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GRAND RAPIDS  
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# MICHIGAN TRADESMAN

PUBLISHED WEEKLY TRADESMAN COMPANY, PUBLISHERS. EST. 1883

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JUNE 17, 1931

Number 2491

## LIFE AND DEATH

So he died for his faith. That is fine—  
More than most of us do.  
But say, can you add to that line  
That he lived for it, too?

In death he bore witness at last  
As a martyr to truth.  
Did his life do the same in the past  
From the days of his youth?

It is easy to die. Men have died  
For a wish or a whim—  
From bravado or passion or pride.  
Was it harder for him?

But to live: every day to live out  
All the truth that he dreamt,  
While his friends met his conduct with doubt,  
And the world with contempt—

Was it thus that he plodded ahead,  
Never turning aside?  
Then we'll talk of the life that he led—  
Never mind how he died.

Ernest H. Crosby.

Public Reference Library,  
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## Corduroy Tires

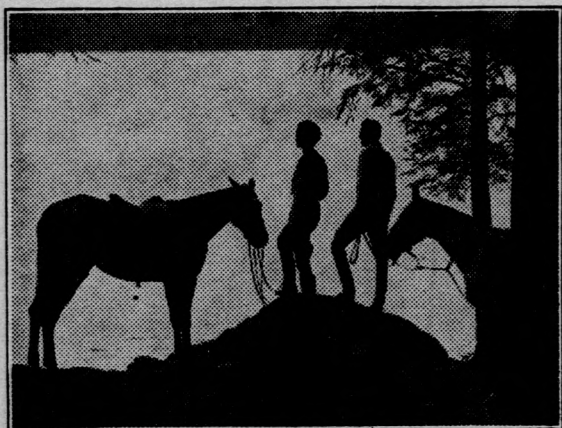
Known from the Canadian Border to the Gulf—and from New York Harbor to the Golden Gate—the Corduroy Tire has in ten years gained a reputation for value, for superlative performance and dependability that is second to none!

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

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

**CORDUROY TIRE CO.**  
Grand Rapids, Mich.

## MICHIGAN BELL TELEPHONE CO.



Spend your vacation in Michigan  
... land of history and romance

**C**AMP on the shores of Gitchie Gumee  
... photograph deer among towering  
pines ... follow the trails of the Ojibways  
... visit British Landing and the old forts  
of Mackinac ... Michigan is as rich in  
historic interest as in scenic beauty.

And wherever you may go, Long Distance  
telephone service will be available. Dispel  
worry by calling home and office frequently.  
Call friends to notify them when you will  
arrive. The low cost of your Long Distance  
calls will prove a small item in your vaca-  
tion budget.



One of a series of 12 advertisements concerning the  
vacation advantages of Michigan, being published in 250  
newspapers by the Michigan Bell Telephone Company.

**VACATION IN MICHIGAN**

## COLLECTIONS

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

**CREDITOR'S COLLECTION BUREAU**

Telephone  
Cadillac 1411-1412

7th Fl. Lafayette Bldg.,  
Detroit, Michigan

# Your Customers Know

that the **quality** of well-advertised  
brands must be maintained. You don't  
waste time telling them about unknown  
brands.

You reduce selling expense in offering  
your trade such a well-known brand as

# K C Baking Powder

*Same Price*

*for over 40 years*

*25 ounces for 25c*

The price is established through our  
advertising and the consumer knows  
that is the correct price. Furthermore,  
you are not asking your customers to  
pay War Prices.

Your profits are protected.

**Millions of Pounds Used by Our  
Government**



# MICHIGAN TRADESMAN

Forty-eighth Year

GRAND RAPIDS, WEDNESDAY, JUNE 17, 1931

Number 2491

## 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 com-  
plete 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.

### IS SALES TAX INEVITABLE?

#### Biggest Legislation Subject of the Law-Making Season.

Indiana opened the subject of taxation of the merchant on a flat rate base—one store so much—and, according to the size of the chain, so much more per store. The first result of the decision by the Supreme Court produced high glee among the independents and deep gloom among the chains. Let's now consider the situation impartially.

We see the foot of the tax collector firmly fixed in the partially opened door of every retail store. Why—you may ask! Because the problem of government is one of finding money which can be distributed "for the common good" for towns, cities, states and nation. Up to Jan. 1, 1930, towns, cities, state and National expenditures were in line with the needs of the day. Some states showed amazing economies. The State of Massachusetts pointed to a record of efficiency and expenditure that gave to public-interested citizens the feeling that milder taxes were inevitable. Then along came the depression and in towns, cities, state and Nation it was necessary to make vast expenditures for public safety because of unemployment.

When the automobile displaced the horse, it was easy enough to kill the horse—let the machine be the victor. When production machinery displaced man as a worker, the problem was not so easy. Business said to the man: "I can't use you," so the Government had to step in temporarily to see to it that unemployed man did not perish.

Naturally, the only way the Government can get money is through taxation, and if the ordinary methods of taxation are not sufficient, it is natural to expect that new methods will come into vogue.

Therefore we maintain that the sales tax promises to be the biggest legislative subject of the coming fall law-making season. Already the Hearst publications have placed themselves on record as follows:

"With a billion dollar deficit looming up, the Government is setting its house in order and trying to cut needless costs.

"One cost that could be cut with benefit to all is the cost of taxation.

"Our present income tax is expensive to collect.

"It is not only expensive to the Government, but expensive to the taxpayer.

"It is awkward, cumbersome, complicated.

"It requires the services of a host of officials and lawyers and experts.

"It is hard to enforce, easy to evade.

"It has led to more chicanery, perjury and all-around crookedness than any other measure on the statute books except the prohibition law.

"Congress, when it meets again, should modify the income tax or find a substitute for it.

"And as the first of possible substitutes, let Congress consider the sales tax.

"The sales tax is equitable, and it is also as nearly painless as a tax can be.

"It has been tested in sixteen foreign countries, in the Philippine Islands and in five states.

"In the form of a gasoline tax, it is already familiar to most Americans.

"It is not new, not fantastic, not unsound.

"On the contrary, as Chairman Will R. Wood, of the House Committee on Appropriations, says: 'It is the fairest tax that can be devised, and it would not cost one-tenth as much to administer as the present tax system.'

"The Hearst newspapers have long favored the sales tax as an honest and workable method of raising revenue. Now that revenue must not only be raised but expenses reduced, the cheapness and ease of collecting it is another strong point in its favor.

"Such a tax would help to solve the serious financial problem facing the Government, and with the Government a billion in the red, that problem must be solved soon and solved right."

The position of the merchant in the case of a sales tax is real serious. Men who run stores understand full well the difficulty of operating business at any profit—much less a first profit of one per cent. to be collected on total sales and to be handed over to the tax collector.

It is hard enough, as business goes, for the merchant, small and large, to get a living wage for himself, his help and capital.

We hope that it is possible in the next few months to marshal all merchants in full legislative strength to combat the sales tax as such. Associations need strengthening, and all the forces that have anything to do with the ultimate distribution of commodities need to be brought into unison to

combat the tax, for unless it is defeated we will have to change the adage: "The purpose of business is profits," to one reading: "The first purpose of business is to collect a sales tax aiding Government to go into business.—Boot and Shoe Recorder.

### Economic Loss Due to Insects Greatly Reduced.

World-wide co-operation of entomologists and their efforts to bring to public attention the economic menace of the rapid growth of insect life has greatly reduced the losses caused by insect depredations, Dr. L. O. Howard, principal entomologist of the Bureau of Entomology, Department of Agriculture, stated orally June 15.

Nevertheless, damage by insects in the United States is estimated at \$2,000,000,000 a year, the labor of 1,000,000 men each year being lost through losses to crops and other interests, Dr. Howard said.

Dr. Howard has just been awarded the Capper medal and \$5,000 which accompanies it for distinguished service to American agriculture, particularly his work in fostering introduction of harmless insects to destroy others, it was stated orally at the Department. He will conclude nearly fifty-three years in the Government service, of which about thirty-three years were spent as Chief of the Bureau of Entomology, on July 1.

Dr. Howard retired as chief of the Bureau in October, 1927, to devote his time to research and writing but remained with the Bureau, as principal entomologist, the Department said. He has long been recognized as perhaps the most distinguished investigator in the field of entomological research, it was added, and was a leader in the "mosquito crusades" of some years ago and was largely responsible for the campaigns against the house fly. He holds numerous degrees, memberships and decorations from world scientific organizations.

The following information was given orally by Dr. Howard:

Entomologists all over the world have developed a system of complete co-operation, and information on new discoveries is immediately transmitted to the others.

As a result, the world is waking up to the need of measures to control insects, and, while the work of actual control lags in agricultural regions because of the conservatism of farmers, control systems are being extended.

Probably the leading insect pest problems of the United States now are involved in control of the Japanese beetle, the corn borer, and the pink bollworm.

Effective and complete control, but not eradication, of all major insect pests is possible. The European corn

borer, for instance, spends seven months of the year in the form of a pupa, and can be destroyed at any time in this period merely by plowing under cornstalks or cutting them off at about the level of the ground.

Man in past years has grown crops which provided almost ideal conditions for the development of insects. He has thus upset the balance of nature, which normally is such that no single form of life gains the upper hand over the others. The boll weevil, for instance, on its penetration into the Southern States, found a great region devoted largely to the growing of its favorite food in such a way as to favor the weevil's multiplication to the extreme.

Insects are the strongest rival of the human race for domination of the world.

### How To Wash Dishes.

As the season for summer widowers approaches, many married men will welcome a pronouncement put forth by the University of Chicago which, on account of its scientific authority, should definitely settle a question of frequent domestic dispute. It relates to the prosaic but necessary proceeding of washing dishes. After extensive study of the subject, which they have illustrated by a series of "graphs" and other exhibits, two of the university instructors report that dishes should be left unwashed until the entire day's accumulation is ready for treatment. By doing up the whole batch at once time and energy is saved.

To the husband who is compelled at times and sometimes for considerable periods to perform "K.P." duty, this dictum from university experts possesses a special significance. For in such circumstances it is the masculine theory that not only should the dishes be left for the cleansing process to the end of the day but to the end of the week.

### New Fur Models Seen Aid To Trade.

The longer lengths and fitted lines of the new fur coat models, substantially different from last year's styles, are expected to create new business for the trade this year, as 1930 fashions will be outmoded. The lower prices are also looked for as a stimulant. Volume buying on furs is expected to get under way within the next two or three weeks. At the present time some orders for low-end garments have reached the local markets. In the division under \$100, pony, muskrat, sealine and galapin are seen as favorites, and in the higher-priced brackets, caracul, squirrel, raccoon and Hudson seal are expected to be stressed. In the August sales, stores will feature priced lines approximately \$15 under last season's brackets, it was thought.



## IN THE REALM OF RASCALITY.

### Questionable Schemes Which Are Under Suspicion.

The Federal Trade Commission uttered an important ruling June 10 regarding the giving out of coupons by merchants to be exchanged later for silverware which is not standard in quality, although it bears the name of Rogers. There are many manufacturers using this name in one form or another. Some of them produce goods of standard value, but several produce goods which are so inferior in quality as to be almost valueless. The full text of the ruling is as follows:

**Copartners selling and distributing coupons and advertising matter for use by retailers in the sale of the latter's merchandise, and in the redemption of such coupons by exchanging them for various articles of silverware, signed a stipulation with the Federal Trade Commission agreeing to discontinue false and misleading representations in advertising.**

**In soliciting the sale of and selling their commodities, the partners will no longer assert that a well known silverware company is conducting an advertising campaign or that such company has any connection with the respondent copartnership, when this is not true.**

**It will also no longer be advertised that the products which the company distributes in exchange for coupons are free, when such is not the fact; nor that the silverware which it issues is of the highest quality or best grade of the well known company's silverware, when such is not the fact. They will also refrain from use of any of the foregoing or of other similar methods whereby retailers or their customers may be confused or deceived respecting the true nature of the status and sales plan of the copartners.**

A similar ruling was recently issued regarding the giving of crockery or china with coupons because of the incorrect statements made in connection therewith. The assortment given the customer is billed to the merchant purchasing same at \$2.75. It can be purchased of a regular jobber for \$1.30. It is represented to the patron of the store who receives it that it is worth \$17.50. This statement violates both Federal and State laws and constitutes an offense punishable in both Federal and State courts.

Manufacturing hosiery and selling it in interstate commerce, a corporation signed a stipulation with the Federal Trade Commission agreeing to stop use of the word "Silk" either independently or in connection with the word "Rayon" or with other words, or in any way which may tend to deceive buyers into believing that the company's products are composed of silk, or of silk in substantial quantity, when this is not true. Provision is made that when the articles are made in substantial part of silk and the word "Silk" is the trade name used it shall be immediately accompanied by another word in equally as conspicuous type

so as to indicate that the goods are not made wholly of silk but composed in part of materials other than silk.

The word "Shrunken" or "Shrunk" will no longer be used by a corporation manufacturer of overalls in advertising or on labels of its products so as to imply that the material of which its overalls are made is entirely free from further shrinkage when subjected to laundering, according to a stipulation between the company and the Federal Trade Commission. The company will cease use of any representation descriptive of its products so as to deceive the public into the belief that the products were made from cloth that was entirely free from shrinkage when made into overalls and subjected to the usual washing and laundry process.

The manufacturer of a device designed for use in connection with the distributor of motor engines using electrical ignition, signed a stipulation with the Federal Trade Commission agreeing to stop use in advertisements of exaggerated statements and pictures so as to imply that the results accomplished by use of his product are in excess of those which it is capable of producing. He agreed, also, to discontinue any statements that would tend to deceive buyers into believing that use of his product would effect a combustion, motor efficiency, gasoline mileage and power in excess of that which is actually the case. The respondent also agreed not to represent that use of his device will result in clean spark plugs and cylinders, prevent or lessen carbon and effect quicker starting, when such is not the case.

An individual distributor of furs signed a stipulation with the Federal Trade Commission, agreeing to discontinue use of the word "seal" in advertisements, so as to imply, or mislead buyers into believing, that the product so designated is made from the fur of the seal, when such is not true.

An alleged treatment for asthma will no longer be described in advertising by its vendor in the following ways: That it is a new discovery; was discovered by the vendor himself; that results from its use are magical or miraculous; that a particular person had not suffered attacks of asthma since the discovery of the preparation; that it is a constitutional treatment for asthma. The vendor will cease to represent the preparation as free until such can be truthfully stated, and will no longer assert that the sample sent is a complete and not a mere trial treatment. He will not represent the treatment as a successful new method or that there is a long record of reported recoveries due to its use. The vendor signed a stipulation with the Federal Trade Commission agreeing to abandon the foregoing misrepresentations.

Advertising that certain persons are

active members of its faculty, when in fact they have only a nominal or advisory capacity, will be discontinued by a corporation conducting a correspondence school and sponsoring a course in poultry farming and related subjects. Signing a stipulation with the Federal Trade Commission, the company agreed to stop advertising to the effect that these persons were active instructors in its employ, as well as seeking to represent by pictures that the school occupies a larger amount of space in the building than actually is true.

Shirts, neckwear and underwear sold by a copartnership will no longer be advertised as coming direct from the mill to wearer or in any way which may mislead buyers into believing that the distributor respondents own and operate a mill wherein their products are manufactured. The word "English," or the word "China," will not be used so as to deceive buyers into believing that the firm's goods were manufactured abroad; and such words as "silk," "flannel" and "suede" will no longer be used so as to imply that the articles so designated are made of silk, wool, or leather.

The Amusement Novelty Supply Co., wholesalers, Elmira, N. Y., are ordered by the Federal Trade Commission to stop misrepresentations in the sale of jewelry and novelties, as follows: Describing erroneously canes, manicure and toilet sets as "amber" or "ivory," and jewelry as "cameo;" handles of carving sets as "stag" when not carved from antlers; etched or stamped trays and pitchers as "engraved;" fabrics composed neither entirely nor partly of silk as "silk" or "silk rayon;" bill folds and key cases erroneously as genuine "seal;" synthetic stones, not of the substance known as sapphire, as "sapphire;" belt buckles and cuff button sets as of "platinoid finish" when containing no platinum, and non-diamond stones as "diamond." Use of the words "Army and Navy" to describe field glasses not manufactured by nor in accordance with Government specifications, is also prohibited. Respondents in the case are listed as Max Kenner and Samuel Graubark, copartners, trading as Amusement Novelty Supply Co. Graubark has not been connected with the firm for several years. He failed to file answer after the Commission issued its complaint. The company's customers are jobbers, retailers and circus and amusement park concessionaires.

Advertising erroneously that jewelry offered for sale is engraved, as well as other misrepresentations, are barred by the Federal Trade Commission in an order to Bradley-Boston, Inc., Newton, Mass., direct-by-mail dealers in jewelry and other merchandise. The company is also ordered not to represent certain articles of jewelry as "ring watches" when they are not time pieces or watches, and to discontinue such other assertions as that certain articles of jewelry are set with gems or precious stones; that neck-

laces are made of pearls; that articles of tableware are silverware; that cases are made of art leather, and that the company manufactures products which it sells, when none of these statements are the truth.

A corporation manufacturing cosmetics agreed to cease use in advertising matter of testimonials, pictures or other forms of endorsements of its products, unless these endorsements represent and are the genuine, authorized and unbiased opinions of the authors or of the persons whose photographs are used. The agreement provides that if a monetary or other consideration is given for a testimonial or for the privilege of using a photograph, the respondent shall publish, along with its advertisement, in an equally conspicuous manner, the fact that the testimonial or the privilege of using the photograph has been obtained for a consideration.

Partners engaged in the sale and distribution of cameras, films, flashlights and batteries, signed a stipulation with the Federal Trade Commission, agreeing to stop use in advertisements of the word "free," in a way that would imply to customers that the products to which the word refers are in fact given free as a gratuity and their cost not included in the price paid by the purchaser for some other article.

Advertising that the use of their preparation "Viaderma" will enable a person to reduce his or her weight, removing excess fat from any part of the body, will be discontinued by Louis A. Tuvin and Carl Byoir, partners, New York, trading as Colloidal Chemists. The Federal Trade Commission has ordered them to abandon the foregoing representations as well as the following: That Viaderma is an infiltrating oxygen reducing cream, and will quickly and safely vanish double chins and reduce the size of big hips, fat waists, legs and arms. Also, they shall no longer represent the product as an infiltrating cream which will liberate oxygen when absorbed through the skin, nor shall they say that excess weight disappears whenever the part of the body treated with Viaderma is fat, or that reducing tests were made with amazing results by use of Viaderma on fat people. Allegation that a woman using Viaderma reduced the size of her neck one inch in a few treatments, shall be discontinued, and it shall not be averred that anyone took off, with the use of Viaderma, twenty-nine pounds of fat in six weeks, or in any other time. Other statements to be eliminated in the company's advertising are: That successful results were obtained by use of the preparation in reducing fat waists, arms, legs, and big hips; that Viaderma has the approval of chemists and physicians, who oppose all other methods of quick fat reduction; that Viaderma carries oxygen to the fatty tissues; that in a few days' time oxygen from Viaderma gradually melts away the excess fat; and, that the user gets definite results by way of weight reduction from a single jar of Viaderma or from any amount of the compound be it large or small.



## CUSTOMER CONTROL.

## The System Should Reach Seven Goals.

Customer control, so far as I have been able to make out, is a complicated system of keeping track of the buying habits of a store's customers which, instead of controlling customers, usually winds up in assuming such proportions that it controls the advertiser.

If you are at all interested, try the experiment of calling in representatives of some of the leading exponents of customer control, and you will be amused by the contradictory versions they will give you. In fact, you will find that branch managers of even the largest addressing-machine companies profess a profound ignorance of the subject. But, in spite of this lack of uniformity of opinion, I believe that the use of the principles behind the idea of customer control is worthy of adoption by many stores—but in moderation.

According to some "experts," customer control will reach these seven goals:

1. Renew customers who have ceased buying.
2. Reduce the number of customers who drift away.
3. Sell customers more.
4. Win new customers.
5. Eliminate waste in selling.
6. Increase results from all kinds of advertising expense.
7. Provide a means of accurately checking sales results.

A most ambitious program. If any store could be assured that these aims could be accomplished by customer control at a reasonable percentage, they could throw 90 per cent. of their present advertising out of the window. But I know of no store of any consequence which has been able to do anything like that because of the adoption of any system of customer control.

My specific quarrel with the customer-control specialists is this: With a given thousand dollars to spend in retail direct mail, which will produce the greatest returns; one, a mailing to those customers who have not patronized certain departments urging them to do so or, secondly, a mailing of like amount to customers in good standing to purchase additional merchandise of the same quality in those departments in which they have been accustomed to purchasing them?

I am willing to stake my last dollar that ninety-nine times out of a hundred the second mailing will sell more merchandise and will do so at a lower percentage cost than any other type of mailing.

While I believe that a limited amount of customer analysis is good for any store, I object to the high-pressure methods of professional salesmen, many of whom primarily have some letter service to sell and foist it on the guileless figure-loving retailer under the guise of customer control.

The National Retail Dry Goods Association appointed a committee to study the customer-control idea, headed by H. F. Twomey, publicity director, Jordan Marsh Co., Boston. Mr. Twomey's report at the convention in February of this year stated that out

of ninety-four stores which answered a questionnaire mailed by the committee, fifty-one stores did not use any form of customer control. Of the fifty-one, seven had, but discontinued it. Of the forty-three who do use it, seven are just starting. Of the thirty-six who have used it for some time, twenty say definitely, "Yes, that they get results." Eight say "Yes," in a doubtful way, such as "We think so, we hope so." Three say "No" definitely. Five frankly admit that they do not know.

I had a sneaking suspicion that some answered "Yes" because they did not like to say "No," so I wrote to several of the stores who answered "Yes," saying, "I hear you have had considerable success with your customer-control system. Let us know how, why and when."

One store replied: "I wish you were right about our customer-control system. We have arrived at no conclusion that we would announce with reasonable assurance." Another said: "Like the premature report of Mark Twain's death, we would say that our success with customer control has been grossly exaggerated."

I happen to have personal knowledge of another case: a large New York store which installed a rather complex system at an expense running into five figures and, after the system was all in, no one knew what to do with it, so there it lies and rots.

My greatest objection to customer control is that it initiates many retailers into direct mail and leaves a permanent scar upon their memory, which sours them on all future direct-mail work.

The Hecht Company, in Washington, are firm believers in direct-mail publicity, and we think it is a form of publicity that most retailers merely play around with, if they bother with it at all. So it is painful to me to see so many stores being "sold" the customer-control type of direct mail and then quitting, when they could use the same amount of money and effort in straight direct-mail promotions which will invariably leave a better taste in their mouths.

My advice to those who may be considering installing some system of customer control is to ask these questions:

1. Can I utilize addressing equipment or other machinery now in my possession, to secure the same information that special customer-control equipment proposes to give me?
2. What am I going to do with the information after I get it?
3. Am I prepared to lay down a twelve-month program and budget my expenditures accordingly and stick to it through thick and thin?

If you still feel you must have some special brand of customer control after this, go to it, but even then I would suggest a three months' test on a limited number of names, say, 1000 customers, before you commit yourself to your entire customer list.

Inherently, customer control has many good features and I predict that someone, some day is going to work out a means of automatically transcribing the information from your ledger

(Continued on page 31)

# What Are You Worth?

Your net estate may be much less than you expect. Remember that Government taxes must be paid, and debts, and necessary expenses of settling your estate.

The total amount your heirs will receive may be far less than you now think, or they expect.

You know your gross worth. Give us the figures in confidence, and we can give you a reasonable estimate of the probable cost.

At the same time, let us tell you how we, as your Executor and Trustee, can effect a considerable increase in the net worth of your estate.

THE MICHIGAN TRUST CO.  
GRAND RAPIDS

FIRST TRUST COMPANY IN MICHIGAN



**MOVEMENTS OF MERCHANTS.**

Cheboygan—The Fleischmann Baking Co. has opened a baked goods store adjoining its bakery.

Detroit—The Frigid Food Products Co., East Ferry and Roby Place, has changed its name to Frigid Food Products, Inc.

Detroit—The Union Brewing Malt Products Co., 3520 Mitchell avenue, has changed its name to the Union Malt Products Co.

Detroit—The Good Heating Shop, Inc., 8307 Livernois avenue, has been incorporated with a capital stock of \$1,000, \$250 being subscribed and paid in.

Rogers City — The Rogers City Floral Co. has been incorporated with a capital stock of 100 shares at \$112.50 a share, \$11,250 being subscribed and paid in.

Coleman—Joseph M. Doherty, 62 years old, who conducted a hardware store here for thirty-eight years, died at his home June 7, following an illness of two years.

Otsego—Marshall H. Pierce, who has conducted a grocery store here for the past twenty-five years, has sold his stock and store building to his son, Howard Pierce.

Detroit—The Eldon Coal Co., 13741 Eldon avenue, has been incorporated to deal in coal at wholesale and retail with a capital stock of \$10,000, all subscribed and paid in.

Grand Rapids—The Ted Booth Motor Co., 245 Jefferson avenue, S. E., has been incorporated with a capital stock of 300 shares at \$100 a share, \$20,000 being subscribed and paid in in cash.

Detroit—The Fiekowsky Markets, Inc., 14626 East Jefferson avenue, has been incorporated to deal in foods, etc., with a capital stock of 400 shares at \$25 a share, \$4,275 being subscribed and paid in.

Ypsilanti—W. J. Callback, formerly connected with the Newcomb-Endicott store in Detroit, has engaged in the dry goods, women's wearing apparel of all kinds, floor coverings, draperies, etc., business here.

Detroit—Harry E. Fiero, Inc., 2697 Puritan avenue, has merged his drug business into a stock company under the same style with a capital stock of \$10,000, \$6,000 of which has been subscribed and paid in.

Grand Rapids—The George J. Paalman Fuel Co., 719 Burton street, S.W., has been incorporated to deal in fuel, feed and builders' supplies, with a capital stock of \$25,000, \$9,000 being subscribed and paid in.

Detroit—The Cadillac Ginger Ale Co., 688 East Columbia street, has been incorporated to manufacture and deal in ginger ale and carbonated beverages with a capital stock of \$50,000, all subscribed and paid in.

Jackson—The Jackson Packing Co., Inc., 222 East Michigan avenue, has been incorporated to deal in meats and farm products at wholesale and retail with a capital stock of \$6,000, \$4,500 being subscribed and paid in.

Detroit—Ralph Peckham, 650 West Baltimore avenue, has merged his plumbing and heating business into a stock company under the same style

with a capital stock of \$50,000, all subscribed and paid in in property.

Dearborn—The Livonia Farmers Dairy, 2023 South Telegraph Road, has been incorporated to manufacture and deal in dairy products with a capital stock of 1,000 shares at \$50 a share, \$19,600 being subscribed and paid in.

Fennville—The Michigan Fruit Canners, Inc., have plans ready for the construction of an addition to its plant, 80 by 118 feet, one story high. It will be used for storage purposes and will be completed for use in peach packing time.

Saginaw—The Century Shoe Rebuilders, 117 South Jefferson avenue, has merged its business into a stock company under the same style with a capital stock of 180 shares at \$50 a share, \$9,000 being subscribed and paid in in cash.

Detroit—Martin A. Nicholson, 1514 Adelaide street, dealer in meats and other food stuffs, has merged the business into a stock company under the style of M. A. Nicholson, Inc., with a capital stock of \$10,000, all subscribed and paid in.

Battle Creek—Hazen C. Sweet has removed his jewelry and music store from 39 South Jefferson avenue to the Bryant-Sweet block, 39 East Michigan avenue. Mr. Sweet has added an optometrist department which is under the management of Ralph L. Greenman.

Imley City—Howard E. Reid, dealer in women's ready-to-wear garments, furnishings, etc., has merged the business into a stock company under the style of Reid's Clothes Shop, Inc., 109 Almont street, with a capital stock of \$1,000, \$500 being subscribed and paid in.

Bad Axe—Leonard, Howard and F. Seymour Western, brothers, who have owned an interest in the Crosby & Co. grocery store for several years, have purchased the outstanding stock from D. Crosby Clark. The Crosby store has been in business here for thirty-six years.

Mecosta—A. A. Pangborn & Co., dealers in general merchandise, groceries, shoes, etc., who recently lost their stock and store building by fire, have purchased the building next to their site and will engage in business again as soon as the building has been remodeled and made modern.

Battle Creek—Mr. Osgood, who conducts a general and grocery store at Penfield, four and one-half miles from here, near Clear Lake, has traded his store building, house and acre of ground to N. T. Casler, of Nashville, for the Star Theater there. Mr. Casler has taken possession of the property and is adding considerably to the stock.

St. Joseph—The Asa Danforth grocery store, located at 1007 Niles avenue, has been sold to Howard Trašk, formerly one of the owners of the Central Market. The business was founded in 1898 by the late Asa Danforth and has been conducted by his son, Raymond Danforth, since the death of his father, a few years ago.

Pontiac—The Pontiac Commercial & Savings bank has been closed for the purpose of reorganization, officials announce. The directors state that the

suicide of Cramer Smith, president of the bank, a week ago was not occasioned by any irregularities in his accounts and that his relations with the bank had been regular and proper in every way.

Manistee—In the bankruptcy case of Clara P. Earl, individually, and doing business as La Mode Millinery Shop, the first meeting of creditors is scheduled for June 18 at 2 p. m., in the offices of Charles B. Blair, referee, 1225 Grand Rapids National Bank building, Grand Rapids. Alphon Lyman of Norwalk, is attorney for the debtor. One creditor, Charles H. Gerham, of Cleveland, has a claim of \$1,523.

**Manufacturing Matters.**

Detroit—The Crown Hat Manufacturing Co., 911 Lafayette boulevard, has decreased its capital stock from \$150,000 to \$20,000.

Detroit—Parry Garments, Inc., 509 Lafayette building, has been incorporated to manufacture and sell coats and dresses with a capital stock of \$50,000, all subscribed and paid in.

Sturgis—The Sturgis Neon Sign Co., Prairie & Wenzel avenues, has been incorporated to manufacture and deal in signs with a capital stock of \$10,000, \$4,500 being subscribed and paid in.

Flint—The Peerless Feather & Mattress Co., 712 South Saginaw 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.

Detroit—The Nuway Window Corporation, 4701 Eighteenth street, has been incorporated to manufacture windows, sash, weather stripping, etc., with a capital stock of \$10,000, all subscribed and paid in.

Detroit—The Detroit Elevator Co., 1359 Monroe avenue, has merged its business into a stock company under the same style with a capital stock of 600 shares at \$100 a share, \$60,000 being subscribed and paid in.

Cadillac—Roy S. Hartley, started working for the J. C. Penney Co. as stock boy in 1913 and rose to the position of manager of the local store, has resigned his position and will engage in business under his own name in the Webber block which he purchased last year as an investment and which he is now remodeling. Mr. Hartley will remain with the Penney Co. until the home office appoints his successor.

**Want Slip "Whens."**

1. When merchandise is not in stock.
2. When merchandise is on order.
3. When merchandise is in receiving room.
4. When you substituted and sold other merchandise.
5. When merchandise is not carried in department as a policy.
6. When special order is placed on merchandise.
7. When the line has been discontinued.
8. When the merchandise requested seems ridiculous.
9. When you get no response on continued customer wants.
10. When you know that the merchandise is not carried by the store.

11. When your customer is a "looker," and

12. When merchandise asked for is carried in another department.

**Acid From Apple Peels Will Be Used in Varnishes.**

Ursolic acid, a new chemoical, is being extracted from the waxlike coating of apple peels in a Department of Agriculture laboratory. The compound is extracted in the form of powder. The most promising use for this new chemical is in the paint and varnish industry. The fact that the powder is resinous to the touch and is water-repellent suggested its use in varnishes. Tests reveal that this acid increases the gloss and water resistance of cellulose lacquers, and it also extends the time required for drying. Arkansas Black, Delicious and Grimes Golden contain the greatest quantities of ursolic acid.

**Few Patrons Watch the Scales.**

A survey of consumer buying habits conducted by representatives of the home economics department of the University of Nebraska revealed that:

Only about 9 per cent of meat buyers look at the scale when their purchase is weighed.

About 53 per cent. have their menus planned when they enter the store.

Only 10 per cent. of women customers ask for definite cuts of steak.

Business in down-town stores runs more to quickly-prepared cuts than in neighborhood stores.

**Local Garden Pottery Sales Slumped.**

Producers of garden pottery find sales gained considerably this year. Price trading and the fact that near-by suburban communities are already well equipped with the product were held to account for the falling off in sales here. In other sections the call for bird baths, pedestals and small figures of birds and animals has been the best in recent years. Pieces retailing from \$5 to \$20 are ordered in quantity and less emphasis is placed on low-end goods.

## Bond Printing

Is a Business in Itself

It requires not only the proper Bond Blanks but a knowledge of Bonds coupled with skill and painstaking care.

We Have the Blanks  
We Have the Skill  
We Use the Care

## BOND PRINTING

IS OUR BUSINESS

We undoubtedly print more Bonds and Certificates of Stock than any other printers in Michigan

TRADESMAN COMPANY



### Essential Features of the Grocery Staples.

**Sugar**—Local jobbers hold cane granulated at 5.15c and beet granulated at 4.95c.

**Tea**—During the past week common and medium grades of India tea have sagged still further in primary markets. Good grades are working up. There has been no change in this country. In fact there has been no change in the entire tea list in this country. Business is quiet with prices fairly steady.

**Coffee**—The market for future Rio and Santos coffee, green and in a large way, was inspired to slight advances during the week by reports from Brazil that the export tax on these coffees might be doubled. The market is so heavy, however, that this did not have much result, and unless something is actually done about it in Brazil these advances will soon be lost. Spot Rio and Santos have possibly moved up about 1/8c per pound during the week. The demand for coffee in a large way is marking time. Mills show no change for the week. Jobbing market on roasted coffee is about where it was.

**Canned Fruits**—The California cling peach problem is still unsettled but spot peaches have apparently touched their lowest. There has been nothing offered under \$1.42 1/2, for Standard Clings, it seems to be generally agreed.

**Canned Vegetables**—Eastern pack vegetables are unchanged. Standard tomatoes show little strength at present prices, but stocks in the hands of fewer and stronger canners and may be expected to move out at the present price levels at least. Maryland spinach continues at easier prices, as canners are making an effort to meet competition from carryover California spinach. Stringless beans are also offered by some sellers below 70c for standard cut green beans. Reports coming out of Maine last week indicated that considerable damage was done to corn by torrential rains which swept the growing districts and caused a flood threat along the banks of the principal streams. As canners had planned a considerable reduction in their Golden Bantam acreage this year, an unexpected loss through too heavy rainfall might very well cause canners to hold their present unsold stocks of spot corn in anticipation of firmer prices in the fall.

**Dried Fruits**—Stocks of dried fruits are moving out from the hands of jobbers in a routine way. Prices are generally unchanged and sales are restricted to small lots. Sellers believe that remaining stocks will be well cleared in advance of new crops in all except raisins and possibly prunes. The Coast has very little to offer other than these two items. There are no large stocks of fruits held here, and many varieties are in especially short supply. Among these are small sized California prunes and Oregons in all sizes, large Santa Claras, top grades of raisins and peaches and the lower grades of apricots. Jobbers are still able to quote fancy and extra fancy apricots, including Blenheims, and there are ample stocks of medium sized prunes around. Any buying spurt, however, would clean up the spot market in short order. The prices on new

crop apricots, peaches and raisins which have been quoted here have not brought any particular response from buyers. As long as they can cover their spot needs they are content to let the future take care of itself. California packers report that the volume of trading is satisfactory and that Coast prices are well maintained. Dried apples are a little firmer.

**Canned Fish**—The spring run of Chinook salmon has netted very little to pack and distributors need not be in such a hurry to crowd their present stocks.

**Salt Fish**—The salt fish market is seasonally inactive, but stocks in the hands of importers are light, and prices are well maintained. There is a routine demand for stocks, but buyers refuse to anticipate their needs very far ahead. Some varieties are working in very short supply, but few have been withdrawn as yet. The immediate outlook is for routine trading.

**Beans and Peas**—The market for dried beans continues weak and dull, most of the list showing a constantly declining tendency, especially red kidneys and California limas. The same can be said for dried peas.

**Cheese**—The offerings of cheese during the week have been light and in consequence the market is firm in spite of the very moderate demand.

**Nuts**—While the nut market is drifting, with little activity either in the shelled or unshelled lines, there is a general expectation of active trading in the fall, due to the fact that all hands will be about cleaned up in both imported and domestic varieties, and that favorable prices will be named to stimulate buying. A preliminary survey of the Mediterranean Basin indicates a reduction of about 10 per cent. in new crop shelled almonds, but this estimate may be changed considerably before the new crop is ready. The almond crop in California is making good progress and domestic walnuts also compare favorably with last year at this stage of their development. Stocks of imported shelled nuts are cleaning up slowly, but ought to be well cleared before the summer is over. Manchurians have been more active than other exotic walnuts, and will probably be sold out the soonest. There is a little better movement for pieces, due to seasonal demand from the confectionery trade. Filberts are easier abroad, but inactive here.

**Pickles**—Pickles are a little more active this week, but prices do not show any particular change. Buyers report that they find it more difficult to fill their requirements of large sized genuine dills. Trading is still confined to small lots, however, and buyers do plenty of shopping around before placing orders.

**Rice**—Stocks in the hands of growers are moderate and they are receiving sufficient Farm Board support to hold for their price ideas. The movement of top grades Blue Rose and Prolifics is regular, with trading on a replacement basis. Millers are covering their requirements of rough rice in a better way now to meet demand. All long grains appear to be closely held up. The new crop is progressing well, but unfavorable weather has affected some Southern sections.

**Sauerkraut**—Saurekraut is moving out in a routine way against immediate needs. Prices hover around the bottom of the market, and consumption is dragging. Both bulk and canned kraut are probably one of the cheapest foods at the present time.

**Syrup and Molasses**—Demand for sugar syrup is a routine affair and prices steady throughout. Corn syrup is doing a little better perhaps, but prices are unchanged. Molasses shows a quiet demand for the season without changes in price.

**Vinegar**—Vinegar has shown a moderate seasonal improvement this week. Prices are now at a level which would invite buyers to cover at least their immediate requirements with little hesitation. Consumption is said to have shown improvement.

### 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 commands \$1.20 per doz. bunches.

**Bananas**—4 1/2 @ 5c per lb.

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

**Butter**—The market has been from steady to weak since the last report, the total decline being about 1 1/2c per pound. Demand has been rather listless and receipts were ample. Jobbers hold 1 lb. plain wrapped prints at 21 1/2c and 65 lb. tubs at 20 1/2c for extras.

**Cabbage**—New from Mississippi, \$2.50 per crate of 100 lbs.; Tenn., \$1.50 for 60 lb. crate.

**Cantaloupes**—Arizona stock is quoted as follows:

Standards, 45s	-----	\$3.25
Jumbos, 36s	-----	3.25
Jumbos, 45s	-----	3.50
Jumbo flats	-----	1.50

**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., \$9.75 per crate; home grown, 40c for small bunches.

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

**Cucumbers**—No. 1 hot house, 90c per doz.; No. 2, 50c; outdoor grown from the South, \$2 per bu.

**Dried Beans**—Michigan jobbers are quoting as follows:

C. H. Pea Beans	-----	\$3.90
Light Red Kidney	-----	9.25
Dark Red Kidney	-----	10.25

**Eggs**—The offerings of fine fresh eggs are still limited and the market is 1c lower than a week ago. Demand for the best grade of eggs keeps up and any increase in it at present is sure to be followed by slight advances. There is nothing in sight, however, to advance the market in any large way. Jobbers pay 14c 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 per hamper for Southern.		

**Green Beans**—\$2.25 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	-----	\$7.50
300 Sunkist	-----	7.50
360 Red Ball	-----	6.50
300 Red Ball	-----	6.00

**Limes**—\$1.75 per box. New Potatoes—North Carolina stock \$3@3.25 per bbl.

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

126	-----	\$6.00
150	-----	6.00
176	-----	6.00
200	-----	5.00
216	-----	4.75
252	-----	4.50
288	-----	4.50
344	-----	4.00

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

**Parsley**—50c per doz. bunches.

**Peppers**—Green from Florida, 75c per doz. Present receipts are the largest in size this market has ever seen.

**Pieplant**—75c per bu. for home grown.

**Pineapples**—Cuban command the following:

18s	-----	3.50
24s	-----	3.25
30s	-----	3.00

**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**—Home grown are now in full command of the market. They run large in size, handsome in appearance and good flavor. They command \$1.75@2.25 per 16 qt. case.

**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

Roger Babson, in a message to the Newspaper Advertising Executives Association convention at the Hotel Pennsylvania, expressed the opinion that conditions in the country have been seen at their worst and that the present recession will be followed by an era even more prosperous than that which ended in the Autumn of 1929. He added that "statistics to-day point to another period of prosperity."



## OVER 400 MEMBERS.

## Nearly One-half Are Regular Readers of the Tradesman.

Following is a list of the paid-up members of the Retail Grocers and Meat Dealers Association of Michigan May 15, as certified by Secretary Hanson. Of this 196 are paid subscribers to the Tradesman. The latter are indicated by an asterisk (\*):

Ann Arbor—  
Ashley, A. J.  
Broadway Market.  
\*Brousallis, Steve.  
Capital Market.  
\*Central Market.  
Cobb, L. D.  
\*Daisy Market.  
\*Frey, William.  
Fritz, Elmer.  
Haas, Daniel.  
Hollis, C. E.  
\*Jefferson Grocery.  
\*Kammann, A. F.  
\*Lemle, Alphonso.  
\*Liberty Market.  
Lutz & Seeger.  
Procknow, D. C.  
Schmidt, L. H.  
\*Schneeberger Grocery.  
\*Schultz, William.  
\*Seeger, Robert A.  
\*Severns, H. L.  
\*Shaw Grocery.  
\*Sorg, Victor F., Estate.  
Spathoff, Anna.  
\*Stoll, Robert A.  
Strickland, L. T.  
\*Thomas, Leigh A.  
Townley, L. A.  
Vogel Brothers.  
\*Wight, Thomas.  
Zill, Otto.  
\*Gleff's Market.  
Barryton—\*Lafin-Ward-Soper Co.  
Battle Creek—  
\*Allen, Ward.  
\*Brown & Johnson.  
\*Bush, C. G.  
\*Chapman Grocery.  
Clark & Clark.  
Correll, A. F.  
Fay, Lewis A.  
\*Hocott, Walter.  
Klose, Henry.  
Latta, F. R.  
Meehan, P. L.  
Merston, V. C.  
Moore, Carl.  
Murray, Mrs. Annie.  
\*O'Connor, Ed.  
Osmon, A. J.  
\*Pearce & Son.  
\*Pooley, Arthur.  
\*Pursley, J. R.  
\*Richardson, Roy.  
\*Slade, C. W.  
\*Slade, George.  
\*Smith, H. F.  
Spaulding, C. F.  
\*Tungate, Chauncey R.  
Walz, Chris.  
\*Whalen, T.  
\*Wilson, E. C.  
Bay City—  
Bonem, Jos. F.  
Foyce, A. A.  
Bradley, J. G.  
Bremer, S. F.  
Broadway Market.  
\*De Les Dernier Chas.  
Foerster, John.  
Goldberg Grocery Co.  
Headington, Fred.  
Heil, J. A.  
\*Immerman, A. A.  
Immerman, H.  
King, L. G.  
\*Kuhlow, F. H.  
Kutella, H. F. & Son.  
Lasinski, Louis.  
List, William.  
Loranger Bros.  
Mallock, Max T.  
Nuffer, A.  
Rinz, John.  
\*Schmidt, Chas.  
Scheffer & Son.  
Wackerle, H.  
Weide, Edw. W.

Young, Nelson E.  
\*Ziegler, A.  
Bellaire—\*Richards, H. L.  
Benton Harbor—\*Leonard, A. L.  
Big Rapids—\*Van Auken, W. R.  
Birch Run—Hubinger, Louis.  
Cadillac—\*Johnston, James.  
Central Lake—\*Smallegan, Smith & Co.  
Charlevoix—\*Block, Martin.  
Coopersville—\*Lillie, Lee P. & Sons.  
Comstock Park—\*Stowell, Dana.  
Detroit—  
\*Altfettis, John A.  
\*Cusick, Wm. J.  
Lurie, J. E.  
Lurie, Nate.  
\*Rebone, J. R.  
Stemm, W. J.  
\*Vogel, F. A.  
Dowagiac—\*Redner, Boyd & Son.  
East Saugatuck—\*Lubbers, John & Co.  
Elsie—Conklin, C. M.  
Essexville—Tennant, Geo. & Co.  
Flint—  
\*Durkee, Warren G.  
\*Eckert, Rudolph.  
Metzger, G. B.  
Frankenmuth—  
Hubinger, Harold.  
Rau Brothers.  
Fruitport—\*Jones, Al.  
Grand Rapids—  
Alley, Sam.  
Appel, C. J.  
Barstis Bros. Co.  
\*Berth Market.  
Blandford, Roy.  
\*Boersma Bros.  
\*Borgman, John A.  
\*Borgman, John.  
\*Botsford, Ernest.  
\*Botting, A.  
Bouman, C.  
Brouwer, John.  
\*Burton, Leroy.  
Bushey, W. A.  
Cooper, Frank.  
\*Curry, Edw. J.  
\*Daane, C.  
Dams, Fred.  
DeFouw, I. J. & Son.  
\*Den Herder, Chester.  
\*Den Herder, Geo. & Co.  
\*DeVries, Martin.  
DeVries, Fred.  
Dawson, W. E.  
\*DeWindt & Co.  
\*DeWindt, H. P.  
DeLoof Bros.  
\*DeYoung, T. C.  
\*DeYoung & VandenBerge.  
\*Dooge, John.  
Doolittle, B. E.  
Dykewicz, Chester.  
Dykstra, Mrs. P.  
\*Eberhard, L. V.  
\*Elhart, Bernard.  
Faiarski, Otto M.  
Feldpausch, Leo.  
Fenema, George.  
George, W. L.  
\*Gezon, Paul & Co.  
Grit, H. J. & Son.  
\*Hanson, Herman.  
Henderson, Martin.  
Hesselink, G. J.  
\*Heyns, Matt.  
Hoelzley, L. W.  
\*Holwerda, Thos.  
\*Home Acres Grocery.  
Hultman, Otto.  
Izenbart, Martin.  
\*Kaminski, Frank.  
Kamstra, John.  
Katz & Harris.  
Kinsel, G. B.  
Klunder, Mike.  
Koets & Son.  
\*Koeze, Roy.  
\*Kos, John.  
Leetsma & Son.  
\*Lewis, C. Glenn.  
\*Lindberg, Archie.  
Lowman & Anderson.  
\*Mohrhardt, J. A.  
\*Mohrhardt, P. D. Estate.  
Ollman, A. E.  
Oppenhuizen, Geo. & Co.  
Ouendag, Matthew C.  
Pastoor Bros.  
Pastoor, William.  
\*Pollie, James.  
Rausser, John.  
Raymond, Joe.  
\*Richardson, A. F. & Son.  
Rinvett Bros.  
Ryan, P. L.  
Ryskamp Bros.  
Schmidt Bros.  
Sigler, Louis.  
Sikkema, Fred.  
\*Smith, Fred R.  
\*Smolenski, M. S.  
Stehouwer Bros.  
\*Stephan, Jos.  
\*Stuit, Henry.  
\*Tamboer, C.  
TerBeek, Jack.  
\*Thiebout Bros.  
\*Thomasma Bros.  
Timmer, Peter.  
Van Ark, B.  
Van Buren, F. M.  
\*VanderHoening, Gerritt.  
\*Vandermaale, Louis.  
Vandenploeg & Sons.  
\*Vanderploeg, S. C.  
\*Van Dommelen, J. H.  
Van Zoeren, E. J. & Son.  
Van Zoeren, M. J.  
\*Veengstra, Sidney.  
Vinkemulder, Ralph.  
\*Voss, Bernard.  
\*Wagner Bros.  
Walbridge & Son.  
\*Watkins, Ray.  
Westvere, Wm.  
Whalen, Wm. J.  
Wolosecki Bros.  
\*Zwartenkot, John.  
Grandville—\*Hoekzema, P. J.  
Grand Haven—\*Casemier, J.  
Harbor Beach—\*Engel, Theo L.  
Harbor Springs—  
\*Fauce, Alden J.  
\*Melson, G. W. & Co.  
Hemlock—\*Heinity, Henry.  
Holland—  
\*DeJongh, J. & H.  
\*Holland Baking Co.  
\*Hulst, J. V. & Son.  
Kleis, Henry P.  
Wiester & Dirkse.  
\*Prins, Henry.  
\*Steffens Bros.  
\*Westing & Warner.  
\*DePree, Jacob.  
Howell—Strobel, H. G.  
Kalamazoo—  
\*Hall, Grover.  
\*Hyma, Seth.  
Kingston—\*Berman, J. S.  
Lake City—\*Burkholder, A. E.  
Lansing—  
\*Affeldt, John & Sons.  
\*Ayres, E. A.  
\*Bailey, Orla H.  
Balkan Grocery.  
Beeman & Co.  
Bopp Bros.  
\*Burkett, C. E.  
Clapham Bros.  
\*Clay, W. H.  
Lansing—  
Crego, R. W.  
Craig, W. R.  
\*Daschner, Geo.  
Dean Apartments Grocery.  
Denstead, Mrs. B.  
\*Dobson, H. C.  
\*Fiebig & Schmeichel.  
Foster, Chas. E.  
\*Gates & Son.  
\*Goossen, M. C. & E. V.  
Grymon, Henry.  
\*Hauser, J. P.  
\*Havens, W. A.  
\*Hoppe, Richard.  
\*Hunter & Co.  
International Grocery.  
Kopietz, Gus.  
Kopietz, Otto.  
\*Larabee, Leo.  
\*Mohrhardt, C. F. & Sons.  
Parr, Steven.  
Patmore Grocery.  
Preuss, Frank.  
Reutters Grocery.  
\*Rouse, Frank.  
Rowen Grocery.  
\*Ruess & High.  
Sabrowsky Bros.  
Sanitary Market.  
Sheets, Ben G.

Schmidt Bros.  
Sieczka, Michael.  
\*Shoemaker & Ferley.  
Smith, George.  
\*Tabor, Fred.  
Taylor, Cecil.  
Van Dusen, L. W.  
Waker Groceteria.  
\*Wickenheisen, Mike.  
Ludington—  
\*Gibbs, David.  
\*Sniegowski, Jos. M.  
Manistee—\*Miklas, V. A.  
Mecosta—\*Minkel, Henry L.  
Merrill—\*Schaefer & McKinnon.  
Midland—\*Thompson Merc. Co.  
Milan—  
\*Davenport, M.  
Throop, Oris.  
Milford—Johnson, A. W.  
Millet—Hunter, Harold.  
Millington—\*Cobb, A. H.  
Muskegon—  
\*Berglund, J. O.  
\*Carlson, M. F.  
Etterman Bros.  
\*Hartsema, A.  
\*Hasper, G.  
\*Hesse, Edw.  
Hessel, A. L.  
Hillman, P. F.  
Hodson, John.  
\*Hoekenga, A.  
\*Johnson, Hans.  
\*Jorgenson, H.  
Monroe, Harry.  
Olson Bros.  
\*Paquin Bros.  
\*Peterson, O.  
Sorenson, F.  
\*Sternberg, D.  
\*Patterson, Ray.  
Muskegon Heights—  
\*Boelkins, C. H. & Son.  
\*Carl, W. J.  
\*Ghezzi, E.  
Giroux & Hodson.  
Owosso—\*Osmer, A. E. Co.  
Potoskey—\*Bathke Bros.  
Pinconning—Shearer, Alfred E.  
Plymouth—Gayde Bros.  
Pontiac—  
Clark, J. B.  
Farco & Phillips.  
Felico, Phil.  
Brandt, C. J.  
Gallo, Robert.  
Gregory, Wm.  
Hoffman, Paul.  
\*Jaburek, James.  
LaJoie, Homer.  
Matey, Steve.  
McLennan, A.  
Newman, M. E.  
Newman, Ward.  
Paris Bros.  
Peterson, Nels.  
Hartman & Kent.  
Holloway, Warrick.  
Horse, W. B.  
Pierce, William.  
Reedy, James.  
Roberts, Noel.  
Sackett, E. J.  
Schabitz, Nick.  
Secora, Steve.  
Swaboda, F. J.  
Tanut, Mike.  
Turnbull, Harry.  
Vackaro, Sam.  
Vackero, Mike.  
Vackero, J. B. & J. J.  
Walter & Coughlin.  
Walsh, M. C.  
Saginaw—  
\*Adsitt, J. F.  
\*Alter, Chas. A.  
Bauman, Paul.  
Bixby, R. S.  
Boardman Grocery.  
Bonk, John.  
Carle, A. W.  
Christensen Grocery.  
\*Clark Grocery Co.  
Davis, B. C.  
Dorner, Otto.  
Ferris Grocery.  
\*Fruechtel, Wm. H.  
Hilbrandt, John.  
Izzo, D. J.  
Johnson, Neil.  
Kamp's Grocery.  
\*Klein, Fred.



## DETROIT DOINGS.

## Late Business News From Michigan's Metropolis.

Senator James Couzens of Michigan objects to another Michigan man's changing his name to Couzens for an entirely new reason—namely, the usefulness politically of the name Couzens to any one else who wishes to adopt it in Michigan. He seems to have in mind the case of the other George W. Norris, who tried to run for Senator in Nebraska. And while this particular citizen does not wish to call himself James Couzens, the Senator objects to his possible trading on the name Couzens in running for any office in Michigan.

Abraham Dworkin has applied to Judge Ervin R. Palmer in the Probate Court in Detroit for permission to abandon the name he brought from Russia with him and assume the more euphonious name of Albert H. Couzens. Dworkin wants to have "a name more Americanized." Also his Russian name is "too difficult to pronounce." Also he would like the new name "for business reasons." Senator Couzens has instructed his attorney to oppose granting the change of name. He says he has no personal objection to another man's taking his surname. "However," he says, "in these days when so many men are running for office on the reputation of men of the same name, I think it is in the public interest to oppose an application of this suit." All Roosevelts will please take notice, also several others who belong to the political dynasties in this country.

There is a lot of point to what the Senator says regarding the usefulness of well-known names in running for office. The late Senator McKinley of Illinois always got some votes in Illinois just because his last name was the same as that of a former President. A man named John G. Jeniolinis changed his name in Detroit to John G. Jefferson a few years ago and forthwith sought nomination for Congress. On the strength of his name he got 10,729 votes in the primary. The Jeffries and Murphys have an advantage over almost any one else in running for office in Detroit because of a couple of popular officials by the names of Jeffries and Murphy. Anyway, Senator Couzens doesn't want any one to be elected constable just because he has adopted the name of Couzens.

Henry Ford, it appears, is going into farming in a big way. He has acquired a 3,000 acre tract in Lenawee county and has more than one hundred farm hands engaged in putting into practice his theories of what efficiency and mass production can do in raising farm products as well as in manufacturing automobiles. He intends to experiment with new uses for farm products and to seek out new markets, with the idea of opening doors to further progress on the part of the country's agricultural interests.

At a time when the farmers are suffering from overproduction and every one is urging them to grow less instead of more, Mr. Ford's essay into farming does not seem propitious. Before we know it he will be selling wheat and

corn, spinach and potatoes so cheap that the independent farmers will be in worse straits than ever. We are, moreover, a little fearful of the introduction of manufacturing methods to agriculture. For while prosperity and advertising may make it possible for the country to absorb automobiles, temporarily at least, at the rate of two or three to a family, the consumption of farm products is limited by individual capacities which no advertising can increase.

Perhaps this problem can be solved by the discovery of new uses for farm products. In fact, we should not be at all surprised if Mr. Ford found ways in which the products of the soil could be turned into material for automobiles, with compressed carrots or dehydrated squash going into the chassis. In any event, it will be interesting to see what happens if the manufacturer of several million Fords takes his farming seriously.

Is the public ready for a happier, brighter cycle in motor car colors? This is one of the questions being asked in Detroit by motor car manufacturers, who are considering ways and means of stimulating automobile buying during the normally torpid Summer months. The thought is current in many quarters here that black's ten-months dominance in the realm of motor car colors is reflective of a public mood that might be modified or relieved by a change in the color scheme.

There is evidence that the industry is disposed to allow the public considerable latitude in expressing what the new colors shall be. Cadillac-La Salle, for instance, is offering forty-two different combinations in a special color salon being held in its two local branches. The object is to get a verdict from the public regarding its preference among the cars displayed. Similar color salons will be held in various parts of the country to make the expression of general opinion wider in scope.

There are many here who think that motor car and motor boat radio demand will become more widespread as a result of the new spark plug developed by the A.C. company. Heretofore reception has been affected by a clicking noise due to the operation of the engine ignition system. It is claimed that the new plug eliminates this interference.

An involuntary petition in bankruptcy was filed in U. S. District Court here against Daniel G. Shapiro, retail shoe dealer, 3440 Hastings street, by Lawhead & Kenney, attorneys, representing Hood Rubber Co., \$114; Rob Smart Shoe Co., \$475; International Shoe Co., \$223.

Christ G. Florinoff, tailor, 5443 Russell street, has filed a voluntary bankruptcy petition in the U. S. District Court here, listing liabilities of \$4,492 and nominal assets of \$5,394.

The Union Guardian Trust Co. has been appointed receiver by the U. S. Court here in involuntary bankruptcy proceedings against Hughes & Hatcher, retail men's wear, with stores at 2305 Woodward avenue, and 1244 Washington boulevard. The two involuntary petitions filed in this case have been consolidated by order of the

court. The receiver was authorized to continue the business of the debtor firm.

A composition offer of 20 per cent., payable 10 per cent. in cash and 10 per cent. by promissory note maturing on Dec. 31, has been filed in voluntary bankruptcy proceedings of Fred Hogan, fur dealer at 1420 Farmer street. Assets are given as \$16,761 and liabilities, \$18,694 in schedules filed in U. S. District Court here.

## Late Mercantile News From Indiana.

Terre Haute—Ben Onkin, local jeweler, has bought the stock and fixtures of the Lebin clothing store and has moved to 112 South Fourth street, where he has opened under the name of Onkin Clothing.

Evansville—George Henry Bittrolff, 79, closely identified with the business interests of this city for many years, is dead. At the time of his death he was secretary of the A. P. Lahr & Son Co., dry goods merchant here. For many years he was connected with the Miller Dry Goods Co. Later he became associated with John A. Ryan in the general merchandising business at Mt. Vernon, Ill.

Indianapolis—Arthur G. Brown, manager of the Marott Shoe Shop was chosen president of the Merchants' Association for the coming year at the annual election June 3, in the office of the association in the Illinois building. Mr. Brown was also elected treasurer of the Indianapolis Stores Mutual Protective Association, at the annual election, May 28.

Connersville—Frank Dinger, 55, a merchant tailor here for twenty-five years, was found dead in his shop from heart disease. He is survived by a brother and two sisters.

Indianapolis—George M. Spicklemire, 48, general superintendent of William H. Block Co. until his resignation a few days ago, shot himself through the heart in a park near his home. Illness is believed to have caused the suicide. He had had an operation for a stomach ailment three years ago, and never entirely recovered. He had been ill and in great pain for several weeks. Mr. Spicklemire had been connected with Block's store for six years. He had been employed in Indianapolis department stores most of his life, beginning as a bundle wrapper in Pettis Dry Goods Co. store. He worked in a store in Dayton for some years.

Kokomo—Paul J. Gattis, trading as Grand Leader Dept. Store, filed a voluntary petition in bankruptcy in Federal Court at Indianapolis. There are eighty unsecured creditors with claims in total sum of 24,453.

Gilda: Did you read about the girl who was afraid to kiss her boy friend on account of germs?

Hulda: That's all right, my boy friend kisses so hard he kills them.

Sadie: He's got nothing on my boy friend. He makes his kisses so hot, they're sterilized.

Wife (after talking thirty minutes): Don't sit there staring at me. Why don't you say something?

Husband: Sorry, dear, I didn't know it was my turn yet.

Kistler, S.  
Koelzow, C. J.  
\*Kretschmer, Ohas. H.  
Landskroener, Wm.,  
LeClair, Ed.  
Ledtke, Fred.  
\*Loeffler, Walter K.  
Lunt, Harry.  
\*Marxer, Frank.  
Minard, F. C.  
\*Musser, John C.  
Nauer, A. J.  
Palin, John.  
\*Perry, F. W.  
Piekert, Jos.  
Rorke, Wm. A.  
\*Ryan, Thos.  
Selzer, Isaac C.  
Sheldon, Wm.  
Smith Food Shop.  
Stierlo, Louis.  
Strobel, Edward.  
Trogan, Edward.  
Troy, Dan.  
Wahl, J. C.  
Waters, Thos.  
Wilmot, Wm. H.  
Wolpert, R. F.

Sebewaing—

\*Liken, John C. & Co.  
\*Mvers & Riedel.  
\*Rummel, John & Co.  
Sunfield—Van Antwerp, Elmer.

Traverse City—

Cavitch, Sol.  
\*Clark, John W.  
\*Culman Bros.  
\*Ehrenberger, J. E.  
\*Gardner, C. A.  
Johnson, O. A.  
Jordan, E. Bruce.  
\*Kyselka, P. K.  
\*Quigley, John C.  
\*Rabinovitch, Max.  
Rokos, W.

Trout Lake—\*Riordan, D. J.  
Weidman—\*Drolette, Geo. A.  
Ypsilanti—

\*Davis, D. L.  
\*Lamb, John H. & Son.  
Tefft, Forest.  
Hermanson & Wiard.  
\*West, W. H. & Son.

Careful scrutiny of our mail lists discloses the fact that we have over nine hundred additional subscribers in the towns and cities above enumerated, so that the Tradesman has over 1100 subscribers in the towns where the Association has 429 members.

Take Cadillac, for instance. While the Association has only one member there, the Tradesman has thirty-one subscribers in that city. In Flint, where the Association has only three members, the Tradesman has thirty-three subscribers.

Any time the Association wishes to use the Tradesman to place any information before its members we undertake to see to it that every member of the organization is sent a copy of that particular paper, whether they are on our list or not. This has always been our policy and will continue to be so long as the executive officers work in harmony with the Tradesman.

Health is the indispensable foundation for the satisfaction of life. Everything of domestic joy or occupational success has to be built on bodily wholeness and vitality. Health is essential to the enjoyment all through life of sports and active bodily exercise. It is also necessary to continuous capacity for hard work; and it is only through active play and hard work that anybody can make sure of the durable satisfactions of life. To promote health in the individual, the family, and the community should be the aim of every good citizen in the American democracy.



### OPPOSING SCHOOLS.

Confusion in economic matters was explained during the week by Dr. Benjamin M. Anderson, economist of the Ohio Bankers' Association as due to the conflict of two opposing sets of ideas. Those who belong to what is called the "equilibrium" school believe recovery will come when balance is once more restored, while the opposing school, which he described as the "purchasing power" group, seeks remedies by artificial increases of purchasing power.

The gist of Dr. Anderson's defense of the equilibrists is that this school does not separate purchasing power and production, but maintains that purchasing power grows out of production and that the ability to consume depends upon the ability to produce. He scores the purchasing power supporters for their desire to see credit expanded, to induce increased expenditures by those who can afford them, to have the Government borrow for public construction, to stabilize the silver market and to valorize crops and other commodities.

A good many of the suggested remedies for the depression are, of course, subject to very serious objections. On the other hand, it is doubtful whether the old-school economic doctrine that ability to consume depends upon the ability to produce can any longer be upheld without important qualification. When commodities were exchanged that rule held good, but now it is a question whether the worker gets enough in wages for what he produces to pay for what he should consume.

The school of balance or equilibrium is a very comfortable and conservative stand for those who feel that their interests are not jeopardized by modern trends in business, but the same view—namely, that of leaving everything to the influences of readjustment—would have forestalled any such thing, for instance, as the Federal Reserve System, just as it now refuses to face candidly the problems raised by the concentration of wealth and machine production.

### DRY GOODS CONDITIONS.

Unfavorable weather in the early part of last week checked the recent spurt in retail sales which began with the new month under the influence of lower prices and increased advertising. Toward the close, however, trade was again quite active as renewed demand appeared for many seasonal offerings. When genuine values are offered, the public is showing not only a ready but in some instances an overwhelming response. Police lines have had to be established in some cases.

An explanation of the present intensive drive by large retailers is to be found in the May sales figures which were issued during the past week. The reduction was the largest so far sustained by department stores and amounted to 14 per cent. for the country at large. The losses under a year ago ranged from 8 per cent. in the Atlanta reserve bank area to 16 per cent. each in the New York, Cleveland and Chicago districts. There was one less business day in the month, which would cut the average daily loss.

The extent of the decline in prices indicates that physical volume of trade still exceeds last year's.

It is rather obvious that this sagging off in dollar volume has been encountered by extra promotional efforts to bring up the June figures. In fact, not a few stores will probably put their May and June results together for the purpose of comparing them with the total for the same two months last year. No let-up in the present campaign to encourage consumer demand until beyond mid-summer is indicated.

Some of the early Fall lines will soon make their appearance in the wholesale merchandise markets. Lower prices are not expected as a general thing, but it is likely that qualities will be improved at the present levels. The markets have been fairly active on re-orders and July 4 specialties.

### CONCERN OVER RESOURCES.

The usual point of view among manufacturers is that their customers, the distributors, would like nothing better than to have them all teetering on the verge of bankruptcy and ready to sacrifice their products at any prices which buyers might name. That this is far from the case among reputable merchants may be gathered from the growing concern which responsible retail interests are evidencing over the growing number of large failures in some lines which have eliminated some of their leading supply sources.

It is unfortunately true that a number of the large producing organizations have been much slower to accommodate themselves to changed conditions. The smaller and more flexible units have been attracting a larger share of business because they have been quick to recognize that consumers are demanding lower prices and greater values. Their larger competitors have been somewhat stiff-necked in many instances and have insisted on only grudging concessions which fail to suit the product to the present market.

Retailers do not believe that they will always be forced, as now, to sacrifice merchandise standards and to emphasize only the lower price ranges. Consequently, their interest in the welfare of their accustomed supply sources is not entirely unselfish because they see a day in the future when they will again require more standard qualities and a range of higher price offerings.

Admitting, then, a certain degree of selfishness on the part of store executives in this matter, the concern which they feel cannot altogether be stamped as a false one, since all they wish is to see these large producers keep in better step with consumer demand.

### DECLINE CHECKED.

Outside of the small gain in merchandise activities, the past week has brought little change in the general business situation. Recent tendencies have become accentuated as the dull season draws near. The weekly business index now stands at a new low for the depression. However, the long decline in commodity prices was temporarily arrested.

With curtailment in automobile pro-

duction, steel operations have been easing off. The output of motor cars last month was below trade expectations and the May sales to consumers of the largest producer were some 10 per cent. under those in April, although it was felt earlier that Spring demand might be prolonged this year. However, the idea is still held in many quarters that automobile sales may finally prove the factor to turn the scales toward general business recovery.

In building, the May results fell just under the usual seasonal movement. There was a decline of 5½ per cent. in the value of contract awards. From a year ago the drop was 33 per cent., but probably the larger part of this was due to lower prices for materials and lower labor costs.

The detailed figures on foreign trade in April disclose where large losses were suffered in our exports. Shipments to Europe dropped a good deal more than half under those in April, 1930, while those to South America were only a little more than half of last year's. The reduction on exports to North American countries was about 35 per cent. Trade with Asia appears to be holding up best.

If business recovery waits upon some evidence of improvement in foreign trade, there is no hopeful sign from this direction as yet.

### DOCTOR AND BANKER.

Al Smith, during his brief experience in the banking business, made a bankers' banquet sit up by asking financiers to "talk United States" to their clients instead of the jargon of high finance. He recited the incident of a rich man who wished to offer the bank an advantageous deal, but who was kept back from it because he couldn't understand what a young vice-president meant by talk about "equities, maturities, amortization, etc., etc." The President of the American Medical Association, Dr. Judd, gave similar advice to physicians recently. He said that the use of Latin words and scientific phrases but contributed to the mystery of medicine. We are not sure that the maintenance of this mystery is not an excellent thing. Exact understanding is essential in a matter of dollars and cents. But we all of us know cases where exact understanding of an illness or an operation would have been little short of fatal. We think we shall let the doctors be as difficult to understand as they think they ought to be for our own good. But when we go to a banker, we'd like from him the same kind of "straight talk" that Al Smith advises.

### WHAT GERMANY CAN DO.

Germans have formed the habit of talking and wrifing, in and out of season, about the necessity of reducing reparations. The phenomenon is partly due to a deep-grained conviction that it is somehow unjust that Germany should have to pay its share of war costs up to capacity, and partly it is a deliberate and planned propaganda which German leaders hope will result ultimately in the elimination of this financial burden. A particularly vigorous wave of this propaganda has been going on during the last few

months. It is based upon the admitted fact that the rise in the price of gold has increased the burden by approximately 30 per cent. But as any stick will do to beat a dog, German protests would be heard whether or not a logical argument were available.

The German case would be more convincing if the Berlin government would employ the means at its disposal for relief. A part of the payment, as provided in the Young plan, can be postponed for a maximum of two years. During the twelve months ending March 31, 1932, for example, the amount due is \$386,000,000, of which \$167,000,000 is unconditional and \$219,000,000 postponable. And Germany is the sole judge about the necessity for postponement, although the other powers have a right to hale the German government before the World Court if the case seems dubious.

Until Germany takes advantage of the available methods for easing the burden of reparations, the remainder of the world will find it difficult to believe that German finance is in acute distress.

### MARK-UPS AFFECTED.

While some of the larger stores in recent weeks have priced many lines of merchandise at prices which are the lowest in a decade or even longer, the general understanding is that these values have been made possible "through the co-operation" of manufacturers, as the trade phrase has it. Except for actual retail distress stocks, the usual operation has been to have producers manufacture to a price which the store executives feel will bring consumer response.

Even for these special promotions the initial purchase mark-up is not reduced very much, if at all. Thus it is estimated that the reduction in mark-up may run only from 1 to 3 per cent. in some of the large sales now being conducted.

This brings up a question in retail merchandising which is quite similar to a problem faced by manufacturers. When volume is falling in either case, costs are mounting and margins should be increased. But falling volume testifies to slower demand and prices must be marked down to hold up sales. With mass producers who depend upon volume for profit the problem is a very serious one, and some of the large merchandising organizations no doubt have to cope with the same difficulty.

It has been pointed out here that, in the case of consumer credit, the ideal system would be to have credit tightened up in good times and loosened in hard times. Similarly, with respect to prices, large volume should bring much lower prices and reduced volume higher prices, although this, of course, is economically impossible.

We are going through a period when character and courage are on trial, and where the very faith that is within us is under test. Our people are maintaining the ideals of our American system. By their devotion to these ideals we shall come out of these times stronger in character, in courage and in faith.



## OUT AROUND.

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

Everywhere we went Saturday the farmers were harvesting their hay. There may have been larger crops of hay in years gone by, but I cannot now recall a time when such was the case. The country everywhere presents a glorious appearance, due to the frequent showers we have had at convenient intervals during the past month or six weeks. In many cornfields farmers are replanting seed which has been interviewed by the cutworms, reminding me of the old jingle which I used to hear on the old farm in Lenawee county:

One for the blackbird  
One for the crow  
Two for the cutworm  
And three to grow.

I experience many hearty greetings on my Out Around trips, but nowhere do I find a warmer reception than at the store of Albert Saur & Sons at Kent City. The senior partner is beginning to take life a little easier, but if the founder of the business is not behind the counter he is almost invariably to be found at his commodious home next door. The Saur's are all good merchants, good citizens and good fraternity men. I wish we had more men of the Saur type in the mercantile life of this country. If we had we would have no need of bankruptcy laws, courts of record or jails and prisons. I sometimes wonder what kind of people we would have if these adjuncts of semi-civilization were eliminated.

I found a new merchant on the main street of Kent City, Mr. McBain, who was formerly engaged in the mercantile business at Vickeryville. He handles groceries and meats.

As usual, I undertook to call on E. T. Webb, the angular druggist of Casnovia, but—as usual—he was enjoying his post prandial siesta and had left word he was not to be awakened. Mr. Webb has been making a close study of birds during the present summer season, with especial reference to the manner in which young robins are cared for by their mothers. He claims to have discovered that young robins are born blind, but I cannot substantiate his discovery by any treatise on birds which I happen to have in my possession—and I have several. I think I will therefore challenge Mr. Webb's statement until he furnishes me positive proof of his alleged discovery.

Speaking of birds reminds me that the species of birds in evidence at our summer home at Lamont this season appears to be larger than ever. Not being a bird expert like Mr. Webb I am not able to name them all, but I am undertaking to ascertain their names and habits from the Casnovia pill dispenser. Mr. Webb claims that his knowledge of birds leads him to conclude that birds are our most valuable National asset; that if they were destroyed insects would multiply to such an extent in a comparatively few years that trees would be denuded of

their foliage, plants would cease to thrive and crops could not be raised. Mr. Webb has found, by observation and dissection, that a cuckoo consumes daily from 50 to 400 caterpillars or their equivalent, while a chickadee will eat from 200 to 500 insects daily. One hundred insects a day is a conservative estimate of the quantity consumed by each individual insectivorous bird. Michigan has a bird population of not less than 51,200,000, which, for each day's fare, requires the enormous total of 5,120,000,000 insects. It has been computed that about 120,000 average insects fill a bushel measure. This means that the daily consumption of chiefly obnoxious insects in Michigan is 42,000 bushels. This estimate is good for about five months in the year, May to September inclusive.

The furniture manufacturers of Grand Rapids have evidently had a new vision and propose to inaugurate a new birth. They have reorganized their local association, closed the old record book and thrown former customs, policies and prejudices into the discard. They have made a complete change of the executive officers, including president and secretary, and reversed every theory of business and procedure they have heretofore held to with a tenacity which amounted to stubbornness. Engineers are to be installed in every factory with a view to determining how the output of each factory can be increased, how better goods can be made cheaper, how the present high standards of Grand Rapids furniture can be increased—and all without any reduction in the present wage scales.

The attitude of arrogance and unfriendliness toward outside exhibitors which has so long prevailed is to be reversed and four men are to be sent out on missionary trips all over the United States to interview the manufacturers of high grade goods and induce them to return to Grand Rapids with their exhibits twice a year. The policy of anticipating the regular market periods by private showings of new goods will be absolutely abolished. The dishonest method of tagging new goods with price tickets 100 per cent. in advance of the regular selling price, so that retail dealers who bring their customers to market to make special purchases can be "held up" to outrageous figures, will be abandoned. No makers of cheap furniture or trash will be invited to become a part of the Grand Rapids market, the determination being to restore Grand Rapids in the estimation of the country to the proud position she held undisputed so many years as the only headquarters for manufactured goods of high grade in design, material and workmanship. It is to be hoped that their ideas may all be carried into execution with as little delay and as much effectiveness as possible.

This change of front on the part of our local manufacturers is due to several causes, but the most vital reason for a change is the attitude assumed by the Marshall Field interests toward Grand Rapids. Some years ago Chicago furniture manufacturers decided

to wrest the supremacy long enjoyed by Grand Rapids in the furniture field by erecting a mammoth exposition building and diverting our outside exhibitors to that city by offers of cheaper space rates and superior selling advantages. They succeeded to some extent by employing inducements which are not considered exactly ethical in this day and age of the world. The example thus set by the Chicago manufacturers induced the Marshall Field organization to destroy the Furniture Mart, as it is called, and also impair and possibly destroy the supremacy Grand Rapids has long enjoyed as the headquarters of fine furniture. The first blow hit Simmons, who recently wrecked the Berkey & Gay Furniture Co. with a ruthless hand. When he approached Marshall Field for orders for his goods—he had a million dollar a year customer in the Field establishment—he was told that he must abandon the Furniture Mart and move his exhibit over to the Merchandise Mart—the \$18,000,000 creation of Marshall Field—if he expected to do any business with the greatest Chicago merchant. That policy soon sounded the death knell of the Furniture Mart, which will probably be compelled to seek the services of a receiver in the near future. Then Marshall Field turned his attention to the extinction of the Grand Rapids market. T. Ashley Dent has been an outside exhibitor here for nearly fifty years. When he approached Marshall Field for orders he was told that he would have to exhibit his lines in the Merchandise Mart before he would be given any more business by the Field concern. His reply was that he was tied up with a ten year lease in the Furniture Exposition building here, four years of which had yet to run at \$12,500 per year. Whereupon the Field manager told him if he would sign a ten year lease for the same space and at the same price in the Merchandise Mart, Field would assume the unexpired lease in Grand Rapids, which meant \$50,000 bonus Field would have to pay. After several instances of this kind were brought to their attention the Grand Rapids manufacturers decided that they were up against the real thing in Marshall Field's Merchandise Mart project and they accordingly are taking steps to meet and, if possible, overcome the fiercest and most unfair competition they have ever had to face.

I never see an advertisement of Marshall Field & Co., in which a special plea is made for patronage because of the reasonableness of their prices, without recalling the fact that I happen to know of several instances which fail to sustain the claims thus made. A local factory in which I was interested made a table which it sold for \$50. The table was so well regarded by the Field buyer that he purchased several carloads of them in the space of a couple of years. Every time I visited the Field store I always dropped in on the furniture department to see what price was placed on our table. The ticket was apparently never changed. It was always \$175.

I cannot help feeling that the disposition of retail furniture dealers, es-

pecially in the large cities, to exact such large profits is one of the reasons why the furniture business has languished so much of late years. No one begrudges a retail dealer a reasonable profit, but exorbitant prices tend to defeat the object which should be the aim of every merchant—fair treatment and reasonable margins—in order to secure the greatest possible volume.

Because I have been in close touch with some of the branches of the furniture trade for the past fifty-four years, I think I ought to improve this opportunity to pay a merited tribute to the furniture manufacturers for the manner in which they have always treated their employees, since the great furniture strike which was precipitated by Bishop Schrembs and Deacon Ellis in 1911. As the result of the strike 7,500 idle men paraded the streets of Grand Rapids for seventeen weeks. It was a time of dire distress for both manufacturer and worker. It had to end one of two ways—the domination of the union or the extinction of the union. The outcome was the utter destruction of the union and the adoption of the open shop method for Grand Rapids' chief industry. Instead of glorying over their victory, which had cost them millions of dollars, the manufacturers separated themselves from any bitterness which may have been generated during the uncalled for strike and set themselves to work to make the open shop method so popular with the workers that they would soon see that in surrendering their affiliation with the union they had really won a great victory for themselves. The manufacturers established a labor bureau, presided over by a very capable lady, Miss Williamson. Any worker who had a grievance—or thought he had—could go to Miss Williamson and meet sympathetic attention. If a Protestant employee objected to working under a Roman Catholic foreman or vice versa he was quietly transferred to a position of equal importance in another factory. Everything possible was done to make the worker's position as agreeable as possible. The wage question was carefully studied. Union carvers had a level scale of 80 cents per hour which every carver must be paid, whether he was capable or incapable. The manufacturers adopted a scale of 37 cents to \$1.25 per hour, based on the experience and competency of the worker. As a result, Grand Rapids, as an open shop town, was soon paying the highest average range of wages of any furniture manufacturing town in the United States. There have been no labor disputes for twenty years. No black list or card index system has ever been maintained by the organization. During the present time of depression the employers have aimed to keep as many employed as possible, so 60 per cent. of their regular forces are employed a portion of the time each week with 40 per cent. of the payroll expenditure in good times.

Another thing the furniture men have done which meets my hearty approval is the effort they have made and are continually making to protect



the name Grand Rapids from being misused by unscrupulous dealers to effect sales of furniture made in other markets by pretending that it was produced in Grand Rapids. This has cost over \$100,000 in the aggregate, but it has resulted in curtailing the practice to such an extent that dealers no longer find it either pleasant or profitable to go beyond the bounds of decency and legality in dishonestly advertising their stocks as containing Grand Rapids products if such is not the case.

It is exceedingly unfortunate that the directors of the Retail Grocers and Meat Dealers Association of Michigan should have adjourned June 3 without selecting a new secretary to replace Herman Hanson, who refused to accept a re-election. There never was a time when active work and aggressiveness were so much needed as now. Many important things are happening which are receiving no attention by the organization, because there is no one to take the initiative. As a result, the summer months will be permitted to slide along without anything worth while being done to advance the best interests of the retail trade. I hope some candidate for the position can be secured, so that the organization may not continue to lag.

David Friday, economist, predicts a boiling bond market by September which would run eighteen months and be very much like the bond market of 1901, and that by next January production in this country will be 25 per cent. higher than last January. "This will not mean a runaway market in securities," he says, "but it will be proof that we are on the way up. In fact, business is on the way up now. Production as measured by the Federal Reserve index began rising the first of the year and has continued the upward trend through April, the last month reported."

Ben Nysson, who started in the grocery business at Holland about fifteen years ago, removing to Grand Rapids about a dozen years ago, is fully convinced the cash-and-carry system is the best plan for him. When he first came to this city he undertook to maintain two prices—regular prices to credit customers and a 10 per cent. reduction to cash-and-carry customers. A year's trial convinced him that it is not practical to undertake to maintain two sets of prices in the same store.

For fifty years there has been a Stryker grocery store at the corner of Grandville avenue and Graham street. Cornelius Stryker was located there twenty-seven years and his nephew, Albert Stryker, has been engaged in business there twenty-three years. Grand Rapids has had few families who have equalled the Strykers in energy and steadfastness.

Merle Thorpe, editor of Nation's Business, starts a movement for an appreciation of the merchant, and told a group of retailers last week:

"I, as a householder, never join the clamorous criticism against the retailer. I regard him as my agent. I employ him to give me what I want when I want it, at a reasonable price. I expect him to judge quality. I expect him to keep me informed as to the latest discoveries and inventions. In this modern age of specialty work, I have no time to do this myself, hence I employ an agent—the retailer. And as a good employer I appreciate the fact that the faithful employee is deserving of a living wage and that wage be paid promptly. Every community recognizes a real merchant and honors him. The greater the difficulties, the greater the opportunity of talent to rise above mediocrity."

E. A. Stowe.

#### Items From the Cloverland of Michigan.

Sault Ste. Marie, June 16—From now on we can expect to feel the effect of the tourist season. Governor Brucker, in his talk at Manistique last week, said the only business which has not been affected by the depression is the tourist business. He pointed out that in 1922 half a million people registered at Stat parks. In 1929 this figure was increased to 7,544,000 and last year, with the depression already going on for fourteen months, 9,000,000 people registered—an increase of a million and a half over that of the year previous.

Three fine highways pour tourists into our city in the summer time. One is the Dixie highway, which comes up from Florida through the populous districts of the hot bay fever belt, where there is no fishing, no woods, no wild scenery—only heat and cities and perspiration. This crosses the Straits of Mackinac. Then there is the Michigan highway (48) which brings direct from Chicago and Milwaukee those who want what we have to offer in the summer. The third thoroughfare is the Roosevelt highway, which comes from the West—from Duluth, Marquette and the copper country. Each of these highways brings thousands of automobile visitors to us. After crossing the Straits the tourist can notice he is breathing nice fresh, cool breezes and in the Northern paradise, where nature has done so much to make it so, and where they will get more for the money than anywhere in the State. With the large amount of advertising done by our various organizations we should reap a large portion of this prosperity.

Six Boy Scouts in uniform will patrol the locks again this year, furnishing the tourists with free information and service. That is a symbol of greeting and made many friends for the Sault and scouting.

Many a man who at first went out looking for a position would now be satisfied if he could land a job.

Independence day will be celebrated here July 4 with a parade, speaking programme, sports, games, dedication of a tablet to Michigan's only Revolutionary war soldier and a grand display of fireworks at Brady park at night.

William Johnson has opened a grocery store at Nebish Island in connection with his cottage, but is putting up a new store which he will occupy as soon as completed, the tourists are beginning to come to the island now and the many cottages will soon be occupied.

Thomas Creighton, the well-known merchant at the Nebish channel, was a business visitor here last week, taking back a load of supplies. Tom says that he can notice a steady increase in business now, as the Government is putting on more men working on the river contract.

A. J. LeFevre, advertising manager for Lauerma's store at Escanaba for the past year, has taken over the management of the store at Manistique, succeeding L. T. Wesley, who will have charge of a new store to be opened by Lauermans at Two Rivers, Wisconsin. Mr. LeFevre has a wide experience in the field of retail stores.

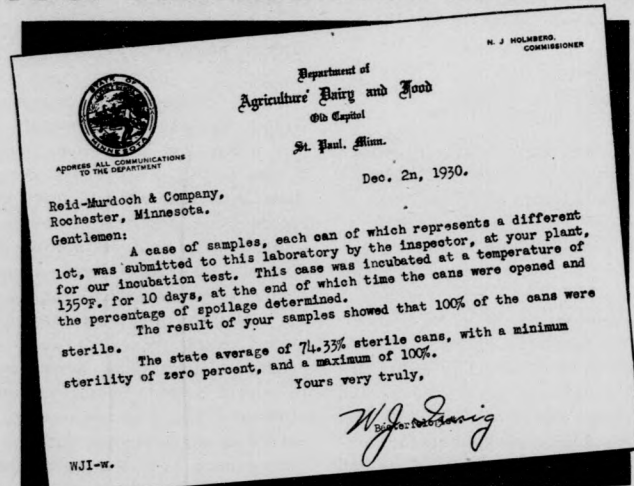
The new cobblestone station at Manistique, owned by P. J. McNamara & Sons, has been opened at the corner of Maple avenue and Oak street. They will furnish a 24 hour service, and guarantee prompt, efficient and courteous service.

The first Tommy store in the Sault opened last week at the forks of the road at the top of the hill on Ashmun street. It is quite unique, neat and clean, fitted out with popcorn roaster, grills, electric refrigerator, soft drinks, tobacco, cigarettes, red hots and light lunches. The proprietor tells us that prices are so reasonable one can feed the whole family for a quarter.

Young men these days are attracted to capable young women who can support themselves, if necessary, and also support their husbands if the latter lose their jobs.

William G. Tapert.

## Your Confidence Deserved



A sterile can will never swell, sour or spoil. Monarch Peas go to the table fresh, clean and sweet—with all the health-giving minerals and vitamins sealed in.

When you stock Monarch Peas, you are certain of the best quality procurable.

N. B. Last year we could have sold twice as many Monarch Peas as we packed.

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Please tell me about the Monarch Way. MT-6

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## CREDIT PLAN IS GOOD.

## If It Is Handled on a Banking Basis.

I. G. Woodbury, Memphis independent grocer and Secretary, Retail Grocer's Association of Memphis, says:

"The old-fashioned grocer who refuses to gear his mind and methods up to modern speed—who shrugs away all new ideas and suggestions with the statement, 'I know my business. I've been a groceryman for thirty years. I'm getting by, and anyway, who are you to tell me how to run my business!'—that man is like a man traveling in an ox-cart.

"Sure, he's going to get there some time—but by the time he does everything'll be all over.

"If you are in this class, change from the ox cart to the modern method of business travel."

There is nothing wrong with the idea of credit.

Banks, department stores, all kinds of businesses do a great percentage of their trading on credit.

Why is it, then, that so many grocers complain and charge credit with being responsible for their failure, or near failure?

Mostly for just one reason:

The grocers themselves simply have overlooked and neglected the essential point in all credit operations. They have failed to make sure that the applicant for credit is a good risk.

Sounds simple, doesn't it? Yet that's the reason so many grocers are soured on the idea of giving credit and condemn the whole practice. They just haven't made reasonably sure of not being stung.

An order amounting to two dollars is given the grocer who wraps it and hands it across the counter. The customer has been in the store perhaps twice or three times before. Her face is vaguely familiar.

"I'd like to open an account with you and put that order on it. We've just moved into 250 South Strete."

"O.K.," replies the grocer, glad to have a new customer.

There are more purchases. The bill amounts to ten, twenty-five, forty, fifty dollars. The grocer has tried handing bills to the customer who always receives them cheerfully. He has hinted at payment, thought of shutting down on further purchases. He does not like to lose a customer. He determines, one evening, to go around and make a neighborly call on his customer and bring up the matter of the bill. He calls at 250 South Street. No one by the name of his customer lives there.

This example illustrates how the customer becomes your credit manager, passing on her own credit. It is one of the great evils which cause many failures.

The answer is simple enough. When a customer asks to open an account, express your pleasure but give her a well thought out form to fill.

Ask her where her husband works and how long he's been there; ask for the present home address and the home address for the past five years; ask for references, banks, lodges and

clubs. Get all the information you can. Then next in importance, verify that information. If it doesn't check, ask the customer about it. If she can't explain, don't hesitate to risk losing a customer. Better to lose her before she's in debt to you for a good sized bill.

Another thing should be done. Make clear the basis of payment of bills. Make it understood that you operate upon a weekly pay plan, semi-monthly or monthly and have it understood that at the prices you charge you can't afford to let bills run over the stated time.

I feel that as I have been asked for credit by a customer, I have every right to protect myself. I've never offended a customer yet by asking questions and I've saved myself a lot of money. Do it in the right way and they'll think more of you.

If a prospective charge customer balks at answering questions, get suspicious and make doubly sure of your risk. If she hesitates and you wish to argue with her, tell her that in effect she is asking you to lend her money—which is true. The sum may not amount to more than fifteen dollars. Then ask her if she knows of any bank in town where she could walk in and, without references or collateral, borrow fifteen dollars over the counter.

I know the answer and so does she—and I consider that I have the right to be as good a business man as a banker any day.

## When On Your Way, See Onaway.

Onaway, June 16—This is what they all say, "I wish we had more time to stay, but we are surely coming again." There's a reason.

For the entire summer season we have with us Mr. and Mrs. O. Steele, of Orlando, Florida. They are occupying their cottage at Black Lake. Mr. and Mrs. Steele were formerly engaged in the hardware business in Onaway, being succeeded by the Lee hardware store.

Graduation exercises are over and the Onaway high school graduated twenty-six pupils, all proud of their diplomas.

The country normal class is composed of twenty graduates, several of whom already have secured schools for next term.

Orlando Ott and family are leaving for their Southern home in Indiana to be gone several months. Mr. Ott is an ex-mayor of Onaway and has been employed by the Lobdell Emery Manufacturing Co. for several years.

H. F. Preston, of Vicksburg, is spending his summer vacation on Black Lake. Harley was a former Onawaite and has a good many acquaintances here.

Yellow Lady Slippers are now in full bloom and next week will come the pink showy ones, the prettiest of the orchid family. Prepare for the feast if it may be so called.

Squire Signal.

Joe: I hear Jones fell down on the state pharmacy examination.

Sam: Yes, he got mixed on the difference between a club and a western sandwich.

"Did you hear that poor Henry has joined the great silent majority?"

"No. When did he die?"

"Oh, he didn't die. He got married yesterday."

## Will You Help BRING TEN MILLION VISITORS To Michigan This Summer?

In 1930 Eight Million summer visitors came to Michigan.

In 1930 \$300,000,000 was spent in this state by these visitors.

It is estimated that every tourist party spends an average of \$16.40 per day while on tour.

Almost directly this industry benefits you and all other Michigan residents.

It is the civic duty of every Michigan resident to stimulate and encourage this industry.

Michigan residents are offered an opportunity to do this by becoming members of Michigan's "Ten Million Club."

You can become a member by purchasing these "Ten Million Club" stamps at one cent each . . . and . . .

Help bring Ten Million Summer Visitors to Michigan this year.

Funds raised will be used by the Michigan Tourist and Resort Associations to give further publicity to your city, county and the state.

This publicity will help to bring "Ten Million" Tourists to Michigan this summer.

"Ten Million" Tourists in Michigan this year will help the return of prosperity.

Purchase "Ten Million Club" stamps from your merchants or the banks in your locality.

Use "TEN MILLION CLUB" stamps on all your letters.

## "MICHIGAN'S TEN MILLION CLUB"

HEADQUARTERS—Pantlind Hotel—GRAND RAPIDS

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Michigan Tourist and Resort Association

## Our Exclusive Pan Toasting Process



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

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

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KEOKUK, IOWA



## FINANCIAL

### "Czar" For Oil Industry Urged.

Recommendations to the oil industry in California proposed by the committee recently named to study demoralized conditions there may suggest a solution for other industries afflicted with overproduction.

"I believe the committee has pioneered a new field," says Mark L. Requa, chairman of the committee, in submitting his report. "It may well be that the most important suggestion of the committee is the proposal for creation of an advisory counsel, dissociated from the petroleum industry, to which members of the industry could take their problems and differences for adjustment.

"If the method is successful in the petroleum industry I do not see why it could not be applied to other industries suffering from similar causes."

This proposal is a modification of the once popular idea of selecting a "czar" or industrial dictator to rule over a particular trade, such as the motion picture industry. In fact, the suggestion has been heard that what the railroads need is a central authority, such as a dictator or a committee, to co-ordinate conflicting transportation facilities and reduce waste in unnecessary duplication.

The petroleum industry, according to Mr. Requa, has lacked the power to overcome its problems. Individually most members of the trade appreciated the impending dangers, but "collectively they hesitated to act because of the anti-trust laws. They may have been overly timid," the report continues, "but it is a well-known fact that the decisions in connection with the anti-trust laws are so conflicting that it is almost impossible to say in advance whether any given action would be legal or not."

The committee suggests the appointment of a board or individual to study the industry's problems and render advisory opinions.

So far as the California oil industry is concerned, the committee finds "demoralization is due primarily to overproduction of crude oil. Drilling has been carried on with total disregard to consuming ability."

Such conditions are detrimental, the committee contends, to the Government, the public and the petroleum industry. Refining capacity has been found far in excess of demands and "unwarranted selling competition has led the marketing companies into all the trade abuses known in the selling of commodities."

William Russell White.  
[Copyrighted, 1931.]

### Trusts Buy Back Own Stock.

Management investment trusts, products of the bull market boom, have gone through an exceedingly lean period in the last year.

But the decline in stocks, while it has resulted in heavy depreciation in portfolio values, also has provided some of the large trusts with an opportunity to buy in their securities on advantageous terms.

In recent weeks, open market values of many investment trusts have been so far below liquidating values of their

portfolios that the trusts have found it profitable to buy in their securities for retirement and sell part of their holdings to obtain funds. Some with sufficient cash have found it preferable to buy in their own securities rather than add to their portfolios.

Indeed, liquidation of this character was believed to have played an important role in the recent decline of the market. Wall street is looking forward to the June 30 earnings statements and balance sheets of management investment trusts for confirmation of reports that some of the large trusts liquidated stocks, partly because they were able to retire their own securities at a discount over portfolio values.

One of the largest of the trusts, the Lehman Corporation, has asked its stockholders to approve a proposal to retire 117,000 shares of its own stock now held in its treasury. It was figured that 40,000 shares of this had been purchased since the close of last year at an average price of around 55.60 a share. When this was announced, the corporation disclosed that the net asset value of its capital stock was around \$70 a share.

The effect of the retirement of such large blocks of securities is to enhance the asset value of the remaining securities. As long as portfolio depreciation continues, of course, investment trust stocks are not likely to benefit greatly from this retirement movement, but on a sustained recovery of the market shares of trusts which have reduced their outstanding securities substantially should reward the patience of holders who have clung to them.

Two years ago a great outpouring of new investment trust issues contributed in large measure to the stock market's severe case of indigestion. The trend is in reverse and forthcoming reports are expected to show a drastic reduction in outstanding shares of the management trusts.

[Copyrighted, 1931.]

### Merger Is Seen Ending Long Price Wars.

Wall street's interest in mergers, dormant since the huge utility combinations were effected two years ago, has been revived by failure of the Government to press its fight to prevent the consolidation of the Standard Oil Company of New York and the Vacuum Oil Company.

Market conditions have been unfavorable for the promotion of large mergers, but aside from that financiers were disposed to await the outcome of the proposed Standard of New York-Vacuum combination before going ahead with any plans they may have

had under consideration. That restraining influence now has been removed.

The dropping of the Government suit in the Standard of New York-Vacuum deal was acclaimed in Wall street as an indication of a recognition in Washington that the country's anti-trust laws may be hampering American industry in the present severe struggle for world markets. The natural trend in the United States as well as in other countries has been toward ever-growing industrial units. Trust-busting campaigns have interrupted the trend but have never halted it completely.

Standard Oil of New York itself in some of its foreign markets now is pitted against the biggest business combination the world has yet seen, the Soviet trade monopoly.

It may be too early to conclude from the results of the Standard of New York-Vacuum litigation that the bars are to be let down on large mergers, for Congress remains to be consulted on any radical change in anti-trust policy. Nevertheless, the opinion is widely held in Wall street that the outcome of that situation is likely to prove a definite stimulus to the merger movement.

The problem of mergers assumes greater importance at the moment because combination of industrial units looms as one way out in the drive of



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industry to achieve economy during the depression in business.

The Standard of New York-Vacuum move promises to hasten the consolidation tendency, in the oil industry particularly. Oil companies, especially the smaller units, have fallen heir to all the evils of cut-throat competition. The Administration itself has tried to help straighten out the situation by sanctioning proration schemes and discouraging imports of foreign oil, so far without any perceptible easing of the industry's burden of overproduction and price declines. Oil men may find the merger route easier to travel.

A consolidation of the Standard Oil Company of New Jersey and the Standard Oil Company of California rises as the most important possibility on the oil merger program. That combination was discussed some time ago but abandoned when the approval been dickered with some of the smaller companies.

[Copyrighted, 1931.]

#### Bargains in Small Issues.

Shrewd investors have many opportunities for bargain bond purchases in the present market by diverting some of their funds to sound issues of some of the smaller companies.

Many of the smaller concerns borrowed money in small issues a few years ago. The bonds were essentially just as sound as many of the larger issues, but under present circumstances have often lacked what is known technically as marketability. That is, the issue is so small that any investor who is forced to sell for reasons of his own must accept a substantial discount for his holdings.

Investors may find this situation highly advantageous for bargain purchases, although considerable patience and discrimination may be necessary before the right securities are available at the right price. Single transactions are often made at wide fluctuations for no other reason than that some one is willing to take what he can get for his securities.

In a great many cases low prices for these small issues have no direct bearing on their actual worth. The market is simply a reflection of supply and demand and a bond may be well secured and adequately protected and still abnormally low. There are a great many issues of relatively small size—sometimes not more than a few millions of dollars—that are depressed currently by a few sales. Yet the earnings are satisfactory in many cases. Often mortgages protect the issues from the slightest danger to principal.

Yields on many of the smaller issues have mounted surprisingly, although the payment of interest to maturity is assured.

The principal danger in such purchases is that the buyer will find himself in the same position at some later time as the present holder finds himself now. For this reason, investors should be careful not to place funds for which they may have need in this class of security. The fact that interest and principal will be paid promptly when due is little consolation to the man who is forced to sell at low prices.

Incidentally, all securities with high yields should be scrutinized carefully.

The low prices may indicate that the outlook for the company is not as secure as generally supposed.

[Copyrighted, 1931.]

#### Gold Depressing Commodities.

Although repeated reductions in money rates recently have failed to turn the tide of gold imports and receipts last month reached the highest total for May in several years, prospects of a reversal in the trend are believed to have brightened.

Economists have been studying the apparent relationship between gold stocks and commodity prices with the hope of determining whether concentration of the precious metal in this country has influenced the downward trend in prices of things that gold buys.

Trends of gold stocks and commodity prices have been charted by Paine, Webber & Co. over the last decade. The curves show in striking fashion the rise in gold supplies and the opposite movement in commodity prices.

Gold holdings in this country, including those in the Federal Treasury, are approximately \$4,400,000,000 and exceed the supplies of France, England and Germany combined, according to the Paine, Webber & Co. figures. Almost three-fifths of the world's supply is concentrated in the United States and France.

Strengthening in European rates of exchange, especially sterling, may mean at least a cessation of gold movements in this direction or possibly a reversal in the recent trend.

Such a situation, the investment firm believes, might be "accompanied by a firming up in commodity prices, most important of which are, of course, established in world markets and not in this country alone. An efflux of gold, therefore, would be a favorable development rather than otherwise."

The fact that no use has been made by American bankers of the huge gold supplies in this country in extending credit to foreign nations is cited as a primary cause of low commodity prices.

Other countries, unable to borrow funds here, have been compelled to sell commodities and securities in the world markets to meet their cash requirements, and this urgent selling has continued to depress prices. Until our gold stocks are made available for extending foreign credit there is little hope for expecting relief from this pressure, economists say.

William Russell White.  
[Copyrighted, 1931.]

#### Ten Ways to Lose Money.

1. Put your trust in gossip.
2. Believe everything, especially tips.
3. Guess.
4. Follow the public.
5. Be impatient.
6. Hang on for last eighth.
7. Trade on thin margins.
8. Hold on to your opinion, right or wrong.
9. Never stay out of market.
10. Accept small profit and large losses.

Jay Petter.

Money won't buy everything, but it flavors everything.

## IT'S A FRIENDLY ATMOSPHERE

Recently a customer apologized to us for the smallness of his bank account.

Be assured that every account, and any amount deposited - - large or small - - is appreciated here.

We give the same courteous attention to all customers, irrespective of the nature or amount of their business.



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## INDIVIDUAL INITIATIVE.

## Must Be Awakening of New Spirit of Confidence.

Apart from the declines that took place in 1920, it is probably true that never in the history of our country have commodity prices fallen from such high levels to such low levels in so brief a space of time, bringing in their wake the impairment of capital and financial distress.

Overproduction, or if we choose to express it otherwise, the cutting off of avenues of consumption by disturbed world conditions and through the curtailment of purchasing power caused by unemployment and general distressed conditions at home, is responsible for the indigestion which has attacked us.

Some sections of our country suffered the destructive effects of floods and droughts, but I doubt if these have caused as much distress as the reactions that have taken place from our unsound credit expansion. We are suffering an economic thrashing, largely due to our excesses in capitalization and speculation.

The Nation has endured a shock in the evaporation of a stupendous amount of synthetic wealth but remains staunch and rich, in fact the richest Nation on the face of the earth, and has lost none of its fundamental wealth, its brains, ingenuity, and powers of initiative and production. We have the gold, and a system of currency issue, to uphold a credit far beyond that which we have need of.

The unequal opportunity to acquire employment, or income, in this economic disturbance has deprived too many of their means of support with the concomitant effect upon purchasing power. However, in a country such as I have described, I cannot conceive of these people starving or going without shoes, nor can I conceive of a Nation, constituted as we are, not overcoming the lost equilibrium between supply and demand.

The burden rests upon our individual initiative to solve these problems, and they must be solved in an intelligent way, the sooner the better. It may be we will have to put the soft pedal on high power efficiency and mass production until there is greater need for them, and use every effort to seek mass employment. It may be that we will have to inject more humanity into our psychology in order that our philosophy and wisdom will strike a better balance between human and property rights.

There must be an awakening of a new spirit of confidence but it must be with the view of a re-adjustment scale that fits present conditions. Certainly those industries producing the commodities which lie close to the necessities of life, such as food and raiment, should be among the first to respond in working out the solutions of our problem.

If my assumptions are correct, it would be fair to suppose leather and shoes have arrived at the point, in both time and condition, where the people within the industry should find their bearings and study the possibili-

ties that will enable them to build on substantial ground.

The shoe production in the United States has risen to a very high level. There have been ample statistics gathered by our Government to place this in the neighborhood of 350,000,000 pairs of all kinds of shoes annually. We are well aware of the fact this was considerably curtailed last year. In fact there were over 50,000,000 cut out of this production, principally in the last five months, due to forced liquidation of fabricated stocks. While there is not much possibility of this year's production exceeding the total of last year's, still it is fair to assume that we will make as many pairs, that is approximately 300,000,000, and these, in the face of economic conditions, will probably be manufactured pretty regularly throughout the twelve months of the year.

No matter what we think of the arguments that have been advanced in support of, or against, maintaining our wage scale, we do know our Government is committed to the policy of retaining it and surely any reduction of wages means a reduction of purchasing power and a general shrinkage of the entire scale of values which would attack the standard of our living, so far as the masses are concerned.

Therefore, it behooves us, I think, not only to give honest yet sane values, but to fight the tendency to undermine prices both in leather and in shoes. I constantly hear competition is forcing shoe manufacturers to make lower prices on their shoes and I have no doubt there are a great many shoes being made to-day at low prices that do not contain good value. There is not much to be gained by forcing on the public merchandise of any kind that has not got merit. If all shoes could be made to sell at \$1.00 per pair, I don't think the public would buy any more than if they were all made to sell at \$5 per pair, for there is nothing in the present situation that induces anybody to buy more than they need of necessities.

The present time is rich with opportunity for constructive action. Although a good part of the storm of liquidation has passed, the industry as a whole must still look to putting its own house in order. A good house cleaning is always a healthy thing. Much can also be accomplished by bringing about universal use of sounder business practices. They are always constructive and make for reputation and stability.

The door of lawful co-operation should be open between tanner, shoe manufacturer, and distributor that the public may be well served and the entire industry placed on a profitable basis. The day for pessimism has passed. Faith in our country and courage of our convictions will, undoubtedly, shorten the road that leads to better and happier conditions.—C. F. C. Stout in Boot and Shoe Recorder.

A hick town is a place where a preacher can't hold a job unless he's humble enough to please the local rich man.

## Buy the Product, Not the Package.

"Why is a glance around the shelves of any chain grocery store so painful an experience? The reason is not far to seek. Manufacturers have accepted the package as a container, but only by slow degrees are they coming to accept it as an advertisement. Executives who would not dream of writing their own advertisements continue to use packages designed by the revered founder of the company. Sentiment plays a part here, and timidity as well. Often enough the president himself designed the old package when he was a young sales manager, and he has a sentimental attachment to the thing he worked over so hard and long. Naturally he resists, even resents, any attempt at change. How many of the antiquated boxes and bags that still line the shelves of our grocery store are due to this human quirk will never be known."

This is the gist of an article on The Package as Merchandise which appeared recently in Fortune. It shows convincingly that most of the objections to changing packages are wholly imaginary. What people buy is the product, not the package. But a shrewdly-designed package, which is an advertisement as well as a container, has distinct advantages over one which is merely a container.

## Modernistic Touch in Better Lamps.

A return to modified modernistic decorations in better grade lamps will be the outstanding feature of the new Fall lines to be placed on display in the next two weeks. Early samples of the lamps in a majority of models, contain a touch of modernism. The new lines have been restricted to a dozen numbers, but price ranges have undergone little change. The majority of lamps, both table and floor models, are intended to retail around \$20. Bronze and brass table lamps painted in green and red have been given a prominent place in the lines.

## Teaching the Chains a Lesson.

Behind a chain tax campaigns there appears to be a desire on the part of many state officials to even up the score with a number of the largest mass distributors. Something over two years ago an association in the inde-

pendent field claimed that the chains, almost without exception, were evading local taxes and were thereby taking an unfair advantage of independent dealers. The association reproduced its evidence and notified every tax assessor of the facts in localities where the chains were operating. Innumerable local investigations resulted at once, and with considerable resentment. Now, it is said, in practically all of the states tax boards and assessors are demanding or supporting tax legislation "to teach the chains a lesson."

## Glassware Volume Off Sharply.

With factories manufacturing glassware by machine swamped with orders for merchandise, other producers in the glassware field are complaining of a serious shrinkage in business. Both the popular price and better grades of domestic glassware have experienced sharp declines since the early part of May. Beverage sets, one of the outstanding Summer items of the last three years, are a drug on the market this season, one manufacturer says. He estimates that beverage set sales dwindled this year to less than 60 per cent. of the 1930 volume. Producers of machine made glass are booking most of their orders on tea sets.

## Low Price Gift Items Active.

Introduction of new gifts items to meet the current demand for \$1 and \$2 articles suitable for Summer sale continues in the trade this week. Manufacturers of plated and sterling silver report that demand for such gifts has been so heavy that new articles will be added to their lines throughout the present month. Among the new pieces upon which orders have been heavy this past week are small silver golf tees equipped with composition tops. The tees are made to retail at \$1 in silver plate and at \$2 for sterling silver types. Novelty rings and bracelets priced to retail from \$5 up are also active.

The question of human welfare is not an economic question. It is a moral question. Our civilization perishes unless the great powers it has developed are directed by a greater moral force.

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YOU can do so in full confidence of selling the best yeast for all uses AT A SAVING IN PRICE.

You have assurance, also, that RED STAR YEAST is absolutely fresh at all times, and will give complete satisfaction.

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Detroit Branch—1234 W. Fort St. Grand Rapids Branch—515 Division Ave., S.

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## MUTUAL FIRE INSURANCE

### Catch the Arsonist.

The account of the arrest of two gangs of alleged arsonists, the one in Philadelphia and the other in the Northwestern portion of the State, gives evidence that arson is quite an industry, and that it is prevalent throughout the State, perhaps to a greater degree than the public realizes. The man who will set fire to homes, buildings or other property is a dangerous enemy to society at large. He is always a potential murderer, for many lives are lost every year through fires. His crime is a cold blooded calculated offense. It is rarely perpetrated through hot blood, but nearly always for the purpose of some financial gain, usually financial gain at the expense of some insurance company, for it is an established fact that it is seldom that uninsured property burns, unless it is burned through exposure to other fire caused by an arson.

Insurance companies have been advised over and over again to investigate thoroughly the cause for every fire. But so cunning are these enemies of society that very often their crimes are not detected and the criminal goes unpunished. But the strengthening of the laws governing arson, and the arousing of public sentiment against the revolting crime, have made it easier to detect the criminal and secure his conviction in the courts of justice. This is shown by the greater number of fire bugs who are being arrested and the larger number of convictions resulting therefrom. The ferreting out and prosecution of fire bugs is a duty of the public, but particularly it is a duty devolving upon the fire insurance company which is defrauded, and which pays the bill that makes the crime more enticing to the criminal.

### Rural Fire Departments Save Money For Farmers.

That rural fire departments have saved many hundreds of thousands of dollars' worth of farm property in recent years is evidenced from the experience cited by a number of farming communities where organized fire protection has been available.

One of the veteran farm fire fighting departments is located at Durand, Ill. Since its organization several years ago, the Durand department has been able, in practically every case, to confine the fire to the building in which it originated, and in many instances saved the greater part of that building.

Another veteran department, located at Bristol, Ill., was financed by 160 farmers of the vicinity, and serves a territory about fifteen miles in diameter. In the past seven years, this department responded to over 150 alarms, and was instrumental in saving farm property valued at more than \$300,000.

In four years, the rural fire department at Carmel, Ind., has answered fifty-six alarms, the saving on farm buildings that were actually on fire amounting to over \$130,000, to say nothing about the value of the adjoining buildings that were saved from burning.

Organized a little over a year ago, the rural fire department of Flora, Ind., has responded to half a dozen farm fires and in most cases was able to save the building which was on fire, and in each instance succeeded in keeping the fire from spreading to other buildings.

The rural fire company at Mt. Horeb, Wis., has the special problem of handling fires in large and high dairy barns. In addition to the regular rural fire department equipment, the Horeb organization carries a substantial thirty-five foot extension ladder for use in fighting fires in these dairy barns.

During two months of last year, the rural fire department at Evansville, Wis., responded to seven calls from farmers in the vicinity and saved over \$20,000 in property—enough to pay for four such equipments as it possesses.

Reports from other farming communities in a number of states cite the effective work accomplished by the rural fire department in saving farm property from destruction.

In many instances, the purchase of apparatus was financed entirely by farmers; while in other cases, the upkeep of the department is taken care of by the business men of the town serving the community.

The effectiveness of the rural fire department is now a proved fact, and no investment will give a farming community such a large return on its money as will that of organized fire protection.—Mutual Insurance Journal.

### Mutual Insurance and the Fire Engine.

The month of May brings to us more than one great anniversary. One especially, however, is of great importance to the whole of humanity. It was on the twentieth of May, in the year 1794, that the first fire engine was used in America, at Salem, Mass.

Picture, if you can, that first crude fire-fighting vehicle, and then compare it with the masters of that art which fill our fire stations to-day. One hundred and eighty-one years ago, when that first fire engine was devised, a fire always meant disaster and even death. Those stricken knew that there was no alternative or aid, a fire simply spelt destruction. To-day, however, with the wonderful equipment, even in our rural cities, fire does not always mean a great loss on insured property, for though the fire department is late, the insurance company will not be.

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. Like the fire engine, mutual insurance has grown and developed until it is in this century a thing of rare accomplishment. Mutual insurance is doing for the financial health of the real business man, in any walk of life, the same that the doctor is doing for his bodily health. It 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.

## FINNISH MUTUAL FIRE INSURANCE CO.

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### THEIR HOME!

Too often the home is under-insured. Sometimes it takes years to acquire ownership and then—in a fleeting moment or two it can be totally destroyed

—by fire. The Federal Mutuals have been protecting homes and contents at a saving to the owner for more than thirty-one years.

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320 Houseman Bldg. Grand Rapids, Mich.



### Baked Foods Should Be Made Summer Leaders.

"What is a practical method of securing additional business during the summer?" To this enquiry from several grocers, it might be suggested that during hot weather days, women's minds turn from hot kitchens and baking. Even a gas range makes it hot for the housewife.

I am well aware that many grocers figure that bread is "just one of those things;" as some of them rise to remark. "The chain units use flour as a leader, and they are not satisfied with that, but they put out a nickle loaf and we have to follow suit."

The man who gets the idea he has to follow suit stands a fine chance of being licked before he starts. The fact is, you can sell more bread and baked goods on account of the cheap, competitive loaf and cheap pan rolls than if they did not exist.

Let me cite a very definite proof of this fact: The Kent County Humane Society, in Grand Rapids, hold a monthly food sale. This to raise funds for their work. They take a down town store and sell to every one who wants to buy. The first sale some time ago started with just twelve home made loaves of bread at 25c per loaf. The bread was gone almost as soon as the sale started. They then had thirty loaves which went early in the morning. The last shot was fifty loaves. They worked the bread making wives hard, but by noon, goodbye bread.

"I am so sick of store bread it is a treat to get this home-made loaf," was the remark by 90 per cent. of the buyers, and at 25c per loaf.

That means someone will buy better bread when it is baked. In Ionia, less than 10,000 people, what happened? The Ionia bakery is a small local bakery. The chief baker is C. E. Moore. A chain outfit went to him and said, "Make us a cheap loaf for our two markets, as cheap as you can. We'll contract for a big lot."

"Sell you cheap stuff to compete with my own trade and the dealers who sell my bread at a top price? Not while I'm conscious."

"We'll get the other baker, then, and outsell you."

Moore was selling direct and through other stores. He actually made his bread formula better and kept the price up to two loaves for 25c and he is running to full capacity to keep up with orders, while the cheap baker was forced to break his contract.

Don't hold that cheap chain loaf so close to your nose, scout around and get some baker to supply bread which measures up to good old home made, then spot what happens. This is just one angle of summer baked goods sales. What goes for quality bread goes for other baked goods. Mrs. Eberhard, for instance, takes time to make doughnuts or fried cakes almost as big as your fist, crunchy brown bits of toothsome delight, and how. Two bits a dozen, and if you wait until mid afternoon you don't find any left. A grocery store lady does that.

Get your window arranged so you can display baked goods and take a leaf from the baker's windows. They

don't make a mass (mess) display. It is eye appeal which sells your fruit and vegetables and so it is with baked goods, under glass if humanly possible.

Now what to sell? How to sell it?

Decorated doughnuts are going well, but the coated ones, especially chocolate, want to have a cool spot, and the coating extra hard. There are mixed fruit and nut coatings, and coconut coatings. They are faster sellers when dolled up and great for summer picnics and the luncheon hour.

An easy breakfast—cereal, cinnamon rolls, fruit and coffee. The elimination of toast makes a happy hit hot weather morning. Pan rolls for breakfast in variety are good movers. Those raham or whole wheat buns have the health talk back of them and are preferred to the sweets by many.

Cup cakes stand weather, especially hot weather and iced they fill a niche in the bakery end worth going after. They can be made in sponge cake, devils food or silver cake combinations, with or without chopped nut meats.

Cookies come in so many sizes, flavors and combinations there is literally no end to the cooky offerings. The big round, home made sugar cooky is a summer favorite. There are raisin ginger cookies, molasses hard cookies and so on.

Heavily iced cakes should be sold with careful handling and the cake end should have special icings and kept cool.

As for bread, summer time is roll and bread time, for it is sandwich time, and here is where the sales methods come in. Having the baked goods assortment made up, well displayed, the window display all set, start before your first sales on the new summer goods, to put out a well printed, bold type insert in all orders going out:

Hot Weather Baked Goods

We will be ready soon to furnish those wonderful loaves of sandwich bread, sandwich rolls and summer sweet goods for picnics and for the hot weather meals.

Don't bake at home  
Avoid hot day discomfort  
Watch for our first special

Have the telephone order clerk mention each day's baked goods specials or have the men who solicit orders on routes mention the baked goods end. Just a bit of active stimulation for a while, and the summer baked goods will be found to be moving and by starting with fair, profit making prices, holding to the prices and backing up your baked goods with the best quality humanly possible, the outside competition melts down to a mere nothing. Summer baked goods mark a dealer as progressive, they round out the daily menus and with the auto trips so much in vogue, it is the wise dealer who sees to it he can, and does supply the foods that go to make up the lunches.

Of course, summer baked goods can be made a leader for all kinds of other summer lines. They work in well with all offerings and one helps boost the sales of associated lines. This whole matter is but another vital angle of that all important acceptance of seasonal effort at the right time. There's always a change in seasons and the changes should follow or be right on

## Extend Your Knowledge of Your Business - - And Have a Good Time Doing It!

At the 34th Annual Convention of the Retail Grocers' Association, at Milwaukee, July 6, 7, 8 and 9, you will get new ideas to help you sell more groceries. You will renew old acquaintances, make new friends, enjoy the inspiration of good fellowship. You don't want to miss it. So get in touch with your local transportation chairman and make your reservations through him. The time to do it is NOW—before all reservations are taken! Ask him about the 1931 Tour of Europe, too.

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#### Standard Brands Products

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MASTERPIECES  
OF THE BAKER'S ART



for every occasion



Hekman Biscuit Co.  
Grand Rapids, Mich.



tap in your store as the opportunity comes along. Hugh King Harris.

#### Late Business News From Ohio.

Lima—Robert T. Gregg, Jr., 26, died recently from an injury received in an automobile accident. He was associated with his father, Robert T. Gregg, Sr., and his brother, Roy B. Gregg, in the operation of the Gregg Department Store here. He is survived by his widow, two children, his parents and brother.

Columbus—At the final hearing in the bankruptcy case of Office Bros., Inc., retail clothiers, which was at first filed in the Court of Common Pleas and later transferred to the U. S. District Court, a dividend of 3 per cent. was declared. This makes a total distribution of 13 per cent. C. M. Gibson, the trustee in bankruptcy, was discharged.

Portsmouth—Henry H. Winter, retail shoes, has filed a voluntary petition in bankruptcy, listing assets of \$59,797 and liabilities of \$66,896.

Alliance—Attorney Paul D. Roach, of Canton, referee, has confirmed a bid of approximately \$7,800 given on the clothing stock of merchandise and fixtures of Ben Fine, sold at an auction on the premises. Hearing on the bids was held in Attorney Roach's office. Attorney Earl D. Blair, assignee, presented the offers. The \$7,800 bid was received piecemeal. It exceeded the bid of \$7,350 by Joe Bernstein, of Mansfield, on the property in its entirety and the combined bids of \$500 by Harry Cohn, of Pittsburgh, on the fixtures, and \$6,875, by Shapiro & Shaw, of Cleveland, on the stock. The sale was conducted by Gus Rosen, of Cleveland. The entire outfit was sold first, followed by the separate sale of the fixtures and stock. After that, it was sold in separate lots. The property was appraised at \$11,932. About 150 merchants and buyers from Ohio and Pennsylvania attended the sale, many of them participating in the bidding. Most of the stock probably will be removed from the city. The bidding was hotly contested.

Columbus—Homer H. Shank, 41, proprietor of a clothing and furnishings store at 2419 West Broad street, ended his life by shooting himself. He had been in business for four years. He is survived by his widow and two daughters. He was buried at Rutland, Ohio, his former home.

Toledo—The Elsas Apparel Co., women's ready-to-wear. Due to the large number of claims against this company, and the small amount received for the assets by the trustee, probably no dividend will be paid until the six months' period for filing claims with the U. S. District Court at Toledo, has expired. Objections to several of the largest claims have been filed by the trustee, and these matters may be determined by Referee Fred H. Kruse within the next month.

Cleveland—Barry's Hab, 1966 East Sixth street, is discontinuing operations and a going out of business sale is in progress. L. K. Sugarman established the men's furnishings and hat shop here eight years ago. He expects the sale to continue for about six weeks. Mr. Sugarman has not yet decided on his future plans.

Massillon—Schedules filed in the U. S. District Court at Cleveland, in the case of Dougherty, Inc., men's wear, list assets of \$3,203 and liabilities of \$7,173. There are forty-nine creditors with unsecured claims. The following have claims of \$500 or more: Charles Dougherty, Massillon, \$2,018; Freidman Bros., Cleveland, \$1,000, and Swanson Bros., Massillon, \$1,150.

Toledo—Nathanson Bros. Co., wholesale notions and novelties, 311 Erie street. A very short hearing was had before Judge Hahn, of the U. S. District Court here, with respect to the appointment of a receiver for Nathanson Bros. Co. At that time, the order restraining the State Court receiver from disposing of any of the assets was dissolved by Judge Hahn, and upon the filing of an answer by the debtor firm denying insolvency, the question was referred to Fred H. Kruse, as special master. No receiver has been appointed. At an all day hearing held before the special master, a number of witnesses were examined. At the end of the session, it was agreed that the hearing should be continued to June 9. In the meantime the accountants for both sides are to go over the books and prepare a report to submit then.

#### Problem One For Resourceful Management.

\*The new buying: It is a fact of no small significance to the present state of affairs that while reports from the great producing industries show little sign of improvement now or in prospect, the trades which are in close touch with consumer buying of the ordinary articles of commerce are selling goods in rising volume and have been doing so for several weeks. This trend was obscured in the early stages by the low prices, which keep comparative dollar volume down in spite of quantity expansion. It has been noticeable for six weeks or more, however, that even on this basis sales receipts in many cases have not been far from last year's levels. This means, of course, that the public, tempted by bargains, has been spending money more liberally than usual. It is an indication also that buying resources have been less depleted than has commonly been taken for granted. Among the few signs now discernible that a favorable change is under way none is so important as this. For numerous and various as are the reasons advanced for the prevailing depression, there must be agreement on the fact that, many or few, the forces which brought about our undoing made themselves felt mainly in a sudden checking of the demand for goods. It follows that revival of demand is the best of all evidences that the destructive forces have petered out. How far this revival of buying will go depends probably on the ability of business to reconcile its operations to the new price level, which is really the old price level. Difficulties in the way are only too obvious. On the one hand, if quality is sacrificed, there is danger of blighting the new buying spirit in the bud. On the other, selling goods without profit leads only to disaster. The problem is one for alert, resourceful management.

## L & C Spices

The big season for spices is near at hand.

With this thought in mind we have gathered from the markets of the world the finest quality of spices obtainable and they are now ready for distribution.

Packed in handsome lithographed tins we guarantee L & C spices to be absolutely pure.

A full line of L & C spices will make a beautiful display and is most attractive to the housewife. The quality will justify her confidence.

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## LEE & CADY



## 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.

### Hats Descend Upon the Brow.

Women must prepare themselves to wear their hats at a new angle this Autumn. The off-the-head movement has been banished to the realm of the old-fashioned Parisian authorities, and with it the brimless hat has gone (by that we do not mean berets, which will undoubtedly remain in modified forms for some time to come).

From youthful boyish effects the style is swinging to the romantic expression of the Second Empire. The hat with a moderately large brim, a well-shaped crown and a touch of feather ornamentation will make its appearance in the early Autumn, according to reports from Paris and such advanced models as are being shown in New York at this early date.

The Fall mode is guaranteed to be more generally becoming to young and old than was that of the Spring and Summer. Mado, Patou, Talbot, Reboux, Agnes, Descat, among others, are bringing their hats down onto the brow and permitting them to tilt with considerable dash over the right eye, exposing much of the hair on the left.

The majority of the new examples of the Fall mode roll up on the left side, and where they do not the brim is uneven, being wider on the right than on the left. When they are turned up the brim is caught to the crown with a cheery little feather ornament, whose bright coloring adds much to the hat's dark autumnal hue. These charming fancies are made of several kinds of feathers of different colors. Talbot likes a white etched glass quill on a black felt hat, and Reboux uses three diminutive ostrich tips, yellow, green and white, on a soft green felt. While these little feather ornaments perch gayly on the side of tailored hats, ostrich feathers appear on more dressy models.

The crowns of early models on display reverse the order of this Summer's favorites, for they are longer in front and shorter in back, an indication of the new forward tilt. Patou is showing two types of crowns, one square, the other round. Talbot likes a derby crown, and Reboux's crowns are round and molded to the head.

The tailored hats rely, save for such small feather motifs as have been mentioned, on folds or pleats made in the felt. They supply smart lines that ornament and shape. On some models the fold runs straight from front to back, in others it is a bit to one side, depending on the angle at which the hat is to be worn.

A feature not seen for a long time is the double felt brim having a seam on its outer rim. Patou, Talbot and Mado are employing it.

A delightful hat from Mado, suggesting the headgear of the ladies of the Second Empire when they went hunting, is in two shades of olive-green felt. Instead of having a pleat through

the center the felt is slashed from front to back and a narrow strip of grosgrain is inserted in the opening. A pert rosette of felt, through which an end of the grosgrain ribbon is drawn, ornaments it in the front.

The Colonial influence is sharing the field with that of the Second Empire. There are turbans and berets that suggest the styles of the Orient. Red felt combined with black antelope is reminiscent of the fez. Color combinations apparently to be present in hats as well as in gowns draw their inspiration from far-away lands.

Insofar as it is possible to prophesy about the future popularity of a style, it can be stated with reasonable certainty that felt will be liked. First of all, they will be welcomed by women with fresh interest since almost no felt has been used for the Summer season; second, the felts being introduced are of a fine soft quality which is flattering. —N. Y. Times.

### Smaller Candy Packages Gain in Popularity.

Although handy package candies continue to gain favor with the American public, their consumption in 1930 amounted to only 4 per cent. of the total output of confectioneries, the Department of Commerce announced last week, in summarizing the results of a survey of confectionery distribution in 1930. Production of molded chocolate bars and chocolate-covered bars (not including packages) usually retailing at five cents apiece, showed an increase in poundage over 1929, although the total value was somewhat less. These two classes together represented more than a third of the total.

The quantity of confectionery sold to manufacturers last year was about 2 per cent. less than in 1929 and the total value 7.7 per cent. less.

### Woolens Made Feather Weight.

Especial interest is attached to the early Fall fabrics because of their diversity in color and weave. Lightweight woolens of every type have succeeded the heavy stiff weaves of years ago. Three groups are shown for coats and suits. One includes an assortment of rough, pebbly woolens of featherweight that Schiaparelli, Regny and Bruyere will present in their sports and topcoats for travel. These are woven in solid colors and mixtures, in dark tones of brown, green and wine. A new shade is blue fox, which is delightfully accented by trimming with fur of the same name.

A new phase in tweeds is a weave in "conservative" yarn-dyed effects in simple, small patterns combining dark colors with beige. They are also seen in the solid rich tones of greens, browns and reds. Nubby tweeds are much in favor for sports coats.

More lightweight woolens than have been shown in some time will be used this season for dresses, ensembles and wraps. These in wool crepes, finely woven, are being used by the French couturiers in their advance collections.

Canton crepe-faille, a heavy silk of dull surface, will be very fashionable for both daytime and evening. The colors in which it will be seen are named in the order of their popularity,

brown, olive green, yellowish in tone, copper-beech, red-brown, seal-brown and bronze. The new silvery bronze is a heavenly shade in which Chanel is making some striking afternoon and evening gowns.

There are two outstanding greens, the yellowish olive already referred to and a rich blue-green. Blue is shown in a narrow range of beautiful shades, many of which have a faint purple cast. Mallard is the name given a soft gray blue, effective when trimmed with blue fox fur. Wild aster is another lovely shade.

A heavy sheer crepe similar in quality to chiffon cloth will be seen in handsome afternoon and evening gowns.

### Cotton Clothing Shipments Hold Up.

Shipments of work clothing, shirts, cotton dresses, sportswear, etc., during the month of May were about equal to those of April, but were more favorable than any month of the first quarter, when compared with the corresponding period of last year, according to the monthly report of the International Association of Garment Manufacturers. The average number of days of backlog orders declined, however, from sixteen in April to fifteen and one-half in May. On the manufacturers replying to the Association's questionnaire, 61 per cent. reported their shipments were below May of 1930, 28 per cent. said were ahead and 11 per cent. reported they were the same. These compare with percentages of 61, 29 and 10 in April.

### Issue Miniature Color Card.

To assist buyers placing orders for Fall merchandise, a pocket-size card showing the basic coat and dress colors in woolen and silk fabrics for Fall selected by the color co-ordination committee of the National Retail Dry Goods Association will be issued by the Textile Color Card Association the latter part of this week, it was announced by James L. Fri, manager of the merchandise managers' division. The basic coat colors are black, Afrique, Biskra brown, Kiltie green, Malaga red and Bleu marine. Co-ordinated silk dress colors comprise Annamese brown, Kiltie green, Cassis, Admiralty, Algerie and black. Wool dress and sportswear colors include La Playa, Algerie, Ambertone, Tropic green, Colonial red and Yankee blue.

### Hosiery Curtailment Needed.

Further drastic curtailment of production with mills manufacturing against orders only is vital for the hosiery industry, especially the full-fashioned division, if the industry is to avoid complete demoralization at the beginning of the Fall season. Some improvement in the statistical position of the trade, especially in stocks, has been made since the beginning of the year, partly due to the Philadelphia strike, but this advantage will be lost if mills maintain their present rate of production through the Summer, it was predicted. Southern mills, specializing in low-end goods, have been turning out large quantities of merchandise and are becoming an increasingly important factor in the trade.

### Burner Group To Discuss Ethics.

A general conference of oil burner manufacturers to discuss the elimination of unethical trade practices confuting to the public and destructive to the industry will be held at the Royal York Hotel in Toronto on July 13, it was decided at a recent meeting of the executive committee of the American Oil Burner Association. Particular attention will be paid to vicious and unethical practices arising from intense competition, "which are not productive and lead to business failure," Walter F. Tant, president of the Association, said. Unfair and unethical advertising and dealers' problems will also be discussed, he added.

### Demand For Cheaper Curtains.

Consumer preference in popular price cotton curtains has shifted from merchandise around 80 cents to the 70 cent items, according to buyers for retail stores. Color preferences have also undergone a decided change in recent weeks, it was said. Beige and cream curtains trimmed with ruffles or edging in contrasting colors are in demand. Sales on curtains made up in pastel shades are declining. The general volume of sales through the first week of this month, it was said, was from 2 to 8 per cent. above the weekly average for May.

### Berkshire To Stamp Irregulars.

In an effort to eliminate the growing misrepresentation of irregular silk hosiery as firsts by chains and other stores, the Berkshire Knitting Mills will hereafter stamp all its irregular numbers as such on the foot of each stocking. The move will probably cost the company \$100,000 the first year, it was said, but is expected to help stabilize the market. The sale of irregulars as firsts by some store at 59 and 69 cents per pair affects the market for regular goods and creates a false impression of hose prices, according to officials of the company.

### Men's Sleeveless Sweaters Active.

Call for men's lightweight sleeveless sweaters, particularly in the shell-stitched styles, continues to hold up surprisingly well, and is proving the feature of the knit goods market, which is entering a period of quietness prior to activity on Fall goods. Combinations of these sweaters with golf hose are also popular in the light shades, white in particular proving a volume seller. Orders for heavyweight underwear and for sweater coats are not expected to develop in any volume until after July 4.

### Depression Aids Ice Box Sales.

Slow conditions in general business reacted to the benefit of manufacturers of ice chest refrigerators this Spring. Expecting a heavy loss in sales due to the competition from automatic refrigerators, producers said they enjoyed a better volume of business than in the previous Spring. Models made to retail between \$23.50 and \$45 were in steady demand. All-metal ice-boxes decorated in combinations of light green and cream shades were popular in urban localities, and wooden types sold best outside the cities.



## 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.

### The Voice of the Shoe Trade.

W. H. Moulton, president of the International Shoe Company, says in one short paragraph:

"In advancing or declining markets we have never abandoned a fixed standard of uniform quality in our shoes. Because of this, merchants and consumers buy our shoes with assurance that they are honestly made and truthfully represented. There are no short cuts to the creation and maintenance of good will."

Give the public a chance for a choice in merchandise, but one thing you must not change and that is shoe standards and store standards. Hold to the character of your merchandise and your business or all is lost in the muddle of merchandising.

The sole stranger at a bankers' convention at the Tedesco Club in Swampscott was a leather man. He had been invited to fill in for golf, as well as for dinner, both of which he enjoyed. As he sized up the field, after the game got under way, he noticed that every banker player, as he approached the water trap, hauled the shabbiest ball out of his bag, and risked the chance of losing that in the water hole—and he invariably did so.

"So that's the way of bankers," said he to himself. "Well, they're thrifter than the celebrated Scot these days, anyway. Maybe if they had a little more courage they'd play a better game, and that applies to business as well as golf."

When this man of leather came to the water trap, he hauled a new ball, of the most expensive make out of his bag and to his financial friends who protested at his extravagance, he replied: "I've got to make that shot, haven't I? And the chances are better for making it with the best new ball than with a shabby worn ball."

He made it, and went on with the game to victory. "You see," he explained later at the club house, "if a fellow is going to win, he's got to use the best ball, and his best skill and courage—especially in an emergency."

And all this fits to business as well as golf.

A wager has been made, by interested parties, that sales of the new sun sandals will total to 5,000,000 pairs during the week previous to the Fourth of July, which is the big week of the year for selling summer novelties the country over. Some will be concerned as to how the bet will come out. Others may be amazed at the thought of the sale of 5,000,000 pairs of one novelty type of footwear in one week. It figures out close to a million pairs a day, for big city stores are open but five days that week. What's your guess?

Col. Walter G. Eliot, who died recently in New York City, has left his entire estate, estimated at \$75,000, in memory of one of his ancestors,

Andrew Eliot, the first shoemaker of Beverly. The sum of \$25,000 is to be used for endowing a scholarship at Harvard University. The remaining \$50,000 is to be used for erecting in Beverly a monument in memory of the early shoemaker who served as the first town clerk of Beverly and was active in the Pequot war of nearly 300 years ago.

E. P. Brown, chairman of the United Shoe Machinery Corporation, in his annual statement to stockholders reported:

"There was a shrinkage in the volume of shoes produced during the year 1930-1931 as compared with the year 1929-1930 of over 60,000,000 pairs, and from this it readily can be seen that a substantial reduction in royalties and sales resulted with a corresponding decrease in income.

"We have maintained quality of service given to customers, and have endeavored to assist them in every possible way in carrying on during this trying period, and, of course, the curtailment of volume has made the maintenance of this service relatively more expensive than during previous years.

"Also, it has been difficult while maintaining our high standards to adjust operating conditions to volume but we have felt that more than ever our duty to our customers and lessees called for co-operation to the very last degree.

"It is our feeling, however, that compared with business in general, we have been exceedingly fortunate, and are confident conditions are such that returning prosperity will bring a large volume of orders not only to manufacturers of shoes, but other lines of industry, to restore depleted stocks and to meet increasing demands."

Common shares earned \$3.31 in the year ending February 28, 1931, against \$3.87 a year ago.

W. E. Buckley, veteran shoe man of Houston, Texas—whose thrill was riding a fast motorcycle—is now a realtor in the Lone Star State. He surveyed retail conditions for us and wires back this report:

"All the dealers report business good and some better than same period 1930, and I am pleased to say not one dealer spoke of the depression. Business must go on as ever, just takes a little harder working and you know labor produces results.

"Grouped our two leading exclusive shoe stores, and one in the lower and medium grades, then three of the high grade department stores, and three in the chain store grades. My findings on the better grades compared favorably on the materials and patterns, of course, the sale and volume is set for the next six weeks.

"It is surprising the demand for the plain pumps in black kid and patent at this time. I saw some strap styles in combinations of white and black, white and tan, white and blue, white and green, very snappily patterned—the colors in strips, some with just a little perforation and others plain. The linens, moire and satins are not so strong. Seaside is not so good and think some of the dealers will start to move them at a price."

C. M. Stendal, of Minneapolis, Minn., unburdened himself with the following keen observations: "A woman can fashion her hat or almost any part of her clothing, but give her all the wood and all the leather in the world, and to save her life she could not make a pair of wearable shoes. Shoe merchants, therefore, have it all over the public, for unless a shoe fits properly, its entire usefulness is lost. A shoe merchant's value to his community lies in his ability to sell the right type footwear to the particular needs of his individual trade. To know the identical shoe that an identical foot requires, requires considerable science and artistry."

"The purpose of business is profit, but beyond that I hold in my humble estimation a greater goal than mere profit—a success established which will endure for generations"—a good sensible breath from the West Texas plains from C. H. Reed, Abilene.

Amplifying this, Mr. Reed said:

"The biggest problem that I have found in the retailing of shoes is my years of experience apparently is the small item in percentages, but the largest in profits, and that is the ability to maintain and accumulate into a cash profit the difference between gross profit and gross expense. This item is so often overlooked in the retailing of merchandise. Volume of sales means nothing unless this margin is protected. A control delivering facts and figures daily as to your gross mark-up and your gross expense is so essential that

unless such knowledge is at hand the rapid progress of business will wipe away your investment in a very short time. In my opinion, it is the lack of knowledge as to one's own business that spells his failure."—Boot and Shoe Recorder.

### White Dinnerware Is Favored.

Dinner sets made up in plain white and those decorated with border patterns have been favored by buyers visiting the New York market this week to inspect new Fall lines of merchandise. Orders so far have been limited to the types mentioned and have been for small quantities. Volume business is not expected until the middle of July. Displays include only a few patterns in which square plates and saucers are featured. Producers had planned to bring out a large number of square shapes, they said, but gave up the idea on the advice of buyers.

### Porch Furniture Sales Gained.

Sharp price reductions on Summer furniture for porch, garden and beach use deprived manufacturers of a chance to profit by a heavier demand for such goods this season. Reductions, especially on beach chairs, left producers with little profit in spite of an increase of 10 to 12 per cent. in volume. Demand for Summer goods dropped off in the wholesale markets this week. A few buyers came in to place small orders for merchandise for immediate sales, but most of the stores have stopped buying and are preparing to clear stocks of Summer furniture.

# \$475,000.00

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LANSING, MICHIGAN

Mutual Building

Phone 20741



## RETAIL GROCER

Retail Grocers and Meat Dealers Association of Michigan.

President—William Schultz, Ann Arbor.  
First Vice-President—Paul Schmidt, Lansing.

Second Vice-President—A. Bathke, Petoskey.

Secretary — Herman Hanson, Grand Rapids.

Treasurer—O. H. Bailey, Sr., Lansing.

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

### Keen Analysis by a Woman Consumer.

It always helps to get the consumer's reaction to any deal. Seldom do we find anything so clear cut as this woman's letter:

"I buy large size boxes Umpty soap flake by the case, 40 packages. Have always bought from the Smith chain. Price varied from \$9.10 to \$9.25; \$9.10 being price yesterday. From Smith's I went to One Man's for items I have found better to buy there, remarking that I was distributing my favors. Then I said: 'By the way, what is your price on Umpty flakes?' He looked it up and said \$8.25.

"Now, a difference of 10c or so would not have mattered, but 85c was something else again. Back to Smith's to have him check the price, lest he had made a mistake. He checked it thus: Regular price at 24c each would be \$9.60, 'and we knock off 50c.' I told him my other quotation, whereupon he referred me to manager who, very pleasantly, showed me cost in Big Town of \$7.80. Drayage would be 30c. I protested that. Dray on one case might be 30c, but not in load lots. 'Well, let us call it 20c—and I'll give you the job at that figure if you want it. That is \$8 cost here and nobody can sell at \$8.25 without being unfair and losing money.' I granted that probably margin should be more than 25c, but it needn't be \$1.10.

"He countered that \$1.10 was 14 per cent. and expense was 17½ per cent. I found he figured all things on cost as 100 per cent. He may be wrong, yet Smith's is a successful store, eight or nine of them in neighboring towns. If they make such margins generally, it is no wonder in spite of faulty figuring."

"I also think One Man named me a price below reason, but there again is the answer that One Man has eleven children, famously healthy, well raised in a happy family circle, and he is young looking and unharrassed—all done in his little grocery store, plus a small but nice catering business run on the side. Fact is, there is no more highly regarded citizen in our village than One Man.

"Well, I said I was sorry I had not enquired before I bought, and the case was in my car, but I felt I was a pretty good customer making few complaints and I just could not afford to pay that much more than I had to, so I'd have to ask him to take back the case. He agreed that I was perfectly right and he did not blame me, and we started for the car. But at the door he turned and said he was not going to let the other man make the sale. He'd meet the price, and when I wanted more, he'd make the same figure.

"I laughed, said that was more than

fair—and with the 85c refund I bought a side of bacon."

"Outcome will be that if One Man is within decent competitive bounds, I shall be more his customer. Being boss himself in his small place, he knows I am 'cash and carry' and when he waits on me—as he always does when he's in — he often makes me special cash-carry prices. His clerks, of course, charge me regular prices. It's a nice little store—in fact, I like both One Man's and Smith's.

"Incidentally, I detest Oompah's, where they have a supercilious stare for you. I go there for broccoli only —only place where it is carried. Five cents the bunch, two bunches is a lot. Only one gardener hereabouts grows it and Oompah handles his output. Imagine what the growers gets for this exclusive article."

How personal manners may count for or against a merchant is herein shown. Oompah may not really be supercilious, but there is probably a flippancy about the clerks—sort of thing I find commonly prevalent in Italy and France. I enter a chocolate shop or fancy grocery store to seek out some special item and I want to look around in peace for a minute.

But at once, or sooner, an insistent person is at my elbow, male or female, and it is the most difficult feat to make them understand that I am in no hurry. Before I get the idea over to them, they look as puzzled as if I were setting them to solve a cypher. This feeling on the part of the customer was behind wise old John Wanamaker's rule that no clerk ever should ask a customer what he wanted—never yell "yes sir!" in his ear—or shout, as they do in Texas, "Something for you?" Wanamaker's clerks are on the job instant when wanted, but they wait a sign from the customer. It is just as well to note general consumer sensitivenesses.

Why did Smith's manager have to guess at drayage charge from Big Town, fifty-three miles away? Truck transport is standard to-day. Smith gets loads of goods by truck. Why is not the exact cost accurately known on every kind and character of item? The answer unquestionably is that competition is not yet keen enough to force close figuring, but it certainly seems ridiculous that cost of drayage on such staples as Umpty soap flakes has to be guessed at—"call it 20c", he said.

Again, the figuring of margins on cost prevails yet in places where competition has not forced the application of science. They still "margin" "about" thus and so instead of knowing, as Smith's man should know, that his \$1.10 works out to 12 per cent. plus and not 14 per cent. One Man's 4 per cent. was probably too close—and yet we have here another factor not yet sufficiently understood. It is not even recognized except by a few of the more thoughtful, observant merchants. That is the varying cost of handling various items.

Let us think of Umpty flakes being unpacked onto the shelves and served out in single packages—twenty-four

(Continued on page 31)

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

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

We have an attractive offer for a display.

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## 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.

### Meat Production Adjusted To Changing Public Taste.

Meat consumption has reflected the recent substantial changes in consumers' food preferences, demand for small cuts of meats that can be prepared quickly and for meat products requiring little preparation now being greatest, C. B. Denman, member of the Federal Farm Board representing livestock producers, said in an address before the meeting of the American Institute of Co-operation.

In line with the increase in the number of persons engaged in professional lines, Mr. Denman said, the demand for veal, poultry, lean pork, and other meats that do not produce excessive body heat has grown, and producers in some lines have shifted their production to meet the new conditions. The section of his address dealing with consumer preferences and their effects on the livestock industry follows.

In coming to discuss with you the possibilities of adjusting our livestock production to demand, I appreciate the appropriateness of this time and place because if it is to be done at all it will require co-operative effort and organization. These forward movements find growth and strength in this great agricultural forum. Personally, I count it a privilege to come and an honor to have place on this program.

Any consideration of the possibilities of adjusting livestock production must first recognize the changes in the character and magnitude of the consumer demand for food and the importance of meat in the diet. While the growth of our population has increased the number of food consumers, many changes in our habits of living have tended to reduce per capita meat consumption. This situation is attributable to numerous conditions with which you are all familiar. In 1830 over 70 per cent. of the people gainfully employed in the United States were in agriculture, while in 1929, 100 years later, less than 23 per cent. were in agriculture. Obviously this shift from outdoor to indoor life has been accompanied by changed appetites.

Mechanization has greatly reduced the amount of manual labor used so that, even among the industrial class, less heat and muscle-producing food is required. In contrast to this decrease in the proportion of our population engaged in heavy manual labor, there has been a decided increase in the proportion of the population following professional pursuits but with appetites keen for breakfast bacon and ham, steak and roasts, or chops and leg of lamb.

In addition to these shifts in occupation which have directly changed the appetites of our people, our methods of living and habits of eating have tended to reduce consumption of staple food products of a decade or generation ago. We are eating a greater proportion of our meals at lunch counters and in restaurants and hotels.

Obviously, in the hotel or restaurant,

where one is served a variety of food, less of each item is consumed than was the custom when bread, meat, beans, potatoes and pastry made the meal. Dictates of fashion such as the desire for slimmness of figure, also influence the eating habits of no small proportion of our population.

Although the average consumer now actually needs a balanced diet, he is attracted by a greater variety of foods than ever before, largely due to modern advertising. Improvements in transportation and refrigeration facilities have in effect moved the producing areas near the consuming centers.

The truck argdener of Florida or California can put his products on the New York market in as attractive condition as the local gardener. As a result the great diversity of production areas supplying the consuming centers of the country makes it possible to have a great variety of fruits and vegetables on the table of the average home at all seasons of the year.

The per capita consumption of fresh fruits and vegetables has increased quite rapidly during the last ten years, while the per capita consumption of meat, wheat bread and other basic foods has declined.

Meat consumption has reflected this trend in consumer preferences accompanying the changes in living and eating habits. As a result of the apartment house method of living, small cuts of meat which may be prepared quickly are in greatest demand. Sliced ham, sliced bacon, baked ham, prepared sausages and numerous packaged meats and other meat specialties, which require little preparation before serving are preferred.

Directly in line with the increase in the proportion of our population engaged in professional lines the demand for veal, poultry and other meats that do not produce excessive body heat and energy has increased. The demand for fresh and cured lean pork products has increased while the demand for the heavier pork cuts, salt bellies and fat backs and lard has declined materially. Along with this decline in the demand for the heavier pork cuts, the increased use of substitute oils has made it more difficult to move lard into consumptive channels.

Livestock producers have realized these changes in consumer demands and have tended to adjust the type, quality and weight of the cattle marketed to these demands. They have shifted their emphasis in beef production from the three and four year old to the yearling steer and baby beef.

The average weight of cattle slaughtered in 1921 and 1922 was 990 pounds while in 1929 and 1930 it was 955 pounds a head. Along with this tendency to market cattle when younger and at lighter weights, they have endeavored to breed for type and quality so that the dressed carcass will yield a higher percentage of the quality cuts preferred by the consumer. In the case of sheep there is the shift from a heavy mutton to a lamb production basis.

Producers, however, have not been as prompt in adjusting hog production to consumer demand. Although the trend of the average weight of hogs slaughtered was sharply downward

prior to 1910, reaching a level below 220 pounds between 1910 and 1915, it has been upward since 1915, reaching 231 pounds in 1929 and 1930. This upward trend since the prewar period has been due to several factors which apparently have made it economically advisable for producers in certain sec-

tions to market their hogs at heavy weights.

The Westward expansion of corn production and consequently the location of corn supplies in the Western Corn Belt have made it profitable to finish hogs in that region at relatively

(Continued on page 31)

## GRAND RAPIDS PAPER BOX CO.

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**EGGS - EGGS - EGGS**

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

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

**KENT STORAGE COMPANY**

**GRAND RAPIDS**



## HARDWARE

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

### More Suggestions For the Paint Department.

While the active paint season is by no means over, the time is now close at hand when the annual flitting to summer resorts and cottages begins. This will to a certain extent curtail the number of people who are using paint to improve and decorate their homes.

There is no reason, however, for the summer exodus to make any difference in the amount of paint sold; rather it should bring an increase.

The average summer cottage is a rough-and-ready structure, a cross between the modern bungalow and the hillside home of the primitive cave man. Rough boards loosely matched for walls, a ramshackle attempt at a veranda, and a flag on top, and there you have the typical lakeside summer home. Of course there are summer homes far more elaborate than this; but this primitive affair suits the average city man, who does not feel that he is really having a vacation unless he gets as close as possible to nature and as far away as he can from the home comforts which seem to be absolutely necessary to his existence the rest of the year. Unless he has to walk a mile for fresh water and sleep under a roof which leaks like a sieve, the city bred man thinks he's being cheated.

The summer cottager does, however, want natural beauty and picturesque surroundings. Here is where the hardware dealer's paint opportunity comes in. No summer cottager with a true pride in his place will allow it to go unpainted. It is surprising what miracles can be wrought by a few cans of paint and a brush. The rough, tumble-down shack suggestive of spiders and chills is transformed into a picturesque little home. A few dollars and a few hours' work make all the difference.

Here is where it once more pays the hardware dealer to know his customers. How many of them have summer cottages? How many of these summer cottages need paint? A mailing list of such prospects can be used right now to good advantage, to send out a circular letter discussing the painting or re-painting of the summer cottage this month in preparation for the summer outing.

Here, too, the local dealer, carrying on business near a summer resort, can usually work up some trade. Many of the resorters come from more or less distant cities. Get the names and addresses, and solicit their orders for paint for their summer cottages. They don't want to bring paint from the city; you are conveniently located and prepared to deliver the paint right on the job. In fact, here is a good opportunity to do some teamwork with local painters, and and you can, if necessary, quote a price, or have the painter quote a price, on the complete job.

You possess a distinct advantage, of course, if you know your summer cottagers personally. For this reason it

will pay you, this summer, if you have never done so before, to visit the nearby summer resorts and get acquainted with the people there. A circular letter from John Brown, hardware dealer in Lakeview, to John Smith of Detroit regarding the painting of John Smith's Lakeview cottage will be far more potent if John Brown can scribble at the bottom: "Dear Smith: I'll be glad to see you again, anyway, and to do anything I can to help put the cottage in shape for the summer." Personal acquaintance with the prospect does make a lot of difference.

A personal canvass of summer resorters in your own town will often be found worth while.

In addition to paint, a good many articles can be sold for summer cottages. Living in the average summer cottage is getting pretty close to the primitive; and the cottager needs to be well equipped with many articles which he doesn't use in his town or city home. Tools of many kinds are needed. An axe, a buck saw, a spade, hammer, nails, screw driver, hand saw, chisel and a lot of other tools will be in frequent requisition. A stepladder is required, if only to take off the window boards when the cottage is opened. Quite frequently new stove pipe is needed. The hardware dealer who knows what is needed in a summer cottage, and knows who the summer cottagers are, can usually drum up a lot of business—particularly if the summer resort is only a few miles distant and he is prepared to answer emergency calls for equipment.

Meanwhile, the hardware dealer should stress not merely the need of equipment but the desirability and usefulness of paint for that summer cottage.

I ran across an interesting example the other day of the methods employed by a hardware dealer in a small suburban community. The place is one of those suburban centers which the realtors describe as "delightfully situated within easy distance of the city, but offering all the advantages of country life." It is fairly close to a city of 500,000 people, and is a fast growing community, even in times of depression, with considerable new building going on.

This dealer has been in business about three years and has strongly specialized in paint. While there is perhaps nothing startling in his methods, they are of interest because they have enabled him to build up a good business.

Just as soon as a contractor starts to peg off the ground for a new building, the dealer arrives on the scene. He has a proposition to offer—building paper, builders' hardware, tinning work and supplies, and, above all else, paint. Is the contractor supplied with all these lines? He probably hasn't thought of them yet. Then why not buy from this energetic young fellow who knows the business and can save you a whole lot of bother about these details.

As a rule, the contractor does buy; and the aggressive go-getter from the suburban hardware store reaps the benefit.

This dealer does not limit his paint campaign to new buildings. He goes

after the old ones as well. He makes personal calls and sends out literature to prospects as fast as the manufacturers supply it. Sometimes, instead of sending his paint literature through the mails, he has it distributed by a member of his staff who calls attention to any important features. This method is exceptionally effective.

This outside work is only one phase of a live paint campaign. The dealer believes in inside work as well. The paint stock is given a prominent place in the store, the shelving to the front of the right hand side being devoted entirely to paint and paint specialties. A table in the center of the store is used to display brushes and smaller specialties. At the rear the store seems to be all paint. The customer wherever he looks sees paint. The dealer is now remodeling and enlarging, and when this is done he plans to devote an entire side of the store to paint and allied lines.

He has two rules which he always follows in making a paint sale. "I always ask if they know how to apply the paint, and I sell them a brush," he explains. "It is surprising how few people know anything about the way to paint floors or to apply varnish and stains. The average person will spoil the job and then perhaps blame it on the paint. So I always endeavor to make sure that the customer knows what he is about."

Now, as to the brush proposition, I generally manage to sell at least one brush with every paint transaction. The customer quite often forgets that he needs a brush; and in many cases he is grateful for saving him a second trip."

This applies to people who come in to buy paint. The dealer however does not limit his campaign to that class. Here is an incident to illustrate:

A certain manufacturer of paint had occasion to visit the store for some article of hardware. "Are you in need of any paint?" asked the dealer, not

knowing who his new customer was. "No, can't say that I am," returned the manufacturer. "It would pay you to paint your house this spring," continued the dealer. "Now, I have a line of paint here which—"

The manufacturer tried to argue, but every objection was efficiently met. "I had to grab my parcel and get out," he commented afterward, "or I'd have bought a big lot of my own paint in addition to my other purchases."

But, not only does the dealer talk paint to customers who come for other things; as opportunity offers he goes out of the store to personally canvass paint prospects.

One of this dealer's interesting side lines is a store paper, which is something more than the name implies. A disadvantage of carrying on business in a suburb of a large city is the lack of a newspaper advertising medium. The big city papers control the situation. Their rates are high, based on a circulation covering the entire city; while the suburban dealer can expect a response only from the limited portion of that circulation in his own territory.

This dealer got in touch with two other merchants in the same suburb and the three co-operated in the printing and distribution of a local news and advertising sheet. The "Wykeham News" is a two-leaf paper published once a week containing in condensed form the more important news of the suburb and the advertisements of the three merchants, together with such transient advertising as may come in. The three merchants secure the news matter and write the advertising. The paper is distributed free every week to every home in the community, and hence covers the field very thoroughly. It takes the place of any circular or other direct by mail advertising so that the outlay involved in regular publication is offset by savings in these other directions.

Victor Lauriston.

## Michigan Hardware Co.

100-108 Ellsworth Ave., Corner Oakes

GRAND RAPIDS, MICHIGAN

Wholesalers of Shelf Hardware, Sporting  
Goods and  
FISHING TACKLE

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

Wholesale Only. We Protect our Dealers.

**THE BEHLER-YOUNG CO.**  
(SAME DAY SHIPPERS)

342 MARKET ST., S. W.

GRAND RAPIDS, MICH.



### Proceedings of the Grand Rapids Bankruptcy Court.

Grand Rapids, June 8.—We have to-day received the schedules, reference and adjudication in the matter of Peter C. Dalenberg, Bankrupt No. 4523. The bankrupt is a resident of Kalamazoo, and his occupation is that of a laborer. The schedule shows assets of \$250 of which the full amount is claimed as exempt, with liabilities of \$431.62. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Edward H. Brown, Bankrupt No. 4458, 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 Karow-Haring Motor Sales, Inc., Bankrupt No. 4028, the trustee has heretofore filed his final report and account, and a final meeting, as adjourned, was held June 1. The bankrupt was not present or represented. There were no appearances for creditors. Claims were proved and allowed. An order was made for the payment of expenses of administration and a first and final dividend to general creditors of 32 per cent. All preferred and secured claims, including labor claims, 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.

June 10. We have to-day received the schedules, reference and adjudication in the matter of Hector J. Spaulding, Bankrupt No. 4524. The bankrupt is a resident of Ionia, and his occupation is that of a cigar store proprietor. The schedule shows assets of \$1,157.35 of which \$850 is claimed as exempt, with liabilities of \$3,823.94. The court has written for funds and upon receipt of same the first meeting of creditors will be called. The list of creditors of said bankrupt is as follows:

Bertch Market, Grand Rapids	\$ 32.10
Berhoff Products Co., Grand Rap.	116.00
Dodge Sales & Service Co., Ionia	14.00
O. P. DeWitt & Sons, St. Johns	1,606.69
Clare L. Fuller, Ionia	29.50
G. R. Paper Co., Grand Rapids	11.25
Henry Gable, Ionia	24.22
General Cigar Co., Chicago	28.11
Mich. Ice & Storage Co., Ionia	24.00
Michigan Earlar Pipe Co., Grand R.	10.00
National Grocer Co., Grand Rapids	82.88
National Bank of Ionia, Ionia	67.50
J. C. Perry Co., Ionia	415.00
Glenn L. Pierce, Ionia	700.00
State Savings Bank, Ionia	490.66
H. Schaeffer, Grand Rapids	3.67
Wardle Agency, Ionia	27.80
Vanden Berge Cigar Co., Grand R.	3.75
H. Van Eenennaam & Bros., Zeeland	71.00
Frank M. Wirtz, Ionia	37.00
Thomas J. Webb, Chicago	12.06
Consumers Power Co., Ionia	13.00
Grace French, Ionia	13.00

June 10. We have to-day received the schedules, reference and adjudication in the matter of Isaac Holleman, doing business as Valley City Dry Cleaners, Grand Rapids Dry Cleaners, and or Cut Rate Dry Cleaners, Bankrupt No. 4525. The bankrupt is a resident of Grand Rapids, and his occupation was that of a retail dry cleaner. The schedule shows assets of \$52,738.83 with liabilities of \$56,660.19. The first meeting will be called very shortly and note of same made herein. The list of creditors of said bankrupt is as follows:

K. Stegehuis, Grand Rapids	\$180.00
A. Vander Molen, Grand Rapids	224.00
G. Stegehuis, Grand Rapids	33.70
H. Kuipers, Grand Rapids	76.32
J. Nederhoed, Grand Rapids	264.27
L. Warner, Grand Rapids	49.53
A. Farma, Grand Rapids	43.13
H. Busscher, Grand Rapids	110.00
J. Harkes, Grand Rapids	352.59
A. Hoekwater, Grand Rapids	310.05
M. Hulst, Grand Rapids	180.90
Rena Kuick, Grand Rapids	60.00
E. A. Hilden, Grand Rapids	200.00
M. Ruiter, Grand Rapids	40.00
A. Schrader, Grand Rapids	430.00
M. Stuart, Grand Rapids	282.34
Mrs. Schouwenaar, Grand Rapids	202.40
Bert Hunderman, Grand Rapids	385.00
G. I. T. Corporation, Grand Rapids	455.78
Bowman & Co., Grand Rapids	900.00
G. R. Savings Bank, Grand Rap.	6,750.00
C. P. Van Genderen, Passaic	13,650.00
Auto Owners Insurance Co., G. R.	50.00
Burroughs Adding Machine Co., Grand Rapids	4.45
Curry Pub. Co., Grand Rapids	148.02
Corwin, Norcross & Cook, Grand R.	202.18
Consumers Power Co., Grand Rap.	89.00
Eaton Clark Co., Detroit	23.23
Forbes Stamp Co., Grand Rapids	8.15
P. B. Gast Soap Co., Grand Rapids	70.53
City Water Dept., Grand Rapids	18.40
City Treasurer, Grand Rapids	815.22
Grandville Ave. Garage, Grand R.	612.11
M. C. Goudzwaard, Grand Rapids	42.45
General Tire Co., Grand Rapids	27.94
Press, Grand Rapids	76.20
G. R. Art Glass & Mirror, Grand R.	29.50
G. R. Boiler Works, Grand Rapids	67.35
Herpolsheimer Co., Grand Rapids	64.14
P. J. Haan, Grand Rapids	40.90

Jurgens & Holtvluwer, Grand Rap.	23.06
Jeffers-Hake Co., Grand Rapids	126.08
D. Koning, Grand Rapids	135.00
A. B. Knowlson Co., Grand Rapids	347.12

Keystone Aniline & Chemical Co., Chicago	5.25
Kent Awning & Tent Co., Grand R.	3.00
Lamberts & Kamminga, Grand Rap.	59.62
Midland Chemical Lab., Dubuque	47.50
Michigan Welding Co., Grand Rap.	2.50
C. W. Mills Paper Co., Grand Rap.	17.44
Moser Bag & Paper Co., Cleveland	43.75
Clyde Moler, Grand Rapids	20.00
Macauley Bros., Grand Rapids	80.48

National Marking Machine Co., Cincinnati	4.62
Northwestern Pub. Co., Grand R.	193.15
Prosperity Co., Syracuse	23.21
Pastoor Bros., Grand Rapids	220.00
Penning Hardware Co., Grand R.	30.30
Quimby-Kain Paper Co., Grand R.	41.00
Roosevelt Park Garage, Grand Rap.	5.00
Schwab Machine Co., Toledo	1.50
R. R. Street & Co., Chicago	22.51
Paul Steketee & Sons, Grand R.	36.54
Star Pub. Co., Grandville	136.00
Super Products Co., Milwaukee	39.95
Henry Scher, Baltimore	99.39
Standard Builders Supply Co. G.R.	17.00
Scott & Motman Elec. Co., G. R.	21.99
Sinclair Refining Co., Chicago	47.40
Tisch-Hine Co., Grand Rapids	39.70

Uarco United Autograph Reg. Co., Chicago	83.30
U. S. Hoffman Mach. Co., Chicago	36.18
Van Heulen Fuel Co., Grand Rap.	22.25
M. Ver Marris, Grand Rapids	25.50
C. Vander Weide, Grand Rapids	371.09
West Side Plumbing & Heating Co., Grand Rapids	21.00

W. O. O. D. Broadcasting Station, Grand Rapids	125.00
W. L. Viergever, Grand Rapids	175.00
G. R. Savings Bank, Grand Rapids	682.31
J. Bergman, Grand Rapids	200.00
Ollie F. Henderson, Grand Rapids	121.00
P. B. Gast & Sons, Grand Rapids	50.00
Lenger & Kool, Grand Rapids	793.49
N. Vogel, Grand Rapids	1,600.00
R. Hulst, Grand Rapids	450.00
Ezinga Milk Co., Grand Rapids	76.65
Boston Store, Grand Rapids	51.95
Schippers Bros., Grand Rapids	32.25
Pastoor Bros., Grand Rapids	42.47
Veltman Grocery, Grand Rapids	50.63
J. Stewart, Chicago	275.00
Wm. Strahan & C. C. Shattuck, Grand Rapids	602.00
Earl Warren, Grand Rapids	300.00

June 2. This being the day fixed for the first meeting of creditors in the matter of Hamilton-Anderson Co., a corporation, Bankrupt No. 4489. The bankrupt was present by its President and its Secretary-Treasurer. Claims were checked and allowed. The officers of the bankrupt present were each sworn and examined, with a reporter present. John H. Huff, of Niles, was elected trustee, and his bond placed at \$3,000. The first meeting adjourned without date.

June 11. We have to-day received the schedules, reference and adjudication in the matter of Madeleine Gladdieux, Bankrupt No. 4526. The bankrupt is a resident of Grand Rapids, her schedule shows assets of \$380 of which \$300 is claimed as exempt, with liabilities of \$651. The court has written for funds and upon receipt of same the first meeting of creditors will be called.

In the matter of Edgar R. Zobel, also doing business as Zobel's Liquidation Store, Bankrupt No. 4476, the first meeting of creditors was held June 3. The bankrupt was present in person but not represented by attorney. Creditors were represented by attorneys Belcher & Hamlin. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Bert M. Hartgerink, of Manistee, was elected trustee, and his bond placed at \$1,000. The first meeting then adjourned without date.

In the matter of Charles Heyn, doing business as Heyn Grocery, Bankrupt No. 4471, the first meeting of creditors was held June 3. The bankrupt was present in person. No creditors were present or represented. Claims were filed only. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was named as trustee, and his bond placed at \$100. The first meeting then adjourned without date.

In the matter of John H. Hoffman, Bankrupt No. 4490, the first meeting of creditors was held June 4. The bankrupt was present in person and represented by attorney Clay F. Olmstead. Creditors were not present or represented. Claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Enil Newberg, of Ludington, was elected trustee, and his bond placed at \$100. The first meeting then adjourned without date.

June 10. On this day was held the first meeting of creditors in the matter of La Grand Silver, Bankrupt No. 4488. The bankrupt was present in person and represented by attorney W. G. Bessey. No creditors were present or represented. No claims were proved and allowed. The bankrupt was sworn and examined without a reporter. Fred G. Timmer, of Grand Rapids, was elected trustee, and his bond placed at \$100. The trustee was directed to investigate the assets and report. The first meeting then adjourned without date.

### Beating the Gipsy's Game.

A Gipsy horse coper too an old crock to the country fair and offered it for sale. Meeting a farmer who was in his cups, he decided to take advantage of him and so dispose of the horse. Following him home, he watched his chance and then placed the animal in the farmer's stable.

Next morning the Gipsy called and demanded payment for the horse which he stated the farmer had bought. He had with him two other Gipsies who corroborated this statement. The farmer, of course, denied all knowledge of the transaction.

The case came before the court and after the Gipsy and his witnesses had given testimony the farmer went on the stand.

"Did you agree to buy the animal," asked the Judge.

"Yes," said the farmer, "I bought it all right and paid for it." He then called three friends who swore they had seen him pay the Gipsy the money. The Judge decided in the farmer's favor.

### Men's Shoe Demand Slackens.

Demand for men's shoes from independent stores has quieted down during the last week, according to reports in the market. The smaller retailers are reordering frequently, it is said, and in small quantities. Manufacturers are reported to have cleaned out the bulk of their sport shoe stocks at reduced prices during the last week. Interest in the market is now turning to the Fall lines, which are expected to be opened at the end of this month or the early part of July by the leading producers. From present indications, prices will be unchanged or only minor downward revisions made.

### It Worked.

A man who had been waiting patiently in the post office could not attract the attention of either of the girls behind the counter.

"The evening cloak," explained one of the girls to her companions, "was a redingote designed in gorgeous brocade, with fox fur and wide pagoda sleeves."

At this point the long suffering customer broke in with: "I wonder if you could provide me with a neat red stamp with a dinky perforated hem, the tout ensemble treated on the reverse side with gum arabic? Something about two cents."

The ever-growing complexity of modern life, with its train of ever more perplexing and difficult problems, is a challenge to our individual characters and to our devotion to our ideals. The resourcefulness of America when challenged has never failed. Success is not gained by leaning upon government to solve all the problems before us. That way leads to enervation of will and destruction of character. Victory over this depression and over our other difficulties will be won by the resolution of our people to fight their own battles in their own communities, by stimulating their ingenuity to solve their own problems, by taking new courage to be masters of their own destiny in the struggle of life. This is

not the easy way, but it is the American way.—President Hoover.

### Sand Lime Brick

Nothing as Durable  
Nothing as Fireproof  
Makes Structure Beautiful  
No Painting  
No Cost for Repairs  
Fire Proof Weather Proof  
Warm in Winter—Cool in Summer  
**Brick is Everlasting**  
**GRANDE BRICK CO.**  
Grand Rapids.  
**SAGINAW BRICK CO.**  
Saginaw.

### Kent Products Co.

Service Distributor  
**Eskimo Creamed Cottage Cheese.**  
**Borden Cheese.**  
**Meadow Gold Butter "June Flavor."**  
Grand Rapids and Western Michigan  
Phone 64-929



### SARLES

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

Phone 61366

### JOHN L. LYNCH SALES CO.

#### SPECIAL SALE EXPERTS

Expert Advertising

Expert Merchandising

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

**I. Van Westenbrugge**  
Grand Rapids - Muskegon  
(SERVICE DISTRIBUTOR)

### Nucoa

**KRAFT K CHEESE**  
All varieties, bulk and package cheese

"Best Foods"

Salad Dressings

**Fanning's**

Bread and Butter Pickles

**Alpha Butter**

TEN BRUIN'S HORSE RADISH and MUSTARD

**OTHER SPECIALTIES**



## HOTEL DEPARTMENT

### Late News Concerning Michigan Hotel Men.

Los Angeles, June 13—The management of Hotel Menominee, Menominee, has launched an extensive improvement program that will add much to the value and attractiveness of the property. The old dock, destroyed by high water and heavy seas recently, has been removed, and the rocks which had been used in its construction have been built into a retaining wall to keep the lake from wearing away the lawn in front of the hotel. A section of the eroded lawn has been filled in and seeded, benches and sunshades have been installed on the lawn on both sides of the hotel, and a fine bathing beach is being created for the benefit of the guests.

It would have probably been a very good idea if ex-President Coolidge had stopped writing a daily Will Rogers column the day before he began. During the course of the centuries which have elapsed since printing was invented there has been just one man who could be Will Rogers. There isn't likely to be another one right away. Mr. Coolidge was just about as successful as a newspaper writer as Will Rogers would be in the Presidential chair. He is a wonderful executive and there are many responsible positions which he could perfectly fill, but writing up a string of pearls every day, with little subject matter to use is yet another thing.

Most everybody who comes to Los Angeles acquires the Chamber of Commerce habit soon after arriving. They find here an information bureau, free for the asking, which tells you all about everything you want to know, and manned by intelligent persons who are capable of suggesting tours of interest. You are supplied with booklets, maps of the city, advised as to traffic regulations (which in Los Angeles are almost ideal) and then in addition to an exhibit of industries of every description, a moving picture film in continuous operation, shows you the minutiae of growing, harvesting and preparing for shipment all fruits and other products common to California. Almost invariably they suggest a trip to Mt. Lowe, which is easily reached by trolley or automobile, but I always suggest the former for the reason that it is the most scenic trip of its kind in this or any other country, and the individual who comes to California and does not "do" Mt. Lowe is simply cheating himself. At the surface terminal you are transferred to a car on an incline railway and rise 1245 feet in a journey of 2682. On this journey, which is perfectly safe in every way, you are certainly thrilled with the scenic glamour as the valleys below unfold new wonders in their ever-widening panorama. This incline railway is one of the world's greatest engineering feats, and in all the 33 years of its operation there has never been a single accident of any description. At Echo Mountain, the top of the incline, you will find the Lowe observatory, which is available to the public on certain days and nights, when views of the planets are an interesting offering. Here the last and most picturesque part of the journey begins after you change cars and take a scenic ride of three and one-half miles, suspended betwixt heaven and earth. In this short distance you make 127 curves, pass over eighteen trestles and gradually climb to an elevation of nearly 5,000 feet above the Pacific sea level. Bridging rugged canyons, where you can peer down to a depth of 1,500 feet, skimming the sheer walls of the cliff on a roadbed of solid granite, blasted out from the mountain side. The view, which is everchanging, is sublime and awesome with the valleys below and

the mountain peaks above you. From this point of vantage you can view the landscape of four enormous counties and Catalina Island, forty miles distant. The longest stretch of straight track is 225 feet, and the curves combined into a curve in one direction, would make sixteen complete circles. An especially marvelous piece of engineering is Circular Bridge, crossing a canyon 2,000 feet deep, the abutments to this structure being wedged into opposite sides of the valley. The railroad terminates at Mt. Lowe Tavern, but a trip is made by a tram car, hauled by ponies, 1230 feet further up from which a scene of grandeur on every side will greet your vision. Snow-capped mountains confront you everywhere, and with a field glass, vessels on the broad Pacific may be plainly distinguished. If one makes the return trip in the evening, a stop of forty-five minutes may be made at the Observatory, which is well worth the effort. The electric illuminations of Pasadena, Los Angeles, Catalina, and sixty odd other cities, are conspicuous, added to which is the 3,000,000 watt searchlight from the high up mountain side. Don't miss this wonderful trip when you come to California. Include it in your itinerary of your trip and don't let anyone talk you out of it. The railroad slogan is "in all the world no trip like this," and this is no mere hoakum.

Charley Renner announces that he has sold his interest in the Hotel Rumley property, at Laporte, Indiana, and leased his Edgewater Club, at St. Joseph, leaving him with only the management of the Four Flags, at Niles. With only one hotel property under his immediate supervision there is certainly something uncanny about the proposition, and my advice to his neighbors in Detroit and Chicago is to look out for him, lest he secure a foothold by absorbing some of the larger propositions in those cities. It will sure be some job to watch him. Better send him out here where they have plenty of hotels but very few Renners.

Either Al Capone has been grossly lied about, or the headline, "Capone Indicted," could justly appear in the public press daily and over a different date line on each occasion. He is suspected of being a racketeer king, not only in Chicago, but in Washington and Florida, and at times in Southern California, but the suspicion never seems to blossom into a tangible accusation. It does seem strange that Government investigators, apparently able to determine his yearly income to two or three decimal places, are not also able to discover its source. He has been indicted for evading the payment of his income tax, but in the accumulation of his income he has unquestionably violated the laws of various states as well as the nation and it would seem that such facts ought to be ready of access and as easily proved as the amounts he is said to have bilked the Treasury Department. One conviction for carrying concealed weapons and perhaps one for dodging the payment of revenues—if this latest case results in a conviction—is a pretty poor score against so notorious a character and reflects no credit upon the law-enforcing bodies. If the Government is simply conducting a collection agency for what they can get out of it, they might just as well restore the older methods of the internal revenue department which used to collect hundreds of millions in the shape of taxes, with a minimum possibility of homicides. It seems that if Capone collects the enormous sums which are accredited to his blackmailing operations, there must be a lot of contraband booze floating around upon which Uncle Sam is collecting no revenue, and it might be an easier process to collect taxes on the article itself than to shake down the racketeers on sta-



### Warm Friend Tavern Holland, Mich.

Is truly a friend to all travelers. All room and meal rates very reasonable. Free private parking space.

GEO. W. DAUCHY, Mgr.

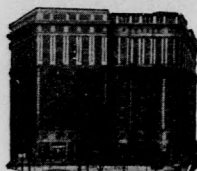
### HOTEL DETROITER.

ROOMS 750 BATHS  
FREE GARAGE  
UNDER KNOTT MANAGEMENT

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



DETROIT



Facing  
Grand Circus Park.  
800 Rooms - 800 Baths

Rates from \$2  
HOTEL TULLER  
HAROLD A. SAGE, Mgr.

NEW

Decorating  
and  
Management

FAMOUS  
Oyster Bar.

In  
Kalamazoo  
It's  
PARK-AMERICAN  
George F. Chism, Manager

### New Hotel Elliott STURGIS, MICH.

50 Baths 50 Running Water  
European  
D. J. GEROW, Prop.

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

### HOTEL ROWE

Grand Rapids, Michigan.

ERNEST W. NEIR, Manager.

### Republican Hotel MILWAUKEE, WIS.

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

### Park Place Hotel Traverse City

Rates Reasonable—Service Superb  
—Location Admirable.

GEO. ANDERSON, Mgr.  
ALBERT J. ROKOS, Ass't Mgr.

### HOTEL KERNS

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

E. S. RICHARDSON, Proprietor

### NEW BURDICK

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

### HOTEL OLDS

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

### Occidental Hotel

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

### Columbia Hotel

KALAMAZOO  
Good Place To Tie To

### HOTEL CHIPPEWA MANISTEE, MICH.

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



tistics based almost wholly on guess-work.

Out here the bankers and other financial associations have arrived at a definite conclusion not to advance any support for the building of hotels and apartment houses, suggested by the near approach of the Olympian games of next year. Contrary to the ideas of hotel promoters the money lenders do not believe that these games will mean anything whatever to the general public and certainly not to investors. They have in mind the sorry experiences of Chicago, Omaha and St. Louis, and their worlds' fairs, when everyone went wild and erected buildings which were never occupied during the festival period and rotted down afterward. Los Angeles will, undoubtedly, have a number—possibly a crowd—of transients during the period of the games, but the "regulars" who have made the resort business profitable, will, in a large measure, stay away to avoid congestion. The permanents will be the recipients of "visits" from relatives, but the hotel man will do well if trade does not fall off instead of increase. This is not my opinion alone, but is a consensus of those of others who have been through the mill and believe they know what they are talking about, and they are not all bankers by any means.

Announcement is made by the National Autohaven Company, of Chicago, of its plans to proceed at once with the erection of one hundred so-called "autohavens" along the principal U. S. highways, and Michigan will be among the first to have knowledge of this innovation. It will involve an expenditure of about \$8,500,000 for land, buildings, furnishings and equipment. An autohaven is a combination hotel, auto service station and restaurant, of Normandy style of architecture and fireproof in construction. Each hotel will have 21 rooms for the public, eight of them with private bath. The lobby will contain a Western Union station, local and long distance telephone booths, counter for sale of drugs, toilet articles, etc. Commodious rest rooms will connect with the lobby. The restaurant will contain a dining room with accommodations for 42 persons, a light-lunch room and soda fountain with seats for 15 people and a fully equipped kitchen. Each unit represents a cost to the owners of about \$85,000, made up of \$50,000 for the building, \$20,000 for the land and \$15,000 for the furnishings and equipment.

Hotel rooms will range in cost from \$1.50 for one person, without private bath, to \$3.50 per room for two persons, bath included. Every room will have a lavatory with hot and cold water. Public showers will be found on the second and third floors of each building and may be used by patrons without charge. A standard breakfast for 25 cents, lunch for 50 cents, and dinner for \$1, will be served at all these establishments in addition to regular a la carte meals. Three separate managers will be employed in each unit. One will handle the hotel, another the auto service station, and the third the restaurant. They will be selected wherever possible from the residents of the city or town in which the autohaven is situated.

Mrs. Camilla Pearce has been appointed manager of Hotel Prenford, Detroit. She was formerly connected with the Detroit Convention and Tourist Bureau.

W. A. Young, of Houghton Lake, has taken over the operation of the Manhattan Hotel, at that place, having leased it from its Chicago owner.

Roy Carmen, formerly associated with the Auberin Hotel, at Pontiac, has leased Hotel Huron, in that city, and after redecorating and renovating

will operate it. The Huron is one of the older commercial hotels, and ought to do well under the new management.

W. E. Defenbacher, who was for many years manager of Hotel Virginia, Chicago, resigning there to take the management of Hotel Whitcomb, St. Joseph, at the time of its opening, is reported to have taken over the lease of Hotel Harrison, Cynthiana, Kentucky.

Stockholders of Hotel Occidental, Muskegon, are in receipt of their customary 7 per cent. dividend checks at the hands of Manager Edward R. Swett. Mr. Swett has probably made more improvements and additions to his hotel than has been accorded any similar institution in Michigan, during a period akin to real business depression and yet he has passed around the checks regularly. I might say from my own knowledge of the situation, that he is popular with the public as well as his stockholders.

At the bankers' convention held at Chicago, last week, the question of handling hotel securities was quite thoroughly discussed, and the definite conclusion was that henceforth, or for some time at least, no further hotel construction would be encouraged. If the bankers had taken a tip from E. M. Statler, eight years ago, there would be fewer bankrupt hotels, and those already in the business might have enjoyed a period of prosperity. It was because Mr. Statler had a long head on his shoulders that he knew when and where hotels could be profitably located, and for the same reason, when it was time to ease off on further construction. But the investing world evidently thought otherwise, which accounts for the mess many of them are now in, and will be for some years to come.

Nowadays there are not so many hotel operators making a charge for the serving of ice water in rooms, but there are still a few of them left, and what I think of them is not at all complimentary. Naturally, as most of the modern caravansaries are equipped with facilities for supplying running ice water, those who are still giving the pitcher service and charging for it, may be ranked among the "shabby genteel." A few more months of this depression, and this type of hijackers will not have any pitchers even that they can call their own.

One California railroad reports having received \$15 from a man whose conscience tortured him because he snatched a couple of years from the age of his child when he was paying its fare. If this gets to be catching the railroads may be able to operate their trains on this source of income for a lot of the angel children I have seen traveling on half-fare tickets would be benefitted in appearance by a shave.

Some of the hotels out here are making a charge of one dollar for cashing personal checks for guests, and it seems to work out all right. This pays for a certain form of indemnity. The trouble with such protection is that it leads to taking chances, more especially with the knowledge that an insurance organization stands ready to make such losses good. The bankers have a similar form of protection against holdups, but a prominent criminologist in an address before the Los Angeles Breakfast Club, the other day, made the claim that such protection stimulates this species of crime and I am very much inclined to agree with him, especially as some of the banks with this species of protection make a practice of displaying their wares in unprotected cashiers' cages, when they might better be safely stored in the

bank's vaults. Besides it creates a greater risk to the employee whose earthly existence is not guaranteed by the insurance company.

Frank S. Verbeck.

#### Late Business News From Ohio.

Columbus—Mark Sapp, 66, a retired dry goods merchant, died at his home here recently, after a lingering illness from cirrhosis of the liver. He leaves his widow and a sister.

Cincinnati—Funeral services were held for Abraham Blachschleger, 67, retail clothier and general merchant, of Norwood. Mr. Blachschleger, who was born in Russia, came here as a young man. He is survived by the widow, a daughter and three sons.

Youngstown—Attorney R. C. Huey has been appointed receiver of the B. McManus Co., department store here, by Judge Paul Jones. A hearing is scheduled for this week in the U. S. District Court in Cleveland in an attempt to iron out the company's difficulties.

Portsmouth—Henry H. Winter, retail shoes, lists assets of \$59,797, of which \$3,500 is stock in trade, \$54,000 real estate and \$997 open accounts. Liabilities are \$66,896, of which \$3,526 is unsecured and \$62,592 secured.

Cleveland — Dorn Shoe Co., retail shoes, 224 Public square, has filed a voluntary petition in bankruptcy in the U. S. District Court here, listing liabilities of \$53,825 and assets of \$9,100.

#### Telephone Advertising.

If an experiment which is meeting with marked success in Birmingham, Ala., is equally successful elsewhere, retail stores generally will soon have a new type of advertising medium, that of semiautomatic telephone publicity.

In Birmingham, when a telephone subscriber calls central to enquire the correct time, they are told something of this sort: "Good morning—the Brown Company is featuring men's suits at unusually low prices. Nunnally's are having a sale on chocolates this week. There is an exceptionally good picture at the Gem theater this week. The correct time is 10:37. Thank you."

These announcements are, of course paid for by the advertisers referred to on a flat-rate basis and are changed periodically.

#### After a New and Better Law.

Consolidation of the four existing Federal laws relating to fruit and vegetable containers into one general law combining the benefits and eliminating the weaknesses of each, was recommended June 3 before the National Conference on Weights and Measures, in session at the Bureau of Standards by H. A. Spilman, chief marketing specialist of the Bureau of Agricultural Economics, of the Department of Agriculture.

#### Fourteen New Readers of the Tradesman.

The following new subscribers have been received during the past week:  
O. M. Brooks, Onkema.  
Richmond Drug Co., Bear Lake.  
W. R. Thomas, Elberta.  
Eugene Bishop, Elberta.  
Wm. H. Lockhart, Elberta.

Carlson Bros., Frankfort.  
S. Middaugh, Traverse City.  
Sol Cavitch, Traverse City.  
Mrs. C. Devendorf, Traverse City.  
John Russell, Iron Mountain.  
Hansen Bros., Suttons Bay.  
E. Pedersen, Leland.  
Provemont Co-op. Marketing Ass'n., Lake Leelanau.  
M. B. Steggall, Bay City.

#### Florida Senate Passes Chain Store Tax Bill.

The Florida State Senate has passed the chain store tax bill. The measure provides for a tax of \$5 on one store whether a chain or not. Chain stores are classified according to the number in one county and those located in different counties, and the graduated tax runs from \$10 each up to \$40 a store, according to the classification. All of the classifications are taxed \$3 for each \$1,000 of stock carried for sale. Naval stores commissaries are exempted from the provisions of the law.

## 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.

CAFETERIA IN CONNECTION

## Hotel and Restaurant Equipment

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

## FOUR FLAGS HOTEL

In the Picturesque St. Joseph Valley. Seventy-eight rooms. Conducted on the high standard established and always maintained by Charles Renner, landlord.

## 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, Crosswell.  
 Treasurer—P. W. Harding, Yale.

### Estimate Your Income Before Buying a Fountain.

Considering the magnitude of the industry, there are remarkably few failures of fountain operators. Whether or not this is due to the popularity in America for speedy service of foods prepared in front of the patron, is a question. Fountains are fast becoming popular in Europe and are not uncommon there and may be found in the Orient and in South Africa. Apparently failures to succeed in the business are mainly due to two factors; one, poor judgment in picking and equipping a location; the other, which is most prevalent, bad management. The files of fountain manufacturers are replete with instances of customers going into business on the proverbial "shoe-string" and emerging at the end of a few years with a splendid business, so that lack of capital, which is one of the most frequent causes of commercial failure, is not a common reason for unsuccessful ventures in the luncheonette field. The industry offers profits and turn-over, in comparison with other fields, that are unparelled. Practically the entire investment is represented by equipment, upon which the depreciation is small. The operator gets a quick cash turn-over, and, if he is a good manager, has very little waste. The fountain manufacturer recognizes the possibilities afforded by the business, which accounts for the exceptional terms upon which equipment is safely sold. There is no question, that in these days of keen competition and high pressure merchandising that the fountain has been the saviour of many druggists.

Various estimates credit the fountain with producing from 60 to 75 per cent. of the total sales of stores that have many other departments. Surely a factor so important to the life of any enterprise is worthy of careful study and planning, before equipment is purchased. In a previous article we discussed the survey of a new location by the prospective buyer of soda fountain apparatus. This, we pointed out, familiarized the buyer with the neighborhood, so that the kind of service necessary, the type of trade and the range of prices obtainable could be determined. With these facts at hand, the buyer is now in a position to calculate the possible income to be derived from his location and the amount that could be profitably invested in equipment essential to produce the results anticipated.

Let us assume that the buyer is con-

sidering a store that is twenty-five feet wide by seventy-five feet long, for which the owner of the building demands a rental of \$500 per month. The annual rental is therefore \$6,000 for 1750 square feet of floor space, or \$3.42 per year per square foot. If the buyer intends to operate other departments than the fountain, the rental per square foot is important so that he may estimate the proportion to be charged to each department. This is a common practice with department and chain stores but is not often customary with the independent operator. Very often the fountain is carrying the entire load while other merchandise is bleeding the business without the knowledge of the owner.

A fountain stool at a straight counter, together with the equipment necessary to properly serve it, and allowing two feet passage way behind the stool, requires twenty square feet of floor space. A table and four chairs require from twenty-six to thirty square feet, depending upon the allowance for service space, coat racks and service tables. Fountain stools, if stationary, are set two feet from center to center so as to permit the patron to turn while getting on or off the seat. It is possible, although not advisable, to crowd in more stools, but it is at the risk of discomfort to the patron. Loose chairs will provide slightly more seating capacity as they may be moved to permit the customer to sit down. Regardless of the type of stool used, overcrowding, not only causes disgruntled customers but slows up the service. Comfort at the fountain is of paramount importance and can be afforded to customers at no appreciable sacrifice to profits. To compute the floor space occupied by the soda fountain, if it is to be built in a straight line, multiply the length by ten. Frequently in the more crowded areas where stores have been cut down in width it is not possible to use 10 feet for width of fountain and stools. In these cases service space must be sacrificed or the backbar cut down and a fountain so situated is handicapped.

There are several methods of computing possible income. Some operators figure an annual income of \$1,500 per stool, while other require that a stool produce \$7 per day. These figures are of course arbitrary and cannot be applied with accuracy to every locality. The buyer should apply the results of his survey of the neighborhood to arrive at his basic figures.

Stool turn-over can be safely placed at four per hour during the busy time of the day, which is at least two hours. Let us assume that the checks in the neighborhood in question will average 40 cents each. Therefore each stool will produce \$3.20 during the rush period. On the basis of an eight-hour day, there are still six productive hours during which we will estimate the average check is 20 cents and the turn-over is two per hour, making a total for the non-rush hours of \$2.40. Each stool will therefore show gross sales of \$5.60 per day.

The store being seventy feet long, the buyer decides that he has room for sixty feet of soda fountain with a

seven-foot return on the front end, which will afford him thirty-three stools. These stools will provide him with daily sales of \$184.80 or a total for a 300-day year of \$55,440. His fountain occupies 600 square feet of floor space at \$3.42 per square foot or \$2,052 for the year. If he is using the balance of the store for other departments he can readily determine the part which those departments will have to carry. Gross profits on soda fountain sales are conservatively estimated at 50 per cent. and net profits at 15 per cent. On the basis shown above the buyer could therefore anticipate \$27,720 gross profit, and a net profit of \$8,821. If the buyer did not intend to utilize the balance of the store for any other department, he could install tables and chairs or booths along the wall opposite the soda fountain. Tables generally turn over once per hour and the size of the check compares with that received at the fountain. In this manner the entire income of the store may be computed. Instead of tables and chairs it is possible to stagger the counter by installing what is known as a "bay" type counter. This type of counter has recently become very popular by reason of the rapid service and the fact that the counter can be had in table height. There are many arrangements and layouts of this type of equipment and problems that are applicable to each location so that it is advisable to consult the fountain manufacturer as to the practicability of this type of layout before attempting to estimate the possible returns.

Having estimated the possible sales in the location the next question facing the customer is "How much shall I spend for apparatus?" The best answer is "An amount necessary to afford me the equipment which will make it possible for me to obtain the results which I have estimated." To allow \$250 per foot for the soda fountain, together with the plumbing and the necessary accessories which go with it is not too high for plain, serviceable equipment. Thus a fountain for the store in question would cost with the appurtenances in the neighborhood of \$15,000. In view of the estimated returns, which are conservative this amount would not be excessive. More could be spent on appearance advisedly, for appearance helps create trade. With these figures the buyer is fortified before hand to intelligently decide upon his location and to buy the equipment necessary to make the venture a success. It is very easy to figure income per stool, per square foot or in its entirety on this basis. Prices will vary some in different localities but the theory of applying them remains the same. If the locality apparently will not afford the returns it should be passed up.

F. H. Sinclair.

### Carpet Cleaner.

Solution of Soap -----cc. 120  
 Ammonia Water, 10 per cent. ....cc. 60  
 Gasoline -----cc. 120  
 Chloroform -----cc. 20  
 Potassium Nitrate -----gm. 10  
 Oil Wintergreen -----cc. 10  
 Soft, distilled or rain water,  
 q. s. -----cc.1000

Dissolve the potassium salt in the water, add the ammonia to the soap solution, then the chloroform, oil and gasoline; shake well and add the water. This makes a white, milky compound, which separates slightly on standing but readily unites on shaking. The wintergreen is only added for its odor, and may be replaced by any other preferred, or omitted altogether.

The solution of soap is made as follows:

Olive Oil -----cc. 60  
 Caustic Potash -----gm. 12  
 Alcohol.

Water, aa., q. s. -----cc. 1000

Place the oil in a suitable dish, add one ounce alcohol, mix well, then add the potash dissolved in one ounce water. Apply heat by means of water bath until the oil is completely saponified, which is shown by a portion being removed and dropping into boiling water, when it should dissolve completely without the separation of oily drops. Allow to cool, add 500 cc. alcohol, and water to make 1,000 cc. Filter through paper. Purified wood alcohol may be used in this to good advantage.

### Tile and Porcelain Powdered Cleaner.

The following is well spoken of:

Infusorial Earth ----- 30 Gm.  
 Iron Subcarbonate ----- 30 Gm.  
 Precipitated Chalk ----- 15 Gm.  
 Citric Acid ----- 15 Gm.  
 Alum ----- 15 Gm.  
 Purified Talc ----- 8 Gm.

Reduce each to a very fine powder, then mix thoroughly.

### Cuticle Remover.

The following formula for a cuticle remover is given in the Chemist and Druggist Diary, 1930:

Caustic Potash ----- 1 part  
 Glycerin ----- 10 parts  
 Water ----- 40 parts  
 Perfume -----as required

### Elder Flower Toilet Water.

Alcohol -----3000 parts  
 Terpeneol ----- 25 parts  
 Vanillin ----- 1 part  
 Essence of Aubepine ----- 3 parts  
 Oil of bergamot ----- 1 part  
 Oil of cananga ----- 1.5 parts  
 Distilled water -----4500 parts

### Anti-Pediculus Ointment.

Add enough oil of bergamot to stave-sacre ointment to perfume it. Apply to children's heads or other likely breeding places of pediculi.

## HOEKSTRA'S ICE CREAM

Cream of Uniform Quality

An Independent Company

217 Eugene St.

Phone 30137

Grand Rapids, Mich.







# GROCERY PRICE CURRENT

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

## ADVANCED

## DECLINED

White Hand Picked Beans  
Mason Fruit Cans

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
Lizzie, 16 oz., 12s	2 15

## BLUING

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

## BEANS and PEAS

100 lb. bag	
Brown Swedish Beans	9 00
Pinto Beans	9 25
Red Kidney Beans	9 75
White H'd P. Beans	5 25
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

Obl. Lacquer, 1 gross	
pkg., per gross	16

## BREAKFAST FOODS

Kellogg's Brands	
Corn Flakes, No. 136	2 85
Corn Flakes, No. 124	2 85
Pep, No. 224	2 70
Pep, No. 202	2 00
Krumbles, No. 424	2 40
Brans Flakes, No. 624	2 75
Brans 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

### Purity Brand



Instant Flake, sm., 24s	1 80
Instant Flake, sm., 48s	3 50
Instant Flake, lge., 18s	3 40
Regular Flake, sm., 24s	1 80
Regular Flake, sm., 48s	3 60
Regular Flake, lge., 18s	3 40
China, large, 12s	315
Chest-o-Silver, lge., 12s	3 25

## Post Brands.

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

## BRUSHES

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

## Shove

Shaker	1 80
No. 50	2 00
Peerless	2 60

## Shoe

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

## BUTTER COLOR

Dandelion	2 85
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## CANDLES

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

## CANNED FRUITS

### Hart Brand

Apples	
No. 10	5 75

### Blackberries

No. 2	3 35
Pride of Michigan	3 25

### Cherries

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

### Gooseberries

No. 10	8 00
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### Pears

19 oz. glass	
Pride of Mich. No. 2 1/2	3 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. 2	4 60
No. 1	3 15
Marcellus, No. 2	3 60
Pride of Mich. No. 2	4 00

### Strawberries

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

## CANNED FISH

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

## CANNED MEAT

Bacon, Med. Beechnut	2 70
Bacon, Lge. Beechnut	4 60
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'nut, sil.	4 50
Beefsteak & Onions, s	3 70
Chili Con Car., 1s	1 35
Deviled Ham, 1/2s	1 50
Deviled Ham, 1/2s	2 85
Hamburg Steak	
Onions, No. 1	3 15
Potted Beef, 4 oz.	1 10
Potted Meat, 1/4 Libby	52
Potted Meat, 1/4 Libby	90
Potted Meat, 1/4 Qua	85
Potted Ham, Gen. 1/4	1 45
Vienna Saus. No. 1/4	1 35
Vienna Sausage, Qua.	90
Veal Loaf, Medium	2 25

## Baked Beans

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

## CANNED VEGETABLES

### Hart Brand

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

### Wax Beans

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

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

## Beets

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

## Carrots

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

## Corn

Golden Ban., No. 3	3 60
Golden Ban., No. 2	1 90
Golden Ban., No. 10-10	75
Little Dot, No. 2	1 70
Little Quaker, No. 2	1 70
Little Quaker, No. 1	1 35
Country, Gen., No. 1	1 35
Country Gen., No. 2	1 70
Pride of Mich., No. 5	5 20
Pride of Mich., No. 2	1 70
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
Templar E. Ju., No. 10	7 50
Templar E. Ju., No. 2	1 32 1/2

## 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, 8 oz.	2 20
Snider Valley, 8 oz.	2 25
Snider Valley, 14 oz.	3 25



<b>Hominy</b>	
Pearl, 100 lb. sacks	3 50
<b>Macaroni</b>	
Mueller's Brands	
9 oz. package, per doz.	1 30
9 oz. package, per case	2 20

<b>Bulk Goods</b>	
Elbow, 20 lb.	5 1/2 @ 7 1/2
Egg Noodle, 10 lbs.	14

<b>Pearl Barley</b>	
0000	7 00
Barley Grits	5 00
Chester	3 75

<b>Sage</b>	
East India	10

<b>Tapioca</b>	
Pearl, 100 lb. sacks	09
Minute, 8 oz., 3 doz.	4 05
Dromedary Instant	3 50

<b>Jiffy Punch</b>	
3 doz. Carton	2 25
Assorted flavors.	

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

<b>Lee &amp; Cady Brands</b>	
American Eagle	
Home Baker	

<b>FRUIT CANS</b>	
Mason	
F. O. B. Grand Rapids	
Half pint	7 15
One pint	7 40
One quart	8 65
Half gallon	11 65

<b>Ideal Glass Top</b>	
Half pint	9 00
One pint	9 50
One quart	11 15
Half gallon	15 40

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

<b>JELLY AND PRESERVES</b>	
Pure, 30 lb. pails	3 30
Imitation, 30 lb. pails	1 60
Pure, 6 oz., Asst., doz.	9 00
Pure Pres., 16 oz., dz.	2 40

<b>JELLY GLASSES</b>	
8 oz., per doz.	36

<b>OLEOMARGARINE</b>	
Van Westenbrugge Brands	
Carload Distributor	



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

<b>Wilson &amp; Co.'s Brands</b>	
Oleo	
Certified	20
Nut	13
Special Roll	17

<b>MATCHES</b>	
Diamond, 144 box	4 25
Searchlight, 144 box	4 25
Ohio Red Label, 144 bx	4 20
Ohio Blue Tip, 144 box	4 00
Ohio Blue Tip, 720-lb	4 00
*Reliable, 144	3 15
*Federal, 144	3 95

<b>Safety Matches</b>	
Quaker, 5 gro. case	4 25

<b>MULLER'S PRODUCTS</b>	
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

<b>NUTS—Whole</b>	
Almonds, Tarragona	19
Brail, Large	23
Fancy Mixed	22
Filberts, Sicily	20
Peanuts, Vir. Roasted	21
Peanuts, Jumbo, std.	13

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

<b>Salted Peanuts</b>	
Fancy, No. 1	14

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

<b>MINCE MEAT</b>	
None Such, 4 doz.	6 47
Quaker, 3 doz. case	3 50
Libby, Kegs, wet, lb.	22

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

<b>PARIS GREEN</b>	
1/2 s	34
1 s	32
2s and 5s	30

#### PEANUT BUTTER



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

<b>PETROLEUM PRODUCTS</b>	
Including State Tax	
From Tank Wagon	
Red Crown Gasoline	16.7
Red Crown Ethyl	19.7
Solite Gasoline	19.7

<b>In Iron Barrels</b>	
Perfection Kerosine	12.6
Gas Machine Gasoline	39.1
V. M. & P. Naphtha	20.8

<b>ISO-VIS MOTOR OILS</b>	
In Iron Barrels	
Light	77.1
Medium	77.1
Heavy	77.1
Ex. Heavy	77.1



<b>Iron Barrels</b>	
Light	65.1
Medium	65.1
Heavy	65.1
Special heavy	65.1
Extra heavy	65.1
Polarine "F"	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, 12 pt. cans	3 00
semdac, 12 qt. cans	5 00

<b>PICKLES</b>	
Medium Sour	
5 gallon, 400 count	4 75

<b>Sweet Small</b>	
16 Gallon, 2250	27 00
5 Gallon, 750	9 75

<b>Dill Pickles</b>	
Gal. 40 to Tin, doz.	10 25
No. 2 1/2 Tins	2 25
32 oz. Glass Picked	2 25
32 oz. Glass Thrown	1 95

<b>Dill Pickles Bulk</b>	
5 Gal., 200	3 65
16 Gal., 650	11 25
45 Gal., 1300	30 00

<b>PIPES</b>	
Cob, 3 doz. in bx.	1 00 @ 1 20

<b>PLAYING CARDS</b>	
Battle Axe, per doz.	2 65
Torpedo, per doz.	2 50

<b>POTASH</b>	
Babbitt's, 2 doz.	2 75

<b>FRESH MEATS</b>	
Beef	
Top Steers & Heif.	14
Good Str's & H'f.	13
Med. Steers & Heif.	12
Com. Steers & Heif.	11

<b>Veal</b>	
Top	13
Good	11
Medium	09

<b>Lamb</b>	
Spring Lamb	21
Good	17
Medium	14
Poor	10

<b>Mutton</b>	
Good	10
Medium	08
Poor	10

<b>Pork</b>	
Loin, med.	15
Butts	12
Shoulders	10
Spareribs	08
Neck bones	05
Trimnings	7 1/2

<b>PROVISIONS</b>	
Barreled Pork	
Clear Back	25 00 @ 28 00
Short Cut Clear	26 00 @ 29 00

<b>Dry Salt Meats</b>	
D S Bellies	18-20 @ 18-12

<b>Lard</b>	
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
3 lb. pails	advance 1
Compound tierces	10 1/2
Compound, tubs	11

<b>Sausages</b>	
Bologna	16
Liver	18
Frankfort	20
Pork	31
Veal	19
Tongue, Jellied	35
Headcheese	18

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

<b>Beef</b>	
Boneless, rump	28 00 @ 36 00
Rump, new	29 00 @ 35 00

<b>Liver</b>	
Beef	16
Calf	55
Pork	08

<b>RICE</b>	
Fancy Blue Rose	5 10
Fancy Head	07

<b>RUSKS</b>	
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

<b>SALERATUS</b>	
Arm and Hammer	3 75

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

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

<b>HERRING</b>	
Holland Herring	
Mixed, Kegs	
Mixed, half bbls.	
Mixed, bbls	
Milkers, Kegs	
Milkers, half bbls.	
Milkers, bbls.	

<b>Lake Herring</b>	
1/2 Bbl., 100 lbs.	

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

<b>White Fish</b>	
Med. Fanev. 100 lb.	13 00
Milkers, bbls.	18 50
K K K Norway	19 50
8 lb. balls	1 40
Cut Lunch	1 50
Boned, 10 lb. boxes	16

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

<b>STOVE POLISH</b>	
Blackac, per doz.	1 35
Black Silk Liquid, dz.	1 35
Black Silk Paste, doz.	1 25
Enameline Paste, doz.	1 35
Enameline Liquid, dz.	1 35
E. Z. Liquid, per doz.	1 40
Radium, per doz.	1 35
Rising Sun, per doz.	1 35
654 Stove Enamel, dz.	2 80
Vulcanol, No. 5, doz.	95
Vulcanol, No. 10, doz.	1 35
Stovoll, per doz.	3 00

<b>SALT</b>	
F. O. G. Grand Rapids	
Colonial, 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



Free Run'g, 32 26 oz.	2 40
Five case lots	2 30
Iodized, 32, 26 oz.	2 40
Five case lots	2 30

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

#### CLEANSERS



<b>WASHING POWDERS</b>	
Bon Ami Pd., 18s, box	1 90
Bon Ami Cake, 18s	1 62 1/2
Brillo	85
Climaline, 4 doz.	4 20
Grandma, 100, 5c	3 50
Grandma, 24 Large	3 50
Gold Dust, 100s	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 90
Rinso, 40s	3 20
Rinso, 24s	5 25
Rub No More, 100, 10 oz.	3 85
Rub No More, 20 Lg.	4 00
Spotless Cleanser, 48s,	
20 oz.	3 85
Sani Flush, 1 doz.	2 25
Sapolio, 3 doz.	3 15
Soapine, 100, 12 oz.	6 40
Snowboy, 100, 10 oz.	4 00
Snowboy, 12 Large	2 65
Speedee, 3 doz.	7 20
Sunbrite, 50s	2 10
Wyandote, 48	4 75
Wyandot Deterg's, 24s	2 75

<b>SOAP</b>	
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
Grdms White Na. 10s	3 50
Jap Rose, 100 box	7 40
Fairy, 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



# Some Samples of Bond and Stock Printing BY THE TRADESMAN COMPANY

The reputation of the Tradesman company is now nation-wide. Clients in nearly every state in the union call upon the company for this highly specialized work.



The Tradesman Company operates a complete commercial printing plant, producing almost anything needed in Office, Store or Factory.



**CUSTOMER CONTROL.**

(Continued from page 3)

sheets without the special equipment, punching and tabbing and duplication that is now required by every system.

Until such a day may the saints protect me from customer-control salesmen.—James Ralto in Retail Ledger.

**Keen Analysis by a Woman Consumer.**

(Continued from page 20)

services to the case—for \$1.60, against the handling of the entire case for 25c. On present bases for wages of clerks, other indoor help and drivers, how much is actually made out of the \$1.60? Does not the 25 cents pay more net money? Could not One Man make a nice thing if he handled fifty cases daily on that plan for \$12.50 or 100 cases for \$25. And if he could thus handle fifty cases or 100, why not one case?

Such analysis is coming into business because it is needed. Nothing could be more antiquated than for Smith's man to talk of 17½ per cent. expense as if it applied equally on all items. Fact is, it costs him vastly more than 17½ per cent. to handle fancy cakes, teas in small lots, bulk coffee, high grade canned items; and sliced bacon—where would 17½ per cent. go against the cost of handling, weighing, special wrapping and shrinkage on that item?

But there is not a staple packaged item like soda biscuits, soap, flakes or bar, soap powder, or sugar or bread that costs anywhere near 17½ per cent. to handle. Consider bread alone, turned once or oftener each twenty-four hours, involving no shrinkage or wrapping, never sold, always bought because handed out on demand—as against the famous mixture of corn and "maple" syrup which is bought each autumn and carried along several months before it is sold, handled, re-handled, displayed, wrapped. Why are up-to-date merchants so blind to the facts of their business?

And if anybody on earth should know what 2 per cent. means, it is such a man as Smith's manager.

Paul Findlay.

**Meat Production Adjusted To Changing Public Taste.**

(Continued from page 21)

heavy weights rather than to ship the surplus corn to central markets. Also the decline in horse population has made more feed available for hogs.

The tendency to use more supplementary feeds for hogs and the increased efficiency in the utilization of feeds have likewise made possible relatively heavy hog production in comparison to corn supplies. In addition, the present type of hog has a tendency to finish at somewhat heavier weights than the type produced several years ago.

This increase in the average weight of hogs slaughtered has increased the yield of lard and also the fat cuts of pork. With lard meeting increased competition from imported oils and fats and with the demand being for light-weight, leaner cuts of pork, it is of utmost importance that we adjust hog production to demand conditions. To do this it would seem desirable to shift the average weight of hogs to

around 220 pounds, the level prevailing during the years 1910 to 1915. The type of hog also possibly may be changed to more closely conform with consumer demand requirements.

**Cabbage Ranked As One of Richest Vitamin Sources.**

Raw cabbage ranks with orange juice and tomatoes as one of the richest sources of vitamin C, the anti-scorbutic vitamin, and the vegetable is rated by the Bureau of Home Economics as one of the most appetizing and nutritious, the Bureau, stated June 11. The cost is low now, the Bureau said. The statement follows in full text:

New cabbage, one of the most appetizing and nutritious of all vegetables, is on the market now in such quantities that its cost is approximately the same as for last year's crop sold in the Winter. It can be bought for from 3 to 4 cents per pound, according to the Bureau of Home Economics of the United States Department of Agriculture, which highly recommends its use in the more elaborate as well as in the low cost dietary.

A pound of cabbage when cooked makes about five servings. Practically the whole head is edible.

Cabbage is a protective food because of its mineral and vitamin content. Calcium is perhaps its most important mineral. It also contains some sulphur compounds which are responsible for the decided odor that develops when cabbage is overcooked. If cabbage is cooked quickly in an open kettle this undesirable feature will be avoided almost entirely and there will be no tendency to discoloration, the Bureau says.

Raw and cooked cabbage differ in their vitamin C content for heat destroys much of this antiscorbutic vitamin. The loss of this vitamin in heating varies with different vegetables but usually much of it is destroyed in cooking. Some of the soluble substances are left in the liquid after the vegetable is cooked. If this "pot likker" is utilized the loss is lessened.

Raw cabbage ranks with orange juice and tomatoes among the richest sources of vitamin C. Fortunately raw cabbage is a delicious as well as inexpensive food and lends itself to many combination dishes.

It can be served as a salad with other vegetables or fruits, or can be chopped fine for sandwiches. Small children, especially, relish raw vegetable sandwiches and, since a deficiency of vitamin C causes irritability, lack of stamina, and retardation of growth, foods which offer a generous supply should be eaten in abundance.

Green raw cabbage leaves are richer in vitamin A and iron than the white ones. The inner cabbage leaves are relatively poor in this vitamin but it is not destroyed to any serious degree by ordinary cooking. Both vitamins A and C are protective vitamins since they are a defense against nutritional deficiencies that are most likely to appear when the diet is composed too largely of grain products, meats, sweets, and fats.

The other important vitamin found

in cabbage is known as B, the anti-neuritic vitamin that prevents beriberi and stimulates the appetite. This is one is more stable than C in cooking.

The Bureau sums up the vitamin worth of cabbage by saying that it is most valuable when eaten raw. The proportion of the vitamins lost in cooking depends upon the length of time and whether or not the cooking water with its soluble constituents is saved.

Another virtue of cabbage, in addition to its mineral and vitamin content, is that it adds desirable bulk in a non-irritating form.

New cabbage is available except for the comparatively brief period from the time of heavy frost until January, when the first shipments begin from the Rio Grande Valley of Texas. In the interlude "old" cabbage is on the market.

Children as young as two years old may have cooked cabbage provided it has not been cooked too long. In preparing it for the table the Bureau says not to throw away the outer green leaves for they are the most valuable part of the head. Any discarded leaves might well find their way into the soup kettle.

Cabbage sprouts, which grow on the stalk after the head is cut, are very tender and are green practically all the way through. When boiled, they require only about five or six minutes to cook. They are especially delicious if scalloped with cheese sauce or mixed with other greens and cooked with bacon.

**Late Business News From Ohio.**

Toledo—Damschroderberry Co., retail men's wear and furnishings, Adams and St. Clair streets, has filed an answer in the U. S. District Court here to the recently noted involuntary bankruptcy proceedings, admitting the statements contained in the petition and consenting to adjudication. An order of adjudication was entered and the case referred to Referee Fred H. Kruse here. Schedules filed list liabilities of \$95,033 and assets of \$56,922. The assets scheduled are stock of men's furnishings, \$11,000; furniture and fixtures in place of business, \$17,167; accounts receivable, \$22,450; shares of stock, \$5,205; money in bank, \$1,100.

Cleveland—An involuntary petition in bankruptcy has been filed in the U. S. District Court here against the Vanity Cloak Co., a corporation, by Attorney Joseph G. Ehrlich, representing Luxor Dress Co., \$375; Elect Dress Co., \$168; Fashion Millinery Co., \$49.

Cleveland—The merger of Lieblein & Deitzel, Inc., furniture manufacturing concern, and the Franklin Furniture Co., of Columbiana, was announced re-

cently. John M. Lieblein, whose father established the Cleveland concern, is president and treasurer of the merger. C. F. Deitzel is secretary. The Cleveland plant will be closed and the Columbiana plant will be operated on a larger scale, it is announced. Both companies will maintain their separate corporate identities.

Hamilton—An involuntary petition in bankruptcy has been filed against Rudolph D. Dolloff, retail furniture dealer, by Attorney Dawson E. Bradley, representing Modern Refrigerators, Inc., \$75; American Furniture Shops, Inc., \$94; West Michigan Furniture Co., \$225; Alonzi Furniture Co., \$104; Art Furniture Mfg. Co., \$56. The petitioning creditors alleged a receiver was put in charge of the debtor's property and assets on May 4 of this year.

Cleveland—J. J. Roden, general manager of the Sears, Roebuck & Co. stores here, has resigned to become associated with the Higbee Co. in one of the new executive positions which are being created in preparation for the store's removal to the new building. Mr. Roden has been with the Sears, Roebuck organization for the past three years. His former associations include the Dayton Co., Minneapolis; Abraham & Straus, Brooklyn, and Gimbel Bros., Pittsburgh.

Cincinnati—Louis A. Cahn, formerly trading as National Slip Cover Co., has filed a voluntary petition in bankruptcy, listing assets of \$303 and liabilities of \$2,910.

**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.

I buy stores for cash—And pay highest price. Phone, write, or wire M. L. Fishman, Grand Rapids, Mich. 427

Drug Store Wanted—In Exchange for a \$5,000 or \$8,000 home in Kalamazoo. Said now to be the liveliest city in Michigan. Always a steady growth without a boom. Nineteen paper mills. W. I. Benedict, 601 Axtell street, Kalamazoo, Mich. 428

FOR SALE—Water works, 650 metered customers, at a bargain price. Small payment will handle. J. W. Graham, Hinton, West Virginia. 429

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—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—Going meat market, fixtures and building. Cash deal, only \$6,500. Bargain at that price. Reply 815 Pine Ave., Muskegon, Mich. 418

**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.  
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**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  
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**L. LEVINSON**  
Saginaw, Michigan



### Failure of People To Use Reasoning Powers.

The power to think clearly is a sign of sound mental health. It is a wonderful asset and paves the way toward success. There are ways by which clear thinking can be cultivated and one aim of mental hygiene is to encourage it under all circumstances.

Wrong opinions, preconceived ideas, traditional beliefs and emotional biases too often supersede reason and judgment in ordinary affairs of life. This leads to hasty conclusions and unwarranted actions.

In spite of man's boasted intelligence, unfounded opinions still play a more prominent part in life than accurate knowledge. The attitude of most persons toward politics, economic conditions and social customs is based upon opinions rather than on known facts. This tendency is not limited to any one class of society. The educated as well as the ignorant draw conclusions without adequate knowledge of facts.

Very often these opinions are derived from what appear to be authoritative sources. The child gets his opinions from his home and surroundings. These opinions are formed long before he has the knowledge or mental capacity to weigh both sides of a question. While generally attitudes of mind gained through home influences are of the greatest value in later life, wrong opinions may be and often are traceable to the home.

Many children even before the age of 12 have some of the germs of National hatred, religious narrow-mindedness, class prejudice and other unfavorable points of view firmly implanted in their minds. In this way the soil for class differences, international conflicts, religious bigotry and other misunderstandings is prepared.

Traditions perhaps were useful in early times when a more enlightened leader impressed his opinions on large groups of persons. But the time for the blind acceptance of authoritative belief is past. Such acceptance of opinion should be replaced by the use of judgment. The power to reason, present in all normal persons, is not used by most of us to its full extent.

A system of education which aims at teaching young persons facts only is not sufficient. The real object of education is to teach children to reason independently. In that way is laid the foundation not only for gaining accurate knowledge, but also for proper character development. This principle, however, has never been universally put in practice in education.

Can mental hygiene suggest a remedy? Scientific study of the mind shows that the tendency to form hasty conclusions and biased judgments may be largely done away with through proper educational methods. The avoidance of emotional biases in forming opinions should therefore be kept in the foreground in systems of education. Adults should see to it that opinions unsupported by facts are not forced upon children.

A mind trained to reason clearly is of the greatest value to its possessor and to the world. One which is influenced by emotions and biased opin-

ions retards civilization. A stout resolve to face facts wherever they may lead is better than to depend on half truths, false beliefs and erroneous opinions. Some persons possess only the ideas which were current in their childhood. Others, who with open minds are always learners, keep in touch with all of the new trends of thought.

The above principles of clear thinking make for sound mental health, whereas, narrow-mindedness, prejudices and false beliefs handicap the mind. Young persons trained in this way will be better prepared to meet the many problems of life which are rapidly multiplying in an increasingly complex civilization.

Dr. Sanger Brown.

### Gabby Gleanings From Grand Rapids.

Two Grand Rapids wholesale houses plan to retire from trade during the next six weeks—Manasse Hat Co. on July 1 and the Woodhouse Co. on Aug. 1.

The Manasse Hat Co. was established by Phillip Manasse about five years ago. Because it did not make use of the advertising department of the Tradesman hundreds of Michigan merchants—many of whom might have become customers of the house—never knew there was such an establishment in existence. The owner of the business is closing out the stock and will go on the road for a New York hat jobber—an occupation he followed before he engaged in business for himself.

The Woodhouse Co. was established here twenty-nine years ago. Its business was confined to cigars, tobacco and confectionery. Because it failed to avail itself of the opportunity for expansion afforded by a well-conducted trade journal it never cut very much figure in the trade and for the past three years has lost money every month.

The jobber who thinks he can succeed in this day and age of the world without availing himself of the assistance of a trade journal has a guess coming.

### Insect Bites as Cause of Infections.

Every season has its advantages as well as its drawbacks. In Summer, along with the balmy breezes, the flowers, the out-door life and the vacations, go the insects which exasperatingly interfere in a very definite manner with some of the warm weather pleasures. No matter how careful a person may be nor how effectively the home, porch or cottage is protected against annoying flies, stings and bites are bound to be the lot of nearly everyone.

For instance, the ubiquitous mosquito is bound to bother us and her sting (for it is the female of the species that does the damage) has been known to cause blood poisoning and even death itself. While, of course, the average insect bite or sting is not likely to cause more than passing discomfort and a scab due to unwise scratching, it is certainly the better part of valor to mix a little prudence in protecting against the possibility of such disastrous end results.

Many persons, due to experiences in

the open, such as picnicking, camping and fishing are quite likely to be bitten or stung by insects; and, in addition, frequently suffer from minor cuts, splinter injuries and other slight casualties of a similar nature.

To disregard these apparently inconsequential conditions is most indiscreet. In these days the drug stores and many other shops carry a variety of effective antiseptics, any one of which may be purchased at a nominal price.

The safe rule is to have such a preparation always close at hand, both in the home and when on excursions. And no matter how insignificant the sting, bite, scratch or other injury to the skin may seem to be, apply it promptly.

It is perfectly safe to say that the majority of local infections can be prevented if the initial cause is thus quickly disinfected. If, however, in spite of precaution, the area around the wound becomes red, swollen and tender, a physician should be consulted without delay. Blood poisoning may result if medical science is not given an opportunity to counteract immediately the damage which the bacteria may accomplish. Theodore B. Appel.

### Silver and Pewter Lines Delayed.

Uncertainty over Fall lines is delaying manufacturers of sterling and pewter ware in preliminary work on merchandise for the coming season. So far as sterling producers are concerned, their work is held up because of style problems. Most of the manufacturers are planning to concentrate on low-end hollow ware, but have been unable to get satisfactory style guidance from buyers. In the pewter trade the problem of "trading up" on Fall goods is foremost in the minds of manufacturers. With the bulk of pewter now retailing at from \$2 to \$3, the makers are anxious to introduce some new element which will permit them to increase the price. Several houses have "dressed up" their products by adding trimmings and decorations of copper and have raised the retail price level on such goods to \$5. The plan is expected to be adopted widely this Fall.

### All One Can Eat For Sixty Cents.

"Ensemble methods" of selling, which has proved so eminently successful in a number of other fields, is now being very profitably applied to food, several of the Childs restaurants in New York City offering "All you can eat for 60 cents." The menus have no prices. You can start with the date and order all the way down to the waitress' thumb, with an extra portion of anything on the card, and the total will be the same—60 cents.

So far the management reports a big increase in requests for dishes usually regarded as frills of the meal—tomato-juice cocktail, soup, salad and, especially dessert. But, strange as it may seem in these days of big appetites and slim pocketbooks, there is still a balance on the profit side of the ledger.

First Husband: "Arry, me boy, why do you keep that ornery, worthless dog about your 'ome?"

Second Husband: "For sentimental reasons, Arthur. The wife 'ates 'im."

### Food Men Plan New Storage Units.

Acting on a report of the group warehousing committee, the Associated Grocery Manufacturers of America, Inc., have begun negotiations for a co-operative warehouse to serve members in the mid-Western sales territory. The committee has been studying economies possible under group warehousing since the organization took over two warehouses in Philadelphia for the use of its members. Finding that savings in handling and distribution were outstanding under the group method of operation, the committee suggested similar units in New England and the mid-West some time ago and the present action is the first definite step in enlarging the plan.

### Lamp Trade Volume at New Low.

With current business at the lowest point known in the trade for several seasons, popular-price lamp manufacturers have abandoned plans for stimulating orders and are concentrating on new Fall merchandise. Because of the slow trade this season, many producers have discarded earlier plans for elaborate Fall lines of merchandise. They will confine themselves to adaptations of outstanding Spring numbers. Convinced that price will play the largest part in the coming season, the lamp men are striving to keep goods within the \$3.50 to \$12.50 retail ranges.

## Grand Rapids Safe Company

OLDEST

LARGEST

STRONGEST

Handlers of Safes in Michigan

No Commission too Large

No Order too Small

Our prices are 10 to 20 per cent. lower than those of Chicago and Detroit dealers, due to our low overhead.