
Good St's & H's ----- 13
Med. Steers & Heif. ----- 12
Com. Steers & Heif. ----- 11

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

Lamb
Spring Lamb ----- 21
Good ----- 17
Medium ----- 14
Poor ----- 10

Mutton
Good ----- 10
Medium ----- 08
Poor ----- 10

Pork
Loin, med. ----- 15
Butts ----- 12
Shoulders ----- 10
Spareribs ----- 08
Neck bones ----- 05
Trimnings ----- 7 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 @ 18-12

Lard
Pure in tierces ----- 9 1/4
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 ----- 10 1/2
Compound, tubs ----- 11

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

Smoked Meats
Hams, Cer. 14-16 lb. @ 19
Hams, Cert., Skinned 16-18 lb. ----- @ 18
Ham, dried beef ----- @ 33
Knuckles ----- @ 33
California Hams ----- @ 17 1/2
Picnic Boiled ----- 20 @ 25
Boiled Hams ----- @ 30
Minced Hams ----- @ 16
Bacon 4/6 Cert. 24 ----- @ 28

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

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

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

RUSKS
Postma Biscuit Co.
18 rolls, per case ----- 1 90
12 rolls, per case ----- 1 27
18 cartons, per case ----- 2 15
12 cartons, per case ----- 1 45

SALERATUS
Arm and Hammer ----- 3 75

SAL SODA
Granulated, 60 lbs. cs. 1 35
Granulated, 18-2 1/2 lb. packages ----- 1 00

COD FISH
Middles ----- 20
Tablets, 1/2 lb. Pure ----- 19 1/2
doz. ----- 1 40
Wood boxes, Pure ----- 30
Whole Cod ----- 11 1/4

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

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

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

White Fish
Med. Fancy, 100 lb. ----- 13 00
Milkers, bbls. ----- 18 50
K K K 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
Blackne, per doz. ----- 1 35
Black Silk Liquid, dz. 1 35
Black Silk Paste, doz. 1 25
Enameline Paste, doz. 1 35
Enameline Liquid, dz. 1 35
E. Z. Liquid, per doz. 1 40
Radium, per doz. ----- 1 35
Rising Sun, per doz. 1 35
654 Stove Enamel, dz. 2 80
Vulcanol, No. 5, doz. 95
Vulcanol, No. 10, doz. 1 35
Stovoil, per doz. ----- 3 00

SALT
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 85
Butter Salt, 280 lb. bbl. 4 00
Block, 50 lb. ----- 40
Baker Salt, 280 lb. bbl. 3 80
14, 10 lb., per bale ----- 2 10
50, 3 lb., per bale ----- 2 50
28 lb. bags, Table ----- 40
Old Hickory, Smoked, 6-10 lb. ----- 4 50

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

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

STARCH
Corn
Kingsford, 40 lbs. ----- 11 1/4
Powdered, bags ----- 3 25
Argo, 48, 1 lb. pkgs. 3 03
Cream, 48-1 ----- 4 40
Quaker, 40-1 -----

BORAX
Twenty Mule Team
24, 1 lb. packages ----- 3 35
18, 10 oz. packages ----- 4 40
95, 1/2 oz. packages ----- 4 00

CLEANSERS

KITCHEN KLEAZER
HURTS ONLY DIRT
CLEANS-SCOURS-SCRUBS-POLISHES

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
Climaxine, 4 doz. ----- 4 20
Grandma, 100, 5c ----- 3 50
Grandma, 24 Large ----- 3 50
Gold Dust, 100s ----- 3 70

Gold Dust, 12 Large 2 80
Golden Rod, 24 ----- 4 25
La France Laun., 4 dz. 3 60
Old Dutch Clean, 4 dz. 3 40
Octagon, 96s ----- 3 99
Rinso, 40s ----- 3 20
Rinso, 24s ----- 5 25
Rub No More, 100, 10 oz. ----- 3 85
Rub No More, 20 Lg. Spotless Cleanser, 48, 20 oz. ----- 4 00
Sanl Flush, 1 doz. ----- 3 85
Sapallo, 3 doz. ----- 3 15
Soapine, 100, 12 oz. ----- 6 40
Snowboy, 100, 10 oz. ----- 4 00
Snowboy, 12 Large ----- 2 65
Speedee, 3 doz. ----- 7 20
Sunbrite, 50s ----- 2 10
Wyandote, 48 ----- 4 75
Wyandote Deterg's, 24s 2 75

SOAP
Am. Family, 100 box 5 60
Crystal White, 100 ----- 3 50
Big Jack, 60s ----- 4 75
Fels Naptha, 100 box 5 50
Flake White, 10 box 3 35
Grandma White Na. 10s 3 50
Jap Rose, 100 box ----- 7 40
Fairly, 100 box ----- 4 00
Palm Olive, 144 box 9 50
Lava, 100 box ----- 4 90
Octagon, 120 ----- 5 00
Pummo, 100 box ----- 4 85
Sweetheart, 100 box ----- 5 70
Grandpa Tar, 50 sm. 2 10
Grandpa Tar, 50 lge. 3 50
Trilby Soap, 100, 10c 7 25
Williams Barber Bar, 9s 50
Williams Mug, per doz. 48

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

Pure Ground in Bulk
Allspice, Jamaica ----- @ 33
Cloves, Zanzibar ----- @ 53
Cassia, Canton ----- @ 29
Ginger, Corkin ----- @ 30
Mustard ----- @ 29
Mace, Penang ----- 1 05
Pepper, Black ----- 1 05
Pepper, White ----- @ 35
Nutmegs ----- @ 35
Pepper, White ----- @ 44
Pepper, Cayenne ----- @ 36
Paprika, Spais ----- @ 36

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

STARCH
Corn
Kingsford, 40 lbs. ----- 11 1/4
Powdered, bags ----- 3 25
Argo, 48, 1 lb. pkgs. 3 03
Cream, 48-1 ----- 4 40
Quaker, 40-1 -----

Gloss
Argo, 48, 1 lb. pkgs. 3 03
Argo, 12, 3 lb. pkgs. 2 13
Argo, 8, 5 lb. pkgs. ----- 2 45
Silver Gloss, 18, 1s ----- 11 1/4
Elastic, 64 pkgs. ----- 5 10
Tiger, 48-1 ----- 2 75
Tiger, 50 lbs. -----

SYRUP
Corn
Blue Karo, No. 1 1/2 ----- 2 69
Blue Karo, No. 5, 1 dz. 3 73
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, 1 dz. 3 25
Orange, No. 5, 1 doz. 4 99

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

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

COOKING OIL
Mazola
Pints, 2 doz. ----- 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 @ 52
Fancy ----- 52 @ 61
No. 1 Nibbs ----- 64
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, 30 grain ----- 25
White Wine, 40 grain ----- 19

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

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

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

Pails
10 qt. Galvanized ----- 2 60
12 qt. Galvanized ----- 2 85
14 qt. Galvanized ----- 3 10
12 qt. Flaring Gal. Jr. ----- 3 10
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 ----- 18 00
19 in. Butter ----- 25 00

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

YEAST CAKE
Jaglic, 3 doz. ----- 2 70
Sunlight, 3 doz. ----- 2 70
Sunlight, 1 1/2 doz. ----- 1 35
Teast Foam, 3 doz. ----- 2 70
Teast Foam, 1 1/2 doz. 1 35

YEAST-COMPRESSED
Fleischmann, per doz. 30

The Time Is Ripe

New times demand new measures and new men:
The world advances, and in time outgrows
The laws that in our father's day were best;
And, doubtless, after us, some purer scheme
Will be shaped out by wiser men than we,
Made wiser by the steady growth of truth.

The time is ripe, and rotten ripe, for change;
Then let it come: I have no bread of what
Is called for by the instinct of mankind;
Nor think I that God's world will fall apart
Because we tear a parchment more or less.
Truth is eternal, but her effluence,
With endless change, is fitted to the hour;
Her mirror is turned forward to reflect
The promise of the future, not the past.

My God! when I read o'er the bitter lives
Of men whose eager hearts were quite too great
To beat beneath the cramped mode of the day,
And see them mocked at by the world they love,
Haggling with prejudice for pennyworths
Of that reform which their hard toil will make
The common birthright of the age to come—
When I see this, spite of my faith in God,
I marvel how their hearts bear up so long.
James Russel Lowell.

Proper Place of House Brands in Grocer's Stock.

(Continued from page 20)

2 were described as extra tender, sweet, tiny size peas that melt in the mouth, we might have something—provided that then the peas came up to description. And if they did that, there would be no need for a special price on them.

Oompah coffee "will keep you happy." Yes? But how? Is it a blend of Java character, with a touch of Mexican to lend the tang of acidity which so emphasizes and accentuates flavor? Then we see why it may make—and keep—us happy. And then, right in the same circular, we have a rival coffee that is "Fresh at all times"—so maybe the Oompah is not fresh, what?

Oompah carrots and peas, No. 2, are two cans for 25c. Nothing said about them, so why should we buy them? If we knew they were little, tender early Spring carrots and small, delicately flavored peas, we might take an interest. Then, again, if the goods made good, we'd come and buy again. That is the right idea, to make us come back again. Otherwise, why offer any specials?

I try to show that it is a serious, a steady and an important job to build up a trade. If your own idea of your deservitude stands high, do not be careless of it. And if it does not stand high, by what right do you go after worthy trade and ask it to pay you a profit?

Paul Findlay.

The All Wars Souvenir Exposition.

On Thursday, May 28, I visited the All Wars Souvenir Exposition in the armory at Ann Arbor. It was sponsored by nine organizations, war veterans and auxiliaries. The exhibit consisted mostly of individual collections loaned by Washtenaw county residents. A large mounted anti-aircraft gun loaned by the reserve officers training camp of the University of Michigan stood in front of the building. Inside were some pieces of armament sent from Detroit. The walls were lined with exhibits and tables on all sides of the room were covered with interesting relics, souvenirs, maps, photos, beyond all expectation. It was the belief of some of the men in attendance that the equal of such a collection could not be found short of a war museum in Washington, D. C. The Washtenaw county boys certainly brought back their full quota of German officers' helmets.

Mayor H. Wirt Newkirk had a fine collection of civil war relics, besides souvenirs from various parts of the world. Among these were a Turkish cimeter, six hundred years old, which his great uncle, Millard Fillmore, bought in Egypt in 1856.

It was the opportunity of a lifetime for me to see the like of many things of which I had often read. I have read war history for sixty years and I have no apology to offer for wanting to learn as much as possible about the kaiser's war.

To some people such an exhibition inflicts a sense of horror, of aversion, a vision of blood and carnage and suffering—of things many wish to forget. But a different view of the matter

might yield benefit. The pistols, knives and swords which once may have been used by sea pirates who swarmed the seas to prey upon unarmed merchant ships bring back terrible scenes of blood and slaughter, but they remind us that military training, arms, equipment, gunboats, shot and shell, in the right place cleared the sea of such murderers and assured comparative safety to traders and travelers.

The poisoned tips of swords and bayonets warn us that the nation which resorts to such atrocities must be in the wrong and is due to be vanquished.

The Apostle Paul describes the complete armor for a good soldier. Six parts are for defense and the seventh and last is for aggression—a sword. Complete defense includes the sword, the most effective weapon of aggression of that day—still a symbol of authority and power.

We cannot put away the evil of this world by trying to forget it and saying we hope such things will never happen again. To know and to realize to the utmost what those before us have faced, what they did and what they suffered helps to strengthen those of to-day to face with resolution and courage whatever must be met in the future to maintain the right and be prepared to defend all that is our duty to defend.

The exposition was open day and evening—six days, May 25 to 30. The attendance of school children on the day appointed was said to have been satisfactory, but we believe that the total attendance must have been sadly disappointing. It required much planning and work to place such an exhibit before the people, and it is hard to account for the apparent lack of interest of people in general. Hard times and unemployment can hardly be considered as reasons when we still see so many whose greatest interest in life seems to be to spend as much money as possible on amusements, which require no study, yield no benefit to themselves and divert earnings from worthwhile industries.

There is no assured peace and safety, the times are no less perilous than the average. It is warfare all the time in one way or another. The strongest injunction for every young man or young woman's guidance is: Be a good soldier.

E. E. Whitney.

An Agent of the Consumer.

With a knowledge of all of our mistakes, with the courteous and tolerant manner in which we must receive our customers, we have left the general impression on the public that almost anyone could keep a store better than a regular merchant. As a result of this, many young men and young women, unprepared, sometimes positively inefficient, with a little capital and perhaps the aid of a wholesaler and the real estate owner with a vacant building on his hands, start in business, only to fail within a short time, not only with disappointment to themselves and friends, but to the injury of the reputation for stability of our craft.

For these reasons and perhaps many others, we have never been able to se-

cure any favors from governments such as are secured by manufacturers, bankers, teachers, doctors and lawyers by laws that provide restrictions that eliminate many incompetents from these callings. However, despite this we have got along pretty well and we have the great advantage of having learned to rely upon ourselves.

As a business group we are closest to the consumer. We are his agent, and his interests are our interests.

Samuel W. Reyburn.

Wage Pact Stabilizes Chinaware.

Word that union workers in the chinaware industry have consented to a 10 per cent. wage reduction removes the threat of a strike which has been a disturbing factor in the wholesale trade for the past two weeks. The lower wage scale, however, will not affect prices on Fall merchandise. Sales agents in the market explained that goods have been priced in line with this reduction since the first of this year. Union objections to the lower scale postponed the actual agreement until this week.

Bridge Table Covers Ordered.

With bridge set sales reported at the lowest point in two years, jobbers are unable to account for the current increase in demand for ornamental bridge table covers. A revival in the call for such merchandise started last week and stores are now buying the covers in quantities for current sale. Items made up in cotton cloth and decorated with felt figures of boats, animals and flowers lead in demand. They are made to retail at \$1 and are popular in all pastel shades. The item is featured as a stationery novelty.

They were arguing as to whether it was correct to say of a hen "she is sitting" or "she is setting."

"The question," said the farmer, "don't interest me at all. What I want to know when I hear a hen cackle is whether she is laying or lying."

And When.

Policeman (to motorist who nearly collided): "Don't you know that you should always give half of the road to a woman driver?"

Motorist: "I always do when I find out which half of the road she wants."

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—Old established general store at Climax. Doing good business. Must sell to settle estate. Store building and connecting residence may be bought or leased. T. E. Sinclair, Administrator, Climax, Mich. 424

FOR SALE—In Saginaw, Michigan, a city of eighty-five thousand population, well-equipped electrical contracting business, inventorying around \$12,000. Very favorable five-year lease. Address Huro Braun, Vice President and Trust Officer, Bank of Saginaw, Saginaw, Mich. 425

For Sale—Confectionery store, stock, fixtures and building, on Dixie Highway. If interested, address No. 426, c/o Michigan Tradesman. 426

For Sale—On M 82, grocery, hardware, drugs, gas station, including building and house, \$5,500, part cash. J. E. Bennett, Ferry Mich. 421

FOR SALE—Complete set of golden oak clothing, ready-to-wear, and millinery fixtures; tables and floor cases; carpets; racks; office furniture; window fixtures; etc. Will sell all or any part. Originally cost \$11,000. No reasonable offer refused. Kahnweiler's, 342 Summit Street, Toledo, Ohio. 422

FOR SALE—HABERDASHERY SHOP—FULLY equipped with beautiful fixtures, located in Hotel Vincent, the leading and most successful hotel of Benton Harbor, Mich. Address D. J. O'Connor, Managing Director of hotel. 423

FOR SALE—Going meat market, fixtures and building. Cash deal, only \$6,500. Bargain at that price. Reply 815 Pine Ave., Muskegon, Mich. 418

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

Do You Wish To Sell Out!
CASH FOR YOUR STOCK,

Fixtures or Plants of every description.

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

I WILL BUY YOUR STORE
OUTRIGHT FOR CASH

No Stock of Merchandise Too Large or Too Small
No Tricks or Catches—A Bona Fide Cash Offer For Any Stock of Merchandise

Phone—Write—Wire
L. LEVINSOHN
Saginaw, Michigan

RECEIVER'S SALE
FACTORY BUILDING AND MACHINERY

of the

STRAUB CANDY COMPANY, INC.

Traverse City, Michigan

will be sold at

PUBLIC SALE

on June 18, 1931, at 2 o'clock p. m. Central Standard Time

Sale to be held on the premises

FRED D. VOS, Receiver

STRONG AND HEALTHY.

(Continued from page 1)

reinstatements and initiations were much heavier during the past year than during any previous year in the organization's history.

Nearly all of the Grand Council officers attended the meeting of the Secretary-Treasurers Association and seemed to get considerable inspiration from this meeting.

Maurice Heuman, Grand Secretary, holds rather a unique position. Following his election, sixteen years ago, he has never been opposed for this office and was again unanimously elected at this meeting. This speaks well for the service performed by Maurice, as he is an especially busy man, being a member of the City Commission of Jackson and also traveling regularly on the road selling cement for the firm he represents.

L. V. Pilkington, of Grand Rapids, was unanimously endorsed again by the Grand body for the office of Supreme Sentinel of the Supreme organization. Our delegates to the Supreme Council were instructed to use all lawful means to secure his election.

Not a delegate of Grand Rapids Council was absent when the roll was called. They were also all present when the checks covering the mileage and per diem were distributed.

Anyone who has an idea that the traveling salesman cannot talk except when talking to a customer has surely got another guess coming. To hear Mark Brown, Mike Howarn, Gene Welch, Lee Lozier, Brother Cook, from Owosso, and others, was a real inspiration.

The ready wit and repartee of Grand Counselor Dan Riordan was particularly noticeable and greatly enjoyed by all present.

Grand Rapids Council was honored by the newly elected Grand Counselor in the appointment of Robert E. Groom as a member of one of the important committees of the Grand Council.

The Owosso Hotel, in the writer's judgment, is deserving of commendation for the effort it made to care for the delegates. It is always a problem in a town as large as Owosso to properly care for an excessive influx of business, but this hotel certainly did make a strenuous effort to see that every one of its guests was well taken care of.

All in all, this convention was not only very clean and wholesome in every way, but everything in connection with the convention was conducted along spirited but conservative lines.

The delegates to Columbus are sent uninstructed with the privilege of using their best judgment when all matters which come up pertaining to the welfare of the order. This is a particular compliment to the ability and integrity of the personnel selected to represent the membership of approximately 4,400 members in the Michigan jurisdiction. Many important matters may come up at the forthcoming meeting which convenes on June 23 in Columbus, Ohio, but we have no fear but what excellent care and judgment will be used by the delegates from Michigan.

The enthusiastic reception of the

resolution regarding Mr. Stowe and the Michigan Tradesman testifies in no uncertain manner to the appreciation by the members of the Grand Council of Mr. Stowe's work for the United Commercial Travelers.

H. R. B.

No Secretary Selected at the Lansing Meeting.

Meeting of the Board of Directors of the Retail Grocers and Meat Dealers Association was called to order at 3:45 p. m., June 3, by President Schultz. Officers present — Schultz, Schmidt, Bathke and Bailey. Directors present — Spaulding, Newman, Peterson, Loeffler, also Past President VanderHooning and Secretary Hansen. Absent—J. E. Lurie, of Detroit.

Minutes of the previous meeting held in Ann Arbor on Friday, May 1, following the closing of convention, were read. There being no corrections or additions, minutes were approved as read.

President Schultz then announced the appointment of the following committees for the ensuing year.

Finance—William Schultz, Ann Arbor, President; Paul Schmidt, Lansing, First Vice-President; Orla H. Bailey, Lansing, Treasurer.

Legislative—John Affeldt, Lansing, chairman; Rudolph Eckert, Flint; Paul Gezon, Grand Rapids; Lewis Fay, Battle Creek; Henry Kleis, Holland.

Organization—

A. F. Kamman, Ann Arbor, chairman.

Ward Soper, Barryton.

V. C. Merchon, Battle Creek.

Chas. Schmidt, Bay City.

H. L. Richards, Bellaire.

A. L. Leonard, Benton Harbor.

Louis Hubinger, Birch Run.

James Johnston, Cadillac.

M. G. Smith, Central Lake.

Martin Block, Charlevoix.

Paul Schmidt, Lansing.

David Gibbs, Ludington.

V. A. Miklas, Manistee.

Henry L. Minkel, Mecosta.

John Schaefer, Merrill.

Frank Thompson, Midland.

M. Davenport, Milan.

A. W. Johnson, Milford.

John Alfettis, Detroit.

Boyd Rednes, Dowagiac.

John Lubbers, Jr., East Saugatuck.

Harold Hubinger, Frankenmuth.

Matt Heyns, Grand Rapids.

J. Casemier, Grand Haven.

Theo. L. Engel, Harbor Beach.

A. J. Faunce, Harbor Springs.

J. Hulst, Holland.

Henry Heinity, Hemlock.

H. G. Strobel, Howell.

Seth Hyma, Kalamazoo.

J. S. Berman, Kingston.

A. E. Burkholder, Lake City.

Geo. A. Drolette, Weidman.

Harold Hunter, Millett.

A. H. Cobb, Millington.

Edw. Hesse, Muskegon.

A. E. Osmer, Owosso.

A. H. Bathke, Petoskey.

J. H. Stafford, Reed City.

Alfred E. Shearer, Pinconning.

Gayde Bros., Plymouth.

E. J. Sackett, Pontiac.

C. H. Kretchmer, Saginaw.

John Rummel, Sebewaing.

Elmer Van Antwerp, Sunfield.

C. A. Gardner, Traverse City.

Dan Riordan, Trout Lake.

Forest Tefft, Ypsilanti.

Pure Food—M. C. Goossen, Lansing, chairman; L. V. Eberhard, Grand Rapids; J. O. Berglund, Muskegon; Frank Marxner, Saginaw; V. C. Merchon, Battle Creek.

The chairman of the committee to receive applications for Secretary then made his report and submitted written applications from the following:

F. H. Kuhlrow, Bay City.

Herbert D. Tenney, Minden City.

Leigh H. Thomas, Ann Arbor.

Stewart N. Taylor, Saginaw.

A letter from C. V. Fenner, presenting a proposition of affiliation, was received and read.

Each application was carefully considered and ways and means were discussed at some length.

Mr. VanderHooning moved that Secretary Hansen be requested to continue for the time being. Supported by Bathke. Motion prevailed.

Mr. VanderHooning moved that a SOS bulletin be issued to the entire membership, announcing the first nine applicants for delegate appointments to the National convention, to be held in Milwaukee July 6, 7, 8 and 9, received by the Secretary after bulletin has been mailed, to be appointed in order received and the next nine to be appointed as alternates. Motion supported by Schmidt. Motion prevailed.

Mr. Bailey moved that the minutes of the Board meeting be mailed to Mr. E. A. Stowe, editor of the Michigan Tradesman. Supported by VanderHooning. Motion prevailed.

An invitation was extended to the Board and officers to hold their next board meeting in Frankenmuth. Invitation extended by Director Loeffler.

Second Vice-President Bathke, followed same with inviting the Board and officers to meet in Petoskey, if the next Board meeting is not called until September, which marks the closing of their resort business.

Meeting adjourned at 6:10 p. m.

Herman Hanson, Secy.

Executive Board Meeting Held May 1.

Meeting called to order by President Schultz at 3:15 p. m. Members present—Schultz, VanderHooning, Loeffler, Newman, Bathke, Bailey and Secretary Hanson.

Matter of selection of Secretary to succeed Hanson was then under discussion.

Mr. VanderHooning moved that a committee of three be appointed to receive applications. Supported by Bathke. Motion prevailed.

Mr. VanderHooning moved that a financial committee of three members of the Board be appointed to arrange for financing. Supported by Bathke. Motion prevailed.

Mr. VanderHooning moved that Secretary Hanson be requested to continue on the same basis as he has been retained until his successor is duly elected. Supported by Newman. Motion prevailed.

Secretary Hanson consented to remain until his successor is selected on the terms stated.

Mr. VanderHooning moved that the State Association pay to the Ann Arbor local association \$10 toward the floral piece which was ordered by them costing \$25 for Victor Sorg, whose funeral was held during the opening of convention time. Supported by Loeffler. Motion prevailed.

President Schultz advised committees would be appointed shortly.

Meeting adjourned at 3:35 p. m.

Herman Hanson, Sec'y.

Gabby Gleanings From Grand Rapids.

Final plans have been completed for the annual picnic of the Salesman's Club of Grand Rapids, to be held at Morrison Lake Gardens on Sunday, man, assisted by Jack Imonen, Rut-June 14. Arthur Hare is general chair-ledge W. Radcliffe, Bert Saxton, Amos Graves, Arthur Throop and Harold Pendergast. Heine Lightner has been engaged to conduct the games and a splendid program has been arranged, which will include golf, swimming, boat races, ball games and other sports for both young folks and grown-ups. A chicken dinner will be served at 5 o'clock and it is expected that, following the games, the participants will be in shape to inflict severe punishment upon the food. Prizes are to be awarded to winners of all contests. Tickets are \$1.25 for adults and 50 cents for children under 12, and may be secured from any of the members of the committee.

A. Winters has engaged in the grocery business at 700 Clancy street. Lee & Cady furnished the stock.

Albert Bunning, the Poo Bah of Falmouth, is in the city this week for a few days. Mrs. Bunning recently underwent an operation for an inner goiter—the second experience of the kind she has had for six years—with very satisfactory results.

Ten New Readers of the Tradesman.

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

C. G. Hamilton, Richland.

Louis M. Drolet, Richland.

Farmers State Savings Bank, Richland.

Mrs. B. Fenner, Baldwin.

Joseph M. Sellner, Ludington.

Wesley W. Laity, Manistee.

Hjalmer Johnson, Manistee.

Vincent A. Miklas, Manistee.

Red & White Corporation, Buffalo, N. Y.

Harry Hefty, St. Johns.

In Reducing, Beware of Eschewing Meat.

In reducing, beware of cutting out meat. That is the warning of Dr. Shirley W. Wynne, Commissioner of Health of New York City.

"In cutting down the diet," he says, "great care must be taken in lessening the quantity of protein foods, such as meat, fish, eggs, milk, bread and certain vegetables like peas and beans. These protein foods contain the properties which the body uses to build up its outworn parts and are therefore necessary for health."

If you don't love your work you are likely to get the cold shoulder.